

MEETING DATE: **4.21.14**

AGENDA ITEM: Consideration of City Sponsorship for the First Annual Culver
City Arts District Summer Solstice Event in Culver City

ATTACHMENTS

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1. August 12, 2014 Culver City Arts District Staff Report	1-3
2. Make Music LA Information	4-9

**City of Culver City, California
Agenda Item Report**

Meeting Date: 8/12/2013		Item Number: A-2	
CITY COUNCIL AGENDA ITEM: Consideration of a Culver City Arts District Organization and Sponsorship of Cooperative Economic Development and Marketing Programs.			
Contact Person/Dept.:		Phone Number:	
Elaine Warner/CDD		(310) 253-5777	
Todd Tipton/CDD		(310) 253-5783	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: (E-Mail) Meetings and Agendas – City Council (08/06/13)			
Department Approval: Sol Blumenfeld (07/31/13)		City Attorney Approval: Carol Schwab (by H. Baker) (08/06/13)	
Chief Financial Officer Approval: Jeff Muir (08/06/13)		City Manager Approval: John M. Nachbar (08/06/13)	

RECOMMENDATION

Staff recommends the City Council recognize the organization of property and business owners in the Culver City Arts District and approve sponsorship of cooperative economic development and marketing activities for the area through in kind services in the form of staff time.

BACKGROUND

The area known informally as the Culver City Arts District is comprised of numerous art galleries, architecture firms, and artisanal restaurants and has received both national and international attention as a center for fine art with one of the highest concentrations of fine arts galleries in Southern California. While the informal district is located within both the City of Los Angeles and Culver City, it is primarily located along Washington Boulevard between Helms Avenue and Fairfax Avenue in Culver City.

In 2005, the former Culver City Redevelopment Agency (former CCRA) co-sponsored and produced Art Walk Culver City which promoted the various galleries and businesses in the area. The annual event included a promotional art gallery map listing participating businesses and exhibitions. In 2012, Artwalk Culver City was discontinued largely due to the dissolution of redevelopment agencies throughout the state (including the former CCRA) and the associated loss of funding. Since that time, the City has received numerous inquiries from area business and property owners requesting assistance in organizing promotional programs including

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the installation of street banners that can help support, define and promote, in a more formal way, the Culver City Arts District (District) as a unique cultural destination.

DISCUSSION

Economic Development staff and the Culver City Chamber of Commerce have met with several area property and business owners to discuss street banners, monthly events, marketing materials, and other efforts that area stakeholders believe will best brand and promote the proposed District. Staff has also discussed the eventual creation of a more formal business improvement association that can fund capital improvements and maintenance in the area. Two meetings have been held with stakeholders to discuss both short and long term strategies, and there has been significant interest in implementing a District street banner program as the first short-term project. The banner program would be located along Washington Boulevard. Staff has worked with the organizations to develop conceptual banner designs, identify pole locations, provide cost estimates for banner installation, and organize the area to encourage participation in the program. The proposed District stakeholders have suggested installing the banners by mid-September to coincide with the galleries busiest time of the year.

Other marketing activities that were discussed included the development of a District map that not only highlights the galleries but also the other unique shops and restaurants in the area. In addition, several members of the organization have discussed the development of a monthly, "2nd Saturday" event that would be a recurring, but less formal type of "Artwalk" to draw visitors to the area on a regular basis for shopping, dining and entertainment.

City Sponsorship

To be categorized as a "sponsored" event by the City, an event or activity must meet the criteria set forth in Culver City Municipal Code (CCMC) Section 17.330.040.B.7.b.ii., confirming that the City is (a) participating in an official capacity in the planning, preparation or promotion of the event or activity; and (b) contributing 25% of the total estimated costs of the civic event or activity or at least \$1,000, whichever is less. This contribution may take the form of funds, labor, staff time, materials, a waiver of fees, or any combination thereof. The CCMC requires both (a) AND (b) conditions be satisfied. Additionally, in order for an event to be considered City-sponsored, the City Council must determine, by specific action, that the above criteria have been met.

If approved by the City Council, the City would be participating in an official capacity in the planning, preparation or promotion of the economic development and marketing activities for the area; and (b) contributing at least \$1,000 or 25% of the total estimated costs in the form of staff time.

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FISCAL ANALYSIS

There is no fiscal impact in recognizing the organization of property and business owners in the proposed District. The organization would work in partnership with Economic Development staff to implement marketing efforts and activities to enhance the proposed District. Work in the District is shown as part of the Economic Development Work Plan approved in the City Council Adopted Budget for Fiscal Year 2013/2014. These programs will be funded voluntarily by the members of the proposed District, and the City will provide in kind support staff on an as-needed basis. Eventually a more formal District organization may be created eliminating the need for in kind staffing.

ATTACHMENTS

1. Petition/Letters from Property and Business Owners in the proposed Culver City Arts District;
2. Preliminary Banner locations.

MOTION

That the City Council:

1. Recognize the organization of property and business owners as the Culver City Arts District; and
2. Direct the City Manager to sponsor future cooperative economic development and marketing activities for the area through in kind services in the form of staff time subject to availability of such time.

MAKE MUSIC LOS ANGELES JUNE 21

ALL DAY FREE CONCERTS



Registration is Now Open for Make Music LA

All ages, all skill levels, all genres welcome!

[Register Today](#)

Anyone can host, and anything can be a music venue.

[Sign Me Up!](#)

Check out local musicians playing all over your city.

[Coming Soon!](#)



Rhythm Child

Make Music Los Angeles, an LA-based non-profit, produces an annual participatory musical celebration on June 21st, the Summer Solstice.

Now in its third year, Make Music LA is a unique festival of hundreds of free concerts in public spaces throughout the city and county of Los Angeles. MMLA takes place simultaneously with similar festivities in more than 700 cities around the world — a global celebration of making music.

Completely different from a typical music festival MMLA is open to anyone who wants to take part!

The second annual Make Music LA had 104 free concerts, our goal this year is to have 500 or more concerts. Every performance counts and we can only do it with your help. All performers are welcome —students, amateurs and professionals —but you must register in order to participate.

From 10 in the morning to 10 at night, musicians of all ages, creeds, and musical persuasions — from hip hop to opera, Latin jazz to punk rock — perform on streets, sidewalks, plazas, cemeteries, parks and gardens. From high school bands to marquee names, MMLA is open to anyone who wants to take part, enjoyed by everyone who wants to attend.

The next Make Music LA is on Saturday, June 21, 2014.

Videos



[Celebrity Shout outs for MMLA](#)



[Make Music Goes to DC for Mayors Conference](#)

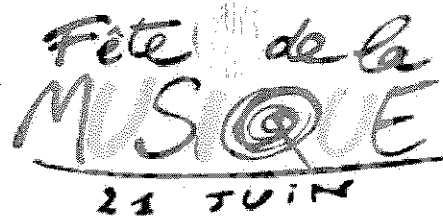


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About MMLA

WHAT IS MMLA?

Make Music Los Angeles (MMLA) is based on France's Fête de la Musique, a national musical holiday inaugurated in 1982. The festival has become an international phenomenon celebrated on the same day in more than 460 cities in 110 countries, including Germany, Italy, Egypt, Syria, Morocco, Australia, Vietnam, Congo, Cameroon, Fiji, Colombia, Chile, Nepal, and Japan.



OUR MISSION

Make Music Los Angeles engages all communities of Los Angeles in an annual cross-cultural celebration of the power of music and art to enrich lives through education and musical performances in neighborhoods across the county.

WHO CAN PARTICIPATE?

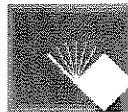
Anyone and everyone can participate. Amateurs, students, professionals, and established artists are all welcome.

HOW TO PARTICIPATE?

Make Music Los Angeles is open to artists of all ages, all levels of ability, and all musical categories. Please click here to start participating!

WHO PUTS THIS TOGETHER?

Please click here to see our Board Members.



arts>Brookfield



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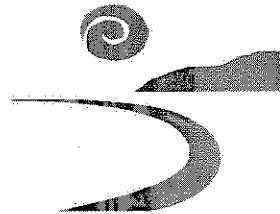
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Our Partners

Go Metro and save 30% at Papa John's Pizza and more. For more details, click [here](#). Metro provides Bus and Rail transportation all over Los Angeles till 2AM on Fridays and Saturdays. For your best route or more info, visit the [Metro Trip Planner](#) or call (323) Go.Metro or (323.466.3876).



Council Member Eric Garcetti
Council District 13



City of
Santa Monica®

Department of Cultural Affairs



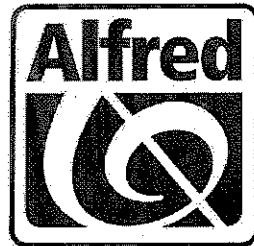
Council Member Tom LaBonge
Council District 4



Los Angeles Public Library



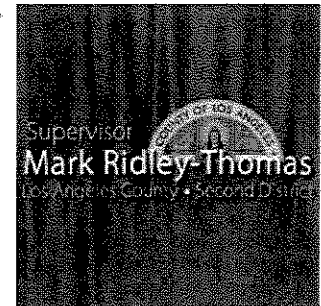
Department of Recreation and
Parks



Alfred Music Publishing



Hohner Harmonicas



Supervisor Mark Ridley-Thomas



Empowerment Congress



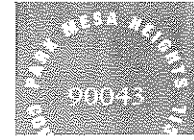
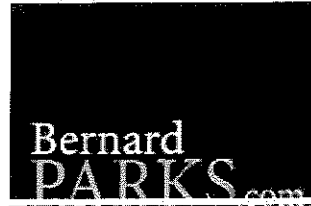
Empower LA Department of
Neighborhood Empowerment



Department of Cultural Affairs



Council Member Paul Koretz
Council District 5

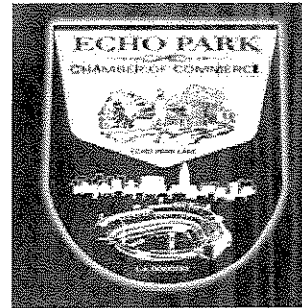
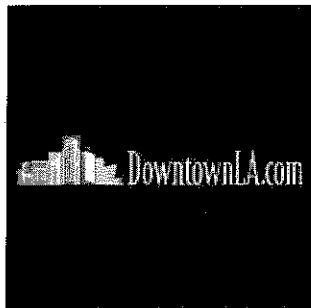


Silver Lake Neighborhood Council

Hollywood Studio District
Neighborhood Council

Downtown LA Neighborhood
Council

Downtown Artwalk

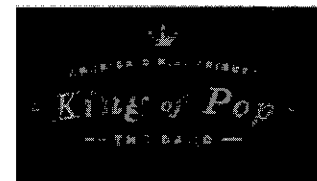


DowntownLA.com

Arts For LA

Echo Park Chamber of Commerce

Silver Lake Chamber of Commerce

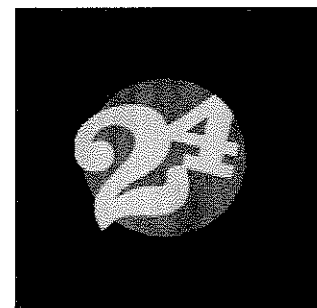


Beverly Hills Chamber of
Commerce

Levitt Pavilion

Lula Washington Dance Theatre

King of Pop the Band



Hammer Museum

24th Street Theatre



The Wende Museum



Watts Village Theater Company



Alegria On Sunset



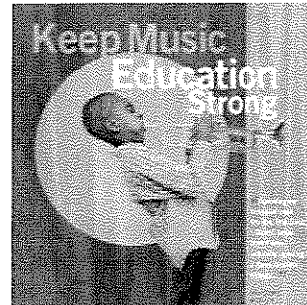
Barkeeper Silver Lake



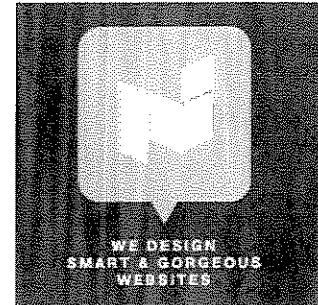
Silverlake Jubilee



The World Stage



Keep Music Education Strong
NAMM Foundation



Neorator Web Design Studio



Fete de la Musique



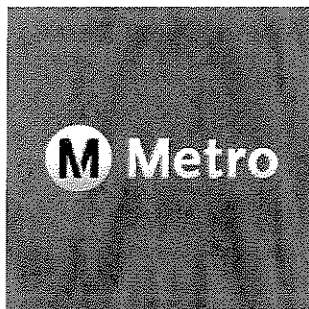
Angels Gate Cultural Center



Silver Lake Neighborhood Council



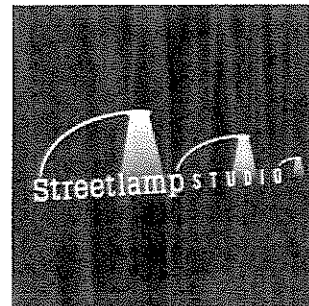
Name Portraits by Carla



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Streetlamp Studio

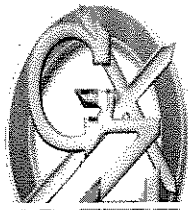


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Grand Park



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LA Women's Theater Festival



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