

MEETING DATE: December 6, 2010

AGENDA ITEM: **Acceptance of the Sony Pictures Entertainment Contribution in the Amount of \$25,000 (\$21,500 to the City and \$3,500 to the Redevelopment Agency) for Fiscal Year 2010/2011 and Consideration and Approval of Proposed Program Allocation.**

ATTACHMENTS

	<u>Pages</u>
1. Staff Report for Sony Pictures Entertainment Sponsorship on December 14, 2009.	1-4
2. Excerpt from the Minutes of the December 14, 2009 City Council meeting.	5

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

Meeting Date: 12/14/09		Item Number: <u> J-4 </u>	
AGENDA ITEM: JOINT ITEM – Acceptance of the Sony Pictures Entertainment Contribution in the Amount of \$25,000 (\$20,000 to the City and \$5,000 to the Redevelopment Agency) for Fiscal Year 2009/2010 to the City’s Unified Fund and Approval of Proposed Program Allocation.			
Contact Person/Dept.: Susan Obrow/ Community Development Department Pam Robinson / Parks, Recreation, Community Services Department		Phone Numbers: Susan Obrow (310)253-5762 Pam Robinson (310)253-6632	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☐ Attachments: ☒	
Commission Action Required: Yes ☒ No ☐		Date: _____	
Public Notification: Cultural Affairs Master Notification List (11/30/09); Parks, Recreation, and Community Services Master Notification List (11/30/09); Cultural Affairs Commission (11/30/09); Parks, Recreation and Community Services Commission (11/30/09); Performing Arts Grant Applicants (11/30/09); Fiesta La Ballona Committee (11/30/09); Meetings and Agendas – City Council (12/09/30); Sony Pictures Entertainment (11/30/09); Cultural Affairs Foundation Board (11/30/09)			
Department Approval: Sol Blumenfeld (12/03/09)		City Attorney Approval: Carol Schwab (by H. Baker) (12/09/09)	
Chief Financial Officer Approval: Mark Scott (by N. Kimball) (12/10/09)		Executive Director Approval: Mark Scott (12/10/09)	
<u>RECOMMENDATION:</u> That the City Council: Accept the Sony Pictures Entertainment (“Sony”) contribution of \$20,000 and approve a budget amendment recognizing the revenue and allocating the award to current cultural and City events for program enhancement for Fiscal Year 2009-2010. A Budget Amendment Requires a 4/5ths Vote That the Redevelopment Agency: Accept the Sony Pictures Entertainment (“Sony”) contribution of \$5,000 and approve a budget amendment recognizing the revenue and allocating the award to current Redevelopment Agency sponsored cultural events for program enhancement for Fiscal Year 2009-2010.			

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Agenda Item Report**

BACKGROUND:

In March 2006, the City Council approved a request submitted by Sony Pictures Entertainment for an Amendment to extend the term of the Development Agreement relating to property at 10202 Washington Boulevard. Pursuant to the terms of the First Amendment to the Development Agreement, Sony will contribute to the City's Unified Fund at least Twenty-Five Thousand Dollars (\$25,000) per year until the year 2015. Also, Sony will continue to contribute at least Twenty-Five Thousand Dollars (\$25,000) per year to the Culver City Unified School District until the year 2015 under this same agreement.

The City's Unified Fund supports City-sponsored events and cultural programs of the Community Development Department and the Parks, Recreation and Community Services Department. The City Council approved the Sony sponsorship and recommended allocation last year at its December 8, 2008 meeting. Attachment 1 provides a copy of the staff report from that meeting.

DISCUSSION:

Traditionally, the greater part of the Sony contribution has been allocated to the City's Performing Arts Grant Program which Sony has steadfastly supported for several years. Sony contributed \$25,000 to the City's Unified Fund in FY 08-09 and last year's allocations were as follows:

2008-09 ALLOCATIONS

<u>City/Agency Programs</u>	<u>Recommended Amount</u>
<i>Music in the Chambers</i>	\$ 500
Performing Arts Grant Program	\$15,000
Special Events (Fiesta/Recreation Programs)	\$ 4,500
<i>ARTWALK Culver City</i>	\$ 500
<i>The Art of...Speakers Series</i>	\$ 2,000
Children's Events (<i>Rainbow Day</i>)	\$ 500
<i>Culver City Music Festival</i>	\$ 1,000
Special Events (<i>Made in Culver City</i>)	\$ 500
<i>Speak Easy</i>	<u>\$ 500</u>
TOTAL:	\$25,000

Sony's leadership in the community is inspirational and it continues to attract more contributors, sponsors and marketing partners to the City of Culver City. City and Redevelopment Agency marketing materials credit Sony on the specific work programs that it funds. The City Council has the opportunity to allocate the resources in whatever manner the City Council feels appropriate. Staff is recommending that the FY 09-10 Sony contribution be allocated as follows:

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Agenda Item Report**

2009-10 ALLOCATIONS

City/Agency Programs

Recommended Amount

<i>Music in the Chambers</i>	\$ 500
Performing Arts Grant Program	\$15,000
Special Events (Fiesta/Recreation Programs)	\$ 4,500
<i>ARTWALK Culver City</i>	\$ 500
<i>The Art of...Speakers Series</i>	\$ 2,000
Children's Events (<i>Rainbow Day</i>)	\$ 500
<i>Culver City Music Festival</i>	\$ 1,000
<i>Made in Culver City</i>	\$ 500
<i>Speak Easy</i>	<u>\$ 500</u>
TOTAL:	\$25,000

FISCAL ANALYSIS:

Funds donated by Sony will have a positive impact to the City's ability to enhance existing programs. The account numbers corresponding to the recommended budget amendments are as follows:

Account Description	Account Number (Revenue)	Account Number (Expenditure)	Amount
Music in the Chambers	55094420.339120	55094420.619800 – Other Contractual Services	\$500
Performing Arts Grants Program	42000614.347000	42000614.619800 – Other Contractual Services	\$15,000
Special Events - Recreation	10132800.386200	10132800.514190 – Other Special Department Supplies	\$1,000
Fiesta La Ballona	10132810.386100	10132810.618900 – Other Contractual Services	\$3,500
ARTWALK Culver City	42000676.347000	42000676.619800 – Other Contractual Services	\$500
The Art of...Speakers Series	55094400.339120	55094440.619800 – Other Contractual Services	\$2,000
Children's Events (Rainbow Day)	55094460.339120	55094460.619800 – Other Contractual Services	\$500
Culver City Music Festival	55094410.386200	55094410. 619800 Other Contractual Services	\$1,000
Made in Culver City	55094450.339120	55094450.619800 Other Contractual Services	\$500
Speak Easy	55094480.339120	55094420. 619800 Other Contractual Services	\$500

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

ATTACHMENTS:

1. Staff Report for Sony Pictures Entertainment Sponsorship on December 8, 2008.
2. Excerpt from the Minutes of the December 8, 2008 City Council meeting.

MOTION:

That the City Council:

Approve a budget amendment in the amount of \$20,000 and allocate amounts to City programs as recommended by staff in the Fiscal Analysis section.

A Budget Amendment requires a 4/5ths vote.

That the Culver City Redevelopment Agency:

Approve a budget amendment in the amount of \$5,000 and allocate amounts to Agency programs as recommended by staff in the Fiscal Analysis section.

**EXCERPT FROM THE
REGULAR MEETING OF THE
CITY COUNCIL, CITY OF CULVER CITY,
CALIFORNIA**

December 14, 2009
6:16 p.m.

Item J-4
(out of sequence)

Acceptance of the Sony Pictures Entertainment Contribution in the Amount of \$25,000 (\$20,000 to the City and \$5,000 to the Redevelopment Agency) for Fiscal Year 2009/2010 to the City's Unified Fund and Approval of Proposed Program Allocation.

Councilmember Silbiger received clarification that any excess funds in the Performing Arts Grant Fund budget would be used to market the productions and the fund should be at a zero balance by the end of the year.

MOVED BY COUNCILMEMBER MALSIN, SECONDED BY COUNCILMEMBER O'LEARY AND UNANIMOUSLY CARRIED, THAT THE CITY COUNCIL APPROVE A BUDGET AMENDMENT IN THE AMOUNT OF \$20,000.00 AND ALLOCATE AMOUNTS TO CITY PROGRAMS AS RECOMMENDED BY STAFF IN THE FISCAL ANALYSIS SECTION.

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