

**MEETING DATE:** January 23, 2012

**AGENDA ITEM:** Consideration of City Sponsorship of the Westdoc Conference and Approval of Memorandum of Understanding Related thereto.

**ATTACHMENTS**

- |    |                                                                                        |                             |
|----|----------------------------------------------------------------------------------------|-----------------------------|
| 1. | Information Regarding Westdoc Provided by the Culver Hotel (Including Support Letters) | <u>Pages</u><br>1- <b>6</b> |
|----|----------------------------------------------------------------------------------------|-----------------------------|

# westdoc

## CONFERENCE

The West Coast Documentary and Reality Conference

### WESTDOC 2012

#### *Summary View of Culver City Location*

WESTDOC, like many other conferences, is a social event. In previous installments of this event, it all took place within the confines of a large hotel where everyone had a chance to see each other during panels or in the general lobby space. We want everyone, from the top executive to the newcomer, to be part of a welcoming environment.

#### SOCIAL SPACE – CONFERENCE SPACE

If WESTDOC 2012 is to take place in Culver City, we seek to create an environment that is organized, hip, and friendly. Similar to an event in New York City called *IFP*, we would be harnessing the outdoor social space as part of our design. The attendees and speakers would enjoy a centerpoint between the **Culver Hotel** and the **Pacific Stadium 12**. Seating and meeting areas, indoor and outdoor, merge to become opportunities to meet people in a casual atmosphere. The nearby group of restaurants would share in quite a lunch rush as well, all three days.

There would be an informal boundary between the Pacific Stadium 12 and the Culver Hotel. Badgeholders could attend one of many panels inside the theater and retreat to the hotel to take meetings. If the courtyard area between the two establishments could be annexed, we would provide some 20+ tables with umbrellas and/or couches for more meetings. Table service is not expected but would be a great option. Perhaps we could rent a coffee cart for these first two days.

As the conference is three days, we want people to walk freely in the space between the hotel and theater during the non-lunch periods. Coffee throughout the day and drinks at night are the normal progression.

During the hours of our event, we would require badges for entrance into the theater as well as the bar area of the hotel at specific times. Private cocktail parties and networking periods in the lobby and speakeasy would be for badgeholders only, though open areas would be less controlled.

continued

## PROPOSED SCHEDULE

### **Sunday, September 9<sup>th</sup>**

Opening Night Film and Kickoff Party. Expected attendance 200 – 350 people. Film screening at the theater with drinks at Culver Hotel before and afterwards.

### **Monday, September 10<sup>th</sup> and Tuesday, September 11<sup>th</sup>**

- 9:00 am – Noon: Multiple Panels in the Pacific Stadium 12. Coffee and lite breakfast service in theater lobby.
- 9:00 am – 4:30pm: Ongoing Networking and Meetings in Culver Hotel
- Noon – 1:30 pm: Lunch - Culver City Eateries and Culver Hotel
- 1:30pm – 4:30pm: Multiple Panels in the Pacific Stadium 12
- 10:00am – Noon: *The Sit Down* – TBD (likely nearby restaurants before lunch rush) – Two simultaneous rooms to accommodate 50 -75 people each for multiple half-hour presentations.
- 2:00pm – 4:00pm: *The Sit Down* – TBD (likely nearby restaurants after lunch rush) – Two simultaneous rooms to accommodate 50 -75 people each for multiple half-hour presentations.
- 2:00pm – 4:00pm: *Face Time* – TBD (possibly dining room of Culver Hotel) – One large dining room to accommodate multiple one on one meetings in a speed dating-type environment.
- 5:00pm – 7:30pm: Cocktail Party – Sponsored. Location TBD

### **Wednesday, September 12<sup>th</sup>**

- 9:00 am – Noon: *Pitchfest* Event at the Pacific Stadium 12. Large single theater. Estimated 300 people
- Noon – 1:30pm: Lunch - Culver City Eateries
- 1:30pm – 4:00pm: *Pitchfest* Event at the Pacific Stadium 12. Large single theater. Estimated 300 people
- Closing Cocktail Event



CULVER CITY  
CHAMBER OF COMMERCE

January 17, 2012

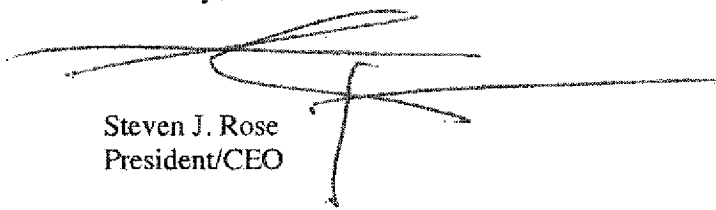
Mayor O'Leary and Members of the City Council  
City of Culver City  
PO Box 507  
Culver City, CA 90232

Dear Mayor O'Leary and Members of the City Council,

The Culver City Chamber of Commerce stands in support of Westdoc, a film festival scheduled for the fall of 2012 in downtown Culver City. The use of Town Plaza is ideally suited for such an event. Allowing them usage of the plaza for "public furniture" to increase the ambience of the event and interaction of Culver City guests will not only add to the culture of our city but potentially its economic base.

We encourage your staff to work with Westdoc, The Culver Hotel and Pacific Theaters to secure this positive image for our city.

Sincerely,



Steven J. Rose  
President/CEO

Cc  
Culver City Chamber Board  
John Nachbar  
Sol Blumenfeld

# PACIFIC THEATRES

120 NORTH ROBERTSON BLVD. • LOS ANGELES, CALIFORNIA 90048-3115 • DIRECT: 310-657-8420 • FAX: (310) 854-6017

January 17<sup>th</sup>, 2012

Dear Mayor and City Council Members

Pacific Theatres is delighted to be hosting the 2012 West Coast Documentary and Reality Conference in partnership with The Culver Hotel. The theatre is an ideal venue to accommodate the conference in the heart of Culver City. We support the use of the Town Plaza as a meeting area for conference delegates, creating a synergy between the two host venues. The business is welcomed during a historically slow time of year for the movie industry.

I believe this is positive for Pacific Theatres, The Culver Hotel and the surrounding businesses.

Sincerely



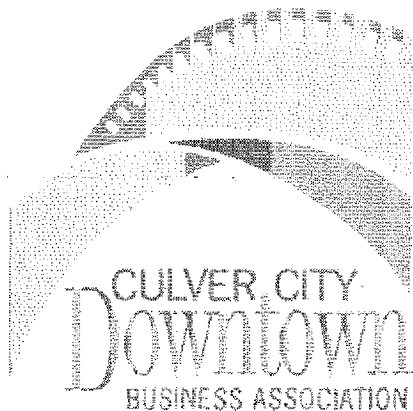
Gretchen McCourt  
Executive Vice President  
Pacific Theatres Exhibition Corp

I am happy to add my support to the Westdoc Conference to be held on Town Plaza over a 4 day period in September of 2012. The event will benefit the City; I have no objection, indeed, if ground floor space is still available in the Aenaria building, I will open it to the public at Westdoc.

Renato Romano  
AENARIA LLC  
Cell - (310) 739 1517  
Office - (310) 841-6242

"Turning Boundaries into Bridges"

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Culver City Downtown Business Association  
PO Box 1322  
Culver City, CA 90232  
Phone: 310-202-6060  
Email: [executivedirector@downtownculvercity.com](mailto:executivedirector@downtownculvercity.com)

1/18/2012

Mayor and City Council Members:

The Culver City Downtown Business Association (DBA) supports the proposed Westdoc conference scheduled for September of 2012. Further, the DBA is also in support of the proposed use of the Town Plaza public space and is excited about the idea of placing temporary furniture in the plaza in order to create a vibrant gathering place for the use of the conference attendees.

As described by the organizers it will bring approximately 300 entertainment industry people to Culver City, thereby having a direct positive business impact on the Pacific Theaters, The Culver Hotel and the variety of our downtown businesses. The DBA believes this is a great opportunity to showcase all of what Downtown Culver City has to offer.

Thank you for your time and attention to this matter

Sincerely,

A handwritten signature in black ink, appearing to read "John S. Byers", written over a circular stamp or seal.

John S. Byers  
President