

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

Meeting Date: 02/28/11		Item Number: <u>A-1</u>	
REDEVELOPMENT AGENCY BOARD AGENDA ITEM: (1) Consideration of the Music Producer for the 2011 Culver City Music Festival and (2) Award of Professional Services Agreement(s) as Deemed Appropriate for the Production of the Festival			
Contact Person/Dept.:		Phone Number:	
Todd Tipton/Community Development		(310) 253-5783	
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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 – Redevelopment Agency (02/24/11); Gary Mandell (2/8/11); Jazz Bakery (2/14/11); Cultural Affairs Commission (2/14/11); Downtown Business Association (2/14/11); Chamber of Commerce (2/14/11); Subscribers of Ongoing Topics, Cultural Affairs Commission, Cultural Events (2/14/11)			
Department Approval: Sol Blumenfeld (02/23/11)		Agency General Counsel Approval: Murray Kane (02/22/11)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (02/23/11)		City Manager/Executive Director Approval: John M. Nachbar (02/24/11)	
<u>RECOMMENDATION:</u> Staff recommends that the Culver City Redevelopment Agency Board (Agency Board) provide direction regarding the selection of the music producer for the 2011 <i>Culver City Music Festival</i> (Festival). <u>BACKGROUND:</u> On October 25, 2010, the Agency Board considered recommendations of the Cultural Affairs Commission regarding Festival programming which included the suggestion of presenting performers who have not played the series before and who may draw patrons from a broader demographic . The Agency Board directed staff to contact KCRW 89.9 Radio (KCRW) to ascertain its interest in programming and marketing the Festival concerts. KCRW, which was in the midst of master planning for calendar year 2011, responded with a tentative proposal to program two concerts featuring world music on a night other than Thursday night due to a previous commitment. On February 17, 2011, the Agency Board reviewed KCRW’s proposal and declined the opportunity to continue discussions with KCRW. Agency Board Members reiterated their commitment to presenting the concerts on Thursday nights. Further, the Agency Board discussed the contract renewal for Gary Mandell of Boulevard Music¹ and directed staff to consult with the Jazz Bakery regarding the possibility of			

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that organization presenting some of its *Movable Feast* programming as part of the summer concert series.

The Jazz Bakery, which was once located within the Helms Bakery Complex, recently entered into an Exclusive Negotiating Agreement with the Culver City Redevelopment Agency (Agency) to build a performance venue at 9814 Washington Boulevard. The Jazz Bakery is currently presenting *Movable Feast*² jazz concerts in various venues throughout the Los Angeles region.

Currently, Mr. Mandell receives \$55,000 of the allocated \$75,000 Festival budget and assumes the responsibility for marketing as well as for contracting and supervising the musical artists, sound designer, production staff, house manager, and security. The Agency retains the remainder for the sponsorship program, venue operations, additional security, signage, event crew and lighting.

DISCUSSION:

The Jazz Bakery is under the artistic direction of founder Ms. Ruth Price. Its mission is to promote an appreciation of jazz in all of its forms and to build the next generation of jazz audiences and jazz artists for America's music. Similar to Mr. Mandell, The Jazz Bakery is an experienced producer.

Ms. Price has expressed interest in the possibility of partially programming the Festival in 2011. Ms. Price has proposed programming for the Festival that would span the spectrum of American jazz and world music with jazz influences. Also, Ms. Price has confirmed to staff that producing efforts³ in Culver City would benefit the fundraising efforts underway for the Jazz Bakery's new venue in Downtown Culver City since it would provide the organization with visibility in the City during its capital campaign and an opportunity to strengthen its community base.

Producer Options

The Agency Board has the option to award the entire series to Mr. Mandell or divide the series between Mr. Mandell and Ms. Price. The fiscal impacts associated with these scenarios are attached for reference.

If Mr. Mandell is selected as the sole producer for this year's Festival, staff recommends that he remain responsible for marketing and production management. If the series is split between Mr. Mandell and Ms. Price, staff recommends that the responsibilities for marketing and production management be assigned to staff in order to ensure clear branding for the concert series and its associated sponsorship campaign, as well as a production plan that delivers staffing continuity regardless of the programmer. In order for staff to assume those responsibilities, it would be necessary to use existing program funding to contract with and supervise professionals in each field. This may be accomplished without detriment to the musical artists' budget or additional cost to the Agency. Further, if

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the series is divided, staff recommends that the Festival start with the complete set of Mr. Mandell's programming followed by the complete set of the Jazz Bakery's programming. As a result, the marketing would promote the Festival as a whole and spotlight the two respected producers.

Separately, radio station KKJZ 88.1 has contacted staff and expressed interest in participating in the Festival as a marketing sponsor. KKJZ could run radio spots and promote the Festival on its website and through email blast to its membership.

FISCAL ANALYSIS:

Currently, the budget for the Festival (8 concerts) is \$75,000 and is allocated as follows:

\$10,000 Producer Fee (\$1,000 per concert plus \$2,000 additional for general producing effort)
\$10,000 Sound Services
\$10,000 Marketing
\$15,000 Event / Maintenance Crew
\$20,000 Musical Artists (estimated \$2,500 per musical group / one group per concert)
\$10,000 Event Production Costs
\$75,000

Funds for the Festival have been appropriated in the *Culver City Music Festival Program* account (55094410). Additionally, there is an annual sponsorship program which currently generates approximately \$5,000 per year. Staff currently administers a non-aggressive campaign to secure marketing sponsorships for the Festival. This campaign will benefit from the steady increase in affordable, web-based promotional opportunities available in Culver City. The 2011 campaign will include email blasts and electronic advertising.

Staff estimates that the total projected budget is adequate for the 2011 program since an increase in web promotion for the series will generate savings that may be used to engage professional staffing in the key positions of production manager, publicist, and house manager.

ATTACHMENTS:

1. Fiscal impacts associated with concert scenarios.

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MOTION:

That the Agency Board:

- 1A. Approve a Professional Services Agreement with Mr. Gary Mandell for services as Producer for eight concerts of 2011 Culver City Music Festival in an amount not to exceed \$55,000;

OR

- 1B. Approve a Professional Services Agreement with Mr. Gary Mandell for services as Music Producer for six concerts of the 2011 Culver City Music Festival in an amount not to exceed \$21,000 and a Professional Services Agreement with the Jazz Bakery for services as Music Producer for two concerts of the 2011 Culver City Music Festival in the amount of \$7,000;

OR

- 1C. Approve a Professional Services Agreement with Mr. Gary Mandell for services as Music Producer for four concerts of the 2011 Culver City Music Festival in an amount not to exceed \$14,000 and a Professional Services Agreement with the Jazz Bakery for services as Music Producer for four concerts of the 2011 Culver City Music Festival in the amount of \$14,000 of the 2011 Culver City Music Festival;

AND

2. Authorize Agency General Counsel to review/prepare the necessary documents; and
3. Authorize the Executive Director to execute such documents on behalf of the Agency.

Notes:

¹ Mr. Mandell is being considered as the sole producer for the concert series or as one of two producers for the series this year. Mr. Mandell has produced the series for a decade and is the owner of Boulevard Music which is a Culver City-based retail music store, music school, and intimate concert venue.

² *Movable Feast* concerts include legendary musicians, cutting edge artists, emerging young musicians and Los Angeles favorites. Ms. Price has expressed interest in presenting more *Movable Feasts* in Culver City and some have already occurred at the Kirk Douglas Theatre and at the Ivy Substation. Also, planning is underway for the Jazz Bakery to participate in the upcoming *Speak Easy* program at the Culver Events Center.

³ The Jazz Bakery is able to promote the concerts through its website, an email blast list that reaches 7-8,000 subscribers, and an active facebook page.