

MEETING DATE: December 14, 2009

AGENDA ITEM: **JOINT ITEM – Acceptance of the Sony Pictures Entertainment Contribution in the Amount of \$25,000 for Fiscal Year 2009/2010 to the City’s Unified Fund and Consideration and Approval of Proposed Program Allocation.**

ATTACHMENTS

	<u>Pages</u>
1. Staff Report for Sony Pictures Entertainment Sponsorship on December 8, 2008.	1-5
2. Excerpt from the Minutes of the December 8, 2008 City Council meeting.	6

ATTACHMENT 1

City of Culver City, California

A Joint City Council/Redevelopment Agenda Item Report

Meeting Date: December 8, 2008		Item Number: <u>J-1</u>	
AGENDA ITEM: JOINT ITEM - Acceptance of the Sony Pictures Entertainment Contribution in the Amount of \$25,000 for Fiscal Year 2008/2009 to the City's Unified Fund and Consideration and Approval of Proposed Program Allocation.			
Contact Person/Dept.: Susan Obrow / Community Development Department Pam Robinson / Parks, Recreation, Community Services Department		Phone Number: Susan Obrow (310)253-5762 Pam Robinson (310)253-6632	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Cultural Affairs Master Notification List (11/24/08); Parks and Recreation Master Notification List (12/3/08); Cultural Affairs Commission (11/24/08); Parks, Recreation and Community Services Commission (12/3/08); 2009 Performing Arts Grant Applicants (11/24/08); Fiesta La Ballona Committee (12/3/08); Master E-Mail Notification List (11/24/08) Sony Pictures Entertainment (11/24/08); Cultural Affairs Foundation Board (11/24/08).			
Department Approval: Sol Blumenfeld (12/01/08)		City Attorney Approval: Carol A. Schwab (by H. Baker) (12/02/08)	
Chief Financial Officer: Jeff Muir (by N. Kimball) (12/02/08)		City Manager Approval: Jerry B. Fulwood (12/02/08)	
<u>RECOMMENDATION:</u>			
Staff recommends 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 2008-2009.			
Staff recommends 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 and City events for program enhancement for Fiscal Year 2008-2009.			
A Budget Amendment requires a 4/5ths vote.			

City of Culver City, California
A Joint City Council/Redevelopment 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 in the Studio (S) Zone. Under 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.

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. City Council approved the Sony sponsorship and recommended allocation last year at its October 22, 2007 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 07-08 and last year's allocations were as follows:

2007-08 ALLOCATIONS

<u>City/Agency Programs</u>	<u>Recommended Amount</u>
Music in the Chambers	\$ 1,500
Performing Arts Grant Program	\$15,000
Special Events (Fiesta/Tree Lighting/Teen Center Programs)	\$ 4,500
ARTWALK Culver City	\$ 2,000
The Art of...Speakers Series	\$ 2,000
TOTAL:	<u>\$25,000</u>

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. Staff recommends crediting Sony on the specific work programs that it funds. Three of the newest Agency-funded Cultural Affairs work programs would benefit from enhanced marketing dollars or performer fees as well as from Sony's imprimatur on the marketing materials. Those programs include Children's Events (*Rainbow Day*) and *Speak Easy* which are both presented on the west side of the City as well as *Made in Culver City*, funded this year through the Special Events account in the Cultural Affairs budget, which is presented as an anniversary event celebrating the City's film

City of Culver City, California
A Joint City Council/Redevelopment Agenda Item Report

history. Staff recommends allocating \$500 for each of those new work programs. Additionally, Sony has received credit as a sponsor of the *Culver City Music Festival* in recent years, in appreciation for its overall sponsorship of performing arts programs, but funds were not allocated from the annual contribution. Staff recommends that \$1,000 of the contribution be allocated towards the Festival so that Sony may continue to enjoy the marketing benefits offered in the sponsorship package at that level which include the company's logo placement on ads and flyers.

City Council has the opportunity to allocate the resources in whatever manner Council feels appropriate. Staff is recommending that the FY 08-09 Sony contribution be allocated as follows:

2008-09 ALLOCATIONS

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

FISCAL ANALYSIS:

Funds donated by Sony will have a positive impact to the City's ability to enhance existing programs and offer additional services to the community. The account numbers corresponding to the recommended allocations 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	10132800.514100 – Other Special Department Supplies	\$1,000

City of Culver City, California
A Joint City Council/Redevelopment Agenda Item Report

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
Special Events (Made in Culver City)	55094450.339120	55094450.619800 Other Contractual Services	\$500
Speak Easy	55094480.339120	55094420. 619800 Other Contractual Services	\$500

ATTACHMENTS:

1. Staff Report for Sony Pictures Entertainment Sponsorship on October 22, 2007.
2. Excerpt from the Minutes of the October 22, 2007 City Council meeting.

MOTION:

That the City Council:

1. Approve a budget amendment of \$20,000 of the annual \$25,000 contribution from Sony Pictures Entertainment and allocate \$15,000 to the Performing Arts Grant Program (Account number 42000614), and \$3,500 for Fiesta La Ballona (Account number 10132810), and \$1,000 to Recreation Special Events (Account number 10132800 and \$500 to ARTWALK Culver City (Account number 42000676) for Fiscal Year 2008-2009.

OR

2. Authorize and approve a budget amendment and consider and determine new allocations based on discussion.

A Budget Amendment requires a 4/5ths vote.

City of Culver City, California
A Joint City Council/Redevelopment Agenda Item Report

AND

That the Culver City Redevelopment Agency:

1. Accept \$5,000 of the annual \$25,000 contribution from Sony Pictures Entertainment and allocate \$2,000 to *The Art of...Speakers Series* (Account number 55094440), \$1,000 to the *Culver City Music Festival* (Account number 55094410) and \$2,000, in amounts of \$500 each, to *Music in the Chambers* (Account number 55094420), Children's Events - *Rainbow Day* (Account number 55094460), Special Events - *Made in Culver City* (Account number 55094450), and *Speak Easy* (Account number 55094480) for Fiscal Year 2008-2009.

ATTACHMENT 2

REGULAR MEETING OF THE
CITY COUNCIL, CITY OF CULVER CITY
CALIFORNIA

December 8, 2008
6:02 p.m.

Joint Item

Item J-1

Acceptance of the Sony Pictures Entertainment Contribution in the Amount of \$25,000 for Fiscal Year 2008/2009 to the City's Unified Fund and Consideration and Approval of Proposed Program Allocation

Staff provided a summary of the material of record.

Councilmember Armenta moved to adopt the staff recommendation. Councilmember Weissman seconded the motion and the discussion continued.

Discussion ensued between the City Council and staff regarding appreciation for the contribution; whether Sony Pictures Entertainment would be willing to increase the contribution; why a budget amendment was necessary; and a suggestion that the contribution be part of the annual budgetary process as there is a ten-year commitment.

MOVED BY COUNCILMEMBER O'LEARY, SECONDED BY COUNCILMEMBER ARMENTA AND UNANIMOUSLY CARRIED, THAT THE CITY COUNCIL APPROVE A BUDGET AMENDMENT OF \$20,000.00 OF THE ANNUAL \$25,000.00 CONTRIBUTION FROM SONY PICTURES ENTERTAINMENT AND ALLOCATE \$15,000.00 TO THE PERFORMING ARTS GRANT PROGRAM (ACCOUNT NUMBER 42000614), AND \$3,500.00 FOR FIESTA LA BALLONA (ACCOUNT NUMBER 10132810), AND \$1,000.00 TO RECREATION SPECIAL EVENTS (ACCOUNT NUMBER 10132800 AND \$500.00 TO ARTWALK CULVER CITY (ACCOUNT NUMBER 42000676) FOR FISCAL YEAR 2008-2009.

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