

City of Culver City, California Agenda Item Report

Meeting Date: 06/23/14		Item Number: <u>A-3</u>	
CITY COUNCIL AGENDA ITEM: (1) Consideration of a Recommendation from the Cultural Affairs Commission Related to the Format and Release of a Request for Proposals for the 2015 Summer Concert Series and (2) (If Desired) Authorization to Release a Request for Proposals for Production Services for the 2015 Summer Concert Series.			
Contact Person/Dept.: Shelly Wolfberg, City Manager's Office		Phone Number: (310) 253-6000	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☒ No ☐		Date: <u>May 13, 2014</u>	
<u>Cultural Affairs Commission</u>			
Public Notification: Cultural Affairs Commission (06/17/14), Gary Mandell, and Meetings and Agendas – City Council (06/17/14); Cultural Affairs Commission (06/17/14)			
Department Approval: Martin R. Cole (06/16/14)		City Attorney Approval: Carol Schwab (by H. Baker) (06/16/14)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (06/17/14)		City Manager Approval: John M. Nachbar (06/17/14)	
<u>RECOMMENDATION:</u> Staff recommends that the City Council (1) consider a recommendation from the Cultural Affairs Commission related to the format and release of a Request for Proposals (RFP) for the 2015 Summer Concert Series and (2) (if desired) authorization to release an RFP for Production Services for the 2015 Summer Concert Series. <u>BACKGROUND:</u> Audiences have enjoyed 20 years of free summer concerts in the City Hall Courtyard. For a majority of this time, Gary Mandell of Boulevard Music has served as the Producer of the Concert Series. The responsibilities of the Producer have included contracting and overseeing the musical artists, sound engineering, custodial services, and event security in addition to marketing the event. The Culver City's Boulevard Music Summer Festival-2014 will take place on Thursday nights, from 7:00 pm to 9:00 pm, from July 10th to August 14th.			

City of Culver City, California Agenda Item Report

On November 25, 2013, the City Council directed staff to enter into negotiations with Boulevard Music to hold a 2014 Concert Series within the available funding provided in the City Council Adopted Budget for Fiscal Year 2013/2014. The City Council also directed the Cultural Affairs Commission (CAC) to review an RFP process to be potentially used for the selection of a producer for the 2015 Music Festival and to report any recommendations thereon to the City Council.

Over the past several months, the CAC's Ad-Hoc 2015 Culver City Summer Music Event Request for Proposals Subcommittee (Subcommittee), comprised of Vice Chair Regina Klein and Commissioner John B. Williams, met with staff to consider the subject and to draft an RFP for Producer services for the Concert Series. Subsequently, on May 13, 2014, the CAC conducted a discussion to review the draft RFP prepared by the Subcommittee and voted to recommend that the City Council approve the RFP for the 2015 Concert Series as the RFP was amended by the Commission during that meeting. The Staff Report and attachments for the CAC's May 13, 2014 meeting are attached.

DISCUSSION

Staff has incorporated the CAC's comments into the revised RFP (Attachment 2) as approved by the CAC. At this time, the City Council is requested to consider the recommendation from the CAC. If desired, the City Council may determine to make changes to the proposed document, which staff can incorporate into the final RFP or accept the RFP as presented.

If the City Council desired to conduct an RFP process and should the City Council so direct, staff anticipates releasing the RFP on July 1, 2014 and distributing it to concert producers in the region. Staff recommends the City Council direct the CAC to review the responses received and conduct interviews with the respondents. Staff will return to the City Council with the results of the RFP process, including any input received from the CAC, so that the City Council may consider awarding a Professional Services Agreement to the successful respondent.

FISCAL ANALYSIS:

There are staff costs associated with releasing the RFP, reviewing the responses, and preparing the associated reports for the CAC and City Council consideration. The City Council Adopted Budget for Fiscal Year 2014/2015 is expected to appropriate sufficient funds to allow for such staff work. The anticipated budget for the 2015 Concert Series is projected to be as follows:

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

\$30,000	Concert producer (City's contribution paid to the Producer). <i>Funding Source: Cultural Trust Fund, Performing Arts Programs.</i> Expenses (steam cleaning the Courtyard, event janitorial staff, and event supervision staff).
<u>\$20,000</u>	<i>Funding Source: Cultural Trust Fund, Performing Arts Programs.</i>
\$50,000	TOTAL EVENT BUDGET

ATTACHMENTS:

1. Staff Report and Attachment from May 13, 2014 Cultural Affairs Commission Meeting
2. Revised 2015 RFP for Production Services for the Culver City Concert Series

MOTION:

That the City Council:

1. Consider the recommendation from the Cultural Affairs Commission related to the format and release of a Request for Proposals for Production Services for the 2015 Summer Concert Series; and,
2. (If desired) Authorize the City Manager to release the RFP for Production Services for the Culver City Concert Series; and,
3. (If desired) Direct the Cultural Affairs Commission to participate in the evaluation of the responses to the RFP and make any recommendations to the City Council it deems appropriate.