

MEETING DATE: March 23, 2015

AGENDA ITEM: **JOINT CITY COUNCIL AND SUCCESSOR AGENCY BOARD AGENDA ITEM: (1) Consideration of the Amount of In-Kind Assistance for and Possible City Sponsorship of The Culver City Car Show, The Los Angeles Modernism Show, and IndieCade: International Festival of Independent Games; (2) Approval of Street Closures Where Applicable; and (3) Approval of Related License Agreements.**

ATTACHMENTS

	<u>Pages</u>
1. LA Modernism Show letter requesting financial assistance and City sponsorship and spreadsheet of City costs requested for fee waiver.	1-2
2. Exchange Club letter requesting financial assistance and City sponsorship and spreadsheet of City costs requested for fee waivers and additional hard costs.	3-4
3. IndieCade list of requests and spreadsheet of City costs requested for fee waiver.	5-11



Apr 24-26, 2015



3Labs
8461 Warner Drive
Culver City, California

lamodernism.com

Opening Night Party
Friday Apr 26, 2015
benefiting P.S. Arts



February 20, 2015

RE: Request for City of Culver City sponsorship of the Los Angeles
Modernism Show benefiting P.S. ARTS – April 24-26, 2015

Dear Mayor Cooper and Honorable City Council Members:

The 28th Annual **Los Angeles Modernism Show & Sale** will be held April 24-26, 2015 in Culver City. This public event will feature 45 exhibitors from across the U.S. and Europe presenting vintage furniture, decorative and fine arts reflecting all design movements of the 20th century.

The opening night party on Friday evening, April 24, is hosted by and benefits P.S. ARTS and its arts education programs in Los Angeles County public schools. Corporate sponsorship is provided by Jaguar Land Rover, Delta Air Lines, and *1stdibs*. Media partners are California Homes, Modern, and Palm Springs Life magazines.

We moved the show last year to the incredible new venue 3Labs Studio in Culver City's dynamic Hayden Tract Arts District. The show was initially located at Santa Monica Civic Auditorium, and then moved to Barker Hangar at Santa Monica Airport for several years previous to 3Labs. The move to Culver City was prompted by the success of moving the **Los Angeles Antiques Art + Design Show** benefiting the Los Angeles County Museum of Art (LACMA) to 3Labs in October 2013.

The new facility and move to Culver City location last year was enthusiastically applauded by both exhibitors and attendees, who included many nationally prominent LA-based design industry professionals. Several dealers from New York and London stayed at the Culver Hotel and were very complimentary of their experience. During the course of the past two events at 3Labs, we directed many show exhibitors and visitors to restaurants and entertainment in downtown Culver City, and heard very positive feedback on those experiences.

We would like to request that again this year the City become a sponsor of the Los Angeles Modernism Show, a prestigious cultural arts and charity fundraising event we are bringing to Culver City. In so doing, we also request the waiver of property rental and permit fees.

For your further consideration, we are attaching here marketing collateral and PR deck for the LA Modernism Show from last year which highlights our move to Culver City.

Please let us know if you have any questions. We appreciate your support!

Sincerely, Dolphin Promotions

LA MODERNISM SHOW

SPONSORSHIP REQUEST 2015

<u>COSTS REQUESTED FOR WAIVER</u>	<u>2014 Costs</u>	<u>2015 Costs</u>
Property Rental Fees		
Parcel B	\$500.00	\$500.00
Vehicle Parking at Parking Structures (25 cars at \$6/day for 4 da	600.00	600.00
In-Kind Staff Costs		
Staff Time (In Kind administrative/ promotional costs)	800.00	800.00
TOTAL WAIVER REQUEST	\$1,900.00	\$1,900.00



EXCHANGE

THE NATIONAL EXCHANGE CLUB

Exchange Club of Culver City Charitable Foundation

Cruisin' Back to the 50's Culver City Car Show

P.O. Box 212

Phone: (310) 499-4840

Culver City, CA 90232

www.culvercitycarshow.com

TO: CULVER CITY CITY COUNCIL

Re: Culver City Exchange Club 2014 Annual Car Show
May 9, 2015

Gentlemen and Madam:

On behalf of the Culver City Exchange Club Charitable Foundation, a 501(c)(3) corporation, we thank you so much for your sponsorship and support during the 11 years we have been putting this show on in Downtown Culver City.

This year the event will be held on Saturday, May 9, 2015 in Downtown Culver City. Our organization raises money each year at this event for the charities that the Culver City Exchange Club supports to help end child abuse.

This year, as in prior years, we are requesting that the City of Culver City join us in the sponsorship of this event, through a waiver, full or partial, of the fees and costs incurred by the City to support the Car Show.

The Culver City/Exchange Club Car Show reaches out to almost 10,000 people (car owners and visitors) who are exposed to our great City and wonderful restaurants and shops while viewing classic cars, listening to great music, and participating in various contests. This event helps support our local businesses, while raising funds to alleviate child abuse.

As in prior years, the Car Show committee will meet with all the involved department directors to ensure that the all of the needs of the City and residents are met, and to insure a safe and fun event.

We estimate that the City hard costs will be approximately \$15,940 for all fees and staff time, and the soft costs will be \$8,720. Both figures include a modest 3% cost of living increase. We are requesting a waiver of hard and soft costs in the sum of \$24,660 in fees and charges, or any portion thereof, as Culver City's sponsorship participation.

Your consideration would be greatly appreciated.

CULVER CITY EXCHANGE CLUB CHARITABLE FOUNDATION

JAY SHERY

JAY J SHERY
PRESIDENT

America's Premier Service Club, working to make our communities better places to live.

CULVER CITY CAR SHOW BUDGET		
	2014 actual expenses	2015 estimated expenses
EXPENSE PROJECTIONS:		
HARD COSTS PAID TO CITY		
police - day of	\$8,428.00	\$8,680.84
Sanitation - day of	\$1,090.26	\$2,200.00
fire - day of	\$0.00	\$0.00
public works - day of	\$2,425.00	\$2,497.75
engineering - day of	\$2,265.00	\$2,356.00
Culver City Vendor licenses	<u>\$200.00</u>	<u>\$206.00</u>
TOTAL HARD COSTS PAID TO CITY	\$14,408.26	\$15,940.59
SOFT COSTS		
Culver City space rental - parcel b, old Washington Blvd., Town Plaza, Parking Spaces south of Media Park, permit fees and in-kind staff time	\$6,739.00	\$6,941.17
PRCS tables and chair rentals	\$525.00	\$540.75
Electrical equipment rentals	<u>\$1,200.00</u>	<u>\$1,236.00</u>
TOTAL SOFT COSTS	\$8,464.00	\$8,717.92
TOTAL CITY SOFT AND HARD COSTS	\$22,872.26	\$24,658.51
OTHER EVENT COSTS		
Los Angeles Permit Fees	\$482.80	\$531.00
street banner installation - included in line 11		
postage	\$71.40	\$100.00
copying	\$49.00	\$60.00
Liability Insurance	\$249.00	\$275.00
posters	\$695.00	\$750.00
artwork	\$250.00	\$500.00
advertisement		\$3,000.00
banner repair	\$1,602.30	\$500.00
magnets	\$403.30	\$400.00
T-shirt preorders	\$2,600.00	\$2,600.00
ice		\$100.00
water		\$100.00
trophies	\$2,008.00	\$3,000.00
street closure service	\$4,400.00	\$4,600.00
fencing/portapotties	\$2,843.00	\$3,127.00
stage rental	\$2,228.00	\$2,450.00
sound expense	\$2,500.00	\$2,900.00
band expense	\$2,000.00	\$3,000.00
planning meeting expenses	\$518.00	\$600.00
Volunteer food expenses	\$305.00	\$450.00
Grand Marshal - transportation & other expenses		\$1,000.00
trash collection - hired temps		\$500.00
OTHER EXCHANGE CLUB EXPENSES	\$23,204.80	\$30,543.00



IndieCade 2015
Partnership Requests/ City of Culver City

Equipment

- Crossovers and electrical set ups (please see electrical contribution from 2013 and 2014)
- Extension cords for electrical in the fire station and Old Wash/Parcel B (please see electrical contribution from 2013 and 2014)
- Furniture and equipment at Vets Memorial (tables, chairs, podiums, microphones, speakers)
- Barricades
- Trash and recycle bins

City spaces:

- Fire station (Games Gallery) and space in front of station
- Vets Memorial (IndieXchange on October 22nd and pre-event volunteer meetings - 3 in total – prior to events) ** Note: Volunteer meetings held for 2 hours total, 50-70 people
- Use of conference room at City Hall (6 times total for pre-production meetings during normal business hours (M-Th and alternate Fridays from 7:30am-5:30pm))
- City Council Chambers, Patacchia Room, Patacchia Overflow Room for Conference Sessions (Fri/Sat/Sun, October 23rd-25th, 2015 8AM-6PM)
- City Hall Courtyard (Potential alternate location for Night Games)
- Downtown Town Plaza (Potentially for Info booth, art installation and possible booth space)
- Parcel B and Old Wash Rd. (IndieCade village – tents, board games, Big Games, sponsor booths, Creator's Lounge, Beer Garded, Registration, Night Games) – from Monday, October 19th – Monday, October 26th, 2015
- Media Park
- Parking Spaces for IndieCade staff in Ince (in the event that Parcel B is mostly used for event space)

List of the activities for all of the spaces for the event

- Fire station: Games Gallery, Media preview, public Game Walk, media interviews
- Downtown Plaza: information booth, possible art installation, possible additional exhibitions for the public,
- Old Wash Road: tents with Registration, Festival Sessions, Lounge, IndieCade Selects Games, Sponsor tents, big games, Production tent, board games, family games space, performances
- Parcel B: Tents, Big Games, Staff parking, Beer Garden
- (Foshay) and Ivy: Conference
- City Council Chambers: Conference
- City Council Conference Room: pre-production meetings
- Vets Memorial: IndieXchange summit and volunteer meet-ups

List of anything else you are requesting use of from the City (including the banner request, internet connections, marketing online, etc.) that might have a cost associated with it.

- Vets Memorial costs paid (hours of the October 22nd IndieXchange and added 3 slots for volunteer meetings leading up to the event).
- Ability to bring deliveries and some small set up in the Vets memorial evening/ night of October 21st.
- City Chambers and City Conference Room rental cost paid
- Banners (approx 2 street banners, 20-30 pole banners) hung in Culver City
** Last year the city covered banner permit fees for IndieCade. We would like to request the same assistance this year.
- Bus ads (fees only, inside buses, Indiecade prints the signs)
- Bus signs telling people which bus to take from the metro to downtown to get to IndieCade
- Internet connections for IndieCade Village, The Fire station and Vets Memorial – 2014 a portion of this was provided through a sponsorship with Time Warner Cable. We will again work to make this happen; however internet accessibility is crucial for the event.
- Electrical wiring and support – staff rates for setup during regular business hours
- Promotions via the city website
- Staff support during permitting process
- Transportation permits for trucks making deliveries
- Sound permit
- Events permit
- Sanitation – trash and recycle bins

Please see more details about a preliminary production schedule below (includes spaces):

Monday, October 19th- Friday, October 23rd – setting up Old Wash Rd. and Parcel B for **IndieCade Village**

- Deliveries of tents made
- Setting up tents, umbrellas, signage, artwork, etc.
- Setting up all electrical and internet

* Note: “Village” refers to the info booth in Plaza, Parcel B and Old Wash (and perhaps Media Park if we use that)

** Note: Conference has traditionally been held at the Ivy Substation and the Foshay Lodge. As in 2014, we would like to use the City Council Chambers rather than the Foshay for the second conference track, alongside the Ivy

*** Delivery and minor set up in Vets Memorial requested for **Wednesday, October 21st**, around the convenience and schedule of the staff and rentals.

**** Set up of Culver City Hill Courtyard requested within this period as well. Primarily set up will take place Saturday, October 24th, with some rentals arriving during the main set up period as well as pick up of rentals.

Thursday, October 22nd

Time	Location	Organizer	Badge Access	Description
9 AM- 4PM	VETS	Education and Advancement Committee	Complimentary for developers who submit to IndieCade, Industry by invitation	IndieXchange: Master classes, Panels, Clinics, Screenings, and Show and Tell, Opening Coffee & Lunch Break.
9 AM- 4PM	VETS	Education and Advancement Committee	Invitation only (Private)	Hand picked meetings.
4:00 pm – 6:00 pm	VETS	Education and Advancement Committee	Complimentary for developers who submit to IndieCade, Industry by invitation	Game Tasting Reception
8:00 pm – Midnight	TBD	Events: Awards Ceremony Committee	Invite only (Private)	Awards ceremony and party.

Friday, October 23rd

Time	Location	Organizer/Curator	Badge Access	Description
9 am - 6:00pm	Conference Theaters (Ivy and City Hall Chambers)	Conference Committee	All Access	Professional Conference Sessions
10am – 6 pm	Village	Activities Committee (Festival Chairs and Curators)	9: am – 1 pm Open for field trips for local schools. 11 am onward: All Access Exhibitions Only	Exhibitors, eSports, Big games, Table Games, Digital Selections, Exhibitors, Activities, Sessions, Screenings
3- 6	Firehouse	Jury and Curators	Media and Invited Guests	Opening of nominee and award winning games.
2- 9	Village	Special events committee	All Access / Media	Beer Garden Party and games with music from games and games integrated into the space.

Note: on Friday we will open the Village early to allow for field trips from schools (high school primarily) with games, film, and technology programs in the morning (indicated above). Following, we will have activities for the Exhibits only pass holders: opening the games to play on Friday, Show-and-Tell, and Creators' lounge for start (may add more).

Saturday, October 24th

Time	Location	Organizer/Curator	Badge Access	Description
9 am -6 pm	Conference Theaters (Ivy and City Hall council Chambers)	Conference Committee and Education and Advancement Committee	All Access	Morning is GameU program and afternoon is Professional Conference
10 am – 7 pm	Village	Activities Committee (Festival Chairs and Curators)	All Access Exhibition Only	Festival Sessions: a combination of artists' panels and keynotes.
10am – 7 pm	Village	Activities Committee (Festival Chairs and Curators)	All Access Exhibition Only	Screenings and artist talks
10 am – 6 pm	Firehouse	Jury and Curators	Free to public	Nominee and award winning games
10 am- 8 pm	Village	Activities Committee (Festival Chairs and	All Access Fest Plus Festival Day GameU	Exhibitors, eSports, Big games, Table Games, Digital Selections, Exhibitors, Activities,

				Sessions, Screenings
Noon-12am	Village	Special events committee	All Access / Media	Beer Garden games with music from games and games integrated into the space.
6- 9 pm	Village	Special events committee	All Access / Media	Beer Garden Party and games with music from games and games integrated into the space.
7 pm - midnight	City Hall Courtyard	Night Games Committee	All Access Exhibition Only (Saturday)	Night Games

Note: on Saturday and Sunday the GameU program will be the conference content for the morning and then professional conference will then resume after lunch.

Sunday, October 25th

Time	Location	Organizer/Curator	Badge Access	Description
9 am -6 pm	Conference Theaters (Ivy and City Hall council Chambers)	Conference Committee and Education and Advancement Committee	All Access	Morning is GameU program and afternoon is Professional Conference
Noon – 5 pm	Village	Education and Advancement Committee	All Access (Student)	GameU Sessions
11 am (or some time during the day)	Village	Activities committee	All Access Exhibition Only	Keynote
11 am – 5 pm (intermittent)	Village	Activities committee	All Access Exhibition Only	Well-played screenings...
10 am - 12 pm	Village/ Firehouse	Curators and Jury	All Access (developers)	Developer “coffee crawl”
Noon – 5 pm	Village / Firehouse	Curators and jury	Free and open to the public	Nominees, Award winners, and selections
Noon-7 pm	Village	Special events committee	All Access / Media	Beer Garden Party and games with music from games and games integrated into the space.
6 pm	Village	Award Committee	All Access Exhibition Only	Closing Awards Ceremony and Party

INDIECADE

CITY COSTS FOR 2015

<u>COSTS REQUESTED FOR WAIVER</u>	<u>2014 Costs</u>	<u>2015 Costs</u>
Property Rental Fees		
Parcel B	\$572.00	\$572.00
Old Washington Blvd	450.00	450.00
Media Park (2 days and commercial rate)	1,000.00	1,000.00
Veteran's Memorial Building Room Rentals/Staff (IndieXchange)	4,553.00	6,477.00
Room Rentals for 3 Volunteer meetings (Garden Room)	N/A	642.00
30 Parking spaces for IndieCade staff 5 days x \$6)	900.00	900.00
Town Plaza	0.00	0.00
Fire Station #1	0.00	0.00
City Council Chambers	0.00	0.00
City Hall Courtyard (Night Games)	0.00	0.00
City Hall Conference Room (6-8 times for 2 hours each)	0.00	0.00
In-Kind Staff Costs		
Staff Time (In Kind Cost for coordination, PW, and PRCS staff)	3,500.00	3,500.00
In-Kind Equipment Rental		
PRCS Equipment Rental	55.00	55.00
Electrical Equipment	1,440.00	1,440.00
Sanitation Bins	120.00	120.00
Permit fee requested to be Waived		
Banner permit fee	119.00	119.00
Banner 4% surcharge for permit/install	40.16	40.16
Special event permit fee	\$45.00	\$45.00
Fire Prevention fee	125.74	125.74
street closure - eng. permit	312.00	312.00
Recycle/Waste Permit fee	125.00	125.00
TOTAL WAIVER REQUEST	\$13,356.90	\$15,922.90

HARD COSTS (To be paid for by Producer)

Staff Time (Day of Event)		
Police (Night Event , Beer Garden)	\$440.00	\$3,960.00
Fire Department	0.00	0.00
PRCS (security guards, Haynes)	315.00	315.00
Sanitation costs	<u>332.00</u>	<u>332.00</u>
TOTAL HARD COSTS	\$1,087.00	\$4,607.00