

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 07/11/05		Item Number: <u>A-1</u>	
AGENDA ITEM: Consideration of Sony Pictures Entertainment Sponsorship and Proposed Program Allocation.			
Contact Person/Dept.: Marty Nicholson		Phone Number: (310) 253-6662	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Master Notification List (7/6/05), Cultural Affairs Commission (7/7/05), Grants and Artist Subcommittee (7/7/05), 2005 Performing Arts Grant Applicants (7/7/05), Cultural Affairs Participant List (7/7/05).			
Department Approval: Bill LaPointe, PRCS Director 6/30/05		CAO Approval: Deborah Fancett for Jerry Fulwood 7/6/05	
Interim City Controller Approval: Marlee Chang 7/6/05			
<u>RECOMMENDATION:</u> That the City Council consider the Sony Pictures Entertainment (Sony) Sponsorship grant of \$25,000 and allocate awards to current cultural and City projects for program enhancement in Fiscal Year 2005-2006. <u>BACKGROUND:</u> Last year City departments consolidated their outreach and fundraising efforts into one corporate sponsorship packet which included information about City sponsorship opportunities including the Summer Sunset Music Festival, Music in the Council Chambers, Performing Arts Grant Program, Fiesta La Ballona, Tree Lighting, After School Programs and Environmental Programs. The sponsorship package offered the option of a Unified Fund that would allow potential sponsors to give one donation to the City/Agency and receive benefits at a variety of events and programs. Three levels of sponsorship were created to include Silver, (\$10,000), Gold, (\$15,000) and Platinum, (\$25,000). The money donated through the Unified Fund would ultimately be brought to the City Council for approval and direction. Last year the corporate sponsorship package was embraced by Sony and the City was given a corporate sponsorship in the amount of \$25,000. City Council accepted and approved the Sony sponsorship last year at its August 23, 2004 meeting. Attachment 1 provides a copy of the staff report.			

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DISCUSSION:

Sony has generously approved a second corporate sponsorship at the Platinum Level of \$25,000 for Fiscal Year 2005-06. City Council is asked to allocate the resources accordingly. Last year's allocations were as follows:

2004-05 ALLOCATIONS

<u>City/Agency Programs</u>	<u>Amount</u>
Summer Sunset Music Festival	-----
Music in the Council Chambers	\$1,000
Children's Programming in Town Plaza/Buy a Name Brick	-----
Performing Arts Grant Program	\$15,000
Fiesta La Ballona	\$3,000
After School Programs/Teen Center	\$1,000
Tree Lighting	\$500
Coastal Cleanup Day	\$500
Art Revolution	\$2,000
The Art of...Speaker's Series	<u>\$2,000</u>
TOTAL:	\$25,000

Staff has confirmed Fiscal Year 2004-05 allocations with Janice Pober, Senior Vice President of Corporate Affairs for Sony Pictures Entertainment, regarding the allocations for Fiscal Year 2005-06. As per her letter dated, May 24, 2005, Attachment 2. Ms. Pober is very interested in the continuation and growth of cultural programming within the Culver City community. Based upon input from Ms. Pober, staff is recommending the funds be allocated for 2005-06 as follows:

2005-06 ALLOCATIONS

<u>City/Agency Programs</u>	<u>Recommended Amount</u>
Summer Sunset Music Festival	-----
Music in the Council Chambers	\$1,500
Performing Arts Grant Program	\$15,000
Fiesta La Ballona	\$3,000
After School Programs/Teen Center	\$1,000
Tree Lighting	\$500
Coastal Cleanup Day	-----
Art in the Plaza	\$2,000
The Art of...Speaker's Series	<u>\$2,000</u>
TOTAL:	\$25,000

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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 \$25,000 will be deposited in the revenue accounts and allocated to the expenditure accounts as follows:

Account Description	Revenue Acct.	Expenditure Acct	Amt.
CC After School Program	10132330.386200	10132330.514100	\$500
Teen Center Programs	10132600.386200	10132600.514100	\$500
Special Events	10132800.386200	10132800.514100	\$3,500
Music in the Chambers	55094420.386100	55094420.619800	\$1,500
Performing Arts Program	41300614.386100	41300614.619800	\$15,000
Art in the Plaza	41300676.386100	41300676.619800	\$2,000
Art in Speakers Series	55094440.386100	55094440.619800	\$2,000

ATTACHMENTS:

1. August 23, 2004 Staff Report on Sony Pictures Entertainment Sponsorship
2. Letter from Janice Pober, Senior Vice President of Corporate Affairs for Sony Pictures Entertainment dated May 24, 2005

MOTION:

That the City Council:

1. Authorize allocation amounts to City and Redevelopment Agency programs as recommended; or
2. Consider and determine new allocations based on discussion.

This motion requires a 4/5ths vote of the City Council.