



Culver CITY

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CLEMENT HANAMI, Commissioner
LUTHER HENDERSON, III, Commissioner
RONNIE JAYNE, Commissioner

CULTURAL AFFAIRS COMMISSION MEETING AGENDA TUESDAY, April 14, 2009

PUBLIC COMMENT

The Cultural Affairs Commission will listen to the public on any item on the agenda or item of interest that is not on the agenda. The Cultural Affairs Commission cannot legally take action on any item not scheduled on the agenda. Such items may be referred for administrative action or scheduled on a future agenda.

If you wish to speak to the Commission, please complete a Speaker's Card and present it to the Secretary before the agenda item is called. You will be called to the podium by name when it is your turn to speak to the Commission.

PUBLIC COMMENT FOR ITEMS ON THE AGENDA

Persons wishing to speak on agenda items will be called at the time the agenda item is brought forward. Comments will generally be limited to five minutes per speaker; however, a three-minute limit may be declared by the Chair from time to time for agenda items for which many Speaker Cards have been submitted.

NOTE: AT OR ABOUT 11:00 P.M., COMMISSIONERS WILL DETERMINE WHETHER TO CONTINUE WITH DISCUSSION OF REMAINING ITEMS ON THE AGENDA OR TO CARRY SOME/ALL OF THE ITEMS OVER TO A FUTURE MEETING DATE.

PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

A total of twenty minutes shall be devoted to audience participation at the beginning of the agenda. Speakers will be called on in the order cards were received by the Secretary. If additional time is needed, the Chair will allow for some at the end of the agenda.

When the Secretary calls your name, please advance to the podium, state your name and city of residence. Speakers must limit their comments to five minutes in length. A three-minute time limit may be declared by the Chair if there are a large number of individuals desiring to address the Commission.

CELL PHONES AND OTHER DISTRACTIONS

Use of cell phones, pagers and other communication devices is prohibited while the Commission meeting is in session. Please turn all devices off or place on a silent alert and leave the Chambers to use. During the meeting, please refrain from applause or other actions that may be disruptive to the speakers and the conduct of City business.

MEETING INFORMATION

Cultural Affairs Commission meetings are regularly scheduled for the second Tuesday of every month. Commission Agenda information is available 72 hours before each meeting.

Cultural Affairs Commission meetings can be viewed live on Channel 35 by most Comcast subscribers. Meetings are also broadcast on the City's Radio Station AM 1690. To view the commission meetings on line please visit <http://www.culvercity.org/webcast>.

ALD

Assisted Listening Devices are available through Cultural Affairs staff.



Agendas are
available on the web @
www.culvercity.org

AGENDA
Cultural Affairs Commission
April 14, 2009
7:00 p.m.
Mike Balkman Council Chambers – Meeting

CALL TO ORDER & ROLL CALL:

Chair Gayle Smashey
Vice Chair Marla Koosed
Commissioner Clement Hanami
Commissioner Luther Henderson, III
Commissioner Ronnie Jayne

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT – Items Not On the Agenda

CONSENT CALENDAR *Note: Consent Calendar items are considered to be routine in nature and may be approved by one motion. Public requests to discuss Consent Calendar items must be filed with the Secretary before the Consent Calendar is called.*

C-1. Receive and file Secretary's Report on Posting of Agenda. ***Approve report.***

C-2. Minutes of the March 10, 2009 Regular Meeting. ***Approve minutes.***

ACTION ITEMS *Public requests to discuss Action Items must be filed with the Secretary before the item is called.*

A-1. Consideration of Request for Proposal Draft and Timeline for Culver City Music Festival Producer Position. ***Make Recommendations.***

PUBLIC COMMENT - Items Not On the Agenda (Continued)

RECEIPT OF CORRESPONDENCE

ITEMS FROM STAFF

ITEMS FROM COMMISSIONERS

ADJOURN

**Cultural Affairs Commission Meeting
Mike Balkman Council Chambers
May 12, 2009
7:00 PM**

Upcoming Public Meeting Tentative Schedule --April, 2009

Date	Day	Time	Location
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City Council

<i>April- 13</i>	<i>Monday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
<i>April - 27</i>	<i>Monday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>

Redevelopment Agency

<i>April - 6</i>	<i>Monday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
<i>April -20</i>	<i>Monday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>

Parks and Recreation Commission

<i>April 7</i>	<i>Tuesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
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Planning Commission

<i>April 22</i>	<i>Wednesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
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Civil Service Commission

<i>April 1</i>	<i>Wednesday</i>	<i>7:00 PM</i>	<i>Council Chambers</i>
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- *Times and dates may be changed.*
- *Meetings may be added or changed*

**City of Culver City, California
Cultural Affairs Commission Agenda Item Report**

Meeting Date: April 14, 2009		Item Number: <u>A-1</u>	
AGENDA ITEM: Consideration of Request for Proposal Draft and Timeline for Culver City Music Festival Producer Position.			
Contact Person: Susan Obrow, Cultural Affairs		Phone Number: (310) 253-5762	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☐	
Public Notification: Cultural Affairs Master Notification List (04/08/2009); Gary Mandell (03/31/2009)			
Department Approval: Sol Blumenfeld		City Manager Approval: N/A	

RECOMMENDATION:

That the Cultural Affairs Commission ("CAC") consider the Request for Proposal ("RFP") for the Culver City Music Festival ("the Festival") Producer position, consider the timeline for its dissemination, and make a recommendation to the Redevelopment Agency Board ("Agency").

BACKGROUND & DISCUSSION:

The role and responsibilities of the CAC, in regards to the Festival, were reviewed by the Agency at a regularly scheduled meeting on February 2, 2009. The Agency approved the recommendation that the Commission increase its participation in the Festival work program with the understanding that the Agency would retain the responsibility for final approvals.

As part of the CAC's scope of service for this work program, the Agency approved the recommendation that the CAC has the initial responsibility to review the RFP for the Festival Producer and subsequently make recommendations for revisions to the Agency for final approval. Also, the CAC may make a recommendation to the Agency regarding the timing of the RFP's distribution. The Agency will review the recommendations and offer the final review and decision.

The 2008 RFP was drafted by staff and approved by the Agency's Economic Development Subcommittee. Neither the CAC nor its Festivals and Events Subcommittee ("Subcommittee") reviewed the 2008 RFP before it was released

**City of Culver City, California
Cultural Affairs Commission Agenda Item Report**

to the public. The Subcommittee (Commissioners Luther Henderson and Ronnie Jayne) considered the following elements and concluded that it was prudent to update the RFP:

1. The necessity to update and clarify the review process as well as the marketing responsibilities for the Producer.
2. The necessity to insure that an updated RFP was available should a current Producer be replaced.
3. The commitment to an open and fair process which provides equal opportunities.
4. The commitment to provide artistic excellence for each of the Cultural Affairs work programs by continuing to attract distinguished artists to Culver City.

The Subcommittee expressed respect for the current producer, Mr. Gary Mandell of Boulevard Music, and did not express any dissatisfaction with his abilities; rather, the Subcommittee took this opportunity to look toward the future development of the concert series as a whole. The 2008 Producer RFP was reviewed and used as a foundation for the new draft (Attachment 1.) The most substantive changes in the document are in the Scope of Work section. Those changes reflect both the new review process as well as refinements to the requested marketing services.

The current plan is for the Festival to remain in City Hall Courtyard for summer 2010 and 2011. It is anticipated that the Festival will move to Town Plaza once it has been expanded. The Subcommittee recommended that it would be ideal if the 2010 RFP process could start prior to summer 2009 so that candidates for the position may attend the concert performances before the application deadline (Attachment 2.)

The Commission shall consider the timing of the release of the RFP including the option to recommend to the Agency that the RFP be released in 2009 for the 2010 Festival. The RFP draft has been prepared using dates that correspond to the planning of the 2010 Festival series.

FISCAL ANALYSIS:

There is no fiscal impact.

ATTACHMENTS:

1. Draft Request for Proposal for Culver City Music Festival Producer Position

**City of Culver City, California
Cultural Affairs Commission Agenda Item Report**

2. Culver City Music Festival Timeline for Cultural Affairs Commission Participation

MOTION:

That the Cultural Affairs Commission:

1. Recommend to the Redevelopment Agency Board that the revised Request for Proposal for the Culver City Music Festival Producer position be approved.
2. Recommend to the Redevelopment Agency Board that the revised Request for Proposal for the Culver City Music Festival Producer position be released in 2009 for the 2010 Culver City Music Festival.



REDEVELOPMENT AGENCY

REQUEST FOR PROPOSAL

~~Music~~ Producer Services for Culver City Music Festival

Submittal Deadline

~~January 22, 2008~~ September 25, 2009

5:00 PM

**CULVER CITY REDEVELOPMENT AGENCY
REQUEST FOR PROPOSAL FOR ~~MUSIC~~ PRODUCER SERVICES
FOR THE 16TH ANNUAL CULVER CITY MUSIC FESTIVAL
2010 DATES TO BE DETERMINED**

The Culver City Redevelopment Agency ("Agency") is soliciting proposals from qualified music producers interested in producing the 16th Annual Culver City Music Festival in 2010. This request for proposal includes background information, scope of work, general provisions regarding services, submission requirements, and selection criteria.

BACKGROUND

The City of Culver City is located on the west side of Los Angeles County and has a residential population of approximately 40,000 people. The City ~~has just celebrated its 90th Anniversary and~~ is undergoing a ~~cultural~~ renaissance. The City has a City Manager form of government, with an elected City Council. The Culver City Redevelopment Agency was formed in 1971 and the Redevelopment Project Area encompasses over forty percent of the City's land area. The City Council members serve as the Redevelopment Agency Board. Since ~~then its formation~~, the Redevelopment Agency has embarked on projects throughout the whole City, most recently completing a major redevelopment of Downtown Culver City. Sony Pictures Entertainment, the Culver Studios, Symantec and many architecture and design firms are based in the City. Culver City has quickly become a cultural center and is the home to Center Theatre Group at the Kirk Douglas Theatre, The Actors' Gang at the Ivy Substation, the Jazz Bakery, and NPR West as well as over twenty art galleries. Culver City has an active Senior Center and its own school district which includes five elementary schools, one middle school and one high school.

The Culver City Music Festival began as an economic development initiative for the Downtown community and has developed into one of the most well attended community events to date. It began in 1993 at Media Park and moved to City Hall Courtyard in 1995. In recent years, attendance has averaged about six hundred people with a number of concerts attracting over one thousand. The Culver City Music Festival is a joint collaboration ~~with of~~ the City, Agency and a ~~music contracted~~ producer. The Producer develops a schedule of performances, ~~featuring distinguished musical artists~~, that encompasses a variety of ~~musical~~ styles for a diverse audience and demographic. The goal of the Festival is to attract residents and visitors to Downtown Culver City for the purpose of positive economic impact on the restaurants and other businesses in the area.

SUBMITTAL GUIDELINES

Interested parties shall submit seven (7) copies of their proposal to:

~~Sol Blumenfeld, Assistant Executive Director~~
~~Todd Tipton, Redevelopment Agency Administrator~~
Culver City Redevelopment Agency
~~P.O. Box 507-9770 Culver Boulevard~~
Culver City, CA 90232-0507

All proposals shall be submitted no later than **September 25, 2009**. Late proposals or postmarks will not be accepted. All proposals received will be confidential and will be retained by the Culver City Redevelopment Agency.

All inquiries regarding this Request for Proposal should be directed to ~~Glenn Heald~~ **Susan Obrow** at the above address or by telephone at (310) 253-5762.

SCOPE OF WORK

The Agency is responsible for planning and implementing a Sponsorship Program for the Culver City Music Festival and for retaining control over the funds raised.

Agency Staff is responsible for **supervising general oversight of** each performance of the Culver City Music Festival.

The Agency, through its contractor Haynes Building Service, is responsible for the set-up and strike of the following production elements of the Culver City Music Festival:

- 1) Transformation of City Hall Courtyard into Concert Venue
 - a) Taping aisles in Courtyard (per Building and Safety requirements)
 - b) Installation of event signage (including Festival Banner)
 - c) Setting 300 chairs
 - d) Setting 16' by 24' stage
 - e) Hanging of four theatrical lights on Courtyard lighting poles
 - f) Accessible electrical outlets
 - g) Additional extension cords
 - h) Pattachia Overflow Room available for Artists Green Room
 - i) City Hall restrooms available and maintained
 - j) Accessible parking at City Hall and in Downtown Culver City
 - k) Courtyard cleaning during and after each concert

The ~~Music~~ Producer for the Culver City Music Festival is responsible for producing ~~eight (8) (Number to be determined)~~ Thursday evening concerts, from 7pm to 9pm, at the Culver City City Hall Courtyard located at 9770 Culver Boulevard in Culver City, California.

The Music Producer is responsible for the following production elements of the Culver ~~City~~ Music Festival:

- 1) Coordination with Culver City Redevelopment Agency Staff throughout Festival planning and production.
- 2) Reviewing Musical Styles and Genres with the Cultural Affairs Commission's Festivals and Events Subcommittee
- 3) Reviewing Musical Submissions sent to the Agency
- 4) ~~Researching and Recommending Musical Artists to Agency Subcommittees~~
- 5) Negotiating, Booking and Contracting with Musical Artists
- 6) Submission of Program, for courtesy review, to Agency staff, Cultural Affairs Commission's Festivals and Events Subcommittee and Culver City Redevelopment Agency's Economic Development Subcommittee.
- 7) Marketing
 - a. Audience Services
 - i. Dedicated Telephone Number
 - ii. Dedicated Email Address
 - iii. Website Page linked to City of Culver City website
 - b. Press Releases
 - c. Advertisements
 - d. Flyer/~~Brochure~~
 - e. Program
 - f. ~~Electronic Promotion~~
 - i. e-flyer
 - ii. City website page
- 8) Production Management
 - a. Additional Lighting Equipment
 - b. Sound Equipment and Crew
 - c. Stage Management of Performance
- 9) House Management
 - a. House Manager
 - b. Security Guard
 - c. Supervision of Pattachia Overflow Room (Artists Green Room)

~~Additionally, the Music Producer may assume responsibility for marketing of the Culver City Music Festival:~~

The Music Producer is responsible for obtaining a Culver City Business Tax Certificate and providing ~~proof of Comprehensive General Liability Insurance.~~

ATTACHMENTS

Attachment A – 2007 Culver City Music Festival Program

Attachment B – 2008 Culver City Music Festival Program

Attachment C – 2009 Culver City Music Festival Program (if available)

~~Attachment B – 2007 Culver City Music Festival Audience Survey Results~~

SUBMITTAL REQUIREMENTS

PLEASE NOTE: All proposals must provide specific and sufficient answers to all questions and requests for information. Please answer the questions in the format and order presented. Submissions of individual resumes alone will not be considered responsive to any specific question. ~~Applicants are encouraged to submit proposals for Music Producer Services regardless of ability to perform marketing responsibilities.~~

- 1) Describe your qualifications for developing, producing and promoting music festivals for a community audience.
- 2) Provide two recent examples of festivals or events with multiple performers that you have produced and the scope of the work for each. Submissions may include printed programs or advertisements.
- 3) Provide an ideal rundown for a summer music festival in terms of musical styles presented and associated target audiences.
- 4) Present plans to present Culver City Music Festival as a unique summer event. Please describe how your plan contributes to the goals of the Culver City Redevelopment Agency to attract new and repeat visitors to Downtown Culver City.
- 5) Describe your method and philosophy in working with musical artists to include musical selection, negotiation and technical requirements/riders.
- 6) Provide a budget breakdown for the 2010 Culver City Music Festival (general line items acceptable).
- 7) Describe your method for marketing this particular festival and how you target audiences.
- 8) Specify your production timeline for this festival.
- 9) Describe your experience working with community committees and/or City Councils to produce a public event.

COMPENSATION AND REIMBURSEMENT

The budget available for the ~~Musie~~ Producer Services in 2010 is \$ (Amount to be Determined). ~~dependent on whether the marketing services are included. The budget range is between \$45,000 and \$55,000.~~ Compensation shall encompass the services/responsibilities listed in the Scope of Work and be remitted in three installments.

The initial contract is for one year with ~~two~~ a one year extensions possible upon performance satisfactory to the Agency.

CURRENT PRACTICES/CONFLICT OF INTEREST

1) Please list all public clients and/or developers for which you or your firm currently provide services, or are under retainer.

PROFESSIONAL REFERENCES

Please provide four references that have utilized your production services in the past two years. Include with each, the name, address, and daytime telephone number of the contact person.

EVALUATION AND SELECTION PROCESS

1. All proposals are due by 5:00 PM on ~~September 25, 2009.~~
2. All proposals shall be submitted by mail or in person to ~~Sol Blumenfeld, Assistant Executive Director~~ Todd Tipton, Culver City Redevelopment Agency Administrator ~~of the Culver City Redevelopment Agency.~~ The proposals will be reviewed by a staff panel committee and its recommendations will be presented to subcommittees of the Cultural Affairs Commission and the Redevelopment Agency. The recommendation will be presented before the full Cultural Affairs Commission; and, subsequently, to the full Redevelopment Agency Board for final selection. The panel will consider:
 - a) Experience in producing music festival and/or events with music component for municipal clients.
 - b) Capability to develop a musical program with distinguished performers that will attract targeted populations and increase the overall impact of the Festival to the Westside community.
 - c) Financial ability to develop and manage an effective budget for the Festival.

- d) Capability to oversee production and house management elements.
- e) Capability to develop and implement marketing plan.
- f) Strong communication and partnership skills.

3. Qualifications and references for the finalists based upon proposal responses will be verified.

RIGHT OF REJECTION

The Agency intends to award a contract to the ~~Musie~~ Producer who demonstrates the highest level of expertise and capabilities to provide the requested services. The Agency reserves the right to reject any and all proposals or to re-issue the Request for Proposal when such action shall be considered in the best interest of the Agency.

Thank You for submitting a proposal to the Culver City Redevelopment Agency.

**Culver City Music Festival
Timeline for Cultural Affairs Commission Participation**

2009

Jan-Feb Redevelopment Agency Board considers Gary Mandell as 2009 Producer

CAC Festivals and Events Subcommittee recommend musical styles

Mar-Apr Producer completes programming

Courtesy review of programming by CAC Festivals and Events Subcommittee and Agency's Economic Development Subcommittee

May CAC Festivals and Events Subcommittee reviews Producer RFP draft for 2010 concert series

June Cultural Affairs Commission reviews RFP draft and forwards recommendations to full Agency Board

Agency Board reviews recommendation and approves RFP

Cultural Affairs Commission suggests potential producers
Staff sends out RFP

Jul-Aug 2009 concert series

2010 potential applicants encouraged to attend

CAC Festivals and Events Subcommittee reviews policies for Festival

Sept 2010 applications due

Staff prepares summary of applicants

CAC Festivals and Events Subcommittee reviews summary and suggests finalists and questions

Oct Designated finalists interviewed by staff panel

CAC Festivals and Events Subcommittee reviews staff recommendation

Nov Cultural Affairs Commission considers finalists and proposed candidate and forwards recommendation to Economic Development Subcommittee

Cultural Affairs Commission considers recommendations for policies and forwards recommendation to Economic Development Subcommittee

Economic Development Subcommittee considers recommendations and meets proposed candidate(s)

Dec Agency Board reviews final recommendations and approves Producer and policies

**Culver City Music Festival
Timeline for Cultural Affairs Commission Participation**

2011

Jan	CAC Festivals and Events Subcommittee recommends musical styles
Mar	Producer completes programming
	Courtesy review of programming by CAC Festivals and Events Subcommittee and Agency's Economic Development Subcommittee
Jul-Aug	2011 concert series