

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 02/26/07		Item Number: <u>A-5</u>	
AGENDA ITEM: Request for Direction Regarding Celebration of the City of Culver City's 90th Anniversary.			
Contact Persons/Dept.: Susan Obrow/CDD and William LaPointe/PR&CS		Phone Number: (310) 253-5762 and (310) 253-6682	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Chamber of Commerce and the Culver City Historical Society (02/20/07); Master Notification List (02/22/07).			
Department Approval: Todd Tipton (02/20/2007)		City Attorney Approval: Carol Schwab (by H. Iker) (02/22/2007)	
City Controller Approval: Marlee Chang (02/22/2007)		City Manager Approval: Jerry Fulwood (02/22/2007)	
<u>RECOMMENDATION:</u> Staff requests direction from the Culver City City Council (the "Council") as to how the City of Culver City should celebrate its 90th Anniversary. <u>BACKGROUND/DISCUSSION:</u> On September 20, 1917, the City of Culver City (the "City") was incorporated. On September 20 of this year, the City will celebrate its 90th birthday. Staff requests direction as to how the event should be celebrated. In order to commemorate this period of growth and achievement, staff recommends that the City conduct a special event to promote the anniversary. Specifically, the Community Development Department proposes to partner with the Parks, Recreation and Community Services Department to develop and present a Film Festival entitled <i>Made in Culver City</i>. The festival would celebrate the golden film classics from the Heart of Screenland over the past 90 years. The festival would occur on Sunday, September 23, 2007; would be a day-long, multi-venue festival attracting residents and visitors to Culver City in honor of its 90th anniversary. Staff is suggesting that the Festival occur on Sunday, September 23, as the observance of Yom Kippur is on Friday, September 21, and Saturday, September 22, 2007.			

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Possible films include *Gone with the Wind*, *Citizen Kane*, *Ben Hur*, *King Kong*, *The Wizard of Oz* and *Top Hat* as well as the Laurel and Hardy comedies. Staff would invite prominent film stars such as Kirk Douglas and Esther Williams, who made films in Culver City (*The Bad and the Beautiful* and *Neptune's Daughter*, respectively) to attend as well.

The Cultural Affairs Division will take the lead on producing the Film Festival. To accomplish this task, staff would seek partnerships with professional film institutions to secure the films. Creation of a partnership would allow staff to focus on the marketing and production elements of the Festival. CAD staff would also work with the Culver City Historical Society (the "Historical Society") to identify and display related production items from each film.

In addition to the above, City staff proposes to:

- Work with the Historical Society to organize various civic organizations to promote the anniversary. This will likely occur at reoccurring community events (Fiesta La Ballona, July 4th Fireworks Show, Culver City Exchange Club Car Show, Chamber Expo, Taste of the Nation, Art Walk, etc);
- Create a collage of historic photographs that can be displayed at various locations throughout the community and at various community events;
- Create a commemorative poster;
- Create a bus wrap that promotes the 90th anniversary; and
- Utilize a logo for marketing purposes.

FISCAL ANALYSIS:

Specific costs associated with the festival and related activities are unknown at this time. Staff will prepare a budget after receiving direction from the Council. Staff anticipates presenting a budget to the Council for consideration in April 2007.

ATTACHMENT:

Draft 90th anniversary logo.

MOTION:

That the City Council:

Provide direction as to how the City of Culver City should celebrate its 90th Anniversary.