

City of Culver City, California
Joint City Council/Agency Agenda Item Report

Meeting Date: 08/13/07		Item Number: <u>J-1</u>	
AGENDA ITEM: A Joint Item to Consider the <i>Made in Culver City</i> Film Festival Produced in Honor of the 90th Anniversary of the City of Culver City.			
Contact Person/Dept.: Susan Obrow/Community Development Dept.		Phone Number: 310.253.5762	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☐	
Public Notification: Chamber of Commerce; Culver City Historical Society; Master Notification List (08/08/07).			
Department Approval: Sol Blumenfeld (07/30/07)		City Attorney Approval Carol Schwab (08/06/07)	
City Controller Approval: Marlee Chang (08/06/07)		City Manager Approval: Jerry Fulwood (08/08/07)	
<u>RECOMMENDATION:</u> Staff recommends the City Council and Redevelopment Agency consider the recommendation of the Cultural Affairs Commission and approve the plans for the <i>Made in Culver City</i> Film Festival (The “Festival”) presented in honor of the 90th Anniversary of the City of Culver City, and that the Agency authorize the expenditure of \$15,000 from the funds allocated in Redevelopment Agency budget for fiscal year 2007-08. <u>BACKGROUND:</u> On February 26, 2007, staff received direction from the Council to research and prepare a proposal for <i>Made in Culver City</i> – a one-day film festival presented in honor of the 90th Anniversary of the City of Culver City - to celebrate some of the film classics that were produced in Culver City, “The Heart of Screenland.” The 90th Anniversary date is Thursday, September 20, 2007, and the Festival would be held on Sunday, September 23, 2007, after the completion of the Jewish High Holy Days. Staff received support for the idea of partnering with a professional film organization to secure the films and also received direction to explore the use of the Pacific Theatres as a possible venue for this event. In addition, staff was directed to explore use of mobile displays for historic photos.			

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DISCUSSION:

After examining the requirements necessary to utilize mobile photo displays, staff concluded that a mobile display would be prohibitively costly and logistically difficult. To properly mount such a display would cost approximate \$4000 for the display itself before including costs to transport, display and secure the exhibition. Rather, staff recommends concentrating efforts and available funds toward a film festival that will appeal to residents and visitors alike.

Made in Culver City will generate positive publicity for the City and provide economic impact on the restaurants in the area by presenting a free public event on a Sunday. *Made in Culver City* offers an opportunity for residents and visitors of all generations to see classic films projected on the large screen. Marketing material will promote Downtown Culver City with a dining and parking guide as well as a walking tour highlighting landmarks connected to the films. The self-guided walking tour will include the Culver Hotel and Main Street (as seen in the Laurel and Hardy shorts) as well as the public art zoetropes dotting Downtown.

The two hundred-seat Council Chambers will be transformed into a family theatre during the afternoon with repeated showings of Laurel and Hardy shorts as well as a screening of Tom and Jerry's *The Cat Concerto*. In the evening, the City Hall Courtyard will be an open-air theatre, accommodating hundreds of people, where *The Cat Concerto* and *An American in Paris*, starring Gene Kelly in one of MGM's greatest Academy Award-winning musicals, will be projected. Sun sets at 6:49PM and the screening, preceded by official welcoming speeches, may begin after 7:00pm.

Staff considered numerous venues for this event. Though the Pacific Theatres was initially considered as a viable venue, several factors have made use of the theatre impractical. Though the Agency is able to reserve one screen, in a room seating approximately 300 people, the Agency is contractually obligated to reimburse the theatre for lost revenue during any use of the facility. The cost of reimbursement alone made this option untenable. As well, the Laurel and Hardy prints are in 16mm and cannot be run on the platter system of a commercial theatre and also would not fill the screen appropriately in the theatre. Another challenge to presenting the Festival at the Pacific Theatres is the lack of control in the venue since the theatre would be open for business as usual.

Staff reviewed the use of other venues including the Kirk Douglas Theatre, Veterans Memorial Auditorium, Robert Frost Auditorium, and The Culver Studios.

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The Kirk Douglas Theatre is not available that day, and the other three venues were cost prohibitive and presented individual challenges that prevented their use.

Staff examined the success of *Music in the Chambers* and the *Culver City Music Festival* and noted how viable City Hall is as an event venue. Staff has a prepared a proposal and budget for *Made in Culver City* to be presented at City Hall on Sunday, September 23, 2007.

Staff has consulted with the Culver City Historical Society, Sony Pictures Entertainment, the Mary Pickford Foundation and the UCLA Film and Television Archive (the "Archive"). The Archive has offered access to its archival prints for the Festival with the understanding that the event would be free to the public and that the archival prints would be screened in an appropriate manner. The staff of the Archive provided a connection to Warner Bros. Studios which is the caretaker for the MGM film collection. Additional films have been temporarily reserved at Warner Bros. Studios for the Festival, at a reduced rate, with the understanding that the event would be free to the public.

Subsequently, Warner Bros. Studios informed staff that it needs to withdraw *The Wizard of Oz* from the proposed list of selections for the Festival. Warner Bros. Studios is producing a large charity event in October during which the film will be screened. Staff contacted the Archive and secured Laurel and Hardy's *Hog Wild* which features a location on Madison Avenue in Culver City. This adjustment will allow the Festival to present the family program of Laurel and Hardy shorts, as well as a Tom and Jerry cartoon, three times to the public during the afternoon. Staff notified each of the Cultural Affairs Commissioners of this change.

The proposed films for the *Made in Culver City* Film Festival are:

Laurel and Hardy's ***Putting Pants on Philip***

1927 Hal Roach Studios -16mm – UCLA – 19 minutes (silent)

Laurel and Hardy's ***Hog Wild***

1930 Hal Roach Studios – 16mm – UCLA – 19 minutes

Laurel and Hardy's ***County Hospital***

1932 Hal Roach Studios -16mm – UCLA – 19 minutes

Tom and Jerry's ***The Cat Concerto***

1946 MGM – 16mm – UCLA – 8 minutes

An American in Paris

1951 MGM- 35mm – Warner Bros. – 113 minutes

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Cultural Affairs Commission Comments

At a special meeting of the Cultural Affairs Commission on July 25, 2007, the plans for the Festival were reviewed and approved 5-0. The Cultural Affairs Commission approved the plans for the *Made in Culver City* Film Festival as presented, recommending City Hall as the location for the City's 90th Anniversary event, and supporting the expenditure of \$10,000 from the Special Events allocation in the Agency's Cultural Affairs Budget, with the additional recommendation of including an animated film screened in the Council Chambers and a request for staff to evaluate a film for the Courtyard, other than *Gone with the Wind*, that would be of shorter duration but with similar signature value. Staff informed the Commission that Tom and Jerry's *The Cat Concerto* as well as *An American in Paris* were both available on 16mm from the UCLA Film and Television Archive.

FISCAL ANALYSIS:

PROPOSED BUDGET

Rent	0
Chairs	0 Music Festival Chairs
Lighting	0 Music Festival Lighting
Security	0 Volunteers in Patrol
Warner Brothers film fees for use of films <i>The Cat Concerto</i> <i>An American in Paris</i>	500
UCLA Laurel & Hardy film fees <i>Putting Pants on Philip</i> <i>Hog Wild</i> <i>County Hospital</i>	0
Courtyard Projection Screen/Projector/Sound/ Labor/Projectionist	4,000
Chambers Projection Screen/Projector/Sound Projectionist	1,500

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Marketing	
Advertising	2,000
Flyers, Programs	2,000
Graphic Services	1,000
Cleaning Crew	1,000
Event Production Staff	1,000
Misc. Production Expense	2,000
ESTIMATED TOTAL	\$15,000

RECOMMENDED FUNDING SOURCES:

Redevelopment Agency / Cultural Affairs/ Special Events	\$10,000
Redevelopment Agency / Economic Development/Marketing	\$ 5,000

MOTION:

That the City Council

Approve the plans for the *Made in Culver City* Film Festival as presented, and select City Hall as the location for the City's 90th Anniversary event as recommended by the Cultural Affairs Commission and as outlined above in the staff report.

AND

That the Culver City Redevelopment Agency

Authorize funding for the *Made in Culver City* Film Festival through \$10,000 from the Special Events allocation in the Cultural Affairs Budget (Account number 55094450) for Fiscal Year 2007-08, as supported by the Cultural Affairs Commission, and \$5,000 from the funds allocated in Economic Development Marketing Services (Account number 55090200.610200) for Fiscal Year 2007-08).