

MEETING DATE: May 13, 2013

AGENDA ITEM: **(1) Consideration of the Amount of In-Kind Assistance for and Possible City Sponsorship of IndieCade: International Festival of Independent Games; and (2) Approval of a Related License Agreement.**

ATTACHMENTS

	<u>Pages</u>
1. IndieCade Itemized Request for 2013 Assistance	1-4
2. Itemized costs for use of Veteran's Memorial Building	5-6
3. Cost Estimates for IndieCade's Assistance Requests	7

ATTACHMENT 1

Equipment

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

City spaces:

- Fire station (Games Gallery) and space in front of station
- Vets Memorial (IndieXchange)
- City Council Chambers (possibly some panels or conference talks)
- Downtown Plaza (Info booth and art installation)
- Parcel B and Old Wash Rd. (IndieCade village – tents, board games, Bog Games, sponsor booths, Creator's Lounge, Registration, Night Games)
- Storage (20 x 20' space requested)
- Office Space (Production office requested)
- Media Park
- Parking Spaces for IndieCade staff in Ince (in the event that Parcel B is mostly used for events)

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 and small art installation (similar to Jason Torchinsky's small invader that was placed there last year)
- Old Wash Road: tents with Registration, Festival Sessions, IndieCade Selects Games, Sponsor tents, big games, Production tent, board games, Caine's arcade event, performances
- Parcel B: TBD, staff parking a definite
- Foshay and Ivy: Conference
- City Council Chambers: Conference
- Storage: Use of space leading up to festival to store IndieCade's production items
- Office Space: For use leading up to the festival. For two or three staff to meet at a time to work on the festival

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
- Banners (approx 2-3 street banners, 20 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
- 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 – ***STRONG WIFI A MUST – this is a key problem that we need to resolve very early on (as soon as possible).***
- Electrical wiring and support
- 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, September 30th- Friday, October 4th – setting up Old Wash Rd. and Parcel B for **IndieCade Village**

- Deliveries of tents made
- Setting up tents, umbrellas, signage, etc.

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

Thursday, October 3rd

Time	Location	Organizer	Badge Access	Description
9 AM- 4PM	VETS	GAMEU/IXC Chair	All Access Festival Plus	IndieXchange: Master classes, Panels, Clinics, Opening Coffee & Lunch Break.
9 AM- 4PM	VETS	Curation Chairs GMR (for coordination)	Invitation only	Hand picked meetings.
4:00 pm – 6:00 pm	Vets Memorial	Events Chairs??	All Access Festival Plus Sponsors	Game Tasting Reception
8:00 pm – Midnight	Women’s Center	Events: Awards Show Committee/ Producer	All Access (Developers, Speakers, Sponsors, Purchased)	Awards ceremony and party.

Friday, October 4th

Time	Location	Organizer/Curator	Badge Access	Description
10 am - 4:00pm	Conference Theaters (Ivy) and Foshay	Fest Chairs	All Access	Professional Conference
10am – 5 pm	Village	Curators and events	All Access Festival Plus	Digital Selects Show-and-Tell Creators' Lounge
3- 6	Firehouse	Curators and Events?	Media	Opening of nominee and award winning games.
6- 9	Village	Other activities	All Access / Media	2 nd annual Beer Garden Party and games with music from games and games integrated into the space.

Note: on Friday we will have activities for the Festival Plus pass holders: opening the games to play on Friday, Show-and-Tell, and Creators' lounge for start (may add more).

Saturday, October 5th

Time	Location	Organizer/Curator	Badge Access	Description
10 am - 4:00pm	Conference Theaters (Ivy) and Foshay	Fest Chairs	All Access	Professional Conference
10 am – 6pm	Village	Fest Chairs	All Access Fest Plus Festival Day GameU	Festival Sessions: a combination of artists' panels and keynotes.
10am – 6 pm	Village	Well played chair	All Access Fest Plus Festival Day GameU	Intermittent.
10 am – ?pm	Firehouse	Curators	All Access Fest Plus Festival Day GameU Free to public	Nominee and award winning games
10 am- ? pm	Village	Curators	All Access Fest Plus Festival Day GameU	Digital Selects Exhibitors
? pm - midnight	Village	Night Games Curator	All Access Festival Plus GameU	Night Games.

Sunday, October 6th

Time	Location	Organizer/Curator	Badge Access	Description
10 am -5:00pm	Conference Theaters (Ivy and Foshay)	Fest Chairs	All Access	Professional Conference
Noon – 5 pm	Village	Ed/ Development Chairs	All Access Festival Plus GameU	GameU Sessions
11 am (or some time during the day)	Village	Fest Chairs	All Access Festival Plus GameU Festival Day	Keynote
11 – 5 pm (intermittent)	Village	Well Played/ Fest Chairs	All Access Festival Plus GameU Festival Day	Well-played screenings...
19/10- 11/noon	Village/ Firehouse	?	All Access (developers)	Developer “coffee crawl”
Noon – 6	Village / Firehouse	Curators	All Access Festival Plus GameU Festival Day (Firehouse at least free to public)	Nominees, Award winners, and selections
6 pm	Village	Closing Awards		

ATTACHMENT 2

2013 IndieCade / VMB Projected Costs 5/2/13

Rental Fees based on Category G Rate for Commercial, Non-Resident Renters:

- Garden 7am-9pm (14hrs) \$107per hour
 - o $\$107 \times 14 = \$1,498$
- Kaizuka* 7am-8pm (13hrs) \$50 per hour
 - o $\$50 \times 13 = \650
- Rotunda 7am-9pm (14hrs) \$122per hour
 - o $\$122 \times 14 = \$1,708$
- Uruapan 7am-6pm (11hrs) \$50per hour
 - o $\$50 \times 11 = \550
- Yanji City* / Iksan 7am-9pm (14hrs) \$57per hour
 - o $\$57 \times 14 = \798

*Regular Renters and Recreation Programs will be required to relocate on the day of the event.

Additional Fees and Deposits that are rental requirements and to be waived by City Council:

Equipment Fees:

- PA System
\$25 Flat Rate
- Podium
\$5.00 (\$5.50 – rounding off)
- Food Serving Fee
\$25 Flat Rate per room to serve food; TBD by IndieCade if needed

Staff Time Costs Beyond Normal Work Hours (hard costs to be paid by Producer):

- PRCS Supervision Staff (Hours outside normal hours of operation)
\$40 (\$20 per hour x 2 Hours)
- Haynes Building Service Staff (Hours outside normal hours of operation)
\$40 (\$20 per hour x 2 hours)

- Alcohol Serving Fee*
\$240 Flat Rate per room for outside Security Guard Guards, required when alcohol is served (\$20per hour x 2 Guards x 6 hours min)
 - o ABC License will still be required by Renter or Renter's vendor
 - o CCPD usually also requires an officer be present when alcohol is served at a rate of \$360 per event which was not charged last year.

Total recommended fees to be waived

Total Rental	\$5,204
Total Equipment	<u>\$ 55</u>
Total	\$5,259

Hard costs to be paid for by Event Producer

Total Staff costs	\$ 320
Damage deposit	<u>300</u>
Total	620

Note: Fees waived will require the VMC Budget to absorb the direct costs

*City Council can choose not to require this event to have a CCPD or Security Guards present when alcohol is being served.

ATTACHMENT 3

INDIECADE COSTS FOR 2013

COSTS RECOMMENDED FOR WAIVER

Property Rental Fees	
Parcel B	\$500.00
Old Washington Blvd	450.00
Media Park (2 days and commercial rate)	1,000.00
Veteran's Memorial Auditorium Room Rentals (5)	5,204.00
30 Parking spaces for IndieCade staff 5 days x \$6)	900.00
Town Plaza	0.00
Fire Station #1	0.00
City Council Chambers	0.00
In-Kind Staff Costs	
Staff Time (In Kind Cost for coordination, PW, and PRCS staff)	3,500.00
In-Kind Equipment Rental	
PRCS Equipment Rental	55.00
Electrical Equipment	1,440.00
Sanitation Bins	120.00
Permit fee requested to be Waived	
Banner permit fee	117.00
Banner 4% surcharge for permit/install	46.68
TOTAL WAIVED COSTS	\$13,286.00

HARD COSTS (To be paid for by Producer)

Staff Time (Day of Event)	
Police (Night Event at Parcel B)	\$440.00
Fire Department	0.00
PRCS	240.00
Permit Fees	
Special event permit fee	\$30.00
Fire Prevention fee	125.74
street closure - eng. permit	312.00
Recycle/Waste Permit fee	125.00
Banner permit fee	117.00
Banner 4% surcharge for permit/install	46.68
Sanitation costs	332.00
TOTAL HARD COSTS	\$1,768.42