

MEETING DATE:

February 27, 2012

AGENDA ITEM:

Approval of a Memorandum of Understanding with Boulevard Music to Produce a Minimum of Four Concerts during the 2012 Summer Months for the Culver City Boulevard Music Festival in the Courtyard of City Hall

ATTACHMENTS

	<u>Pages</u>
1. City's letter to Mr. Mandell dated February 17, 2012.	1-2
2. Mr. Mandell's e-mail to Mr. Nachbar dated February 20, 2012	3



JOHN M. NACHBAR
City Manager

Attachment 1

CITY MANAGER'S OFFICE

CITY OF CULVER CITY

9770 CULVER BOULEVARD, CULVER CITY, CALIFORNIA 90232-0507

(310) 253-6000

FAX (310) 253-6010

February 17, 2012

Mr. Gary Mandell
Boulevard Music
4316 Sepulveda Blvd.
Culver City, CA 90230

Subject: 2012 Proposed Culver City Boulevard Music Festival

Dear Mr. Mandell:

Thank you very much for taking the time to provide some background information about last year's concert production costs and your ideas to obtain sponsors and alternate funding. The purpose of this letter is to outline our common understanding of the fundamental deal points of what will be a formalized License Agreement or Memorandum of Understanding between Boulevard Music and the City for this year's summer concerts. As we discussed, it is our plan to place this item on the February 27, 2012 City Council agenda. Please let me know if the following meets with your approval.

Budget

Boulevard Music is proposing to produce four unique concerts to take place during the 2012 summer months. According to your cost estimate of February 3, 2012, the following table shows an outline of your costs and revenues:

	Cost	Revenue	Balance/(Shortfall)
Two Shows-Volunteer setup	\$ 7,610	\$ 9,500	\$ 1,890
Three Shows-Volunteer setup	\$ 10,390	\$ 9,500	\$ (890)
Four Shows-Volunteer setup	\$ 13,170	\$ 9,500	\$ (3,670)

It is our understanding that the projected revenue of \$9,500 is comprised of a \$7,500 contribution from the City and your conservative estimate of \$2,000 in sponsorships. We are comfortable with allowing you to pursue additional revenue through seat sales, merchandise sales, additional sponsorships, and the pursuit of donations at the events. Therefore, as a result of these additional sources of revenue, you anticipate the likelihood of being able to produce and cover your cost for four events.

It is also our mutual understanding that all financial records and receipts will be maintained for review by the City.

Volunteers, Staff and Professional Security

Boulevard Music can use volunteers and other personnel, and the City would require a clause in any agreement stating that you are responsible for your employees, agents and volunteers, and that you must indemnify the City against any claims, etc. Boulevard Music also has to carry

liability insurance and have the City named as an additional insured. The amount of insurance to cover potential property damage or personal injury would be equivalent to the City's standard insurance requirements.

Use and Maintenance of the City Hall Courtyard

The City will provide a custodian to lock up and oversee the facility during the performances at our expense. You have indicated that you would be responsible for ensuring steam cleaning of the Courtyard twice during the concert series at no cost to the City.

The City wants to ensure that there is no damage to the Courtyard and would require Boulevard Music to return the Courtyard to the same condition it was prior to your use of the area for the Music Festival. This is similar to a City requirement for its license agreements for other community events. City staff will place trash cans and recycling bins in the Courtyard and empty the bins following each performance.

Stage and Chairs

The City will make available the free use of chairs and a stage for the Concerts. The stage and chairs will be stored at City Hall. An individual has offered to manage those who set up and strike the stage, for any concert(s) that take place in August. In previous years, three Haynes crew handled these duties, and it is the City's desire to have that practice continue.

Food and Beverage Sales at the Event

Per our conversation, you were considering expanding the promotion of local businesses at the event. Some of the promotional activities you have been considering relate to our local restaurants. The City is very supportive of greater inclusion of local restaurants in this event, as compared to the use of outside food and beverage vendors.

I appreciate your offer to produce these events once again this year, at a time when the City faces some very challenging budgetary constraints. We look forward to hearing from you about this proposal, in hopes that we can solidify our goals, objectives, budget and preliminary plans for this summer's concerts. If you agree with the components of this letter, please confirm your intentions with a letter to my attention, referencing this letter as an attachment. We will use both documents as supporting information for a City Council staff report for February 27, 2012. Kindly respond back to me no later than February 20th at 8 am. If you have any questions please feel free to contact Ms. Shelly Wolfberg at (310) 253-6008 or me at (310) 253-6000. Thank you again for your interest and efforts thus far.

Sincerely,



John M. Nachbar
City Manager

Attachment 2

Boulevard Music

4316 SEPULVEDA BLVD, CULVER CITY, CALIFORNIA 90230 • (310) 398-2583 • boulevardmusic.com

February 20, 2012

Mr. John Nachbar
City Manager
City of Culver City

Dear Mr. Nachbar:

This letter is to confirm that I, Gary Mandell, am in agreement with the terms of the proposal your staff has sent to me, dated February 17, regarding Boulevard Music producing a concert series in the courtyard of Culver City City Hall. We are looking forward to proceed with obtaining sponsorships, and concert bookings with the intent to do a quality series. I feel we should be able to do four concerts. If the sponsors are more generous and greater in numbers we could possibly do more. I am glad to see that the city which over the years produced some of the great motion picture musicals and is known of as the "Heart of Screenland" has considered this alternative music festival in downtown Culver City this year. Thank you for the opportunity and I look forward to hopefully starting soon.

Sincerely,



Gary Mandell
Blvd Music