

**City of Culver City, California
Agenda Item Report**

Meeting Date: 1/09/12		Item Number: <u> J-2 </u>	
JOINT CITY COUNCIL AND REDEVELOPMENT AGENCY BOARD AGENDA ITEM: (1) Consideration of Potential Discontinuation of the Culver City Music Festival Based upon the Loss of Funding Due to the Pending Dissolution of the Culver City Redevelopment Agency on February 1, 2012 as a Result of the Implementation of State Legislation and (2) (In the Case the City Council Determines to Replace Agency Funding with City General Funds)(a) Consideration of Production Services for the 2012 Culver City Music Festival.			
Contact Person/Dept.: Susan Obrow / Community Development Todd Tipton / Community Development		Phone Number: (310) 253-5762 (310) 253-5783	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: (e-mail) Meetings and Agendas – City Council (01/06/12); Meetings and Agendas – Redevelopment Agency (01/06/12); Cultural Affairs Commission (11/29/11); Downtown Business Association (12/22/11); Culver City Chamber of Commerce (12/22/11); Gary Mandell/Boulevard Music (11/29/11); Ruth Price/Jazz Bakery (11/29/11)			
Department Approval: Sol Blumenfeld: (12/20/11)		City Attorney Approval: Carol Schwab (by H. Baker) (01/06/12) Agency Counsel: Murray Kane: (12/28/11)	
Chief Financial Officer Approval: Jeff Muir (N. Kimball) (01/06/12)		City Manager/Executive Director Approval: John M. Nachbar: (01/06/12)	
<u>RECOMMENDATION:</u> That the City Council and Culver City Redevelopment Agency Board (Agency Board) (1) determine whether to discontinue the 2012 Culver City Music Festival based upon the loss of funding from the Culver City Redevelopment Agency resulting from the implementation of state legislation and (2) if the City Council determines to appropriate funds from the General Fund Reserve to replace the lost Agency funding, consider options related to production services for the 2012 Culver City Music Festival and direct the City Manager to utilize \$75,000 from the General Fund Appropriated Reserve <u>BACKGROUND:</u> The Culver City Music Festival (Festival) is presented in City Hall Courtyard (Courtyard). Current planning includes presenting the Festival in the Courtyard until the new expanded Town Plaza opens. Mr. Gary Mandell of Boulevard Music has			

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been selected by the Agency Board as the Producer of the series during the remainder of time it will be presented in the Courtyard.

Mr. Mandell's Producer responsibilities include marketing, production and house management of the Festival. The Cultural Affairs Commission's 2012 Culver City Music Festival Ad Hoc Subcommittee (Ad Hoc Subcommittee) has the opportunity to suggest musical styles and genres for the series; however, Mr. Mandell is responsible for selecting the individual musical artists. The City/Agency's responsibilities include production management of the venue and administration of the annual business sponsorship campaign for the Festival which generates funds to enhance the audience experience in the Courtyard such as the improvement of seating, lighting, signage and maintenance.

In February 2011, the Jazz Bakery was selected by the Agency Board to program the last two concerts of the 2011 summer series. As the producer, Mr. Mandell contracted directly with the Jazz Bakery for those performances and provided oversight of those performances.

The following programming recommendations were supported by the full Cultural Affairs Commission (CAC) and then approved by the Culver City Redevelopment Agency Board for the 2011 series:

- Continue presentation of a variety of musical styles and genres
- Presentation of lively, energetic musical groups
- Presentation of music, including more world music, directly appealing to patrons in their 20s and 30s
- Book performers who have not yet played the Festival to attract new audiences to Culver City
- Book one high quality musical group per concert evening to attract more publicity and satisfy those attending only first set

Subsequently, Mr. Mandell's six week program featured performers new to Culver City as well as some return appearances. The Jazz Bakery presented the final two performances featuring artists who had never appeared in the Festival before and attracted new audiences to the event. Mr. Mandell engaged the services of a publicist this year which resulted in more press listings throughout the Los Angeles area. The performances were well attended.

DISCUSSION:

Because of the pending dissolution of the Culver City Redevelopment Agency effective on February 1, 2012, the City Manager/Executive Director does not recommend continuing with the Culver City Music Festival in 2012 as the funding for this program from the Culver City Redevelopment Agency is no longer available. Please see the Fiscal Analysis section below for additional comments from the City

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Manager/Executive Director. However, should the City Council determine to move forward with the 2012 Culver City Music Festival, the following information is presented:

The dates for the 2012 Festival would be Thursday, July 12 through Thursday, August 30.

On October 11, 2011, at a regularly scheduled meeting, the CAC considered the recommendations of its Ad Hoc Subcommittee comprised of Commissioners Michelle Bernardin and Ronnie Jayne. The CAC reconfirmed past programming goals and supported retaining Mr. Mandell as Producer of the Festival with the responsibility to oversee the entire series, engage six of the eight musical artists, and contract with the Jazz Bakery to engage the final two musical artists of the series. In addition, the CAC recommended changes related to the graphic design of the event's promotional flyer, the selection of musical artists and the expenditure of funds used to procure artists (see attached).

During the CAC meeting, Mr. Mandell suggested the possibility of staff absorbing the marketing responsibilities for the Festival in 2012. Staff currently works closely with Mr. Mandell on the marketing effort by negotiating advertising rates, reviewing content and proofing materials, and implementing the City's electronic media campaign.

Options:

Should the City Council/Agency Board wish to maintain the status quo, staff has identified the following options for the City Council and Agency Board's consideration:

1. Retain Gary Mandell as the exclusive producer of the Festival in 2012;

Or

2. Retain Gary Mandell and the Jazz Bakery as co-producers of the Festival in 2012.

Staff recommends that the selected producer be instructed to implement recommendations of the CAC in regard to graphic design, the selection of musical artists and budget expenditures.

FISCAL ANALYSIS:

The funding for the 2012 Culver City Music Festival work program was included in the City Council Adopted Budget for in Fiscal Year 2011/2012 using former Agency funds. Should the City Council determine to move forward with the Music Festival in 2012, staff recommends the following allocation of the budgeted funds:

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Producer

\$ 8,000 Producer Fee (\$1,000 per concert plus \$2,000 additional for general producing effort)
\$15,000 Musical Artists (estimated \$2,500 per musical group / one group per concert)
\$10,000 Sound Services
\$ 5,000 Event Production(House Management, Hospitality, Production Management, Security)
\$10,000 Marketing

Guest Presenter(paid through Producer)

\$ 2,000 Presenter Fee (\$1,000 per concert)
\$ 5,000 Musical Artists (estimated \$2,500 per musical group / one group per concert)

Venue Management(staff retains this amount)

\$20,000 Venue Production/ Maintenance Crew / Signage

Funds for the Festival have been appropriated in the Culver City Music Festival program account (48194410). Additionally, there is an annual sponsorship program which currently generates approximately \$7,500 per year in cash contributions, which is used to enhance the audience experience in the Courtyard.

Comments from the City Manager/Executive Director

Consistent with my comments to the City Council/Agency Board regarding the pending dissolution of the Culver City Redevelopment Agency and the resulting significant, negative financial impact to the Agency and the City in the magnitude of the loss of millions of dollars of support for City and Agency projects and programs, including staff positions, I respectfully and reluctantly do not recommend the City Council continue this program. The dissolution of the Culver City Redevelopment Agency on February 1, 2012 results in the revocation of Redevelopment Agency funding for this program and for the City staff positions which support this program. Given the current projected budget deficit in the City's General Fund (which has been made significantly worse by the dissolution of the Redevelopment Agency), I do not recommend the City Council utilize funds from the General Fund to replace those funds lost from the Redevelopment Agency.

However, should the City Council determine this program should continue, the City Council would need to replace the lost Agency funds from some other source. Such source would likely be the General Fund. Should the City Council determine to move forward with the 2012 Culver City Music Festival, then I recommend the City Council direct me to utilize \$75,000 in General Fund Appropriated Reserve. I will then ensure any staff management responsibilities are performed.

ATTACHMENTS:

1. CAC recommendations

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2. 2011 Culver City Music Festival program/flyer
3. Selected flyers from current Cultural Affairs programming
4. 2011 Gary Mandell Festival Expense Report

MOTION:

That the City Council and Agency Board:

1. Determine whether to discontinue the 2012 Culver City Music Festival in light of the loss of funding due to the pending dissolution of the Culver City Redevelopment Agency;

OR

2. (In the case the City Council determines to move forward with the 2012 Culver City Music Festival) Direct the City Manager to utilize \$75,000 from the General Fund Appropriated Reserve to fund the 2012 Culver City Music Festival.