

MEETING DATE 07/11/05

AGENDA ITEM Consideration of Sony Pictures Entertainment Sponsorship and
Proposed Program Allocation

ATTACHMENTS

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2	Letter from Janice Pober, Senior Vice President of Corporate Affairs for Sony Pictures Entertainment	5-6

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ATTACHMENT 1

Meeting Date August 23, 2004		Item Number <u>H-7</u>	
AGENDA ITEM Consideration of Sony Pictures Entertainment Sponsorship and Proposed Program Allocation			
Contact Person/Dept Elaine Gerety		Phone Number (310) 253-5777	
Fiscal Impact Yes ☒ No ☐		General Fund Yes ☐ No ☒	
Public Hearing ☐		Action Item ☒ Attachments ☒	
Public Notification Master Notification List (8/18/04), Cultural Affairs Commission (8/11/04), Grants and Artist Subcommittee (8/11/04), 2004 Performing Arts Grant Applicants (8/11/04), Cultural Affairs Participant List (8/11/04)			
Department Approval Susan Evans on 8/12/04		Exec Director Approval Deborah Fancett for Jerry Fulwood on 8/16/04	
City Controller Approval Marlee Chang for Eric Shapiro 8/17/04			

RECOMMENDATION

That the City Council ('Council') consider the Sony Pictures Entertainment Sponsorship grant of \$25,000 and allocate awards to current cultural and City projects for program enhancement in Fiscal Year 2004-2005

BACKGROUND

Over the last several years, various City departments have conducted outreach and fundraising efforts to assist in the support and enhancement of City and Redevelopment Agency programs. Programs that have sought corporate sponsorship in the past include the Summer Sunset Music Festival, Fiesta La Ballona, and Coastal Cleanup Day.

On December 16, 2004, the Economic Development Subcommittee of the Redevelopment Agency and the Fairs and Festivals Subcommittee of the Cultural Affairs Commission met to discuss the 2004 Summer Sunset Music Festival and to review a draft sponsorship package for the event. During that meeting, it was recommended by these Committees to consolidate the City's and Agency's fundraising efforts into one comprehensive sponsorship package that would offer a menu of programs and opportunities that businesses could support. This package would not only provide a clear and consistent brand for the City and Agency, but would reduce multiple fundraising approaches to any one business from different City departments.

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To this end, staff requested program information that would be compatible for sponsorship from all City Departments. Staff complied and formatted this information and presented a draft package to the City Council on April 7, 2004. At that time, the package included background information and sponsorship levels for various cultural and community programs to include Summer Sunset Music Festival, the Music in the Council Chambers, the Buy A Name Brick Program, Performing Arts Grant Program, Fiesta La Ballona, Teen Center/After School Programs, Tree Lighting and Coastal Cleanup Day.

In addition, the package offered the option of a Unified Fund that would allow potential sponsors to give one donation to the City/Agency and receive benefits at a variety of events and programs. Three levels of sponsorship were created to include Gold, (\$10,000), Silver, (\$15,000) and Platinum, (\$25,000). The money donated through the Unified Fund would ultimately be brought to the City Council for approval and direction.

DISCUSSION

On July 26, 2004, Janice Pober, Senior Vice President of Corporate Affairs for Sony Pictures Entertainment, presented the City Council with a check for \$25,000 as a lead gift in the City's sponsorship endeavor. She noted the importance of arts and culture within the community and applauded the Council's vision toward quality programming and increased opportunities for bringing the arts to the community. While Ms. Pober chose not to specify the programs or amounts for allocation, her support and advocacy for the arts was apparent in her overall presentation (Exhibit A).

As this is the first gift of this nature to the City, staff looks to Council for direction on developing a policy for allocation of such gifts and whether staff may distribute and inform the Council, or if the Council would prefer to directly make allocation determinations.

If Council would like to move forward with the latter policy suggestion, staff has developed an initial recommendation for allocation. This recommendation is based on current funding as indicated in approved budget, program enhancement/need opportunities and cultural components. At this time, the project that requires the most enhancements is the Performing Arts Grant Program. In considering FY 03-04 Art Fund deposits, only \$22,324.00 will be available to award to performing arts groups for calendar year 2005. Last year, this amount was almost \$39,000. With this in mind, staff recommends the following allocations of the Sony Pictures Entertainment gift of \$25,000.

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City/Agency Programs

Recommended Amount

Summer Sunset Music Festival	-----
Music in the Council Chambers	\$1,000
Children s Programming in Town Plaza/Buy A Name Brick	-----
Performing Arts Grant Program	\$15,000
Fiesta La Ballona	\$3,000
After School Programs/Teen Center	\$1,000
Tree Lighting	\$500
Coastal Cleanup Day	\$500
Art Revolution	\$2,000
The Art of Speaker's Series	\$2,000

Staff believes that these allocations will not only provide the needed support to programs such as the Performing Arts Grant Program and Fiesta La Ballona, but would allow for enhancement opportunities in the above noted City/Agency programs

ATTACHMENTS

Exhibit A – Presentation by Janice Pober as read on July 26, 2004

MOTION

That the City Council

- 1 Determine a policy for allocation of money donated to the Unified Fund, and/or,
- 2 Authorize allocation amounts to City and Redevelopment Agency programs as recommended or consider and determine new allocations based on discussion

This motion requires a 4/5ths vote of the City Council

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MEETING DATE 8/23/04

AGENDA ITEM **Consideration of Sony Pictures Entertainment Sponsorship
and Proposed Program Allocation**

ATTACHMENTS

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1	Exhibit A – Presentation by Janice Pober as read on July 26, 2004	1

ATTACHMENT 2



Janice Pober
Senior Vice President
Corporate Affairs

10202 West Washington Boulevard
Culver City California 90232 3195

Tel 310 244 8293 Fax 310 244 17
janice_pober@spe.sony.com

May 24 2005

Ms Marty Nicholson
Recreation Manager
City of Culver City
Parks Recreation & Community Services Department
4117 Overland Ave
Culver City, CA 90230

Dear Marty

On behalf of Sony Pictures Entertainment, it gives me great pleasure to enclose a check for the amount of \$25,000.00. This represents our Platinum level support for the Unified Fund, providing support for the Summer Sunset Music Festival, Music in the Chambers, Performing Arts Grant Program, Fiesta La Ballona Tree Lighting, After School Programs/Teen Center and various city and environmental programs.

Please note that the Internal Revenue Service requires specific acknowledgment of this contribution, thus our giving is contingent upon completion and return of the attached form.

We are pleased to be supporting the City of Culver City and wish you continued success in your fundraising efforts.

Sincerely,

A handwritten signature in black ink, appearing to read "Janice Pober", written over a large, stylized circular flourish.

Janice Pober

Enclosure

ACKNOWLEDGMENT OF CHARITABLE CONTRIBUTION

In accordance with the requirement of Internal Revenue Code Section 170 (f) (8) I hereby acknowledge as an authorized representative of the below named donee organization the described below

Name and address of donor

Sony Pictures Entertainment
10202 West Washington Blvd
Culver City CA 90232

Attention Janice Pober – Thalberg 1115

Name and address of donee organization

Ms Marty Nicholson
City of Culver City
Parks, Recreation & Community Services
Department
4117 Overland Ave
Culver City, CA 90230

Amount of cash contributed

\$25,000 00

Description of property, other than cash, contributed

Did the donee organization provide any goods or services in consideration, in whole or part, for this contribution? () Yes ☒ No If yes, describe the goods and services provided and a good faith estimate of their value

Marty Nicholson
Signature

5-26-05
Date

Marty Nicholson
Name and Title

FY06