

MEETING DATE: 9/25/06

AGENDA ITEM: Consideration of Entering Into a Long Term Agreement with the Culver City Historical Society for Their Use of the Multi-Purpose Room in the Veterans Memorial Building

ATTACHMENTS

	<u>Pages</u>
1. Culver City Historical Society Letter dated June 21, 2006	1-2
2. Memo from Jerry Fulwood, City Manager, to City Council dated July 19, 2006	3
3. Executive Summary and Program Goals of the Adopted Community Cultural Plan	4-11

Culver City Historical Society

P.O. Box 3428, Culver City, California 90231-3428

June 21, 2006

RECEIVED

JUN 22 2006

CHIEF ADMINISTRATIVE OFFICE

Jerry Fulwood, CAO
City of Culver City
9770 Culver Blvd.
Culver City, CA 90232

Hand delivered

Dear Jerry,

As we have discussed, the Culver City Historical Society has preserved the history of the city for more than 25 years. We have amassed quite an impressive collection, which should be shared. And we are happy to be working with you to offer displays at City Hall.

We must move our collection from its current location. The Society would like to offer a proposal to the city, which is within the goals of the city's Visioning process and adopted Cultural Plan, and mutually beneficial to the City and the Society.

The Culver City Historical Society moves the collection to a city facility. Requirements are minimal:

- A safe and secure environment
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In return, the city would benefit from

- development of historic resources in one place
- cost savings to the city- in cataloging and preserving important city records
- economic development- an added draw to the city to do research, see exhibits, and use local restaurants and other amenities. Culver City has a rich history and it includes the movie industry which is an added "hook."
- continuing displays, for special events like the recent dedication of "A Moment in Time."
- programs, for the city, (i.e. New Employees Orientation, visiting dignitaries, etc.) and
- Continuing development of tours and docent training.

The Society only requires a secure air conditioned space. We would be responsible for furnishing the space, equipment, and paying for the build-out to accommodate displays as well as maintenance. The society would be the clearing house, working with the local organizations to preserve their history as well. This would be an extended public service.

Location is important- the primary source of workers will be seniors, so a location should be easy to reach by car or bus.

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- Bound copies of The Evening Star News, beginning in the 1920s

In addition, there are historic items owned by the city that should be stored in a secure place. Those include

- 60+ costumes from the MGM auction, (now at VMB)
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The Culver City Historical Society should be caretaker of important city records and is willing to continue as a resource and catalog city artifacts and records. We would like to serve you well and we ask you to consider this proposal which we believe will do exactly that.

Thank you for your consideration.


Catherine Zermeno, president


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Julie Lugo Cerra, government liaison

INTEROFFICE MEMORANDUM

DATE: July 19, 2006
TO: Mayor and Members of the City Council
FROM: Jerry Fulwood, City Manager
SUBJECT: Culver City Historical Society and Culver City Proposed Partnership
CC: William LaPointe, Parks, Recreation and Community Services
Director

The Culver City Historical Society has preserved the history of the City for more than twenty five years. During that time period the Society has obtained an impressive collection of City artifacts. The Society has expressed a desire to share the collection with the City of Culver City by placing them on display. I believe that this type of a partnership would be good for both the City and the Historical Society.

The Society must relocate its collection from its current location. Therefore, the Society has provided me with a proposal to the City, which is within the goals of the City's adopted Cultural Plan. The Society is seeking a partnership with the City to move its collection to a City site. In speaking with Mr. LaPointe we are considering a City space that would be perfect for this unique partnership.

I will be recommending this venture to the City Council for its consideration in the near future. If you should have any questions, please do not hesitate to contact me.

EXECUTIVE SUMMARY

In 2001, the Culver City Council established a Cultural Affairs Commission (CAC) and created an ordinance by which the Commission would operate. The existing Art in Public Places and Historic Preservation programs were folded under this Commission's purview. One of the objectives outlined was the formulation of a Community Cultural Plan to be taken to the Council for discussion and final approval.

The City Council appointed the five commissioners from the more than fifty applicants, indicating Culver City's high degree of interest in the arts and culture. The new Commission, operating under the Parks, Recreation and Community Services Department, held its first meeting in October 2001. In July 2003, the Council placed the CAC under the Community Development Department.

The CAC immediately began working on the business related to Art in Public Places, while embarking on a strategic process to design Culver City's Cultural Plan. With the CAC and Culver City Redevelopment Agency (CCRA) funds available, the Commission began work on the Community Cultural Plan with a consultant, ArtsMarket, Inc. The CAC held meetings and workshops to discuss the most effective outreach methods. Public input was sought through Town Hall meetings, the City website and individual interviews. The result of this input was the development of a Community Cultural Plan with six fundamental goals.

To accomplish these goals, the Commission assigned separate subcommittees to address the action and resources required to achieve desired outcomes. The CAC subcommittees are: Education in Life Long Learning, Facilities, Festivals and Events, Fundraising, Grants and Artist Services, Historic Preservation, Image and Public Relations, and Public Art. In considering the success of this plan and the ability to provide the community with cultural resources, the CAC recognizes that it must think creatively and strategically in terms of facilities, fundraising and public relations. It recognizes that fundraising is a part of every goal adopted by the Council and that all of these goals require the participation of not just Commission staff, but staff from other City departments as well.

This plan presents the work of the Commission to date:

- Goals, adopted by the Culver City Council 5-0, on March 24, 2003.
- An overview of each goal.
- An Action Plan which offers practical and timely outcomes, reflecting the community's input. The plan evolved through public outreach and research, which will be ongoing.

**NURTURE AND PROMOTE CULVER CITY'S RESOURCES
FOR LIFELONG LEARNING IN AND THROUGH ARTS AND
CULTURE.**

Culver City is rich in resources and potential partnerships that can strengthen arts education and expand arts and cultural programming to the community. From the City's department of Parks Recreation and Community Services Department's early childhood to senior programs, to the Culver City Unified School District's (CCUSD) mission statement adopted in the 1990's, a commitment to lifelong education for all ages is important and apparent in the community.

The Commission will work to tap into the local resources and develop strategic relationships to provide opportunities for lifelong learning in and through arts and culture. It will work to strengthen its relationship with City departments, public and private schools, institutions of higher learning and existing community arts organizations, such as the A.R.T. Group and LA GOAL.

The Cultural Affairs Commission will identify, nurture and coordinate efforts of the public sector offerings along with private sector resources to promote and maximize what is available to local citizens and organizations. Additionally, the CAC will collaborate and consolidate efforts with these organizations to apply for grants and funding opportunities that will expand and bring non-City funding of cultural programs to the community.

STRENGTHEN CULVER CITY'S ARTS AND CREATIVITY IMAGE, CAPITALIZING ON AND STRENGTHENING ITS LEGACY OF FILM HISTORY, CULTURAL HISTORY, PUBLIC ART AND HISTORIC PRESERVATION.

Although Culver City has received exposure beyond its boundaries, there must be a committed effort to spotlight this City and its resources to all of Southern California, and beyond. To this end, the CAC will explore ways and develop a strategy to promote the City's arts and creativity image through the legacy of its film history, cultural history, public art and historic preservation and make recommendations to the Council for action.

Culver City has a rich cultural history which includes the area of film and the arts. In the 1930's, the film industry was a major economic force and employer in Culver City, however the City was branded as "Culver City, where Hollywood movies are made." This perception continues to cloud the City's amazing resources. Today, Culver City is cutting edge with two major studios and many support businesses peripheral to the motion picture industry.

In addition to its film legacy, Culver City was the first City in the nation to allow credit for Architecture as Art under its Public Art Program ordinance. Currently, ordinances are in place for Public Art requirements and fees as well as Historic Preservation. In 1990, the Historic Preservation Advisory Committee Report was completed and accepted by the City. This document includes every structure that has been designated "Landmark," "Significant" or "Recognized".

Culver City continues to offer public concerts and bring numerous cultural events to the community, often drawing audiences from other cities, as well. All of these programs not only provide cultural outlets to our constituency, but brand the City as an arts and culture provider. In an effort to continue the success of existing programs and build upon them, it is important that the Commission work to maintain and expand programs and events offered.

Funding for these programs as well as other marketing initiatives is paramount. Outside funding will be explored and ultimately secured for projects where no City money is available or where after City funding, more money is required to complete a project. If there is to be a museum and multi-use facility in the future, relationships with funders, who exclusively fund capital projects at all stages of development, will be established. Additionally funds for the acquisition, maintenance and conservation of historic sites and public art will be researched.

FACILITATE THE DEVELOPMENT OF DIVERSE ARTS AND CULTURAL FACILITIES.

From the Native Americans (Gabrielinos), to the early Spanish and Mexican settlers, to Harry Culver's dream of a balanced community, Culver City has developed into a diverse city with a rich history and heritage. The importance of art is clearly recognized by the community and should be highlighted in various arts and cultural facilities throughout the City.

After resources are further identified, a "needs assessment," utilizing the public input, will be developed. In creating this needs assessment, the CAC will work with the City, arts organizations, individual artists and community members to determine what type of facility would be best for the community. The CAC will prioritize short term and long term goals and will work with City Departments and local developers to discover unique venues/properties that may be used as cultural facilities.

In the short term, the Commission will collaborate with various segments of the community to bring new art, music and cultural performances to Culver City. In the long term, the CAC will work to facilitate the development of creative spaces for visual arts and crafts, historic preservation and performing arts. The CAC will work with the City to bring resources together to maximize impact with less cost through grants and other funding strategies.

**DEVELOP A NETWORK OF CULTURAL RESOURCES
THROUGHOUT CULVER CITY.**

In reviewing community input for this cultural plan, it is clear that many cultural resources already exist within the community. The CAC will work to identify local and other accessible resources and make that information widely available to the larger community. Further, the CAC will work to connect organizations and individuals within our community to build resources and infrastructure. Strength lies in the coordination and interfacing of different organizations. Broadening communication is critical and will be a priority for the CAC.

To this end, the CAC will explore avenues that can function as networking tools and develop strategies to further expand our networking capacity. The CAC has already created a database of arts organizations, Cultural Affairs participants and artist slide registry and anticipates becoming an information resource for current and potential organizations, individual artists, as well as for other departments in the City regarding cultural activities, facilities and community events.

SUPPORT CULVER CITY'S ARTS AND CULTURAL ORGANIZATIONS AND ARTISTS.

As resources are identified and networking efforts continue, the CAC will have the capacity to match artists and organizations with opportunities for support. Expanding upon the existing database, the Commission will create a resource directory that will contain contact information about artists, organizations, facilities and programs that currently exist within the City. This resource will be used not just by the Commission and the City, but will be essential to the artists and organizations not only working within, the community but throughout the southland.

To this end, the Commission will explore available funding opportunities for creating a resource directory, an on-line database, website and the process required to accomplish these outcomes.

ESTABLISH THE INFRASTRUCTURE AND FUNDING TO SUPPORT ONGOING CULTURAL DEVELOPMENT IN CULVER CITY.

At this time, the percent for art fees will not fully fund an ongoing level of cultural development desired by the community. The CAC subcommittees on Fundraising and Grants and Artist Services will explore different means of financially supporting the City's continued cultural development.

A master fundraising plan will be created that will generate income for each of the six adopted goals and provide direction to the Commission and its Staff for implementation. Additionally, the CAC will assist the Community Development Department in becoming a conduit for grant funding to enhance the cultural arts and historic preservation programs already in place. Further, the CAC will continue to work with Commission Staff in determining funding priorities and explore opportunities to achieve essential outcomes.

IMPLEMENTATION TIMELINE

In developing the associated Action Plan, outcomes and tasks were organized into short and long term timelines. The definition of "short term" is an action or outcome that may be achieved within 5 years. "Long term" refers to those endeavors which may require substantially more time for full implementation.

These outcomes reflect the Community's input and recommendations over the last sixteen months. As the Cultural Affairs Commission recognizes the importance of "opportunity" the outcomes are not ordered in any particular priority. Outcomes and action items will be accessed and evaluated on a regular basis to determine immediate feasibility and record accomplishments to date.

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I will be recommending this venture to the City Council for its consideration in the near future. If you should have any questions, please do not hesitate to contact me.

EXECUTIVE SUMMARY

In 2001, the Culver City Council established a Cultural Affairs Commission (CAC) and created an ordinance by which the Commission would operate. The existing Art in Public Places and Historic Preservation programs were folded under this Commission's purview. One of the objectives outlined was the formulation of a Community Cultural Plan to be taken to the Council for discussion and final approval.

The City Council appointed the five commissioners from the more than fifty applicants, indicating Culver City's high degree of interest in the arts and culture. The new Commission, operating under the Parks, Recreation and Community Services Department, held its first meeting in October 2001. In July 2003, the Council placed the CAC under the Community Development Department.

The CAC immediately began working on the business related to Art in Public Places, while embarking on a strategic process to design Culver City's Cultural Plan. With the CAC and Culver City Redevelopment Agency (CCRA) funds available, the Commission began work on the Community Cultural Plan with a consultant, ArtsMarket, Inc. The CAC held meetings and workshops to discuss the most effective outreach methods. Public input was sought through Town Hall meetings, the City website and individual interviews. The result of this input was the development of a Community Cultural Plan with six fundamental goals.

To accomplish these goals, the Commission assigned separate subcommittees to address the action and resources required to achieve desired outcomes. The CAC subcommittees are: Education in Life Long Learning, Facilities, Festivals and Events, Fundraising, Grants and Artist Services, Historic Preservation, Image and Public Relations, and Public Art. In considering the success of this plan and the ability to provide the community with cultural resources, the CAC recognizes that it must think creatively and strategically in terms of facilities, fundraising and public relations. It recognizes that fundraising is a part of every goal adopted by the Council and that all of these goals require the participation of not just Commission staff, but staff from other City departments as well.

This plan presents the work of the Commission to date:

- Goals, adopted by the Culver City Council 5-0, on March 24, 2003.
- An overview of each goal.
- An Action Plan which offers practical and timely outcomes, reflecting the community's input. The plan evolved through public outreach and research, which will be ongoing.

**NURTURE AND PROMOTE CULVER CITY'S RESOURCES
FOR LIFELONG LEARNING IN AND THROUGH ARTS AND
CULTURE.**

Culver City is rich in resources and potential partnerships that can strengthen arts education and expand arts and cultural programming to the community. From the City's department of Parks Recreation and Community Services Department's early childhood to senior programs, to the Culver City Unified School District's (CCUSD) mission statement adopted in the 1990's, a commitment to lifelong education for all ages is important and apparent in the community.

The Commission will work to tap into the local resources and develop strategic relationships to provide opportunities for lifelong learning in and through arts and culture. It will work to strengthen its relationship with City departments, public and private schools, institutions of higher learning and existing community arts organizations, such as the A.R.T. Group and LA GOAL.

The Cultural Affairs Commission will identify, nurture and coordinate efforts of the public sector offerings along with private sector resources to promote and maximize what is available to local citizens and organizations. Additionally, the CAC will collaborate and consolidate efforts with these organizations to apply for grants and funding opportunities that will expand and bring non-City funding of cultural programs to the community.

**STRENGTHEN CULVER CITY'S ARTS AND CREATIVITY
IMAGE, CAPITALIZING ON AND STRENGTHENING ITS
LEGACY OF FILM HISTORY, CULTURAL HISTORY, PUBLIC
ART AND HISTORIC PRESERVATION.**

Although Culver City has received exposure beyond its boundaries, there must be a committed effort to spotlight this City and its resources to all of Southern California, and beyond. To this end, the CAC will explore ways and develop a strategy to promote the City's arts and creativity image through the legacy of its film history, cultural history, public art and historic preservation and make recommendations to the Council for action.

Culver City has a rich cultural history which includes the area of film and the arts. In the 1930's, the film industry was a major economic force and employer in Culver City, however the City was branded as "Culver City, where Hollywood movies are made." This perception continues to cloud the City's amazing resources. Today, Culver City is cutting edge with two major studios and many support businesses peripheral to the motion picture industry.

In addition to its film legacy, Culver City was the first City in the nation to allow credit for Architecture as Art under its Public Art Program ordinance. Currently, ordinances are in place for Public Art requirements and fees as well as Historic Preservation. In 1990, the Historic Preservation Advisory Committee Report was completed and accepted by the City. This document includes every structure that has been designated "Landmark," "Significant" or "Recognized".

Culver City continues to offer public concerts and bring numerous cultural events to the community, often drawing audiences from other cities, as well. All of these programs not only provide cultural outlets to our constituency, but brand the City as an arts and culture provider. In an effort to continue the success of existing programs and build upon them, it is important that the Commission work to maintain and expand programs and events offered.

Funding for these programs as well as other marketing initiatives is paramount. Outside funding will be explored and ultimately secured for projects where no City money is available or where after City funding, more money is required to complete a project. If there is to be a museum and multi-use facility in the future, relationships with funders, who exclusively fund capital projects at all stages of development, will be established. Additionally funds for the acquisition, maintenance and conservation of historic sites and public art will be researched.

FACILITATE THE DEVELOPMENT OF DIVERSE ARTS AND CULTURAL FACILITIES.

From the Native Americans (Gabrielinos), to the early Spanish and Mexican settlers, to Harry Culver's dream of a balanced community, Culver City has developed into a diverse city with a rich history and heritage. The importance of art is clearly recognized by the community and should be highlighted in various arts and cultural facilities throughout the City.

After resources are further identified, a "needs assessment," utilizing the public input, will be developed. In creating this needs assessment, the CAC will work with the City, arts organizations, individual artists and community members to determine what type of facility would be best for the community. The CAC will prioritize short term and long term goals and will work with City Departments and local developers to discover unique venues/properties that may be used as cultural facilities.

In the short term, the Commission will collaborate with various segments of the community to bring new art, music and cultural performances to Culver City. In the long term, the CAC will work to facilitate the development of creative spaces for visual arts and crafts, historic preservation and performing arts. The CAC will work with the City to bring resources together to maximize impact with less cost through grants and other funding strategies.

**DEVELOP A NETWORK OF CULTURAL RESOURCES
THROUGHOUT CULVER CITY.**

In reviewing community input for this cultural plan, it is clear that many cultural resources already exist within the community. The CAC will work to identify local and other accessible resources and make that information widely available to the larger community. Further, the CAC will work to connect organizations and individuals within our community to build resources and infrastructure. Strength lies in the coordination and interfacing of different organizations. Broadening communication is critical and will be a priority for the CAC.

To this end, the CAC will explore avenues that can function as networking tools and develop strategies to further expand our networking capacity. The CAC has already created a database of arts organizations, Cultural Affairs participants and artist slide registry and anticipates becoming an information resource for current and potential organizations, individual artists, as well as for other departments in the City regarding cultural activities, facilities and community events.

SUPPORT CULVER CITY'S ARTS AND CULTURAL ORGANIZATIONS AND ARTISTS.

As resources are identified and networking efforts continue, the CAC will have the capacity to match artists and organizations with opportunities for support. Expanding upon the existing database, the Commission will create a resource directory that will contain contact information about artists, organizations, facilities and programs that currently exist within the City. This resource will be used not just by the Commission and the City, but will be essential to the artists and organizations not only working within, the community but throughout the southland.

To this end, the Commission will explore available funding opportunities for creating a resource directory, an on-line database, website and the process required to accomplish these outcomes.

ESTABLISH THE INFRASTRUCTURE AND FUNDING TO SUPPORT ONGOING CULTURAL DEVELOPMENT IN CULVER CITY.

At this time, the percent for art fees will not fully fund an ongoing level of cultural development desired by the community. The CAC subcommittees on Fundraising and Grants and Artist Services will explore different means of financially supporting the City's continued cultural development.

A master fundraising plan will be created that will generate income for each of the six adopted goals and provide direction to the Commission and its Staff for implementation. Additionally, the CAC will assist the Community Development Department in becoming a conduit for grant funding to enhance the cultural arts and historic preservation programs already in place. Further, the CAC will continue to work with Commission Staff in determining funding priorities and explore opportunities to achieve essential outcomes.

IMPLEMENTATION TIMELINE

In developing the associated Action Plan, outcomes and tasks were organized into short and long term timelines. The definition of "short term" is an action or outcome that may be achieved within 5 years. "Long term" refers to those endeavors which may require substantially more time for full implementation.

These outcomes reflect the Community's input and recommendations over the last sixteen months. As the Cultural Affairs Commission recognizes the importance of "opportunity" the outcomes are not ordered in any particular priority. Outcomes and action items will be accessed and evaluated on a regular basis to determine immediate feasibility and record accomplishments to date.