

City of Culver City, California
Redevelopment Agency Agenda Item Report

Meeting Date: 12/04/06		Item Number: <u>A4</u>	
AGENDA ITEM: Consideration of Agreements Required to Implement the 2007 Culver City Music Festival.			
Contact Person/Dept.: Susan Obrow		Phone Number: (310) 253-5762	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Master Notification List, Downtown Business Association, Cultural Affairs Commission			
Department Approval: Susan Evans (11/16/06)		Exec. Director Approval: Jerry Fulwood (11/29/06)	
City Controller Approval: Marlee Chang (11/29/06)			
<u>RECOMMENDATION:</u> That the Culver City Redevelopment Agency ("Agency") authorize execution of agreements necessary to implement the 2007 Culver City Music Festival (the "Festival"). <u>BACKGROUND/DISCUSSION:</u> Every summer the City Hall Courtyard is transformed into a concert venue with a family ambiance as the Redevelopment Agency presents free concerts featuring distinguished, professional musical artists performing for community members and visitors to Culver City. These concerts generate positive publicity for Culver City and nurture the economic development of restaurants and other businesses. The Festival is held on Thursday evenings in the City Hall Courtyard. Over the years, it has become a much anticipated event and the 12th Annual concert series drew crowds exceeding 1000 people at some concerts. Staff reviewed several factors while preparing a plan for the 2007 concert series. Marketing is key to the success of this series and the Culver City Summer Sunset Music Festival presents a challenge. It is difficult to brand and market a concert series with so many words and Staff respectfully suggests that the name of the concert series be changed to the Culver City Music Festival which is simpler and more concise.			

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The approved budget for the 12th Annual Festival was \$88,500 which allowed for the presentation of thirteen concerts. The staff report transmittal to the Agency to approve the budget for FY 06-07 stated a reduction in the Festival's budget and the Agency approved that action. The approved budget for the 13th Annual Festival is \$70,000 which will allow for the presentation of eight concerts. This budget will include a competitive performance fee of \$2500 per musical artist which will maintain and even elevate the excellence of each concert.

Another significant factor is the scheduling of the 2007 dates. Recently, Culver City has grown as an arts and entertainment center and residents and visitors currently have the opportunity to enjoy first run movies, fine art galleries and live theatre as well as this concert series. The second annual ARTWALK Culver City will take place on Saturday, June 2, 2007 and the marketing will be concurrent with the Festival. Staff proposes that the eight-week 2007 Culver City Music Festival commence on Thursday, July 12, 2007 and conclude on Thursday, August 30, 2007. The approved budget will allow for the presentation of eight concerts maintaining a high quality of performance and production. The performances would start after the school year ends and after the July 4th get-away weekend. The performances would conclude before Labor Day weekend and before the school year starts again. This will allow six weeks for re-grouping, marketing and technical preparation between ARTWALK Culver City and the Culver City Music Festival. Currently, the Cultural Affairs Division does not have the staff resources to open the Festival earlier.

Also, this will allow Center Theatre Group at the Kirk Douglas Theatre to preview, open and run its summer presentation, a new musical by David Mamet, for four weeks without concern for the displacement of theatre patrons from City Hall garage or sound conflicts with the outdoor festival. Thursday, July 12 would present the only possible conflict date as CTG has not announced performances at the Kirk Douglas Theatre for the rest of the summer.

Staff proposes that Gary Mandell of Boulevard Music be approved as the Music Producer for the 2007 Festival. If the Agency chooses to renew the agreement with Mr. Mandell, then Staff recommends the approval of \$10,000 for a one-year agreement. Mr. Mandell's responsibilities focus on the recommendation, negotiation and coordination of musical artists for the concert series. The City's Special Events Producer is responsible for the contracting of the musical artists as well as the negotiating and contracting with all other Festival staff. The Special Events Producer is responsible for the marketing, production management, artistic relations and house management for the concert series. As further refinement to the producing of the concert series, it is proposed that future billing state that the Culver City Redevelopment Agency presents the 13th Annual Culver City Music Festival produced by Gary Mandell of Boulevard Music and the Cultural Affairs Division of the City of Culver City. Staff further recommends that Mr. Mandell, attend one meeting to review musical styles and musical artists with the Special Events Producer. Mr. Mandell will secure musical artists, subsequent to receiving approval

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from the Special Events Producer, throughout the booking period of February 1, 2007 to March 31, 2007. Staff recommends that the booking of the artists be completed by March 2007 so that a strategic marketing campaign can commence. The Special Events Producer will be act as staff liaison to the Redevelopment Agency Board and the Cultural Affairs Commission for the Culver City Music Festival.

Staff recommends that the Agency approve the agreements with Gary Mandell as Music Producer and with Technology Artists as Sound Technicians for the 2007 Culver City Music Festival. The contract for Technology Artists is \$10,000.00 which includes services for eight concerts at City Hall.

FISCAL ANALYSIS:

The total appropriated amount for the Culver City Music Festival in FY 06-07 is \$70,000. Sponsorship money can augment the Agency funding and Staff will continue to explore alternative sources of funding for the concerts.

ATTACHMENTS:

Exhibit A - Agreements with Gary Mandell for Producer Services

Exhibit B - Agreements with Technology Artists for Sound Services

MOTION:

That the Culver City Redevelopment Agency:

1. Authorize execution of a \$10,000 contract representing a one-year agreement with Gary Mandell to provide Music Producer services for the 2007 Summer Sunset Music Festival.
2. Authorize execution of a \$10,000 contract representing an agreement with Technology Artists to provide Sound services for the 2007 Summer Sunset Music Festival.