

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

Meeting Date: 10/25/10		Item Number: <u>J-2</u>	
JOINT CITY COUNCIL/REDEVELOPMENT AGENCY BOARD AGENDA ITEM: Review of Recommendations by the Cultural Affairs Commission for the 2011 Culver City Music Festival			
Contact Person/Dept.: Todd Tipton Susan Obrow Community Development Department		Phone Number: (310) 253-5783 (310) 253-5762	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☒ No ☐		Date: 09/14/10	
Public Notification: (E-Mail) Meetings and Agendas – Redevelopment Agency (10/20/10); Meetings and Agendas – City Council (10/20/10); Gary Mandell (10/11/10); Cultural Affairs Commission (10/11/10); Culver City Disability Advisory Committee (10/11/10); Center Theatre Group (10/11/10); Downtown Business Association (10/11/10); Chamber of Commerce (10/11/10); Subscribers of Ongoing Topics, Cultural Affairs Commission, Cultural Events (10/11/10)			
Department Approval: Sol Blumenfeld: (10/13/10)		City Attorney Approval: Carol Schwab (by H. Baker) (10/20/10) Agency General Counsel Approval: Murray Kane: (10/13/10)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (10/20/10)		City Manager/Executive Director Approval: John M. Nachbar (10/20/10)	
<u>RECOMMENDATION:</u> Staff recommends the Culver City Redevelopment Agency Board (Agency Board) review the recommendations from the Cultural Affairs Commission (CAC) regarding the 2011 Culver City Music Festival (Festival) and direct the Executive Director as deemed appropriate. . AND Staff recommends that the City Council review the recommendation from the Cultural Affairs Commission (CAC) regarding the consumption of alcohol in the City Hall Courtyard (Courtyard) during public events and provide direction to the City Manager/Executive Director as deemed appropriate. <u>BACKGROUND:</u> The annual Festival is funded by the Agency and presented in the Courtyard during the summer. Current planning includes presenting the Festival in its current location until the new expanded Town Plaza opens. Mr. Gary Mandell of Boulevard			

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Music has 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 CAC Festivals and Events Subcommittee (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 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 and lighting, and enhanced maintenance.

The following programming recommendations were supported by the Subcommittee and the CAC and then approved by the Agency Board for the 2010 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 the 18-40 year age range
- Book performers who have not yet played the Festival to attract new audiences to Culver City in 2010
- Book one high quality musical group per concert evening to attract more publicity and satisfy those attending only first set

Subsequent to the approval of recommendations by the Agency Board, the prior Subcommittee, comprised of Commissioners Ronnie Jayne and Marlyn Musicant, met with Gary Mandell to review programming ideas as well as styles and genres for the 2010 Festival. The Subcommittee stressed the recommendation to engage artists who had not yet played the Festival to attract new audiences, especially a younger demographic, to Downtown Culver City, attract wider publicity and re-engage the Downtown Business Association's support for this program.

Mr. Mandell presented an 8-week program in 2010 featuring return engagements from over half of the musical artists. The Downtown Business Association declined the opportunity to sponsor the series because they felt their market funds could be better used elsewhere. The performances were well attended especially at the beginning of the series and, overall, drew patrons from approximately 40 zip codes. Mr. Mandell consistently strives to engage artists who deliver a high level of musicianship and regularly attracts a loyal community audience. Mr. Mandell has frequently engaged the musicians he selects for the Festival at his Boulevard Music venue since they often deliver virtuoso performances on guitars and other string instruments.

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DISCUSSION:

For the 2011 Festival, the current Subcommittee, comprised of Commissioners Michelle Bernardin and Marlyn Musicant, reviewed issues of the performance day, Festival programming, wheel chair location, a designated dance area and consumption of alcohol in the Courtyard. The Subcommittee's recommendations for the 2011 program were presented to the CAC and approved at its regularly scheduled meeting on September 14, 2010. The CAC's recommendations are as follows:

Change of Performance Day

The issue of the performance day was reviewed by the CAC and resulted in the following recommendations:

- Revise performance day to reduce conflict with other free Thursday night concert programs
- Consider presenting on Sunday afternoons from 4pm to 6pm
 - Draw more first-time attendees
 - Provide positive economic impact in Downtown on a quieter day
 - Eliminate parking conflicts in Downtown on Thursday nights
 - Extend the weekend activity for visitors to Downtown

Festival Programming

The CAC reviewed the 2010 series as well as the Subcommittee's recommendations and reconfirmed last year's recommendations regarding the programming.

The CAC recommends that the Culver City Music Festival be shortened to four weeks in July, under the direction of Mr. Mandell, and that a new pilot series be developed for later in the summer that would engage a separate producer. The new music series would have a separate theme, brand and marketing campaign to support Culver City as a sophisticated cultural and culinary landscape.

The recommendations regarding a new summer series were as follows:

- Shorten the existing Culver City Music Festival to four weeks
- Develop a new and separate summer music program with an approximate 3-week duration
- Explore new partnerships to develop the series
- Continue booking high level of musicianship
- Continue efforts to attract a diverse and younger demographic
- Capitalize on the new and changing music trends in Los Angeles County
- Garner the support of the Downtown Business Association

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The Agency Board is asked to provide direction regarding the Producer, any additional programming, overall planning and the budget for the summer programming.

Wheel Chair Locations

The issue of wheel chair locations for the concert series was reviewed, through a series of discussions, with Parks, Recreation and Community Services Department staff and members of the Disability Advisory Committee throughout the summer. Patrons who use that location were surveyed and the effort resulted in the following recommendations:

- Maintain current wheel chair location
- Publicize wheel chair accessibility in marketing materials
- Provide more definition and signage to wheel chair location
- Increase supervision for wheel chair location

Designated Dance Area

The issue of dancing during the concerts was reviewed and resulted in the following recommendations:

- Eliminate approximately 30 seats behind wheel chair location
- Define dance area behind wheel chair location
- Provide direction to patrons

Consumption of Alcohol

The issue regarding alcohol consumption in the courtyard was reviewed by staff, in consultation with the City Attorney's Office, and resulted in the following staff recommendations (which were ultimately supported by the CAC's Festivals and Events Subcommittee and the CAC as a whole):

- Review possible amendment to the Culver City Municipal Code governing alcohol consumption in City parks, which includes the Courtyard
- Allow consumption of alcohol in the Courtyard by issuance of a permit to the festival producer (similar to the process for the Fiesta La Ballona Beer and Wine Garden), which would include conditions of approval and the requirement of indemnification and liability insurance
- Prohibit all glass bottles in the Courtyard during concerts

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FISCAL ANALYSIS:

The total Agency Board adopted amount for the Culver City Music Festival in FY 2010/2011 is \$75,000. The funds have been appropriated in the Culver City Music Festival Program account (55094410). Staff estimates that the budget will suffice for the producing of the two separate series. Staff will return to the Agency Board, if directed, to review budgeting for these programs.

ATTACHMENTS:

1. 2010 Culver City Music Festival Program/Flyer

MOTION:

That the Agency Board:

Provide direction regarding recommendations for the 2011 Culver City Music Festival as presented by the Cultural Affairs Commission and as summarized in the staff report.

That the City Council:

Provide direction regarding the consumption of alcohol in the City Hall Courtyard during public events.