

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 11/13/06		Item Number: <u>A-4</u>	
AGENDA ITEM: Receipt of Sony Pictures Entertainment Contribution, Approval of Related Budget Amendment, and Allocation of Awards to Current Redevelopment Agency and City Cultural Projects for Program Enhancement for Fiscal Year 2006-2007.			
Contact Person/Dept.: Susan Obrow / Cultural Affairs Division Marty Nicholson / Parks, Recreation, Community Services Department		Phone Number: (310) 253-5762 (310) 253-6662	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Parks and Recreation Master Notification List (10/26/06), Cultural Affairs Commission (10/26/06), Parks and Recreation Commission (10/26/06) 2007 Performing Arts Grant Applicants (10/26/06), Fiesta La Ballona List (10/26/06); Master Notification List (10/26/06).			
Department Approval: Susan Evans (10/26/06)		City Manager Approval: Jerry Fulwood (11/08/2006)	
City Controller Approval: Marlee Chang (11/07/2006)			
<u>RECOMMENDATION:</u> Staff recommends the City Council receive the Sony Pictures Entertainment (Sony) Contribution of \$25,000, approve a related budget amendment, and allocate awards to current Redevelopment Agency and City cultural projects for program enhancement for Fiscal Year 2006-2007. A four-fifths vote is required to amend the budget. <u>BACKGROUND:</u> In March 2006, the City Council approved a request submitted by Sony Pictures Entertainment for an Amendment to extend the term of the Development Agreement relating to property at 10202 Washington Boulevard in the Studio (S) Zone. Under the terms of the First Amendment to the Development Agreement, Sony Pictures Entertainment will contribute to the City's Unified Fund at least Twenty-Five Thousand Dollars (\$25,000) per year until the year 2015. The City's Unified Fund supports City-sponsored events and programs of the Cultural Affairs Division of the Community Development Department and the Parks, Recreation and Community Services Department. Previously, Sony had participated as a \$25,000 Platinum Sponsor in the City's Unified Fund in FY 04-05 and FY 05-06.			

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City Council approved the Sony sponsorship and recommended allocation last year at its July 11, 2005 meeting. Attachment 1 provides a copy of the staff report.

DISCUSSION:

Sony has contributed to the City's Unified Fund at the Platinum Level of \$25,000 in FY 06-07. City Council has the opportunity to allocate the resources in whatever manner Council feels appropriate. Last year's allocations were as follows:

2005-06 ALLOCATIONS

<u>City/Agency Programs</u>	<u>Approved Amount</u>
Summer Sunset Music Festival	-----
Music in the Council Chambers	\$ 1,500
Performing Arts Grant Program	\$15,000
Fiesta La Ballona	\$ 3,000
Teen Center Program	\$ 1,000
Tree Lighting	\$ 500
Coastal Cleanup Day	-----
Art in the Plaza	\$ 2,000
The Art of...Speaker's Series	\$ <u>2,000</u>
TOTAL:	\$25,000

Staff is recommending that the FY 06-07 Sony contribution be allocated as follows:

2006-07 ALLOCATIONS

<u>City/Agency Programs</u>	<u>Recommended Amount</u>
Music in the Chambers	\$ 1,500
Performing Arts Grant Program	\$15,000
Special Events (Fiesta/Tree Lighting)	\$ 3,500
Teen Center Programs	\$ 1,000
ARTWALK Culver City	\$ 2,000
The Art of...Speaker's Series	\$ <u>2,000</u>
TOTAL:	\$25,000

FISCAL ANALYSIS:

Funds donated by Sony will have a positive impact to the City's ability to enhance existing programs and offer additional services to the community. The account numbers corresponding to the recommended allocations are as follows:

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Account Description	Account Number	Amount
Music in the Chambers	55094420.517300	\$1,500
Performing Arts Grants Program	41300614.619800	\$15,000
Special Events (Fiesta/Tree Lighting)	10132800.386200	\$3,500
Teen Center Programs	10132600.386200	\$1,000
ARTWALK Culver City	41300676.619800	\$2,000
The Art of...Speakers Series	55094440.619800	\$2,000

ATTACHMENTS:

1. Staff Report for Sony Pictures Entertainment Sponsorship on July 11, 2005.

MOTION:

That the City Council:

1. Approve a budget amendment to record the donation receipt; and,
2. Authorize allocation amounts to City and Redevelopment Agency programs as recommended;

Or

3. Consider and determine new allocations based on discussion.

A four-fifths vote is required to amend the budget.