

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

Meeting Date: 06/02/08		Item Number: <u>A-1</u>	
AGENDA ITEM: Consideration of the Number of Performances and Funding Proposed for the Culver City Music Festival in Fiscal Years 2008-09 and 2009-10.			
Contact Person/Dept.: Todd Tipton and Susan Obrow		Phone Number: (310) 253-5783 and 5762	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Downtown Business Association (05/29/08); Center Theatre Group (05/29/08); Mr. Gary Mandell (05/29/08); Culver City Chamber of Commerce (05/29/08); Master Notification List (05/29/08).			
Department Approval: Sol Blumenfeld (05/21/08)		Executive Director Approval: Jerry B. Fulwood (05/29/08)	
Fiscal Impact Review: Jeff Muir (05/29/08)			

RECOMMENDATION:

That the Culver City Redevelopment Agency (the "Agency") consider increasing the number of performances and funding proposed for the Culver City Music Festival (Music Festival) in Fiscal Years ("FY") 2008-09 and 2009-10.

BACKGROUND:

The Music Festival is an economic development tool funded by the Agency. The Music Festival was established fourteen years ago in order to increase pedestrian and business activity in downtown. During FY 2007-08, staff estimates that the Music Festival attracted approximately 1,000 people to downtown each week.

In June 2005, the Agency adopted the budget for FY 2006-07, which included funding for eight concerts. The amount of funds allocated was approximately, \$70,000, which represented an \$18,500 reduction.

In December 2006, the Agency authorized execution of a contract with Mr. Gary Mandel for music producing services. At that time Agency staff was responsible for marketing, production and fundraising. During the Agency's discussion of the item, the number of performances was reduced from thirteen to eight. The Agency Agenda Item Report and corresponding meeting minutes have been attached for reference.

Regarding the number of performances, the Agenda Item Report stated:

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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.

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 begin after the school year ends and after the July 4th weekend. The performances would conclude before Labor Day weekend and before the school year begins again. This allows for families to attend evening concerts while school is out of session.

This will allow six weeks for re-grouping, marketing and technical preparation between ARTWALK Culver City (occurred on June 2, 2007) and the Culver City Music Festival. Currently, the Cultural Affairs Division does not have the staff resources to open the Festival earlier.

This also will allow Center Theatre Group (at the Kirk Douglas Theatre) to preview, open and run its summer presentation for four weeks without concern for the displacement of theatre patrons from City Hall garage or sound conflicts with the outdoor festival.

In February 2008, the Agency approved a contract with Mr. Mandel for Music Festival production services in 2008. This differs from prior years in that the producer will be entirely responsible for selecting and securing the artists, marketing the Music Festival, and overseeing the individual performances.

DISCUSSION:

With the Music Festival producer taking more responsibility for the production of the Music Festival, increasing the number of performances seems possible from a staffing perspective. If the producer were not entirely responsible for the Music Festival, staff does not believe all of the events in the Cultural Affairs Work Program could be accomplished.

Staff spoke with Mr. Mandell about increasing the number of performances and he believes:

- Eleven performances is the optimum number;

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- Beginning performances earlier in the summer (about the same time Santa Monica begins theirs) could improve the public's awareness of the Music Festival;
- Performances should conclude prior to Labor Day; and
- The Agency should consider engaging a professional fundraiser for the Music Festival's sponsorship campaign.

If additional performances are desired, staff suggests that prior to determining the performance schedule for the next year, staff work with the music producer to identify dates that do not conflict with the following:

- *ARTWALK Culver City*
- Culver City Unified School District's summer break
- 4th of July holiday
- Center Theatre Group's schedule at the Kirk Douglas Theatre
- Labor Day holiday
- *Made in Culver City*

FISCAL ANALYSIS:

The Agency approved a \$70,000 budget for the Music Festival in FY 06-07 and FY 07-08 resulting in eight performances in summer 2007 and summer 2008. The estimated cost of adding a concert is \$6,750. The budget break down is below:

	<u>Budgeted</u>	<u>Estimated Additional Expenditure</u>
<u>Producer Allocation</u>		
Artists Fees	\$20,000	\$2,500 per concert
Producer Fee	\$10,000	\$1,000 per concert
Sound Designer Fee	\$10,000	\$1,000 per concert
Marketing Fee	\$10,000	
House Management/ Security/Hospitality	\$5,000	\$500 per concert
<u>Agency Allocation</u>		
Cleaning/Building Crew	\$12,000	\$1,500 per concert
Signage	\$1,000	
<u>Additional Production</u>	<u>\$2,000</u>	<u>\$250 per concert</u>
TOTAL BUDGETED	\$70,000	\$6,750 per concert

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Total Estimated Additional Cost:

Total 8 concerts	\$70,000
Total 9 concerts	\$76,750
Total 10 concerts	\$83,500
Total 11 concerts	\$90,250

Marketing Sponsorship dollars are used to improve the audience experience through amenities such as chairs and lighting. Sponsorship packages are made available to the community prior to the event and the Agency has practiced a non-aggressive approach to the annual campaign. In the prior years, an average of approximately \$8,000 in annual revenue has been contributed.

The proposed Music Festival budget for FY09-10 is \$75,000. The additional \$5,000 recommended for the FY09-10 budget may be used to augment or enhance any part of the Music Festival based on the needs that year and to compensate for any reduction in sponsorship funding.

2009 Concert	Sponsorship Funding	\$6500
2010 Concert	Sponsorship Funding	TBD

ATTACHMENTS:

1. December 4, 2006 Agency Agenda Item Report
2. Agency Minutes from December 4, 2006

MOTION:

That the Culver City Redevelopment Agency:

1. Allocate \$20,250 to increase the number of Culver City Music Festival performances from eight to eleven for Fiscal Year 2008-09 and Fiscal Year 2009-10.

Or

1. Retain eight concerts for Fiscal Year 2008-09 and Fiscal Year 2009-10 and consider increasing the number of performances at a later date.