

City of Culver City, California
Redevelopment Agency Agenda Item Report

Meeting Date: 02/05/07		Item Number: <u>C5</u>	
AGENDA ITEM: Authorization to Amend the Agreement with Emerging Creation Productions for Production and Editing Services related to The Art of...Speaker Series.			
Contact Person/Dept.: Elaine Gerety Warner		Phone Number: 310.253.5777	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒	Attachments: ☒
Public Notification: City Master Notification List (01/31/07)			
Department Approval: Todd Tipton (01/12/07)		Executive Director Approval: Jerry Fulwood	
City Controller Approval: Marlee Chang			

RECOMMENDATION:

Staff recommends that the Agency authorize an amendment to the contract with Emerging Creation Productions for Production and Editing Services related to The Art of... Speaker's Series.

BACKGROUND

Since 2004, The Art of Speakers Series has provided a high quality program and cultural experience for Westside residents that promote local entrepreneurs, artists and economic development in Culver City in an interactive live speaker's event. To date, 23 programs have been presented for more than 2,200 individuals. More than 60% of the events have reached maximum capacity and have required a waiting list for attendance. Speakers have included Tim Robbins, Gordon Davidson, Alex Chadwick, Dean Factor, Ron Lynch, Ben Ford, Debbie Allen, and Steven Ehrlich. Each event has been videotaped for future production consideration in editing and broadcasting.

This effort sought to memorialize the event and allow for greater exposure and economic development promotion for the City while also building programming for the City's cable channel. The intent was to distribute on the city channel, the City website, local cable programming, area hotels and sharing agreements with other cities in the vicinity. To this end, the Agency entered into an administratively approved contract with Emerging Creation Productions to review, format and edit a selection of these presentations. Over the last year, significant work has been completed to meet local broadcast guidelines, develop the opening sequence and closing credits, create graphics, write interview scripts and produce/film interviews.

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DISCUSSION:

Emerging Creation Productions offers professional production, editing and graphics services, and has worked on such programs as “Day & Date” (CBS), “Access Hollywood” (NBC), “Travel Daily” (Travel Channel/Discovery Communications), “Shabby Chic” (Style Channel/E! Entertainment), as well as special projects at Universal Studios. They have been an extremely responsive, creative and flexible contractor and have assisted staff in the oversight, development and format of these productions from the inception of the project. In addition, they have reduced their standard costs for the Agency as a measure of their interest in the program and desire to bring innovative community programming to Culver City and beyond.

To verify reasonable compensation, staff has spoken with other editing and post production companies to determine standard “industry” costs related to the scope of this project. Prices for such services range from \$1,800 to \$10,000 dollars for completed units, scope/hours varying (Exhibit D). While some companies offer full service elements such as filming, others provide post productions services such as graphics and distribution. In evaluating this information, staff has verified that Emerging Creations proposal includes all components desired for this project at a competitive post production rate of \$2,200. Their comprehensive services also include on-site production/film supervision, sit down interview and script development for \$660 per unit, depending upon need. The amendment to the original contract seeks to increase the amount of broadcast quality DVD’s from the initial 4 already completed up to 12, producing both previously filmed and future events.

FISCAL ANALYSIS:

The proposed Emerging Creation Productions amendment would increase the total contract to \$29,600, with the not-to-exceed amendment of \$20,000 added to the original contract of \$9,600. Funds for this project have been budgeted in Program 55094440.619800 (Redevelopment – Speaker Series).

ATTACHMENTS:

- Exhibit A – Emerging Creation Production Contract
- Exhibit B – Amendment with Emerging Creation Productions
- Exhibit C – Emerging Creation Rate Card
- Exhibit D – Matrix of General Post Production Cost Schedules

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MOTION:

That the Redevelopment Agency:

Approve an amendment of \$20,000 to the Agreement with Emerging Creation Productions, for a total not-to exceed contract amount of \$29,600, for the production of eight (8) additional DVD's of broadcast quality for the Art of Speaker's Series.