

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

Meeting Date: 04/06/09		Item Number: <u>J-1</u>	
AGENDA ITEM: JOINT ITEM - Approval of an Amendment to an Existing Tri-Party Professional Services Agreement with Jamie Greenberg for Graphic Design Services for the Redevelopment Agency's Cultural Affairs Work Programs and Economic Development Materials and the City's Cultural Affairs Work Programs.			
Contact Person/Dept: Todd Tipton		Phone Number: (310) 253-5762	
Fiscal Impact: Yes ☒ No ☐ General Fund: Yes ☐ No ☒			
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Master E-Mail Notification List (04/01/09); Cultural Affairs Commission (3/30/09); and Jamie Greenberg (3/23/09)			
Department Approval: Sol Blumenfeld (04/01/09)		City Attorney Approval: Carol Schwab (by H. Baker) (04/01/09)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (04/01/09)		City Manager/Executive Director Approval: Jerry B. Fulwood (04/01/09)	
<u>RECOMMENDATION:</u> Staff recommends the City Council and the Culver City Redevelopment Agency approve an amendment to an existing tri-party Professional Services Agreement with Jamie Greenberg for graphic design services. <u>BACKGROUND:</u> Culver City has quickly become a destination in recent years. The revitalized Downtown area and the many cultural opportunities have contributed to attracting more visitors and more publicity for the City. The Redevelopment Agency has recognized the importance of professional graphic services as a means of further branding the identity of Culver City. Competitive marketing materials are a factor in drawing patrons to the City's businesses and cultural events thereby providing positive economic impact and publicity. Jamie Greenberg is currently contracted to provide graphic design services for the City and Agency Cultural Affairs work programs and for the Agency's Economic Development work programs. Funding for the services is available within these Agency and City-approved work programs. Graphic design services require specialized skills and software. Ms. Greenberg is a graduate of the USC School of Fine Arts and was recommended by Big Imagination Group which is a marketing company in Culver City. She utilizes the Adobe Creative			

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Suite for marketing materials which includes the programs of Photoshop, Illustrator and In Design. Ms. Greenberg has a Culver City Business Tax Certificate.

Ms. Greenberg communicates primarily through email and is responsible for the following daily tasks:

- Reviewing projects with staff and receiving staff-developed text;
- Developing graphic and document lay-out for promotional material utilizing approved text;
- Creating consistency in design to further brand Culver City through cultural and economic materials;
- Adjusting text and graphics throughout the staff approval process;
- Developing materials such as event flyers, e-flyers, and ads as well as maps and informational items for the Business Resource Center; and
- Coordinating with Culver City-based printing companies to determine cost estimates and production deadlines.

DISCUSSION:

City and Agency contracts with Ms. Greenberg were implemented in April 2008 for graphic design services. Each contract was in the amount of \$10,000, according to funding source, and was approved administratively. The contract funds for the Agency have now been expended and the contract funds for the City (through the Art Fund) will soon be expended as well.

The services are proposed to be provided at Ms. Greenberg's existing hourly rate of \$35. Ms. Greenberg is responsible for absorbing the costs to maintain the necessary software programs. Funding for this Tri Party Agreement is estimated as follows:

City-funded Cultural Affairs Work Programs (Art Fund):

- | | |
|------------------------------|----------|
| • Performing Arts Grants | \$ 4,000 |
| • <i>ARTWALK Culver City</i> | \$ 4,500 |
| • Other Programs (TBD) | \$ 1,500 |

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Redevelopment Agency-funded Cultural Affairs and Economic Development Work Programs:

Cultural Affairs Work Programs

- *Music in the Chambers* \$ 800
- *Rainbow Day* (Children's Event) \$ 800
- *Culver City Music Festival* \$ 800
- Special Events (Cultural) \$ 1000
- *Speak Easy* \$ 800
- *Made in Culver City* \$ 800

Economic Development Work Programs

- Business Resource Center \$ 5,000
Informational Handouts /
Other Marketing Materials

Total Not-to-Exceed Amount \$20,000

Staff recommends approval of a contract amendment that will encompass the work programs and scope of work detailed above. While other graphic artists have periodically been engaged by the Community Development Department, Ms. Greenberg's consistently creative and affordable work has contributed greatly to the overall branding recently and that effort can now be maintained and further developed.

FISCAL ANALYSIS:

Funding for this contract was included in the City's Adopted FY 2008/2009 Budget, under each of the separate work programs as listed above for Cultural Affairs. For the Agency, funding for this contract amendment was included in the fiscal year 2008/09 respective work programs for Cultural Affairs and under Other Contractual Services (55090200.619800) in the Economic Development budget.

ATTACHMENTS:

1. 2008 *ARTWALK Culver City* Guide
2. 2008 *Speak Easy* Flyer
3. Downtown Culver City Guide
4. Culver City Chamber of Commerce Map
5. 2009 *Music in the Chambers* Flyer

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6. 2009 Rainbow Series Flyer
7. 2009 *Rainbow Day* Flyer
8. Agreement with Jamie Greenberg for Graphic Design Services

MOTION:

That the City Council and Redevelopment Agency:

1. Approve an amendment to an existing tri-party professional services agreement with Ms. Jamie Greenberg for graphic design services in an amount not to exceed of \$20,000.00; and,
2. Authorize the City Attorney and Agency General Counsel to review/prepare the necessary documents; and,
3. Authorize the City Manager/Executive Director to execute such documents on behalf of the City and Agency.