

City of Culver City, California

Agenda Item Report

Meeting Date: 02/27/12		Item Number: <u>A-1</u>	
CITY COUNCIL AGENDA ITEM: Approval of a Memorandum of Understanding with Boulevard Music to Produce a Minimum of Four Concerts during the 2012 Summer Months for the Culver City Boulevard Music Festival in the Courtyard of City Hall			
Contact Person/Dept.: Shelly Wolfberg, Assistant to the City Manager		Phone Number: (310) 253-6008	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Meetings and Agendas – (e-mail) Meetings and Agendas – City Council (02/22/12); Cultural Affairs Commission (02/22/12); Downtown Business Association (02/22/12); Culver City Chamber of Commerce (02/22/12); Gary Mandell/Boulevard Music (02/22/12); Ruth Price/Jazz Bakery (02/22/12); and Culver City Music Festival Sponsors (02/22/12).			
Department Approval: Martin R. Cole (02/22/12)		City Attorney Approval: Carol Schwab (by H. Baker) (02/22/12)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (02/22/12)		City Manager Approval: John M. Nachbar (02/22/12)	
<u>RECOMMENDATION:</u> Staff recommends the City Council approve a Memorandum of Understanding with Boulevard Music to produce a minimum of four concerts during the 2012 summer months for the Culver City Boulevard Music Festival (Festival) in the Courtyard of City Hall. <u>BACKGROUND:</u> For 17 years, the Festival was funded by the Culver City Redevelopment Agency (Agency). With the dissolution of the Culver City Redevelopment Agency by operation of state law on February 1, 2012 (including the elimination of the Redevelopment Agency funding that had funded the Festival in prior years), on January 9, 2012 the City Council and Agency Board considered the potential discontinuation of the Festival. That evening, after receiving public comment, the City Council continued its discussion so that staff could research potential funding options. On January 23, 2012, the City Council and Agency Board discussed Boulevard Music's production of this summer's Festival. New funding sources are now needed, because Agency funds are longer available (as of February 1, 2012) due to dissolution of the state's redevelopment agencies (including the Culver City Redevelopment Agency) pursuant to AB 1x 26.			

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DISCUSSION:

Following the January 23, 2012 City Council Meeting, staff met with Gary Mandell of Boulevard Music to further develop the components needed for Mr. Mandell to produce the Festival. In the attached letter, the City outlines the general items that are important for both parties to consider in the successful production of the Festival. Mr. Mandell believes it would be feasible for him to produce a minimum of four unique concerts this summer, with sponsorship of the City in the amount of \$7,500. The remaining costs of the Festival would be funded through donations and sponsorships obtained by Mr. Mandell. Mr. Mandell pledges to produce more concerts if he is able to fund them through additional outside sponsorships.

Mr. Mandell is in the process of developing ways he can most efficiently produce the shows in the City Hall Courtyard, with some modifications to past Festival operations. Regarding staffing for the event, Mr. Mandell will be responsible for his staff, professional security personnel, volunteers, and any Haynes crew members who may be hired. Additionally, the City will provide limited in-kind support by having a Public Works employee and at least one management staff person at the event to provide oversight of the City Hall and Courtyard. The use and maintenance of the Courtyard and City Hall facilities is a top priority shared by both parties. In order to keep costs low, the City will provide chairs and coordinate the use of the stage, which will continue to be donated to the City for this summer's Festival. Mr. Mandell is committed to enhancing the exposure of local restaurants and businesses to creatively promote the Festival and generate sponsorships.

In order for the event to be a success and to retain the continuity and branding of the Festival and the community, the City would be a sponsor this summer. City Council Policy Statement 2008-01 (Community Organizations) provides the criteria applicable to City sponsorship of events. The pertinent part is recounted below:

Category 3: City Sponsored Events

To be considered a City Sponsored Event, the event must:

- (1) be a civic event or activity organized or sponsored by the City (CCMC Section 17.330.040.B.7.a); and,
- (2) To determine whether the civic event or activity is "sponsored" by the City, the following criteria must be met: The City is (a) participating in an official capacity in the planning, preparation, or promotion of the event or activity; and (b) contributes 25% of the total estimated cost of the event or activity or at least \$1,000, whichever is less. (Note: this contribution may take the form if

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- funds, labor, staff time, materials, a waiver of fees, or any combination of the foregoing); and,
- (3) By specific action, the City Council has determined that the above criteria have been met.

Should the City Council wish to consider sponsorship of the Festival, staff estimates that at least \$1,000 in staff time will be contributed to the planning, preparation, or promotion of the event, (satisfying criterion (2) above). To satisfy criterion (1), staff recommends the City Council continue the tradition of the Mayor or other Council Member providing welcoming remarks at the performances to and the City promote the Festival on the City's website and Government Channel.

Should the City Council approve this request, an MOU would be prepared to formalize the various duties and obligations of the parties with respect to the Festival.

FISCAL ANALYSIS:

Funding in the amount of \$7,500 has been previously identified to fund this year's Festival. \$5,500 remains in the sponsorship funding account, and \$2,000 is available through contribution from Sony Pictures Entertainment for this type of programming. The contribution of staff time is expected to include, but not be limited to, management staff and Public Works staff to help oversee the Courtyard and City Hall. Should the City Council designate the Festival as a City sponsored event, very limited additional staff time would be contributed to this event. Mr. Mandell has already identified some sponsors for this summer's Festival and has agreed to share his financial records and receipts with the City.

ATTACHMENTS:

1. City's letter to Mr. Mandell dated February 17, 2012.
2. Mr. Mandell's e-mail to Mr. Nachbar dated February 20, 2012.

MOTION:

That the City Council:

- 1A. Designate the 2012 Culver City Boulevard Music Festival as a City sponsored event, contingent upon Boulevard Music agreeing to identify the City in their promotional activities and documents as a sponsor of the event and approve a MOU related thereto; and,

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Authorize the City Attorney to review/prepare the necessary documents;
and,

Authorize the City Manager to execute such documents on behalf of the
City.

OR

- 1B. Take no action (in which case the City would not be a sponsor of the
Culver City Boulevard Music Festival and the event would not take place
in the City Hall Courtyard).