



City of Culver City

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Staff Report

File #: 16-926, Version: 1

CC: - (1) Consideration of Financial Assistance for the LA Film Festival in the Amount of \$11,678.20 ; (2) Designation of the 2017 LA Film Festival a City-Sponsored Event; and (3) Approval of a Related License Agreement.

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Phone Number: (310) 253-5777

Fiscal Impact: Yes ☒ No ☐

General Fund: Yes ☐ No ☒

Public Hearing: ☐

Action Item: ☐

Attachments: Yes ☒ No ☐

Commission Action Required: Yes ☐ No ☒ **Date:**

Commission Name:

Public Notification: (E-Mail) Meetings and Agendas - City Council (05/02/17); E-mail to Downtown Business Association (05/02/17)

Department Approval: Sol Blumenfeld, Community Development Director (04/26/17)

RECOMMENDATION

Staff recommends the City Council (1) consider providing financial assistance for the 2017 LA Film Festival in the amount \$11,678.20, which includes a waiver of rental, special event and banner permit fees in an amount not-to-exceed \$10,878.20 and a contribution of in-kind staff time in the amount of \$1,500 for assistance in the planning, preparation and/or promoting of the 2017 LA Film Festival event; (2) designate the 2017 LA Film Festival a City-sponsored event; and (3) approve a related license agreement.

BACKGROUND

On May 9th, 2016, the City Council approved sponsorship of the 2016 LA Film Festival. The Festival was held in Culver City in June and hosted more than 36,000 visitors. It created a positive economic impact of approximately \$243,000 (see Attachment 1).

In September 2016, Film Independent, Inc. (FIND) requested that the City Council again consider a sponsorship for the 2017 LA Film Festival (the "Festival"). The LA Film Festival is a well-regarded festival and considered a premier platform for new works from emerging and established filmmakers.

DISCUSSION

The 2017 Festival is scheduled to occur June 14 - June 22nd. FIND has leased a number of theatres from Arclight Culver City for the screenings and is working with several community partners such as The Culver Studios, The Culver Hotel, Center Theatre Group and local restaurants to host the Festival operations and related events. The majority of the event will occur in Culver City including opening night. The Festival's ancillary events and operations will take place at the historic Culver Studios including guest parking, ticket center, Festival lounge, storage and catering.

City Sponsorship

FIND is requesting sponsorship and financial assistance from the City valued in the amount of \$11,678.20, which includes a requested waiver of parking rentals, permit fee waivers, equipment usage in an amount not-to-exceed \$10,878.20 and in-kind staff time in the amount of \$1,500.

The components of the requested City sponsorship are as follows:

- Use of Ince Boulevard Meters for Parking

Guest parking will be accommodated on the Culver Studio's lot and will be accessed via Gate 2 to avoid impacting adjacent residential areas. FIND is requesting the use of Ince Boulevard on-street meters for overflow parking/staff parking for the duration of the Festival to reduce impact to downtown parking structures and discourage parking in residential areas. A valet parking plan is also being considered and if pursued, will be considered during the special event permit process.

FIND is confident its guests will utilize Festival designated parking at Culver Studios due to the parking's convenient location and low cost (\$4 a day). To further encourage use of the Culver Studios parking, FIND will publish a map prior to the event in a local paper that identifies the designated parking areas as well as including language on marketing materials, tickets, website and social media etc. Based on prior experience, FIND also expects many of their guests to utilize public transportation and car services such as Uber and Lyft, and ride bicycles.

- Use of Town Plaza

FIND is requesting the use of Town Plaza in order to place tables and chairs for filmmaker check-in, a 10 x 20 information booth, two media photo areas against the theatre wall and one near the Culver Hotel, stanchions for guest queuing lines adjacent to the theater in the paseo and an area for Festival sponsor displays (car, signage). With the exception of a potential car display and information booth, all event elements will be set-up and broken down each day. FIND will work with the Culver City Police Department to coordinate the use of private 24-hour security in order to secure these elements (see Attachment 2).

- Banner Program

FIND is requesting to display banners in Downtown Culver City and along Washington Boulevard between Ince Boulevard and the Culver City Expo Line Station (Station). FIND believes this will promote pedestrian activity between the Station and the event venues at Culver Studios, Arclight Theatres and Platform. FIND will be required to pay for the banner installation/removal, however it is requesting that the banner permit fees be waived.

City-Sponsored Designation

To become City-sponsored, events need to be specifically designated as a City-sponsored event by the City Council. To be categorized as a “sponsored” event by the City, an event must meet the criteria set forth in Culver City Municipal Code (CCMC) Section 17.330.040.B.7.b.ii., confirming that the City is (a) participating in an official capacity in the planning, preparation or promotion of the event or activity; and (b) contributing 25% of the total estimated costs of the civic event or activity or at least \$1,000, whichever is less. This contribution may take the form of funds, labor, staff time, materials, a waiver of fees, or any combination thereof.

The CCMC requires both (a) and (b) conditions be satisfied. Additionally, City Council Policy requires that in order for an event to be considered City-sponsored, the City Council must determine, by specific action, that the above criteria have been met.

Should the City Council determine to provide support in an amount of at least \$1,000 (funds, staff time, and/or fee waivers, etc.), then the event may be designated a City-sponsored event. For those who wish to post banners in the public right-of-way, the organizers will be required to include the City’s logo on the banners as a sponsor.

Should the Festival receive City-sponsorship, the organizers will be required to list the City as a sponsor of the Festival in e-mails, on their website, in promotions, press releases and on printed materials, as applicable. FIND is aware that the process for sponsorship in subsequent years will require participation in the Special Events Grant Program process.

CONCLUSION

The LA Film Festival is one of the premier film festivals in Southern California. It’s presence in Culver City will continue to promote the City as the “Heart of Screenland”, increase awareness of our unique and vibrant business community and further the City’s economic development goals of creative economy, economic vitality and cultural arts.

FISCAL ANALYSIS

FIND is a non-profit 501(c)(3) organization. City sponsorship will allow them to successfully execute the 2017 LA Film Festival in downtown Culver City which furthers the City’s economic development and cultural objectives. In exchange for sponsorship the City will receive the following:

- Listing in the pre-screening Festival Trailer (played prior to every screening)
- Listing in the official Festival Guide
- Listing on Festival Website
- Listing on Festival Mobile App
- Written recognition in the official sponsor press release

A detailed breakdown of FIND's sponsorship requests and the associated costs is provided below:

ROW Use (\$6,000)

Ince Blvd. \$12 per meter a day x 16 = \$6,000
Town Plaza (no fee - City sponsorship required)

Permit Waivers (\$2,678.20)

Special Event Permit (Finance) - \$735
Electrical Inspection and Permit - \$500
Way finding/Street Permit - \$318.24
Transportation Permit (Truck Permit) - \$320
Banners - \$238
Tent Permits - \$352.14
Special Event/Pre Event Inspection - \$128.25
Open Flame Permit - \$86.57

Equipment Rental (\$1,500)

CMS units for Traffic Announcements - \$1,500 (if available)

In-Kind Staff Time (\$1,500)

CDD/Public Works - \$1,500

ATTACHMENTS

1. Economic Impact Report
2. Diagram of Town Plaza

MOTION

That the City Council:

1. Determine the amount of financial assistance to be \$11,678.20, which includes a waiver of rental, special event and banner permit fees in an amount not to exceed \$10,178.20 and a contribution of in-kind staff time in the amount of \$1,500 for assistance in the planning, preparation and/or promoting of the 2017 LA Film Festival event; and
2. Designate the "LA Film Festival" as a City-sponsored event; and

3. Approve a license agreement between the City and FIND for the use of City public rights-of-way and Town Plaza; and
4. Authorize the City Attorney's office to review/prepare the necessary documents; and
5. Authorize the City Manager to execute such documents on behalf of the City.