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CRA File No. 4879
Council District: 4
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Honorable Council of the City of Los Angeles
John Ferraro Council Chamber
200 N. Spring Street
Room 340, City Hall
Los Angeles, CA. 90012

Attention: John White, Office of the City Clerk

COUNCIL TRANSMITTAL:

Transmitted herewith, is a Board Memorandum adopted by the Agency Board January 19, 2006 for City Council review and approval in accordance with the "Community Redevelopment Agency Oversight Ordinance" entitled:

VARIOUS ACTIONS RELATED TO:

AUTHORIZATION TO EXECUTE A ONE-YEAR CONTRACT FOR AN AMOUNT NOT TO EXCEED \$75,000 WITH THE UNIVERSAL CITY/NORTH HOLLYWOOD CHAMBER OF COMMERCE FOR THE NOHO THEATRE AND ARTS FESTIVAL LOCATED WITHIN THE NORTH HOLLYWOOD REDEVELOPMENT PROJECT AREA EAST VALLEY REGION (CD4)

RECOMMENDATION

That City Council approves recommendation(s) on the attached Board Memorandum.

ENVIRONMENTAL REVIEW

The recommended action does not constitute a "project" as defined by the California Environmental Quality Act ("CEQA").

FISCAL IMPACT STATEMENT

There is no fiscal impact to the City's General Fund, as a result of this action.

Richard L. Benbow
Acting Chief Executive Officer



CRA/LA

Building communities with jobs & housing

cc: John White, Office of the City Clerk (Original & 7 Copies on 3-hole punch)
Lisa Johnson, Scott Eritano, Office of the CAO
Paul Smith, Ivania Sobalvarro, Office of the CLA
Adriana Martinez, Office of the Mayor
Neil Blumenkopf, Office of the City Attorney

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MEMORANDUM

DATE: JANUARY 19, 2006 NH 2100

TO: AGENCY COMMISSIONERS

FROM: RICHARD L. BENBOW, ACTING CHIEF EXECUTIVE OFFICER

RESPONSIBLE PARTY: MARGARITA H. DE ESCONTRIAS, REGIONAL ADMINISTRATOR

SUBJECT: AUTHORIZATION TO EXECUTE A ONE-YEAR CONTRACT FOR AN AMOUNT NOT TO EXCEED \$75,000 WITH THE UNIVERSAL CITY/NORTH HOLLYWOOD CHAMBER OF COMMERCE FOR THE NOHO THEATRE AND ARTS FESTIVAL LOCATED WITHIN THE NORTH HOLLYWOOD REDEVELOPMENT PROJECT AREA EAST VALLEY REGION (CD 4)

RECOMMENDATION

That the Agency, subject to City Council review and approval, authorize the Acting Chief Executive Officer or designee to execute a one-year contract with the Universal City/North Hollywood Chamber of Commerce (the Chamber) for an amount not to exceed \$75,000 for the 14th Annual NoHo Theatre and Arts Festival scheduled for May 13th and 14th 2006.

SUMMARY

Each year, the Agency assists the Universal City/North Hollywood Chamber of Commerce in hosting the NoHo Theatre and Arts Festival. Last year, we financially assisted the Chamber in the amount of \$75,000. Over 50,000 visitors enjoyed the two-day event, many traveling to North Hollywood using the Metro Red Line. The Festival promotes redevelopment efforts in the area by attracting people to area businesses, marketing the theatres in NoHo and attracting potential residents to the region. It provides an additional opportunity for the Agency to disseminate information on its redevelopment programs and activities to residents, business owners, property owners and others, and is a way to reach persons who are not readily reached through more conventional outreach mechanisms. It should be noted that CRA provides an informational booth and staffs the event for both days. Under the leadership of the Chamber, the festival is on its way to becoming self-sustaining.

Agency staff continues to work closely with the Chamber to identify cost saving measures and additional revenue opportunities to ensure that the Festival becomes less dependent on Agency assistance in the future. The goal continues to be to reduce Agency participation to less than \$25,000 by 2007. In addition, it is expected that, once established, the new business improvement district (BID) for North Hollywood will become the sponsor of the event and will be capable of providing the necessary organizational and financial support for achieving a self-supporting Festival event.

RE

October 7, 2004 – Approval of Board authorization to award contract with the Universal City/ North Hollywood Chamber of Commerce to enter into a contract for the Chamber for the services associated with festival management.

November 4, 2004 – City Council approval of the Board action (Council File Number 04-0276-S1).

SOURCE OF FUNDS

North Hollywood Tax Increment Funds

ENVIRONMENTAL REVIEW

The festival is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article VII 1.d. (4) of the Agency CEQA Guidelines.

PROGRAM AND BUDGET IMPACT

The proposed action is consistent with the FY2005-06 budget and funding for the program is available in Objective NH 2100. There is no fiscal impact to the City's General Fund as a result of the recommended action.

BACKGROUND

The North Hollywood (NoHo) Arts District is a roughly one square mile area along Lankershim Boulevard between Burbank Boulevard and Amarillo Street, and along Magnolia Boulevard between Tujunga Avenue and Cahuenga Boulevard. In 1992, a group of local citizens with a vision of preserving the uniqueness of the North Hollywood community, and in a desire to create an identity and destination, declared this area the NoHo Arts District. NoHo is home to the largest concentration of performing arts theatres in Southern California with more than 20 theatres currently in operation.

NoHo's character is defined by the many galleries, recording studios, theatres, dance studios, prop houses, book stores, coffee houses and antique/thrift stores, and supports a bi-monthly publication, Metro LA, devoted to the promotion of the arts. NoHo was officially declared an Arts District in 1994 by the City Council with the adoption of an overlay zoning ordinance to promote and encourage live/work artist workspace throughout the district. In December 2001, the Board adopted the North Hollywood Arts Plan to prioritize public art and cultural activities in the community. Festivals were highlighted in this Plan as a mechanism to foster creativity in the area. In addition, the CRA/LA is required under the North Hollywood Redevelopment Plan (under Section 617) to set-aside 1% of tax increment revenues and bond proceeds into a Cultural Trust Fund to be used for cultural and arts facilities and public art within the North Hollywood Project Area.

The NoHo Theatre & Arts Festival (the Festival) is one of the largest and longest-running theatre and arts festivals in Southern California featuring live theatre, music, dance, fine arts, crafts and foods from around the world. The first NoHo Arts Festival was held in 1991 and was a small gathering at Universal Studios; nevertheless, it was a success. In 1992, the Festival was moved to the newly occupied Academy of Television Arts and Sciences, in the Plaza area facing Lankershim Boulevard in the center of the North Hollywood Redevelopment Project. A Fine Arts Gallery backdrop, an international entertainment stage and local dance studios were highlighted, and the theatres were given a space to promote free theatre performances during the two-day celebration. Local eateries were invited to take part in "A Taste of NoHo" thus including the Culinary Arts. Promotion for the festival included an interview style cable show "NoHo Arts Festival" that ran on local cable access for three (3) weeks prior to the event. In 1994, it became the NoHo Theatre & Arts Festival in its current form.

The Universal City/North Hollywood Chamber of Commerce has networked with CalFest, an organization of professional festivals and festival managers to change the approach to the Festival. For twelve (12) years, the Chamber has worked with various local organizations, volunteers and consultants, which has resulted in a well run "Art Related" street festival. The Chamber is now working with Pageantry Productions, the producers of the Hollywood Christmas Parade, to develop a long-term plan to accomplish two major objectives: (1) Increase corporate sponsorships over the next two (2) years to ensure that the Festival can become self-sustaining and (2) develop the Festival into a major theatre, art, and music festival in Southern California. These changes are expected to reduce public subsidy of the Festival to less than \$25,000 by 2007.

The Festival is designed to promote arts organizations and resident artists in the NoHo Arts District, furthering Agency revitalization efforts in North Hollywood. The Festival is an annual community event that attracts on average approximately 35,000 visitors for the two-day event. Festival highlights include participation by the theaters with more than fifty (50) theatre performances at a discount ticket price; a concert stage with top musicians, singers and dancers from around the world; "Kids Kourt Stage", a performance playing showcasing the talents of the children from the Los Angeles Unified School District and professional music and dance schools; "Kids Kourt Art Box", an interactive arts and craft event; art exhibits from local, national and international artists; and a vendor marketplace and food court. The 2006 Festival costs are expected to be approximately \$250,000.

Universal City/North Hollywood Chamber of Commerce

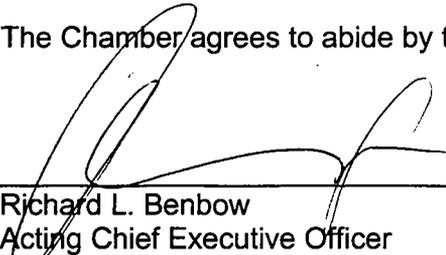
The history of the Chamber dates back to 1910 when the business community organized the "Lankershim Businessman's Association" to foster growth and direction for the newly emerging town. The organization's business leadership set up a master plan to ensure the progressive growth of the community, and in 1914, the Association changed its name to the Lankershim Chamber of Commerce.

In 1985, Lankershim Chamber of Commerce changed to the Universal City/North Hollywood Chamber of Commerce. There have been sixty-three (63) chamber presidents in 93 years including merchants, lawyers, manufacturers and business owners networking to grow their businesses and upgrade the community and the San Fernando Valley.

As a membership organization serving the communities of North Hollywood, Valley Village, Twin Plaza, the NoHo Arts District, and Universal City, the Chamber's mission is to support members through leadership and advocacy by participation in, and providing referrals and resources for,

activities that enhance and strengthen business and the well being of those who live in our community. The Chamber's mission is fulfilled through its Board of Directors, committees, and the business and personal connections forged over many years of being active in the community.

The Chamber agrees to abide by the Agency's policies to the extent applicable.



Richard L. Benbow
Acting Chief Executive Officer

There is no conflict of interest known to me, which exists with regard to any Agency officer or employee concerning this action.

Attachment A – FINAL FINANCIAL REPORT TO THE CRA FOR MAY 2005 EVENT