

Honorable Chair and Members  
of the City Council  
City Hall  
Torrance, California

**Members of the Council:**

**SUBJECT: Approve subsidy of deposit and partial rental fees for the use of the Torrance Cultural Arts Center. Expenditure: \$5,000.00.**

**RECOMMENDATION**

Recommendation of the City Manager that City Council approve the subsidy of deposit and partial rental fees for the Torrance Cultural Arts Center in the amount of \$5,000.00 for the Torrance Cultural Arts Foundation annual gala event, to be held on Saturday, June 23, 2012.

**Funding**

Funding is available in the City Council's Municipal Legislative Policy Program Budget. A total of \$1,763.91 of the annual budget of \$10,000 remains in the budget for subsidy of community events for this fiscal year. If approved, the funds will be used toward the subsidy of fees, and the remaining balance of \$3,236.09 will be paid through the Council Recognition Items fund.

**BACKGROUND/ANALYSIS**

In 2004, the Council approved a subsidy for the Torrance Cultural Arts Foundation annual gala in the amount of \$5,490.00, and again in 2005 in the amount of \$8,599.00. In both 2004 and 2005, the approved amounts were for room rental fees only, with the Foundation paying the required security deposits, insurance and labor charges.

At the City Council meeting on June 5, 2012, City Council approved a subsidy of fees for the Torrance Cultural Arts Foundation annual gala, not to exceed \$5,000.00. The fees associated with the event are as follows:

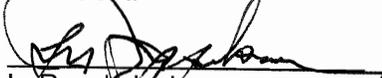
| FEES:    | AMOUNT:    | CITY SUBSIDY:     | BALANCE:   |
|----------|------------|-------------------|------------|
| RENT:    | \$5,987.62 | \$3,500.00        | \$2,487.62 |
| LABOR:   | \$1,825.75 | \$0.00            | \$1,825.75 |
| DEPOSIT: | \$1,500.00 | \$1,500.00        | \$0.00     |
| TOTAL:   | \$9,313.37 | <b>\$5,000.00</b> | \$4,313.37 |

The remaining balance of \$4,313 will be paid by the Torrance Cultural Arts Foundation.

Respectfully submitted,

By *Domenica Megerdichian*  
Domenica K. Megerdichian  
Management Aide

CONCUR:

  
LeRoy J. Jackson  
City Manager

Attachment A- Community Events Support Account Report  
Attachment B- Copy of Torrance Cultural Arts Foundation Gala Event Subsidy Request



## Community Events Support Account Report

June 7, 2012

The community Events Support Account (FY 2011-2012) allocated \$10,000 within the original budget. Use of these funds for Community Events during FY 2011-2012 are as follows:

| Item Name                                                         | Agenda Date | Agenda Item # | Expenditure Amount | Total     |
|-------------------------------------------------------------------|-------------|---------------|--------------------|-----------|
| 2011-12 Original Budget                                           |             |               |                    | 10,000.00 |
| Friends of Madrona Marsh                                          | 7-26-11     | 8B            | 619.79             | 9,380.21  |
| Emp. Variety Show                                                 | 8-09-11     | 8B            | 1,883.75           | 7,496.46  |
| Youth Holiday Event<br>(Teague Family Foundation)                 | 9-13-11     | 8C            | 753.25             | 6,743.21  |
| Friends of Torrance<br>Exceptional Athletes                       | 1-24-12     | 8B            | 300.00             | 6,443.21  |
| Rental Fees for So. Cal<br>Orchestra                              | 2-28-12     | 8H            | 1,071.25           | 5,371.96  |
| Use of Softball Fields at<br>Wilson for Torr. Nat'l<br>Tournament | 2-28-12     | 8I            | 2,000.00           | 3,371.96  |
| Relay for Life Portable<br>Stage                                  | 2-28-12     | 8J            | 679.05             | 2,692.91  |
| Additional Rental Fees<br>for So. Cal Orchestra                   | 3-13-12     | 8B            | 410.00             | 2,282.91  |
| Filming permit fees<br>People First                               | 03-20-12    | 8D            | 519.00             | 1,763.91  |
| Torrance Arts and Cultural<br>Foundation Annual Gala<br>Subsidy   | 06-12-12    | 8G            | 1,763.91           | 0*        |

\*New total contingent upon Council approval for new item expenditure.





June 4, 2012

Torrance City Hall  
3031 Torrance Blvd  
Torrance, CA 90505

To Mayor Scotto and City Council;

As you know the Torrance Cultural Arts Foundation is hosting its Annual Gala fundraiser on Saturday, June 23, 2012. This year's theme, the Roaring 20's, and honorees, our founding members, commemorate the City's Centennial, with us also looking back to the beginning of our organization and celebrating those who remain dedicated to the performing arts.

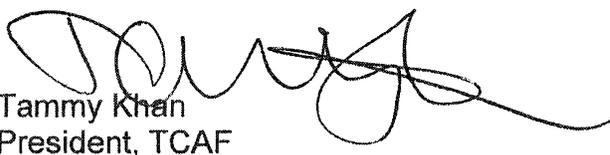
The Arts Foundation is requesting that the City of Torrance waive the facility fees, in the amount of \$9,313.37, for Friday, June 22<sup>nd</sup> (set up) and Saturday, June 23<sup>rd</sup> (day of the event) to help us alleviate the cost of the Gala. This request is in the same spirit of the partnership we share with the City of Torrance and the Mayor and Council (past and present) have traditionally granted our request for facility fee waiver for our Gala.

Over the past several years we have instituted many cost saving measures, never compromising the quality of entertainment we provide the residents of Torrance and the South Bay. The Gala is a vital part of our fundraising efforts and it is important that we are able to raise enough funds to continue with our mission and goals.

Please us know if you have any questions.

Thank you for your consideration of our request.

Sincerely,



Tammy Khan  
President, TCAF