



CITY OF INGLEWOOD

OFFICE OF THE CITY MANAGER



DATE: April 4, 2023

TO: Mayor and Council Members

FROM: Parks, Recreation and Community Services Department

SUBJECT: Payment of Invoice – Elevate Culture Presents

RECOMMENDATION:

It is recommended the Mayor and Council Members authorize payment of an invoice submitted by Elevate Culture Corporation, in the amount of \$3,000, for provision of Talent and Stage Production Services for the City's 2023 King Day Celebration. (General Fund)

BACKGROUND:

On February 18, 2023, the City of Inglewood hosted the 40th Annual Dr. Martin Luther King, Jr. Day Celebration. The 2023 King Day event included a festival held along downtown Market Street that included performances by national and local talent, choirs and community groups, award-winning speeches from the City's MLK Day speech contest winners, commercial vendors, food, and more. Executing the 2023 King Day event required various resources and expertise. The original event date was January 18, 2023; however, due to the rain forecast at 90%, the event was rescheduled to February 18, 2023.

DISCUSSION:

Elevate Culture Presents was contracted to provide Talent and Production Services for one of two stages. The scope of work included soliciting and booking the talent, scoping the stage, sound and backline, and providing stage management of all backstage operations. Due to the date change, some of the talent previously booked for the January date were no longer available. Additional services and funds were required to book new talent and update event assets for the February 18th event. As such, staff requests payment of the attached invoice for services rendered.

Elevate Culture Corporation is a concert and large event producer/promoter brand known for producing Los Angeles summer community festivals, including the "West Adams Block Party" and the "Mid City Art and Music Festival". Some of Elevate Culture Presents' most notable clients include, but are not limited to, Museum, We Rise LA, The Gersh Agency, The Real Talk Show (Fox), Snoop Dogg, Dr. Dre, and more. Elevate Culture Corporation worked with the City for the 2020 King Day Festival.

FINANCIAL/FUNDING ISSUES AND SOURCES:

Sufficient funds in the amount of \$3,000 are available in the Fiscal Year 2022-2023 Budget under Account Code No. 001-070-7011-45008 (General Fund-PRCS-Special Events-City Promotional Activities).

4.

Mayor and Council Members
Payment of Invoice – Elevate Culture Presents
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DESCRIPTION OF ANY ATTACHMENTS

Attachment No. 1 – Invoice

PREPARED BY:


Sabrina Barnes, Parks, Recreation and Community Services Director

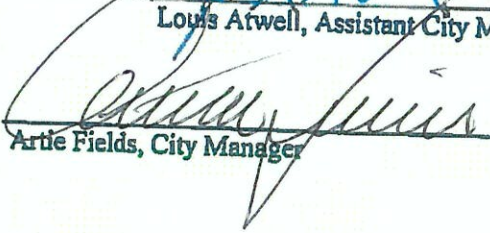
COUNCIL PRESENTER:

Sabrina Barnes, Parks, Recreation and Community Services Director

APPROVAL VERIFICATION SHEET

DEPARTMENT HEAD APPROVAL: 
Sabrina Barnes, Parks, Rec., & Comm Svcs. Director

ASSISTANT CITY MANAGER APPROVAL: 
Louis Arwell, Assistant City Manager

CITY MANAGER APPROVAL: 
Artie Fields, City Manager

ATTACHMENT NO. 1



INVOICE

5518 South Wilton Place
Los Angeles, CA 90062
alfred@elevateculture.today

310.703.6072

EIN: 83-2207022

Attention: **Sabrina Barnes**
City of Inglewood Parks and Recreation

sbarnes@cityofinglewood.org

Date: 02/22/2023

Project Title: **City Of Inglewood KING FEST**
Project Description: Coordinate production operations for a Music Stage
Invoice Number: 02222023
Terms: Payment due upon Receipt

Description	Qty	Unit Price	Cost
Creative, Technical and Logistical Stage Production Services Including but not limited too: Manage and execute the Martin Luther King Jr Street Festival stages <ul style="list-style-type: none">• Interface with pro sound companies, video companies and streaming entities to ensure the record of quality community music event.• Book/contract mutually agreed upon talent.• Event rescheduled – new bookings and promotion	1	\$ 3,000.00	\$3,000.00
		Subtotal	\$3,000.00
		Total	\$3,000.00

Please make all checks payable to “**ELEVATE CULTURE PRESENTS**”

Thank you for your business. We really appreciate the continued opportunity to provide quality entertainment for your events.

Sincerely yours,

Alfred Torregano