

MEMORANDUM

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DATE: NOVEMBER 18, 2010 EA2820
100606

TO: CRA/LA BOARD OF COMMISSIONERS

FROM: CHRISTINE ESSEL, CHIEF EXECUTIVE OFFICER

STAFF: DAVID RICCITIELLO, REGIONAL ADMINISTRATOR
DONNA DE BRUHL-HEMER, PROJECT MANAGER
DAN RIOS, ASSISTANT PROJECT MANAGER

SUBJECT: **CASA 0101.** Sole Source Contract for One Year with CASA 0101 in the amount of \$150,000 for the Dissemination of Redevelopment Information in the Adelante Eastside Redevelopment Project Area EASTSIDE REGION (CD 1 &14)

RECOMMENDATION

That the CRA/LA Board of Commissioners, subject City Council review and approval, authorize the Chief Executive Officer or designee to negotiate and execute a sole source contract with CASA 0101, a 501(c)(3), a non-profit corporation dedicated to providing cultural and educational programs, in the maximum amount of \$150,000 of Adelante Eastside Series D Bond Proceeds for services related to the dissemination of redevelopment information to the Adelante Eastside Project Area Committee for a period of twelve (12) months.

SUMMARY

The recommended action will substantially assist in the dissemination of redevelopment information to communities within the Adelante Eastside Redevelopment Project Area (Project Area) (Attachment "A") above and beyond the ongoing outreach efforts of the CRA/LA staff. Despite the existence of the Project Area since 1999, many community members within the Project Area and greater Boyle Heights area are unfamiliar with the redevelopment process. The approval of this action will help to achieve the Adelante Redevelopment Plan objective of "encourage the involvement and participation of residents, business owners, property owners and community organizations" and to "promote the development of educational, cultural entertainment and recreational facilities that serve the needs of the residents of the Project Area and reflect the ethnicities and cultures of the Project Area."

Some of the services to be provided by Casa 0101 within the one-year contract term include:

- Distribute notices and make notices available at the new CASA 0101 Theater and offices for every Adelante Eastside Project Area Committee (PAC) meeting and other Project Area and CRA/LA sponsored events as they arise;
- Distribute and make available in the new CASA 0101 Theater and offices in English and Spanish: general "What is Redevelopment" brochure, Glossary of Redevelopment Terms, Adelante Eastside Cartifact map and other project related materials;

- Integrate the CRA/LA logo on Casa 0101 public information materials, including programs, fliers, brochures; Estimated flier distribution 35,000;
- Integrate the CRA/LA mission statement and goals into the Casa 0101 Brochure and their programs, with an estimated distribution of 15,000 copies;
- Provide CRA/LA Booth at Casa 0101 annual events, including but not limited to their Christmas Drive and the Capital Campaign Fundraisers, estimated at 2,000 attendees;
- Provide CRA/LA information and inclusion of CRA/LA on CASA 0101 website and other social media pages, including Facebook, Myspace, and Twitter; include CRA/LA's logo in bi-monthly e-newsletter and Casa 0101 email list of over 3,000 people;
- Provide CRA/LA information and inclusion of CRA/LA on programs and announce CRA/LA support/ sponsorship before every performance and event which are estimated to be 145 public performances and events with approximately 75 members of the public in attendance at each event, for a total audience attendance of approximately 11,000 people.

The Contract with CASA 0101 would cover both the production (if not already readily available) and distribution of the redevelopment information materials. Below are estimated values of their services:

Budget		
Item	Note	Value
Labor: 3 staff members @ \$30 per hour for 750 hours each (per person in contract year.)		\$67,500
CASA 0101 performance programs. Distributed every performance, with full page CRA/LA mission statement and logo.	Value of advertisement	\$15,000
CASA 0101 color fliers with CRA/LA logo. Distribution: 3000 per month/ 36,000 per year, throughout Boyle Heights and Los Angeles.	Value of advertisement	\$12,000
CASA 0101 annual brochure. (Glossy and in color.) Half page with CRA/LA mission statement and logo.	Value of half page	\$7,500

Booth at CASA 0101 Christmas event	\$5,000
Table at CASA 0101 fundraising event.	\$5,000
Distribution of fliers and other promotional materials in Boyle Heights and greater Los Angeles.	\$10,000
Inclusion of CRA/LA logo on CASA 0101 website, social media pages (Facebook, Myspace, Twitter) and on bi-monthly E-blasts. (The latter has over 3100 addresses)	\$10,000
Miscellaneous advertising throughout the year, Logo on annual film festival's promotional screening, at annual poetry slam, art exhibits and lectures.	\$20,000
TOTAL	\$152,000

Since many of the services are ongoing activities, the CRA/LA will pay CASA 0101 on a quarterly basis. The Eastside Regional team will be responsible for monitoring. Should staff deem that services are not being performed as contractually obligated the CRA/LA will have the right to immediately terminate the contract. In addition, should the value of the services listed above exceed previous estimates, CASA 0101 will be responsible for any and all additional costs.

PREVIOUS ACTIONS

Initial Action.

DISCUSSION & BACKGROUND

The proposed Adelante Eastside Redevelopment Project Area tax increment is authorized by California Community Redevelopment Law, Health and Safety Code Section 33121(b) which expressly permits agencies to disseminate redevelopment information.

Location

Since 2000, CASA 0101 has been operating a 55 seat theatre, classes and leasing office space in a 1,000 square foot building located at 2009 East First Street. Last year, they entered into a fifteen year lease with a five year option to renew one block away for a 5,400 square foot building located at 2102 East First Street which is under renovation and scheduled to open in March 2011 (Attachment "B"). This new venue is more than five times bigger than its current home. The seating capacity will increase by more than 50%, and the separate classroom and art gallery will enable multiple classes and rehearsals to take place simultaneously. The increased space will also allow the organization to extend its daily hours of operation, double the number of classes it offers, and introduce a host of new classes. Once they open, Casa 0101 projects will attract 6,000 audience members, serve 400 students and have an even greater impact on the community at large.

Contractor

CASA 0101 is a 501(c)(3) theatre and arts organization. Founded in 2000 by Josefina Lopez, author of the hit play and movie *Real Women Have Curves*, and CASA 0101 enjoys a very good reputation in the community.

CASA 0101 offers year round free classes to youth in acting and writing as well as special classes in dancing, mask making, digital filmmaking and more. CASA 0101 also presents an annual film festival highlighting emerging Latina filmmakers.

CASA 0101 has been recognized by Ciudad Magazine as "Best Performing Arts Venue" (2007), LA Magazine in their Best of LA issue (2009), LA Weekly as "Best Place to Get the Acting Bug" (2009), and won an Imagen Award for "Best Theatrical Production" (2009). The Imagen awards honors the positive portrayals of Latinos in the media. Currently, CASA 0101 presents theatrical plays on the weekends approximately 45 weekends out of the year, attracting upward of 4,000 audience members. Their classes reach approximately 200 students a year.

Casa 0101's mission is to provide vital arts, cultural, and educational programs – in theater, digital filmmaking, art and dance to Boyle Heights. CASA 0101 has been operating on First Street in Boyle Heights for the past ten years and operates the only theater in the Boyle Heights area.

Benefits

Boyle Heights is also experiencing an unprecedented revival: the MTA Gold Line extension recently opened in the neighborhood, with station stops on First Street, two blocks from CASA 0101; the new Hollenbeck Police Station opened in 2009 and is directly across from CASA 0101's new venue; a farmer's market was recently launched at the Mariachi Plaza Metro Gold Line station stop just a few blocks from CASA 0101. Two new high schools have opened in the last year, including the Mendez Learning Center charter school, within walking distance of the theatre.

The historic landmark Boyle Hotel is being renovated. Three new art galleries, an independent book store and a coffee shop have opened on First Street, only a few blocks from CASA 0101. This flurry of activity has led Councilman Jose Huizar (CD 14) to name First Street between Boyle and Soto Streets an arts corridor and he has identified CASA 0101 as the corridor's anchor arts organization.

In addition to being named the arts anchor for a future arts district along First Street by Councilman Jose Huizar, CASA 0101 has the support of County Supervisor Gloria Molina, private support from organizations such as Twentieth Century Fox, the Weingart Foundation, the California Community Foundation, the Angell Foundation, State Farm, Time-Warner Cable and respected personalities such as Edward James Olmos who was born and raised in Boyle Heights and Father Greg Boyle of Homeboy Industries.

Councilman Huizar has argued that an economic redevelopment must be accompanied by a strong artistic-cultural revival as well. CASA 0101 will help usher the cultural component and will increase foot traffic to Boyle Heights, benefitting the local businesses and restaurants, and help Boyle Heights become an attractive place to visit and do business.

CASA 0101 is in a prime position geographically and has the unique ability to draw a substantial audience, thereby allowing wide dissemination of CRA/LA's redevelopment information. There

are no other service providers like CASA 0101 who will hold similar events within the next twelve month period that convene a similar group of civic leaders, community stakeholders and Project Area residents.

SOURCE OF FUNDS

Eastside Adelante Bond Proceeds Series D (tax exempt)

PROGRAM AND BUDGET IMPACT

The recommended action is consistent with the FY11 Budget and Work Program relating to the Adelante Eastside Redevelopment Project Area. Following the approval of this Project, \$2,513,200 of \$3,177,400 will remain for Economic Development Opportunities. Sufficient funds exist to make any legally required STATE ERAF payments in FY11. There is no impact on the City's General Fund.

ENVIRONMENTAL REVIEW

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

Christine Essel
Chief Executive Officer

By

Calvin E. Hollis, Chief Operating Officer
Real Estate and Economic Development

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

Attachment "A" - Project Area Map
Attachment "B" - Theatre Location Map