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Laura Zucker
Executive Director

October 05, 2010

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

**RECOMMENDATIONS REGARDING 51st ANNUAL LOS ANGELES
COUNTY HOLIDAY CELEBRATION**

SUBJECT

Recommendations regarding 51st Annual Los Angeles County Holiday
Celebration Program

IT IS RECOMMENDED THAT YOUR BOARD:

1. Approve the proposed 51st Annual Los Angeles County Holiday Celebration program to be held Friday, December 24, 2010 from 3:00 p.m. to 6:00 p.m. at the Music Center's Dorothy Chandler Pavilion and authorize the Executive Director to make changes in programming that may be necessary due to production requirements.
2. Direct the Executive Director to implement all production aspects of the live and televised programs and to sign the necessary agreements with KCET-TV, CDK Productions, and others as necessary.
3. Direct Five Star Parking to make free parking available to participants and attendees in the Music Center garage all day on December 24th. Appropriate signage regarding free parking should be posted at all entrances to the Music Center garage. Free parking is also needed in the Music Center garage for cast and crew during rehearsals from 9:00 a.m. to 6:00 p.m. on December 4th and 5th and equipment load-in throughout the week of December 20th through 23rd from 7:00 a.m. to midnight, as well as during load-out for crew, approximately December 26th through 28th. On each of the abovementioned

ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

10 October 5, 2010

Sachi A. Hamai
SACHI A. HAMAI
EXECUTIVE OFFICER

dates, Lot 17 should also be available to accommodate overflow and oversized vehicle parking.

4. Request the Music Center to make arrangements with the Music Center caterer to insure that Kendall's Brasserie and the Spotlight Café will be open for business throughout the duration of the program. Also, request that the food/beverage kiosks located inside the Dorothy Chandler Pavilion be open during the program and offer concessions appropriate in cost and menu for the anticipated audience.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The first annual holiday program was held on December 24, 1959 and has been an ongoing community tradition for the past 50 years.

At their meeting on September 13, 2010, the Arts Commissioners unanimously approved the proposed roster of participants. The proposed roster (Attachment A) is presented to your Board each year in compliance with a motion approved by your Board on July 12, 1983. Approval at this time is necessary to complete the program production.

Performers are selected through a competitive application process. This year 78 applications were submitted. Due to budget curtailments from the Cable TV Franchise Fund in FY 2010-2011, the show has been reduced from six to three hours, resulting in a reduction in the number of artist groups programmed from 45 to 22. Of these artist groups 36% will be featured on the program for the first time, and 41% are youth groups. Altogether, this year's program will feature over 600 performers.

Selection criteria is based upon:

- Artistic excellence within a performance discipline/age category
- Suitability of the performance materials to a multi-cultural, multi-denominational holiday themed program
- Suitability of the performance for the 2,600 seat Dorothy Chandler Pavilion and the technical capability of the production
- Ability of performing group representatives to meet all deadlines and to work cooperatively with other organizations and production staff

The live audience for the Annual Holiday Celebration has ranged from 6,000 to almost 10,000 in past years. In order to mitigate crowds that may not be able to see the show in person because of the reduced time, a JumboTron will be on the Music Center Plaza so that those unable to be seated in the Dorothy Chandler Pavilion will be able to view the show. The Holiday Celebration's television broadcast on local PBS stations also reaches an estimated one million viewers across Southern California.

This year the live theatrical show is expected to take place from 3 p.m. to 6 p.m. on December 24th. PBS station KCET has tentatively scheduled a live television broadcast of the program with a second airing of the show during primetime hours.

The 2010 national PBS program, a one-hour compilation of the best of the 2009 local broadcast, is currently scheduled to air as a hard feed on three separate dates this year: December 8 at 9 p.m., December 10 at 9:30 p.m. and December 23 at 10 p.m. As a hard feed, the broadcast is almost certain to be carried by a majority of the nearly 360 subscribing member stations as it is delivered to

them as part of their PBS package of programming. In addition, the program will air as a soft feed on Saturday, December 25. The Holiday Celebration soft feed will be offered in a pre-assembled package of several hours of holiday programming for Christmas Day, so it is likely to air in many markets across the country several times. These four feeds are the most that the national program has been allocated by PBS in the show's history. Last year, with an allocation of one hard feed and one soft feed, the show aired a total of 529 times across the country and in seven of the nation's top ten markets. Also, 65% of PBS member stations broadcast the show, representing 78% of the national broadcast market.

The program is also supported by an official PBS.org website which provides additional information about the artists featured on the national broadcast as well as additional performances from the live program.

Implementation of Strategic Plan Goals

The recommended action is consistent with the County Strategic Plan Goal 3, Strategy 1 to increase accessibility to County cultural, recreational and lifelong learning facilities and programs.

FISCAL IMPACT/FINANCING

Funds to produce the program have been approved by your Board as part of the Arts Commission's budget appropriation for FY 10-11, which includes an appropriation from the Cable TV Franchise Fund in the amount of \$332,000. Due to a \$150,000 overall reduction to the Holiday Celebration's budget allocation, the program has been reduced from six to three hours. The 2011 Holiday Celebration National Show, a one-hour highlights version of the 2010 live program that would air on PBS stations nationally in December 2011, has also been eliminated due to this reduction. Staff is actively pursuing raising sponsorships to reinstate the national show program for 2011 [see Attachment B].

Additionally, the Music Center contributes \$15,000 to the program and there is no fee for the use of the Dorothy Chandler Pavilion. The American Federation of Television & Radio Artists waives 20% of the professional singers' and dancers' day rate and the International Association of Technical & Stage Employees and Professional Musicians Local 47 waive fees for the KCET broadcast on December 24th.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

Not applicable.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Approval of this program continues a time-honored Los Angeles County tradition that brings our diverse communities together through a common experience. Whether viewing the production in person or on television, the program creates a sense of inter-connectivity by giving residents a kaleidoscopic view of the cultures, expressions, and traditions celebrated throughout the region.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Laura Zucker", with a long horizontal flourish extending to the right.

LAURA ZUCKER
Executive Director

AD:hr

Enclosures

c: Andrea Sheridan Ordin, County Counsel
Steven Rountree, Music Center
Jesse Rodriguez, Building Manager
Nick Chico, ISD Parking Services

Attachment A

Los Angeles County Arts Commission

Proposed 2010 51st Annual Los Angeles County Holiday Celebration Artists

*indicates groups new to the *Holiday Celebration* this year.

Albert McNeil Jubilee Singers, created to draw attention to the work of African-American composers and musical traditions, will present a selection of spiritual holiday arrangements. (Officed in District: 4, District/s Served: 1, 2, 3, 4, 5)

Antics Performances will create a new hip hop performance set to music from the Nutcracker's *Waltz of the Snowflakes*. (Officed in District: 1, District/s Served: 1, 2, 3, 4, 5)

Balle Fette of Senegal*, new to *Holiday Celebration* and featuring master artists from Senegal, will perform traditional Senegalese drumming and dancing. (Officed in District: 4, District/s Served: 2, 3, 4, 5)

Christian's Community Center Cathedral Choir, a contemporary gospel choir, returns to *Holiday Celebration* with a selection of holiday gospel songs. (Officed in District: 2, District/s Served: 2)

Colburn Children's Choir, a vocal ensemble of the Colburn School of Performing Arts, will perform traditional holiday arrangements. (Officed in District: 1, District/s Served: 1)

Elliot Deutsch Big Band*, will premiere on *Holiday Celebration* with original, up-tempo arrangements of holiday classics. (Officed in District: 5, District/s Served: 1, 2, 3, 4, 5)

Students from the **Gabriella Axelrad Education Foundation*** will emulate toy soldiers in a Dixieland-style tap dance performance. (Officed in District: 2, District/s Served: 2)

Gay Men's Chorus of Los Angeles, will return to this year's program with holiday repertoire. (Officed in District: 3, District/s Served: 1,2,3,4,5)

Halau O Lilinoe* will perform an ancient style of hula with forty dancers and a live music ensemble. (Officed in District 4, District/s Served: 1, 2, 3, 4, 5)

Harmonic Bronze Handbell Ensemble features 12 to 18 year old handbell musicians and will return to *Holiday Celebration* to perform *Winter Dance*. (Officed in District: 5, District/s Served: 5)

Jung Im Lee Korean Dance Academy will perform the One Drum Dance, a traditional celebratory Korean dance. (Officed in District: 2, District/s Served: 1, 2, 3, 4, 5)

Loch and Key* will blend classic chamber music and modern indie rock sounds in their performance of original holiday arrangements. (Officed in District: 1, District/s Served: 1, 2, 3, 4, 5)

Los Angeles Children's Chorus* Young Men's Ensemble will premiere on *Holiday Celebration* with a performance of traditional holiday songs in English and Hebrew. (Officed in District 5, District/s Served: 1, 2, 3, 4, 5)

Los Angeles City Elementary School Music Association Women's Chorale*, made up of current and former LAUSD music teachers dedicated to furthering music education in their schools, will perform traditional holiday songs. (Officed in District: 3, District/s Served: 1, 2, 3, 4, 5)

Mariachi Sol de Mexico de Jose Hernandez, will return to perform a holiday mariachi arrangement composed by Grammy-nominated Jose Hernandez. (Officed in District: 1, District/s Served: 1, 2, 3, 4, 5)

Pacifico Dance Company, a professional Mexican Folklórico company, will return to *Holiday Celebration* with a dance from Jalisco. (Officed in District: 2, District/s Served: 1, 2, 3, 4, 5)

Palmdale High School Choral Union, comprised of over thirty singers from the Antelope Valley, return this year to perform an arrangement of seasonal works. (Officed in District: 5, District/s Served: 5)

Philippine Chamber Singers of Los Angeles will return to *Holiday Celebration* with a selection of traditional Philippine songs performed in Tagalog. (Officed in District: 3, District/s Served: 1, 2, 3, 4, 5)

Salvation Army Tabernacle Children's Chorus, the largest and youngest choir on the program, is known for their "choralography" and light-hearted holiday songs. (Officed in District: 5, District/s Served: 1, 2, 3, 4, 5)

Santa Monica Chorus*, a 30 voice all-women Barbershop chorus, will premiere on *Holiday Celebration* with classic holiday songs. (Officed in District: 3, District/s Served: 1, 2, 3, 4, 5)

South Bay Children's Chorus, an 80-voice choir featuring singers from ages 9 to 17, will perform seasonal holiday works. (Officed in District: 4, District/s Served: 1, 2, 3, 4, 5)

Young Angels Choir, a Korean-American youth choir, will return to *Holiday Celebration* with holiday repertoire. (Officed in District: 1, District/s Served: 1, 2, 3)

Attachment B
Holiday Celebration Sponsorship Report
September 2010

Since the last report submitted to your Board, the following activities have taken place:

Due to the anticipated size of the funding gap, it was decided to focus strategy on moving the program from public television to a commercial channel that might pay a licensing fee for the program. In May and June of 2010 meetings were held with representatives from Telemundo, Univision/NBC Universal, ABC7, and LA18 to explore the possibility of broadcasting the Holiday Celebration program on their commercial networks. Each station declined the opportunity to air the show citing budgeting challenges or conflicts with planned scheduling, however we are still in discussion with Univision about including the Holiday Celebration program on their national video-on-demand platform, which would allow viewers to watch the show using their cable or satellite distributor's service as often as they want within a given time period, thus potentially expanding viewership.

Simultaneously, Arts Commission staff met with your Board's deputies to discuss Holiday Celebration sponsorship efforts and received additional sponsorship leads from the Fourth and Fifth Districts. (Leads from the First District were received previously.) Holiday Celebration sponsorship packages were sent to each of these contacts over the summer and follow-up phone calls and emails were placed. Responses were received from two corporations: Kaiser Permanente and AEG. After review of materials and phone conferences, both companies declined the opportunity citing that it did not fit with their current year budgets or funding priorities. Kaiser Permanente provided another contact within their company and sponsorship materials were sent to that lead as well.

In early September, invitations to the annual grantee reception to be held on September 28 were sent to the full list of sponsorship leads. Staff placed follow-up calls and emails and as of the time of this report, Bank of America, Castells & Asociados, and The Nielsen Company planned to attend. During the reception, Holiday Celebration staff will meet with the attending corporate representatives, inform them of the Holiday Celebration opportunity and request a meeting to discuss the program in detail. We are still hopeful that a future sponsorship relationship can be established.

In addition, Holiday Celebration Sponsorship Task Force members were identified to explore fundraising options and strategies for the program. After initial conversations with potential sponsor representatives at the grantee reception, the task force will be convened to discuss next steps if necessary.