

MOTION


The 62nd Grammy Awards sponsored by the National Academy of Recording Arts and Sciences (NARAS) will be held on January 26, 2020. The Grammy Awards show consistently attracts a worldwide television audience of over 2.5 billion viewers in over 140 countries of the annual presentation ceremony featuring performances by prominent recording artists. With such a tremendous opportunity to showcase the host City, Los Angeles is fortunate that NARAS, again, has chosen the Staples Center from which the Grammys will be telecast to an international audience.

As a special event, NARAS is subject to the Special Events Ordinance enacted by Council in October 2009 which requires the recovery of all costs for City resources. The Ordinance also provides for negotiations with the event sponsors in determining an appropriate payment for City services at major entertainment venues. Such negotiations take into consideration the economic benefit generated by the event. Given the high profile of the televised Grammy Awards, negotiating an appropriate payment for City services is an option that should be pursued. Moreover, doing so encourages NARAS to maintain its long-standing relationship with the City to hold the Grammy Awards at a City venue.

The negotiated rate with NARAS for the past several years has been \$110,000. NARAS has offered to pay the same amount for City services this year.

I THEREFORE MOVE that Council approve the negotiated payment of \$110,000 for City services for the National Academy of Recording Arts and Sciences (NARAS) to hold the 2020 Grammy Awards at the Staples Center.

PRESENTED BY   
CURREN D. PRICE, Jr.  
Councilmember, 9<sup>th</sup> District

SECONDED BY: 

ORIGINAL

JAN 1 4 2020

