

MEETING DATE: 09/24/07

AGENDA ITEM: Taste of the Nation

ATTACHMENTS

|                                                                     | <u>Pages</u> |
|---------------------------------------------------------------------|--------------|
| 1. Share Our Strength letter dated August 16, 2007.                 | 1-2          |
| 2. Staff memorandum dated August 20, 2007.                          | 3-5          |
| 3. Background information related to the Taste of the Nation event. | 6-10         |

August 16, 2007

SOL BLUMENFELD  
DIRECTOR OF COMMUNITY DEVELOPMENT  
CULVER CITY  
CULVER CITY, CA

Dear Sol,

Was great speaking with you last week. As I mentioned, we have all of the resources in place to begin planning Share Our Strength's Taste of the Nation® Los Angeles 2008. The event will be held on a Sunday afternoon in late May or early June. We are hopeful that this year will mark the 4<sup>th</sup> consecutive year that Culver City will host this exciting annual event.

As you know every year, Los Angeles's best restaurants, along with their chefs, gather at Share Our Strength's Taste of the Nation to raise money to help end childhood hunger in our community and across America. We are most proud that Share Our Strength and the production of this event is planned and executed 100% by volunteers. Meaning, everyone is working for free. It is their passion for this cause that brings them back year after year- donating their time, expertise, and strengths.

As a host sponsor you will set the industry standard for community engagement while attracting attention and recognition from current and potential clients, business leaders, community groups, and your own employees. Taste of the Nation Los Angeles will not only engage these constituencies for a common cause, it will

- Position Culver City as the leader in the local component of a nationwide fight to end childhood hunger;
- Communicate the city's marketing message to a key audience: high-income earners who are well-educated, enjoy comfort and style, and care about the community;
- Serve as a positive public relations opportunity through local and national broadcast and print media channels;
- Strengthen and reinforce customer relationships in your market through a turnkey national/local campaign; and
- Demonstrate your exemplary corporate citizenship, and your dedication to improving the lives of children and working families in Culver City and the greater Los Angeles area.

#### Benefits to Culver City

- Category exclusivity
- Recognition in all marketing materials
- Local and national broadcast and print media channels
- Opportunity for representative of Culver City to judge the celebrity chef cook-off
- Recognition during opening remarks
- 10 Tickets to the event
- One full-page ad in event program
- Logo and link on event Web site



PO BOX 7465  
Laguna Niguel, CA 92607  
949-481-7792  
[www.strength.org](http://www.strength.org)

### Benefits to Share Our Strength's Taste of the Nation

- Use of a meeting Room for 10-12 monthly volunteer committee meetings. Previously held at CC City Hall on Wednesdays from 6pm-8pm
- Provide Culver City liaison at meetings and on site all day the Saturday before the event and day of the event
- Provide 10 crew members to empty trash during and after the event
- Provide recycling receptacles, normal trash cans in the park and dumpsters for both recycling and regular trash
- Provide valet parking for 100-150 cars
- Provide parking or parking passes for 80- 100 volunteer cars on day of the event
- Provide conveniently located secure storage for items delivered in the last weeks before event
- Provide three compartment sink (operational) for the communal kitchen as needed for County Health Permit
- Provide power and phone lines to the stage and auction area from Ivy Sub Station
- Confirm with Actor's Gang they will be dark on the day of the event and allow limited access to Ivy Sub Station for electrical/phone/green room
- Organize and execute street closures from Saturday morning until Sunday evening
- Communicate to Pacificos side street closures on day of the event
- Provide security from 5pm Saturday to 9am Sunday morning
- Assistance in securing a donation for Port-a-pottys and fencing around the park
- Promote Share Our Strength's Taste of the Nation to customers and in local community

We also believe the event would very much benefit from banners hanging in Culver City and in neighboring cities to publicize the event. We'd like to request Culver City's help with that.

We hope that you will join us in the fight to end childhood hunger in our community, creatively guide the committee in consistently raising more money, each year and that Culver City will be a long term partner, committing to grow the event year after year.

We are working on finalizing the details for the 2008 event so please let us know by mid September how we should proceed. If your schedule allows, Ben and I would love to have lunch and discuss this further.

Best wishes,



PO BOX 7465  
Laguna Niguel, CA 92607  
949-481-7792  
www.strength.org

MARY SUE MILLIKEN

BEN FORD

August 20, 2007

To: Todd Tipton

From: Caleb Nelson



Taste of the Nation is a non-profit organization that works with local charities in our area to raise funds to end child hunger. This organization raised over \$7 million in 2006 in this fight to end childhood hunger.

This is an overview of the tasks performed by STAFF to facilitate the 2007 Taste of the Nation Event in Culver City.

**Staff Task Description**

|                                                                                                                                                                  | Hours |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| • Met with Los Angeles Health Dept on several occasions to ensure that all the permits and applications were completed correctly and on time prior to the event. | 3     |
| • All applications from Taste of the Nation were sent thru staff, who worked with Fire Prevention and Treasury to ensure all proper permits were issued.         | 3     |
| • Culver City granted the use of Media Park for the weekend to Taste of the Nation, no fee was charged.                                                          | 3     |
| • Met with ABC regarding liquor being served in the park.                                                                                                        | 3     |
| • Provided Farmer's Market 3three compartment sink for the day of the event to comply with Los Angeles County Health Dept regulations.                           | 3     |
| • Met with The Actor's Gang to ensure the usage of Media Park would not hinder their previously scheduled performances                                           | 3     |

|                                                                                                                                                                                                    |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| • Arranged street closure of Canfield, sent letters to all Canfield Parking lot users.                                                                                                             | 3   |
| • Met with CCPD and Traffic Engineering to ensure proper use of Culver Boulevard for valet parking. Worked directly with Modern Parking Inc. to have them donate their services for Valet Parking. | 5   |
| • Handed out flyers to all businesses in downtown informing them of the event.                                                                                                                     | 3   |
| • Established direct link to all committee members via cell and email to Address any questions or concerns they had prior to the day of the event.                                                 | 5   |
| • Worked with I/T to ensure phone lines were available for credit card machines.                                                                                                                   | 3   |
| • Worked with PW to ensure power to the stages.                                                                                                                                                    | 3   |
| • Ensured that the water in the park was turned off for the weekend and that the park was cleaned prior to and after the event.                                                                    | 3   |
| • Contacted Sanitation to ensure proper trash bins were delivered.                                                                                                                                 | 1   |
| • Held and attended monthly meetings with Taste of the Nation committee members at City Hall.                                                                                                      | 12  |
| • Received deliveries from sponsors and stored the items at Ince Parking Structure.                                                                                                                | 10  |
| • Arranged parking for volunteers.                                                                                                                                                                 | 0.5 |
| • Contracted crew from CAM Services for the day of the event to empty trash bins and clean park.                                                                                                   | 0.5 |
| • Met with Town and Country to ensure proper set up of tents, booths, and placement of fire extinguishers for the event.                                                                           | 1   |

- Oversaw Silent Auction items that were won on the day of the event for dispersal to the auction winner from Ince Parking Structure. 3

- Worked the day of the event; set up and tear down crew, as a valet parker, food and beverage mover, liaison to any committee member that needed assistance from the City. 8

Associated Cost:

- CAM Services for the day of the event, 6 crew members to empty trash and recyclable containers, and final clean up at end of event. \$ 1700.00
- RoadWarriors street closure. \$ 525.00
- Permits waived by the city.
  - Treasury \$ 60.00
  - Fire Prevention \$ 500.00
- Sanitation for three bins \$ 870.94
- No fee charged from P/W or I/T for their assistance with electrical and phone.
- Unable to determine phone or electrical usage due to using existing lines from Ivy Substation.

# SHARE OUR STRENGTH TASTE OF THE NATION

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## Taste of the Nation - Los Angeles

### 2007 Taste of the Nation Los Angeles Restaurants

The 40 restaurants below will be featured at the Taste of the Nation Los Angeles event on June 24th, 2007 at Media Park in Culver City.

AKASHA'S VISIONARY CUISINE  
AKASHA RICHMOND

(323) 939-1099

ANGELI CAFFE  
EVAN KLEIMAN  
7274 MELROSE AVE  
LOS ANGELES  
(323) 936-9086

ASIA DE CUBA  
DANIEL ROBERTS  
8440 SUNSET BLVD  
WEST HOLLYWOOD  
(323) 848-6000

BEACON  
KAZUTO MATSUSAKA  
3280 HELMS AVE  
CULVER CITY  
(310) 838-7500

BLUEBIRD CAFÉ  
VINCENT TREVINO  
8572 NATIONAL BLVD  
CULVER CITY  
(310) 849-0939

BLUE VELVET  
KRIS MORNINGSTAR  
750 GARLAND AVE  
LOS ANGELES  
(213) 239-0061

BON APPETIT GETTY  
HELENE KENNEN  
1200 GETTY CENTER DRIVR  
LOS ANGELES  
(310) 440-6810

BORDER GRILL  
MARY SUE MILLIKEN/SUSAN FENIGER  
1445 FOURTH STREET  
SANTA MONICA  
(310) 451-1655

CIUDAD  
MARY SUE MILLIKEN/SUSAN FENIGER

### Events

2007 Taste of the Nation  
Los Angeles Restaurants  
2007 Taste of the Nation  
Los Angeles Wineries  
H.D. Buttercup Sponsors VIP  
Luxury Lounge  
Jason Bentley (KCRW) to DJ  
Taste of the Nation Los  
Angeles 2007!  
Paula Poundstone to MC  
Chef Challenge Event!

Chrysalis and the 24th  
Street School/Garden Project  
Tour  
Taste of the Nation Los  
Angeles 2006 Photos

Auction Packages for 2007  
2007 Taste of the Nation  
Los Angeles Restaurants  
Contacts

### Links

\* Can't attend the event,  
but would like to make a  
contribution to Share Our  
Strength?

\* Platinum Sponsor:  
Border Grill

\* Platinum Sponsor:  
California Avocado  
Commission

\* Platinum Sponsor:  
Ciudad

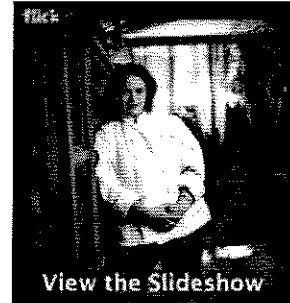
\* Platinum Sponsor:  
Loteria Grill

\*\* Gold Sponsor: Father's  
Office

\*\* Gold Sponsor: Ford's  
Filling Station

\*\* Our Media Sponsor:  
KABC 7

### Taste Of The Nation Los Angeles Chefs



View the Slideshow

Check out the chefs and  
restaurants participating in this  
year's Taste of the Nation Los  
Angeles event. View the  
slideshow

### Hunger In America?

It's a reality for over 12 million  
children in America. Find out  
more about the face of hunger  
in America.

445 SOUTH FIGUEROA  
LOS ANGELES  
(213) 486-5171

BOTTLE ROCK  
ADAM FLEISHMAN  
3847 MAIN ST  
CULVER CITY  
(310) 836-9463

BOULEVARD  
CONNY ANDERSSON/FRANK FRONDA  
9500 WILSHIRE BLVD  
BEVERLY HILLS  
(310) 275-5200

DOLCE FORNO  
CELESTINO DRAGO  
3828 WILLAT AVE  
CULVER CITY  
(310) 280-6004

FAIRMONT MIRAMAR HOTEL  
JEAN-CLAUDE PLIHON  
101 WILSHIRE BLVD  
SANTA MONICA  
(310) 576-7777

FATHERS OFFICE  
SANG YOON  
1018 MONTANA AVE  
SANTA MONICA  
(310) 393-2337

FIREFLY BISTRO  
MONIQUE KING  
1009 EL CENTRO  
PASADENA  
(626) 441-2443

FORD'S FILLING STATION  
BEN FORD  
9531 CULVER BLVD  
CULVER CITY  
(310) 202-1470

FRAICHE  
JASON TRAVI  
9411 CULVER BLVD  
CULVER CITY  
(310) 749-5466

GRACE & BLD  
NEAL FRASER  
(G) 7360 BEVERLY BLVD (B) 7450 BEVERLY BLVD  
LOS ANGELES  
(G) (323) 934-4400 (B) (323) 930-9744

IL GRANO  
SAL MARINO  
11363 SANTA MONICA BLVD  
LOS ANGELES  
(310) 477-7886

JOE'S  
JOE MILLER  
1023 ABBOT KINNEY BLVD  
VENICE  
(310) 399-5811

KATSUYA RESTAURANT

\*\* VIP Luxury Lounge  
Sponsor: H.D. Buttercup

\*\*\* Grant Recipient:  
California Food Policy  
Advocates

\*\*\* Grant Recipient:  
Chrysalis Center

\*\*\* Grant Recipient: Los  
Angeles Coalition to End  
Hunger and Homelessness

\*\*\* Grant Recipient: Los  
Angeles Regional Foodbank

\*\*\* Grant Recipient: St.  
Joseph's Center

\*\*\* Grant Recipient: The  
Garden School Foundation

\*\*\* Silver Sponsor:  
Akasha's Visionary Cuisine

\*\*\* Silver Sponsor: Angeli  
Caffe

\*\*\* Silver Sponsor: Blue  
Velvet

\*\*\* Silver Sponsor:  
Dominick's and Little Dom's

\*\*\* Silver Sponsor:  
Fairmont Miramar Hotel  
Santa Monica

\*\*\* Silver Sponsor:  
Katsuya Restaurant

\*\*\* Silver Sponsor: One  
Sunset

\*\*\* Silver Sponsor: Patina  
and Zucca

\*\*\* Silver Sponsor: Simon  
LA

\*\*\* Silver Sponsor: Social  
Hollywood

\*\*\* Silver Sponsor: Tender  
Greens

\*\*\* Silver Sponsor: The  
Foundry: Sponsored by DD  
Factor and Associates

\*\*\* Silver Sponsor: The  
Penthouse Restaurant

\*\*\* Silver Sponsor:  
Wilshire Restaurant

American Express

California Pizza Kitchen

Chefs Warehouse

Culver City Redevelopment  
Agency

J.A. Henckels

JS2 Communications

L.A. Specialty Produce

S. Pellegrino

SYSCO

The Actors Gang

Town and Country

Weber Grills - Grill Provider

KATSUYA UECHI  
11777 SAN VINCENTE BLVD  
LOS ANGELES  
(310) 207-8744

for our Chef Challenge!  
WineStyles

KZO  
KEIZO ISHIBA  
9420 CULVER BLVD  
CULVER CITY  
(310) 202-8890

LITERATI  
CHRIS KIDDER  
12081 WILSHIRE BLVD  
LOS ANGELES  
(310) 479-3400

LITTLE DOM'S  
BRANDON BOUDET  
2128 HILLHURST AVE  
LOS ANGELES  
(323) 669-7640

LOTERIA GRILL  
JIMMY SHAW  
6333 W. THIRD ST  
LOS ANGELES  
(323) 930-2211

LUQUES/AOC/HUNGRY CAT  
SUZANNE GOIN  
(L) 8474 MELROSE AVE (A) 8022 W. THIRD ST (H) 1535 VINE ST  
LOS ANGELES (L & A) HOLLYWOOD (H)  
(L) (323) 930-2211(A) (323) 653-6359 (H) 323) 462-2155

NOE  
GLEN ISHII  
251 S. OLIVE  
LOS ANGELES  
(213) 356-4100

ONE SUNSET  
CHRIS ENNIS  
8730 SUNSET BLVD  
HOLLYWOOD  
OPENING SOON

PATINA AND ZUCCA  
JOACHIM SPLICHAL  
111 SOUTH GRAND (P)/801 SOUTH FIGUEROA (Z)  
LOS ANGELES  
213-972-3331 (P)/213-614-7800 (Z)

PROVIDENCE  
MICHAEL CIMARUSTI  
5955 MELROSE AVE  
LOS ANGELES  
(323) 460-4170

ROCKENWAGNER BAKERY/3 SQUARE  
HANS ROCKENWAGNER  
12835 WASHINGTON BLVD  
MAR VISTA  
(310) 578-8171

SIMON LA  
KERRY SIMON  
8555 BEVERLY BLVD  
LOS ANGELES  
(310) 278-5444

SOCIAL HOLLYWOOD  
JOSEPH OJEDA  
6525 SUNSET BLVD  
HOLLYWOOD  
(323) 462-5222

TENDER GREENS  
ERIC OBERHOLTZER/MATT LYMON  
9523 CULVER BLVD  
CULVER CITY  
(310) 842-8300

THE FOUNDRY  
ERIC GREENSPAN  
7463 MELROSE AVE  
LOS ANGELES  
(818) 625-6347

THE PENTHOUSE  
E. MICHAEL REIDT  
1111 2nd ST  
LOS ANGELES  
(310) 393-8080

TIARA CAFÉ  
FRED ERIC  
127 E. 9TH ST  
LOS ANGELES  
(213) 623-3663

WHIST  
WARREN SCHWARTZ  
1819 OCEAN AVE  
SANTA MONICA  
(310) 260-7511

WILSHIRE  
CHRIS BLOBAUM  
2454 WILSHIRE BLVD  
SANTA MONICA  
(310) 586-1707

WILSON  
MICHAEL WILSON  
8609 E. WASHINGTON BLVD  
CULVER CITY  
(310) 287-2093

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## Taste of the Nation - Los Angeles

**Sunday, June 24, 2007: 1pm to 5pm**

### Media Park, Culver City

Come and join us as we work to create a hunger-free generation.

#### SUNSHINE, FRESH AIR, A FEAST FOR THE SENSES

Take a walk in the park right in picturesque Culver City, and enjoy a strolling buffet featuring extraordinary cuisine from LA's hottest restaurants, along with champagne, cocktails and select fine wines from California and around the world.

**SUNDAY, JUNE 24, 2007**  
1pm to 5pm

Media Park, Culver City  
(Corner of Venice Blvd. & Culver Blvd.)

Cocktails & Fine Wines  
Beautiful & Bountiful Foods  
Entertainment & Live Auction

Ticket Prices (online sale has begun!)  
[http://www.tasteofthenation.org/losangeles\\_tickets](http://www.tasteofthenation.org/losangeles_tickets)

- VIP: \$150 (in advance or at event)
- VIP Package includes:
  - \* Valet parking
  - \* Access to HD Buttercup Luxury Lounge featuring premium food, wine and service
  - \* VIP gift bag
  - \* Reserved front of the stage seating for cook-off and live auction

- General Admission: \$95 in advance, \$105 at the event
- Children 6-15: \$25
- Children under 6: Free!

**100% OF TICKET SALES BENEFITS THE FIGHT TO END CHILDHOOD HUNGER**

**THE TASTE OF THE NATION-LOS ANGELES COMMITTEE THANKS OUR SPONSORS FOR THEIR SUPPORT.**

Share Our Strength works to end hunger and poverty in the United States and abroad by mobilizing industries and individuals and creating community wealth to promote lasting change.

100% of ticket sales benefits the fight to end hunger in the United States and abroad. Locally, the money raised will be distributed to the following Los Angeles organizations in recognition of their exemplary efforts:

- The Chrysalis Center
- Los Angeles Coalition to End Hunger & Homelessness
- St. Joseph's Center

### Events

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\* Platinum Sponsor:  
California Avocado  
Commission

\* Platinum Sponsor:  
Ciudad

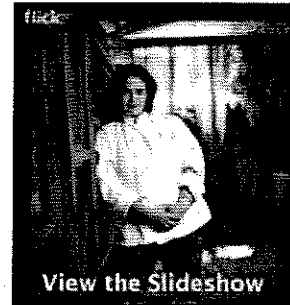
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Filling Station

\*\* Our Media Sponsor:  
KARC 7

**Taste Of The Nation Los  
Angeles Chefs**



**View the Slideshow**

Check out the chefs and  
restaurants participating in this  
year's Taste of the Nation Los  
Angeles event. View the  
slideshow

**Hunger In America?**

It's a reality for over 12 million  
children in America. Find out  
more about the face of hunger  
in America.