

MEETING DATE: March 7, 2011

AGENDA ITEM: Consideration to Designate the 2011 Taste of the Nation Los Angeles Event as a City- and Agency-Sponsored Event and Agency Purchase of a \$15,000 Marketing Sponsorship Package.

ATTACHMENTS

	<u>Pages</u>
1. Share Our Strength's letter dated January 25, 2011	1
2. Taste of the Nation 2011 Sponsorship Opportunities Information	2-10
3. Costs table for 2010	11
4. Minutes from December 7, 2009 City Council and Redevelopment Agency Board meetings.	12-14



ATTACHMENT 1

WWW.TASTE OF THE NATION.ORG

January 25, 2011

Dear Jeremy,

On behalf of the committee and Share Our Strength, thank you ever so much for considering hosting the event again this year. As we enter the 23rd year, we know that this year will once again bring the finest chefs together to help end childhood hunger in the United States. We are hopeful that this year will mark our seventh successful year in Culver City, and have reserved June 12, 2011 as our event date.

I understand there are some changes this year and we are prepared and delighted to take over the many responsibilities that were previously handled by staff. I have attached our sponsorship levels for 2011, I'm happy to walk through them with you or anyone in the agency or create a package that meets your goals and needs.

Thank you for your assistance. We look forward to working together again this year.

Sincerely,

Judy Walker
CA Director



*great Food,
great Drink,*
GREATER CAUSE

2011 Sponsorship Opportunities

Taste of the Nation

100% of ticket sales support Share Our Strength's efforts to end childhood hunger.





GROWING UP HUNGRY

Nearly 17 million kids in America struggle with hunger.

That's almost one in four who don't have consistent access to enough nutritious food to lead healthy, active lives. They live in [food-insecure](#) households and as a result, they struggle with hunger.

Despite its devastating and highly visible consequences, childhood hunger is invisible. You can't see it just by looking, and you can't measure it in pounds, but it is among us: it affects black, white, Asian and Hispanic, short and tall, thin and chubby.

IN LOS ANGELES

27.3% of households with children have experienced food hardship between 2008-2009. — FRAC, January 2010

Share Our Strength's Taste of the Nation® is the nation's premier culinary benefit dedicated to making sure no kid grows up hungry.

OUR GOAL

END CHILDHOOD HUNGER BY 2015

About Taste of the Nation

Share Our Strength's Taste of the Nation® is the premier culinary benefit dedicated to making sure no kid grows up hungry. Each spring and summer, the nation's hottest chefs and mixologists donate their time, talent and passion at nearly 40 Taste of the Nation events across the United States and Canada, with one goal in mind: to raise the critical funds needed to end childhood hunger in America by 2015.

Taste of the Nation events are nationally supported by American Express, Sysco, Food Network, Brown-Forman, San Pellegrino Sparkling Natural Mineral Water. Since 1988, Taste of the Nation has raised more than \$73 million. Funds raised in 2010 supported 135 organizations in the United States, Canada and abroad.

Taste of the Nation brings together the finest chefs and restaurants, top corporations and individuals to raise the critical funds needed to end childhood hunger in America by 2015. This year, our goal is to raise \$300,000 to ensure that no child in the United States grows up hungry.



OUR GOAL

END CHILDHOOD HUNGER BY 2015

About Share Our Strength

Share Our Strength®, a national nonprofit, is ending childhood hunger in America by connecting children with the nutritious food they need to lead healthy, active lives.

Through its No Kid Hungry Campaign™—a national effort to end childhood hunger in America by 2015—Share Our Strength ensures children in need are enrolled in effective federal nutrition programs, invests in community organizations fighting hunger, teaches families how to cook healthy meals on a budget, and builds public-private partnerships to end hunger, both nationally and at the state level.

Working closely with the culinary industry and relying on the strength of its volunteers, Share Our Strength hosts innovative culinary fundraising events and develops pioneering cause marketing campaigns that support No Kid Hungry. Visit www.Strength.org to get involved in the No Kid Hungry Campaign.



TASTE OF THE NATION

REACHES COVETED DEMOGRAPHICS*:

- HIGH INCOME: 41% with household income > \$125,000
- WELL EDUCATED: 80% college grads; 35% post-grads
- BOOMERS & GEN-X: 25% 45-54 years old; 31% 35-44 years old
- FREQUENT DINERS: 34% eat out 10 or more times/month
- SOCIALLY AWARE: 98% reported awareness of the impact of ticket sales on Share Our Strength's mission

*Data from a survey of Taste of the Nation online ticket purchasers in select cities conducted by Share Our Strength from May – August 2008.



OUR IMPACT



At Share Our Strength, we don't just talk about ending childhood hunger in America - we have a strategic plan to do it. It begins with supporting the most successful organizations working to end hunger in the United States while simultaneously focusing our efforts on four primary areas, including:

Increasing access to public and private programs that provide food to children and their families;

Strengthening community resources that connect children to healthy food;

Improving families' knowledge about available programs and how to get the most from limited resources; and

Supporting nutrition education for low-income families.



OUR IMPACT

In 2011 proceeds from Taste of the Nation will locally support these organizations that are dedicated to fighting childhood hunger.

Los Angeles Coalition to End Hunger & Homelessness: Works collectively to end hunger and homelessness in the Los Angeles area. www.lacehh.org

Los Angeles Regional Foodbank: Mobilizes resources to fight hunger in the Los Angeles area. www.lafoodbank.org

St. Joseph Center: Provides working families and homeless individuals with the resources they need to support themselves. www.stjosephctr.org

California Food Policy Advocates: California's only statewide anti-poverty program with a focus on hunger and malnutrition among low-income people. www.cfpa.net

California Association of Food Banks: Provides a unified voice among food banks to maximize their ability to build a well nourished California. www.cafoodbanks.org

Center for Community and Family Services: Serves low-income families by providing child development and nutrition and job training. www.ccafs.org and direct feeding programs. www.feedoc.org



TASTE OF THE NATION

Sponsorship Opportunities

PREMIER: \$20,000

- Premier positioning of company's logo on all printed event material
- Premier positioning for event signage
- Premier positioning and link on Taste website on www.tasteofthenation.org
- Sponsor recognition as local presenting sponsor during opening remarks at event
- Opportunity for live comments during the event
- Company name listed in all press releases
- Logo inclusion in email blast
- Product or literature in post-event goody bag
- 24 tickets

PLATINUM : \$15,000

- Company's logo on all printed event material
- Company name listed in all press releases
- Event signage opportunity
- Premier positioning and link on Taste website on www.tasteofthenation.org
- Logo inclusion in email blast
- Product or literature in event goody bag
- 16 tickets



TASTE OF THE NATION

Sponsorship Opportunities

GOLD: \$12,000

Company's logo on all printed event material
Logo on Taste website on www.tasteofthenation.org
Product or literature in event goody bag
20 tickets

SILVER: \$10,500

Event signage opportunity
Product or literature in event goody bag
16 tickets

BRONZE: \$7,500

Product or literature in event goody bag
10 tickets

Taste of the Nation offers a great opportunity to reach coveted demographics in our community. We can work with you to develop a customized sponsorship package. With your support, we can help ensure no child in America grows up hungry.

Thank you for your consideration,

Judy Walker
CA Director
jwalker@strength.org
949-481-7792



ATTACHMENT 3

Taste of the Nation
Request for Assistance
Comparison

Costs for the 2010 *Taste of the Nation* Event

Agency Costs:

Expenditures:	
Portable toilets, Fencing Sinks	\$4,442.30
Banners (adjustment to last year's)	222.24
Security	252.00
Valet Parking	2,822.00
Traffic Control	999.00
Staff Time (In Kind Cost)	
Liaison for event	4,400.00
Total costs for Agency	\$13,137.54

City Costs:

Fee Waivers:	
Treasury permits	36.00
Fire Prevention permit	520.00
Banner permit	237.00
Street closure permit	500.00
Staff Time (In Kind Cost)	
Sanitation services	1,500.00
Banner installation/removal costs	464.00
Total cost for City	\$3,257.00

TOTAL COSTS	\$16,394.54
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ATTACHMENT 4

EXCERPT FROM CITY COUNCIL MEETING:

ADJOURNED REGULAR MEETING OF THE
CITY COUNCIL, CITY OF CULVER CITY,
CALIFORNIA

December 7, 2009
6:30 p.m.

Joint Item

Item J-1

Discussion of and Comment on 2010 Taste of the Nation Los Angeles Event; Consideration of Authorization to Provide Staff Services, Waiver of Redevelopment Agency and City Fees; Designation as a City- and/or Agency-Sponsored Event; and Authorization of up to \$19,500 in Expenditures and Waivers.

Jeremy Green, Cultural Affairs Division, provided a summary of the material of record.

Councilmember Malsin moved the staff recommendation with the exception of the purchase of new banners.

Discussion ensued between the City Council, staff and a representative of Taste of the Nation regarding benefits to the City; concern with purchasing new banners and a suggestion to re-use the ones from last year; effectiveness of the banners; costs for portable sinks; a suggestion to add \$500 to update the banners; and a correction to the account number in the staff report.

MOVED BY COUNCILMEMBER MALSIN, SECONDED BY MAYOR WEISSMAN AND UNANIMOUSLY CARRIED, THAT THE CITY COUNCIL:

1. DISCUSS AND PROVIDE COMMENT ON THE TASTE OF THE NATION EVENT;
2. DESIGNATE THE 2010 TASTE OF THE NATION A CITY-SPONSORED EVENT; AND
3. AUTHORIZE THE USE OF CITY STAFF TO ASSIST THE SHARE OUR STRENGTH FOUNDATION IN THE ORGANIZATION, MARKETING, AND PRODUCTION OF THE TASTE OF THE NATION EVENT IN MEDIA PARK, PROVIDED THAT THE CULVER CITY REDEVELOPMENT AGENCY REIMBURSES THE CITY IN THE AMOUNT OF \$4,500 FOR SUCH SERVICES.

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Item PH-1
(Continued)

MOVED BY MEMBER MALSIN, SECONDED BY MEMBER ARMENTA, AND UNANIMOUSLY CARRIED THAT THE REDEVELOPMENT AGENCY BOARD: APPROVE AND ADOPT THE IMPLEMENTATION PLAN FOR THE CULVER CITY REDEVELOPMENT PROJECT, JANUARY 1, 2010 THROUGH DECEMBER 31, 2014, WHICH SHALL INCLUDE THE LISTED CHANGES IN ATTACHMENT NO. 5 WITH THE MAXIMIZATION OF OPEN SPACE AS A GENERAL GOAL ACROSS ALL OF THE PROJECTS SO LONG AS IT IS CONSISTENT WITH THE CITY'S GOALS, OBJECTIVES AND PROGRAMS.

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JOINT ITEM

Item J-1

Discussion of and Comment on 2010 Taste of the Nation Los Angeles Event; Consideration of Authorization to Provide Staff Services, Waiver of Redevelopment Agency and City Fees; Designation as a City - and/or Agency-Sponsored Event; and Authorization of up to \$19,500 in Expenditures and Waivers

Staff provided a summary of the material of record.

Member Malsin moved the staff recommendation with the exception of the purchase of new banners.

Discussion between the staff, the Agency, and a representative of Taste of the Nation included: benefits to the City; concern with purchasing new banners and a suggestion to re-use the ones from last year; effectiveness of the banners; costs for portable sinks; a suggestion to add \$500 to update the banners; and a correction to the account number in the staff report.

MOVED BY MEMBER MALSIN, SECONDED BY MEMBER WEISSMAN, AND UNANIMOUSLY CARRIED THAT THE REDEVELOPMENT AGENCY:

1. DISCUSS AND PROVIDE COMMENT ON THE TASTE OF THE NATION EVENT; AND,
2. DESIGNATE THE 2010 TASTE OF THE NATION A CITY-SPONSORED EVENT; AND,

Item J-1
(Continued)

3. AUTHORIZE THE USE OF CITY STAFF TO ASSIST THE SHARE OUR STRENGTH FOUNDATION IN THE ORGANIZATION, MARKETING, AND PRODUCTION OF THE TASTE OF THE NATION EVENT IN MEDIA PARK, PROVIDED THAT THE CULVER CITY REDEVELOPMENT AGENCY REIMBURSES THE CITY IN THE AMOUNT OF \$4,500 FOR SUCH SERVICES WITH NO MORE THAN \$500 ALLOCATED TO UPDATING LAST YEAR'S BANNERS.

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ACTION ITEMS

Item A-1

Approval of a Grant Agreement in the Amount of \$75,000 with Exceptional Children's Foundation for the Rehabilitation of the Assisted Living Facility Located at 11124 Fairbanks Way to Address Health and Safety Issues, Improve Site Conditions, and the Installation of Solar Electrical System

Staff provided a summary of the material of record.

Member Silbiger received clarification regarding interior improvements and energy savings.

MOVED BY MEMBER WEISSMAN, SECONDED BY MEMBER MALSIN, AND UNANIMOUSLY CARRIED THAT THE CULVER CITY REDEVELOPMENT AGENCY BOARD:

1. APPROVE A GRANT AGREEMENT IN THE AMOUNT OF \$75,000 WITH EXCEPTIONAL CHILDREN'S FOUNDATION (ECF) FOR THE REHABILITATION OF THE ASSISTED LIVING FACILITY LOCATED AT 11124 FAIRBANKS WAY TO ADDRESS HEALTH AND SAFETY ISSUES, AND THE INSTALLATION OF SOLAR ELECTRICAL SYSTEM; AND,
2. AUTHORIZE THE AGENCY GENERAL COUNSEL TO REVIEW/PREPARE THE NECESSARY DOCUMENTS; AND,
3. AUTHORIZE THE EXECUTIVE DIRECTOR TO EXECUTE SUCH DOCUMENTS ON BEHALF OF THE AGENCY.

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