

MEETING DATE: March 26, 2012

AGENDA ITEM: **Consideration of Sponsorship and Assistance for the Culver City Exchange Club Car Show and IndieCade Events.**

ATTACHMENTS

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1. Past costs for the Culver City Car Show and IndieCade	1-2
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ATTACHMENT 1

COSTS FOR CULVER CITY CAR SHOW

RECOMMENDED WAIVERS

In-Kind Staff Costs (Engineering/Coordination)	\$4,651.00
Property Rental Fees	
Parcel B	\$500.00
Old Washington Blvd	450.00
Town Plaza	0.00
In-Kind Equipment Rental	
PRCS Equipment Rental	510.00
Electrical Equipment Rental Value	1,200.00
Total Rental Fees	\$2,660.00
TOTAL WAIVED COSTS	\$7,311.00

HARD COSTS (to be paid for by event producer)

Staff and Service Costs (Day of Event)	
Police	\$3,289.58
Fire Department	0.00
PW Maintenance Op	2,183.16
Engineering*	2,272.00
Sanitation	1,090.26
Permit Fees	
Special event permit fee	\$30.00
Fire Prevention fee	125.74
street closure - eng. permit	312.00
Recycle/Waste Permit fee	125.00
Vendor Fees	219.60
Banner permit fee	117.00
Banner 4% surcharge for permit/install	46.68
Opening of Parking Structure one hour early	25.00
TOTAL HARD COSTS	\$9,836.02

*Reduced from original estimate of \$5,256

COSTS FOR INIECADE

RECOMMENDED WAIVERS

In-Kind Staff Costs (Electrical/Coordination)	\$2,416.00
Property Rental Fees	
Parcel B	\$500.00
Parking Spaces	594.00
Town Plaza	0.00
Fire Station One	0.00
Roof of Ince Parking Structure	0.00
In-Kind Equipment Rental	
PRCS Equipment Rental	TBD
Electrical Equipment Rental Value	1,200.00
Total Rental Fees	\$2,294.00
TOTAL WAIVED COSTS	\$4,710.00

HARD COSTS (to be paid for by event producer)**

Staff and Service Costs (Day of Event)	
Sanitation	\$332.00
Life Safety Officer	\$336.00
Permit Fees	
Special event permit fee	\$40.00
Fire Prevention fee	500.00
Recycle/Waste Permit fee	125.00
Banner permit fees	305.00
TOTAL HARD COSTS	\$1,638.00

**Costs to hang and remove banners are paid to an outside company



To Be provided By the City of Culver City:

*** via in-kind sponsorship and assistance through Culver Studios and any other local business sources.**

Banners: (4 large street banners, 26 pole banners)

- Culver City will provide the personnel to hang the banners
- Culver City will cover the permit surcharge

Location Permits:

- Culver City will sponsor IndieCade's use of Parcel B, the town plaza (outside of Pacific Theaters), and media park by subsidizing the permit costs for these and any other public venues.
- Special events permit will be subsidized by Culver City
- As a new addition, IndieCade will seek use of the top of the Irving Pl. parking structure for our Night Games event (Saturday October 6). We ask that we are assisted in securing the proper permit for this use as well as that the cost for the use and permitting of the space is subsidized.

Internet:

- Culver City will assist IndieCade in securing large pipeline hard wired internet and wireless at a donated or minimal rate. (i.e. from Culver Studios).

Electrical:

- Culver City will subsidize any electrical costs as well as personnel hours for inspection and/or planning.

Firestation:

- Culver City will continue to allow IndieCade to use the Firestation free of charge as its main GameWalk venue.

Waste Management:

- Culver City will subsidize the cost of trash pick-ups.

Directional Signage

- Culver City will assist in providing IndieCade downtown locations where directional signage can be posted to lead all public participants clearly and safely along the “GameWalk” (this includes all of the festival venues as well as parking and ADA access).

Office and Support Space:

- 1 Large Production Office for the festival producer and staff
- 1 Small Production Office for Volunteer headquarters
- 1 Conference Room (occasional usage)
- 1 Large Storage Space – with security

Furniture:

- 20 Folding 8’ tables
- 20 Folding 6’ tables
- 200 Folding chairs

Lighting::

- Free standing lights or lights with clamps that can be attached to booms for lighting event spaces and speakers at outdoor panels
- Street lights or small spotlights to light the way from the Fire Station to Parcel B
- Spotlights and colored moving or intelligence lights for the outdoor theater space

Dumpsters:

- 3 10-yard bins (with set up and removal)

Parking:

- Culver City Studios or The Irving Lot, Free parking for IndieCade staff on days of the festival (25 spots per day), (October 4, 5, 6 and 7th)

Internet (Culver Studios):

- Use of Culver Studios internet (IndieCade will run a hard line to Parcel B and the Downtown Plaza) – as specified above.

Power:

- Generator
- Extension cords for generator
- Surge protectors
- Cross over protectors (2011 these were donated to the City from Sony Pictures)

Tents:

- 15 White tents (pop-ups) 10’x10’
- 10 White tents (pop-ups) 15’x15’

- 2 White tents 20' x 20'
- 3 White tents 30' x 30'

Misc.:

- 4 Dollies – 2-Wheel (Hand Truck)
- 12 Barricades (to help section off Parcel B and demarcate the ADA zones)
- 4 Fire extinguishers with holder
- 50 cable crossovers (specified above)
- 15 trash cans (30 gallons)
- 5 Galvanized ice tubs
- 20 cocktail tables (30" x 42")

AV Equipment:

- 2 Projector (3000 Lumens)
- 3 5K Lumens Projector
- 5 Screens (10' x 10')
- 1 extra large screen (15' x 15') for night games
- 1 Mini display port to VGA adapter
- 2 15 ft. VGA Cables (4 meters)
- 2 Apple Mini DVI to VGA adapters
- 50' VGA Cable (20meter video cable - from projector to podium, for laptops)
- 6- straight-through ethernet cables
- 5 LCD: 32" HDTV - 16:9, 1080P, Speakers (Insignia) **with VGA Input **
- 5 LCD Acc: Single Pole Stand - 17" to 32"
- 2 SPEAKERS: External PC
- 1 LCD 19" Samsung – 4 x 3 , 1280x720 , PC/ MAC/TV, Speakers, Silver
- (**maximum acceptance 1280 x720)**
- 1 PLASMA: 42" Panasonic HD(720p) - 16:9, 1024 x 768
- (**monitor of precisely 1024x768 resolution**)
- 1 PLASMA Acc: Desktop Stand - 42" Plasma
- 2 15Ft VGA Cables - (4 Meters)
- 2 MIC Acc: Floorstand
- 20 power strips
- 16 10' EXTENSION CORDS
- 25 25' EXTENSION CORDS

** Please note, some of the above items (office space, furniture, lighting, AV, tents, power and internet) may be available through Culver Studios, and IndieCade looks to Culver City for support in helping to procure a donation of these items.. Additionally other Culver City businesses might be willing to donate.)



Honorable Mayor and Culver City Council Members:

On behalf of the volunteer committee and Share Our Strength, I'd like to take this opportunity to thank you for your support over the past seven years.

Our success and the ability to give back to those that need it the most has been due to committed, passionate partners such as you. It was exciting, intriguing as well as both personally and professionally gratifying to be a part of the growth and success we experienced over the last seven years. We grew the event in all aspects; from an increase in net proceeds to number of attendees and restaurant participation. You can only imagine how thrilled we were when the event sold out days in advance. We estimated a total of 2,000 people walked through Media Park on those Sunday afternoons.

We are sad to leave Culver City, but understand that with all the economic turmoil, you have been placed in an impossible situation. We are moving the event to The Lot in West Hollywood. Financially it makes the most sense. As I'm sure you can appreciate, I have to stay true to my most important obligation... that no kid in LA County goes to sleep hungry.

We hope that you also feel positive about the role you played with Share Our Strength and Taste of the Nation. We can only think that our event brought people into your city that might not have experienced it otherwise. We trust that you see the last seven years as a win-win.

Again, many thanks for your support. We hope to see you at the event on June 10th.

Sincerely,

Judy Walker
Share Our Strength
Western Regional Director