

October 17, 2016

To: Mayor Jim B. Clarke and Members of the City Council

From: Paul A. Jacobs, President, Culver City Centennial Celebration Committee, Inc. (CCCCC)

Subj: **Quarterly Status Report from CCCCC**

This Quarterly Report will serve to summarize past CCCCC and community centennial related events, as well as future community events planned since our previous report filed and considered at the City Council meeting on August 8.

The beginning of our Centennial Celebration started with a flurry of CCCCC events including our opening ceremonies on September 24 followed a week later by a Gala at Sony Pictures Studios. In addition, individuals and community organizations created and held their own events.

### **Centennial Committee Events**

#### Pre-Opening Day

Approximately one week prior to the official start of our celebration, approximately 216 street pole banners began to be installed, depicting the winning design of children at all Culver City schools in all grades, to the theme "What I Like Best About Culver City." Shortly thereafter three over-street banners were installed. In addition, a centennial bus wrap, lawn signs, full and miniature Centennial Flags began were distributed. A decal depicting the CCCCC logo was distributed to the High School athletic teams for placement on their uniforms.

#### Opening Day Ceremonies

Opening Day Ceremonies started with a parade including of 84 community groups and 1400 participants, beginning at the intersection of Overland Ave. and Culver Blvd. and marching east on Culver Blvd. toward the Culver Hotel. The face of Culver City was on display, consisting municipal, charitable, service and school groups riding in vintage cars, floats, buses, fire and police cars and more. Our Sister City Mayors from Uruapan Mexico (Victor Manriquez Gonzales), Kaizuka Japan (Tatsuo Fujihara), and Lethbridge Canada (Chris Spearman), all participated.

A Formal Opening Ceremony held at the intersection of Main Street and Culver Boulevard followed with speeches by Culver City Mayor Jim Clarke, State Senator Holly Mitchell, California State Board of Equalization Board Member Jerome E. Horton, West Basin Municipal Water District Director Scott Houston, President of the Culver City Board of Education Steve Levin, Culver City Historian Julie Lugo Cerra, and Culver City Centennial Celebration Committee President, Paul A. Jacobs.

The afternoon featured a Block Party by the Downtown Business Association, including a taste of Culver City, and entertainment, and more.

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President

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Vice President

Darrel Menthe  
Secretary/Treasurer

Mike Cohen

Barbara Honig

Judy Scott

Jozelle Smith

Phillip L. Tangalakis

Marcus Tiggs

Andrew N. Weissman

Scott Wyant

#### **Advisory Board**

Julie Lugo Cerra

Chris Wilde

Janice Beighey

Kathleen J. Tepley

#### **City Liaison**

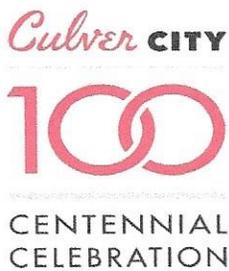
Shelly Wolfberg

#### **culvercity100.org**

CCCCC is a 501c3 non-profit Organization which is organized To plan and coordinate activities For Culver City's Centennial.

Celebration is from:  
Sept. 20, 2016 – Sept.20, 2017.

All donations are tax deductible under 501 c3 IRS regulations.



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CCCCC Gala at Sony Pictures Studios

On September October 1, Sony Pictures Entertainment hosted the CCCCC Gala which included a VIP reception honoring our Platinum and Gold Sponsors, wine and cocktails hosted by CCCCC, a buffet dinner by Wolfgang Puck, a video of an interview with our City Historian Julie Lugo Cerra with historic photos, an introduction of dignitaries and CCCCC members, and a presentation from CCCCC to Sony Pictures Entertainment. More than 600 people danced through the evening, enjoying souvenir photos and wine glasses to take home.

**Other Centennial Related Events**

Opening and signing of Julie Lugo Cerra's "Culver City California"

On the official opening day—September 20, 2016---, the Culver City Chamber of Commerce held a book-signing event at the Westfield Mall to unveil the latest book by CC Historian Julie Lugo Cerra, featuring priceless historic photos illustrating the theme of the centennial "A Century of Change."

Poetry and Pizza

On October 8 CC Honorary Artist Laureate for Poetry, Dr. Janet Hoult, held "The First Reading of the Culver City Centennial Poetry Contest" at the Culver City Senior Citizens Center. More than 15 participants read their poems describing their personal experiences and impressions of Culver City.

CC Friends of the Library "One Book One City"

On October 15, author Stewart O'Nan spoke at the CC Library about his book, "West of Sunset" a fictionalized account of the latter years of F. Scott Fitzgerald's career as a screenwriter at MGM. City-wide discussion groups are also planned.

Walk With A Doc

On October 15, Culver City Doctor Jeffrey Penso with CC Historian Julie Lugo Cerra led a Centennial walk from City Hall through Downtown identifying some of the historic sites of our city.

Our next several Board and Executive Committee Meetings will include discussions of future events and fundraising strategies. CCCCC continues to discuss and refine decisions related to its closing ceremonies. In addition, we have had an offer by the Backstage Bar and Grill to provide food and drinks for a fundraiser at its location.

I am excited about the addition of Simon Hanna, Managing Director of The Actors Gang, as the Chair of our Arts & Culture Committee. At our meeting of October 13, Simon presented an Annual Plan that will encompass the addition of a significant number of cultural and art events to our celebration.



## CCCCC Budget Status

The bulk of our expenditures have been utilized in the three-month period beginning FY 16/17 including the Opening Day Ceremonies and Gala. Expenses also include preparation of most of the expensive Centennial marketing materials, including more than 216 street pole banners, three across the street banners, small handheld flags, brochures and lawn signs.

Our Treasurer is in the process of reviewing the expenditures to determine how they impact the budgetary planning going forward and a revised budget with actual expenditures and projections will be considered for review and planning. As a preliminary matter, the following can be stated: (1) the City's generosity regarding the opening day services ensured that those expenses came at or under the projected budget amounts; (2) the Gala costs turned out to be significantly in excess of the planned budget, although some of the overage may be reasonably offset by increased Centennial sponsorships deriving from the event; (3) Projected costs of Centennial marketing and advertising have come in significantly under budget, even with additional projects being undertaken not in the initial budget projections; (4) Revenue from the sales of Centennial-related merchandise and individual/small business sponsorships will likely be later in the year than anticipated; (5) An additional fundraising component will be necessary for the Closing Ceremonies in September 2017 beyond what had previously been contemplated by the Closing Ceremony Committee. CCCCC is committed to ensuring that the Closing Ceremonies events marking the City's actual 100<sup>th</sup> birthday will have an exclamation point on the Centennial year.

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