



January 5, 2017

On behalf of the Culver City Centennial Celebration Executive Committee, please find attached:

- I.** January 2017 Quarterly Report (pg. 2 - 4)
- II.** Gala Financial Report (pg. 5 - 7)
- III.** Multiyear Budget (pg. 8 - 11)



January 3, 2017

To: Mayor Jim B. Clarke and Members of the Culver 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 provide more detail relating to the Centennial Gala, as well as describing the future role and fundraising activities of CCCCC and plans for its closing ceremonies.

## **CENTENNIAL GALA AT SONY PICTURES STUDIOS**

Measured by the location and attendance at the Centennial Gala of October 1, the program, food, drinks, photos and take-home souvenirs, the event was an extraordinary success providing more than 600 persons a lifetime memory of mingling with friends, and neighbors at a historical site representing a major landmark of our city. The event capped by Sony's \$50,000 grant to the Culver City Education Foundation, and dancing long past our scheduled closing time, was indicative of a celebration worthy of a community whose most important natural resource is its volunteerism.

Attached is a report by the Los Angeles Consulting Group, which served as the consultant for Sony with regard to the Gala event.

Also attached to this report is the CCCCC Quarterly Budget.

## **BUDGET MESSAGE**

The main financial goals for 2017 (6 months of FY 2016/2017 and 3 months of FY 2017/2018) are (1) to promote Centennial-related events; (2) to produce Closing Ceremony events; and (3) to raise funds for the Centennial Legacy Project.



### *Promote Centennial-related events*

Centennial-related events are third-party events that are officially licensed to use the Centennial logo and are placed on the Centennial Calendar, but not planned or produced by CCCCC. Notable Centennial-related events include the Harry Culver Birthday Fashion Show in January; the Screenland 5K in February; the Exchange Club Car Show in May; the Exchange Club Fourth of July Celebration; Fiesta La Ballona in August; and the Cultural Affairs Commission's Centennial events throughout 2017. Marketing and promotion of these events will be supported by CCCCC and the Los Angeles Consulting Group staff, and will consume a significant share of our budgeted expenses.

### *Closing Ceremony Events*

Closing Ceremony events are being planned between September 16 and 23, 2017. While the official closing is on Wednesday, September 20, it will be more appropriate to have the closing celebration party on Saturday, September 23. Other closing events will include a lunch at City Hall honoring our city employees and the dedication of the Dale Jones plaza, as well as a large community birthday party in Vet's Park for families and children. These events will be designed to be revenue neutral, with the bulk of the funding for all the events coming from ticket sales for the final celebration party.

Significant additional corporate sponsorships are not included in the budget at this time.

## **FUNDRAISING**

### *Residential Community Outreach*

A significant portion of our fundraising to date has been from the business and commercial community. We plan to reach out to our residential community providing a menu of tangible opportunities and incentives for supporters such as an engraved brick, souvenir-designed wine glasses issued for the Gala, lawn signs, and tee shirts.



*Centennial Legacy Project*

Fundraising for the Centennial Legacy and ongoing operations will depend heavily upon the Centennial Brick Project. Bricks are planned to be installed on Parcel B or in/near the planned Centennial Garden. Engraved bricks will be available for purchase from residents and businesses.

*CCCCC Cultural Arts Program*

The Cultural Arts Committee, under the guidance of Simon Hanna, Managing Director of The Actors' Gang, is working on creating a "Centennial Festival" combining local art performers. The core of such a festival will include existing recipients of the Culver City Cultural Affairs Commission public grants.

We are confident that above-described events will provide our community with continued opportunities for enjoyment and celebration throughout the centennial year.

Respectfully Submitted

Paul A. Jacobs  
President



**Culver City Centennial Opening Gala  
Financial Report**

Gala Wrap-up notes:

- Sponsorships, Tickets:
  1. Tickets Count:
    - **Total tickets: 289 (\$36, 125 as of 10/2/16)**
      - *Checks: 59*
      - *Paypal: 214*
      - *Square: 16*
    - **Sponsor Tickets: 276** (used out of 298 sponsor tickets reserved)
    - **VIP Comps: 44** (approximately)
      - 5 (10 tickets) CC School Board Members
      - 2 (4 tickets) CCCCC Members
      - 6 (12 tickets) CCCCC Board Members
      - 5 (10 tickets) Culver City Council Members
      - 1 (2 tickets) Gala Subcommittee Members
      - 3 (6 tickets) Press
    - o **44 comp tickets total**
  - **TOTAL TICKETS: 609**

□ **Platinum Sponsor of CCCC \$10,000 (Total 15 = 120)**

**Gala Benefits at Sony Pictures Studios** for this package includes (8) Tickets to the Opening Gala, (4) Tickets to VIP Reception,

□ **Silver Sponsor of CCCC \$2,500 (Total 11 = 44)**

**Gala Benefits at Sony Pictures Studios** for this package includes (4) Tickets to the Opening Gala, Silver Level

**Title Sponsor of CCCC \$25,000 (Total 1 = 14)**

**Gala Benefits at Sony Pictures Studios** for this package includes (14) Tickets to the Opening Gala, (14) Tickets to VIP Reception,

□ **Gold Sponsor of CCCC \$5,000 (Total 14=84)**

**Gala Benefits at Sony Pictures Studios** for this package includes (6) Tickets to the Opening Gala, (2) Tickets to VIP Reception,

□ **Bronze Sponsor of CCCC \$1,500 (Total 18 = 36)**

**Gala Benefits at Sony Pictures Studios** for this package includes (2) Tickets to the Opening Gala, Bronze Level.

□ **Individual Ticket to CCCC Gala \$125**



## FINANCIAL Breakdown recap:

### Income/Donations/Sponsorships:

|              |                                                                                                                                   |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------|
| \$25,000     | Sony's Sponsorship Payment                                                                                                        |
| 36,125       | Ticket sales                                                                                                                      |
| 18,000       | New sponsors (no cost to the CCCC) *obtained within 2 weeks before Gala to offset some increased in expenses. Actual was \$20,500 |
| 1,250        | Donations                                                                                                                         |
| <u>1,000</u> | <u>Digital Ads sold</u>                                                                                                           |

**\$81,375.00 \*Income for the event**

### Expenses:

\$114,882.58 all-inclusive total costs

**\$ 33,507.58 \*CCC hard cost for the event**

### Explanation of Food Costs:

#### DRINKS

\$10 X 220 SPECIALTY DRINKS = \$2200  
 \$24 X 600 BEER/WINE = \$14,400  
 \$16,600 / 600 ATTENDEES  
 (\$27.67 PER TICKET)

DRINKS \$27.67  
 FOOD \$45.75  
 RENTALS \$84.54  
 TOTAL \$157.96

#### FOOD

\$40 X 600 DINNER BUFFETT = \$24,000  
 \$15 X 150 STATIONARY HORS D' = \$2,250  
 \$2 X 600 SELF SERVE DRINKS = \$1,200  
 \$27,450 / 600 ATTENDEES  
 (\$45.75 PER TICKET)

ACTUAL TOTAL COST PER TICKET

OUR TICKET PRICE = \$125

#### RENTALS/STAFF/TAXES/FEES

RENTAL FOR CATERING & EQUIPMENT = \$22,346.28  
 STAFFING FEE FOR FRONT OF HOUSE = \$7,800  
 STAFFING FEE FOR ACTION CHEFS = \$650  
 DISPOSABLES (UTENSILS/PLATES/CUPS) = \$2,100  
 ADMINISTRATIVE FEE (15%) = \$11,541.94  
 SALES TAX OF (\$88,488.22) = \$6,283.49  
 \$50,721.71 / 600 ATTENDEES  
 (\$84.54 PER TICKET)

**\*Note: SPE/WGP = \$94,771.71 - SPE cash sponsorship of \$25,00 = total \$69,771.71 SPE/WGP costs**



- **RECAP NOTES:**

- \$18,000 in sponsorship income was attributed to the final plea for the Gala (came in the last 2.5 weeks). Had these sponsors decided to only purchase tickets, the revenue generated would have only been \$3,000 (instead of \$18,000) Note: ACTUAL was \$20,500 but we only used \$18,000 in the figures as one (1) sponsor did not come in within one (1) day of our PUSH CAMPAIGN for fundraising for the Gala. \*It is important to note that these recent sponsors did not have the additional expense of having a street banner made. Not only that, many of our sponsors with tickets given, actively invited more guests and purchased tickets.
- Also in review, LACG was able to secure almost 100 percent in-kind entertainment for the event. (a savings of over \$3500).
- Gala invitations came back with miscellaneous donations totaling an approximate amount of \$1250.
- Wolfgang Puck Catering \$43,0823.50 and Sony contributed **over \$32,491.40** of recorded in-kind donations for a total of **\$75,573.90**. Plus, the additional Title Sponsorship from Sony originally of **\$25,000** cash for a total of **\$100,573.90**.

- **EXPLANATION: Budget vs Hard cost = \$114,882.58 (all-inclusive) minus the income of \$81,375 = \$33,507.58 (Balance of hard cost for this event).**

- **Explanation of all-inclusive budgeting:**

- ❖ **Budget for event was \$75,000 ~ came in at \$33,507.58 final costs after income for the overall accounting for the Gala. The Gala Committee went with an “all-inclusive budget for this event. The total for the all-inclusive costs were \$114,882.58.**
- ❖ **Gala budget line item on CCC budget; all expenses were included which consists of items that are being used throughout the Centennial (i.e. Centennial Video Production, Wine Glasses, Centennial bags).**
- ❖ **In review and interpretation of the Centennial budget line items for the Opening Ceremonies; all items are broken out (i.e. Event Coordinator, Videographer, Block Party, Insurance)**



|                                      |                      |                          |  |
|--------------------------------------|----------------------|--------------------------|--|
| <b>Culver City Centennial Budget</b> |                      |                          |  |
| <b>FY 2016/17</b>                    |                      |                          |  |
| <b>Expense Type</b>                  |                      |                          |  |
| <b>Administrative</b>                |                      |                          |  |
| Insurance (D&O)                      | \$ 1,200.00          |                          |  |
| Accounting                           | \$ 238.00            |                          |  |
| Legal Filings                        | \$ 20.00             |                          |  |
| Post Office Box                      | \$ 94.00             |                          |  |
| Postage                              | \$ 2,406.00          |                          |  |
| Accounting services                  |                      |                          |  |
| Stationery                           |                      |                          |  |
| Meeting rooms                        |                      |                          |  |
| Domain Name Renewal                  |                      |                          |  |
| Photographer                         |                      |                          |  |
| Videographer                         | \$ 15,064.50         | includes gala video      |  |
| Los Angeles Consulting Group         | \$ 32,400.00         |                          |  |
| <b>Total Administrative</b>          | <b>\$ 51,422.50</b>  |                          |  |
|                                      |                      |                          |  |
| <b>Events</b>                        |                      |                          |  |
| City Event Planner                   | \$ 12,500.00         |                          |  |
| Event insurance                      | \$ 1,433.00          |                          |  |
| Opening Ceremony - DBA Block Party   | \$ 6,724.34          |                          |  |
| Opening Ceremonies                   | \$ 20,766.00         |                          |  |
| Opening Gala                         | \$ 115,274.00        | (all inclusive)          |  |
| Closing Ceremonies                   |                      |                          |  |
| <b>Total Events</b>                  | <b>\$ 156,697.34</b> |                          |  |
|                                      |                      |                          |  |
|                                      |                      |                          |  |
| <b>Publicity/Marketing</b>           |                      |                          |  |
| Web development/design               |                      |                          |  |
| Logo                                 |                      |                          |  |
| Chamber Directory/Ad                 | \$ 2,275.00          | Newspapers               |  |
| Web Hosting                          |                      |                          |  |
| Marketing strategy/support           |                      |                          |  |
| Constant Contact                     | \$ -                 |                          |  |
| Streetlight Banners (installation)   | \$ 8,432.00          |                          |  |
| Streetlight banners (creation)       | \$ 17,146.41         |                          |  |
| Cross-street banners                 |                      |                          |  |
| Fiesta La Ballona Booth              | \$ 150.00            |                          |  |
| Centennial Flags (10 flags)          | \$ 2,269.55          | (1800 from FY 15/16)     |  |
| Posters                              | \$ 4,380.00          | small flags, not posters |  |
| Brochures                            | \$ 1,351.91          |                          |  |





|                                                  |                        |                   |  |
|--------------------------------------------------|------------------------|-------------------|--|
| Chamber Business Expo                            |                        |                   |  |
| Vets Tower Banner                                | \$ -                   | not happening     |  |
| Bus Wraps                                        |                        |                   |  |
| City Vehicle Stickers                            | \$ 1,543.00            |                   |  |
| Lawn Signs                                       | \$ 3,496.34            |                   |  |
| Sports Team Patches                              |                        |                   |  |
|                                                  |                        |                   |  |
| <b>Total Publicity/Marketing</b>                 | <b>\$ 38,769.21</b>    |                   |  |
|                                                  |                        |                   |  |
| <b>Fundraising Expense</b>                       |                        |                   |  |
|                                                  |                        |                   |  |
| Sponsorship Items/Gifts                          | \$ 891.00              |                   |  |
| <b>Total Fundraising Costs</b>                   | <b>\$ 891.00</b>       |                   |  |
|                                                  |                        |                   |  |
|                                                  |                        |                   |  |
|                                                  |                        |                   |  |
|                                                  |                        |                   |  |
| Total Annual Expense                             | <b>\$ 247,780.05</b>   |                   |  |
| <b>Income</b>                                    |                        |                   |  |
| Sponsorship Packages                             | \$ 58,600.00           |                   |  |
| Licensing Centennial Logo (Merchandising)        | \$ 3,000.00            |                   |  |
| Bus Wraps Provided by CC Transportation          |                        |                   |  |
| Culver City Funds                                | \$ -                   | (in kind)         |  |
| Centennial Bricks (Location TBD)<br>(\$100/each) | \$ 12,500.00           | (half of project) |  |
| Individual/Small Business Donors                 | \$ 3,000.00            |                   |  |
| Opening Gala Tickets (\$125x500)                 | \$ 44,750.00           |                   |  |
| Closing Ceremony Revenue/Fundraising             |                        |                   |  |
| <b>Revenue Total</b>                             | <b>\$ 121,850.00</b>   |                   |  |
|                                                  |                        |                   |  |
| <b>Budget Balance FY16/17</b>                    | <b>\$ (125,930.05)</b> |                   |  |
|                                                  |                        |                   |  |
|                                                  |                        |                   |  |
|                                                  |                        |                   |  |
| From FY 15/16                                    | <b>\$ 172,222.00</b>   |                   |  |
| <b>Surplus Remaining</b>                         | <b>\$ 46,291.95</b>    |                   |  |
|                                                  |                        |                   |  |



|                                      |                     |                  |  |
|--------------------------------------|---------------------|------------------|--|
| <b>Culver City Centennial Budget</b> |                     |                  |  |
| <b>FY 2017/18</b>                    |                     |                  |  |
| <b>Expense Type</b>                  | <b>Amount</b>       | <b>Comments</b>  |  |
| <b>Administrative</b>                |                     |                  |  |
| Insurance (D&O)                      | \$ 1,100.00         | Partial year     |  |
| Accounting                           | \$ 139.00           |                  |  |
| Legal Filings                        | \$ 20.00            |                  |  |
| Post Office Box                      | \$ 94.00            |                  |  |
| Postage                              | \$ 500.00           |                  |  |
| Accounting services                  | \$ -                |                  |  |
| Stationery                           | \$ -                |                  |  |
| Meeting rooms                        | \$ -                |                  |  |
| Domain Name Renewal                  | \$ -                |                  |  |
| Photographer                         | \$ 5,000.00         |                  |  |
| Videographer                         | \$ -                | paid             |  |
| Office space                         | \$ -                |                  |  |
| Los Angeles Consulting Group         | \$ 6,600.00         | Partial year     |  |
| <b>Total Administrative</b>          | <b>\$ 13,453.00</b> |                  |  |
|                                      |                     |                  |  |
| <b>Events</b>                        |                     |                  |  |
| Event insurance                      | \$ 2,000.00         |                  |  |
| City Event Planner                   | \$ -                |                  |  |
| Opening Ceremonies                   | \$ -                |                  |  |
| Opening Gala                         |                     |                  |  |
| Time Capsule                         | \$ 2,500.00         | estimate         |  |
| Closing Ceremonies                   | \$ 60,000.00        | combined         |  |
| <b>Total Events</b>                  | <b>\$ 64,500.00</b> |                  |  |
|                                      |                     |                  |  |
|                                      |                     |                  |  |
| <b>Publicity/Marketing</b>           |                     |                  |  |
| Web development/design               | \$ -                |                  |  |
| Logo                                 | \$ -                |                  |  |
| Chamber Directory/Ad                 |                     |                  |  |
| Web Hosting                          | \$ 149.00           |                  |  |
| Marketing strategy/support           | \$ 5,000.00         | online/newspaper |  |
| Constant Contact                     | \$ 120.00           |                  |  |
| Streetlight Banners (installation)   | \$ 4,000.00         |                  |  |
| Streetlight banners (creation)       | \$ -                |                  |  |
| Cross-street banners                 | \$ 5,000.00         |                  |  |
| Fiesta La Ballona Booth              | \$ 300.00           |                  |  |
| Centennial Flags (10 flags)          |                     |                  |  |



|                                                  |           |                    |                   |  |
|--------------------------------------------------|-----------|--------------------|-------------------|--|
| Posters                                          | \$        | -                  |                   |  |
| Brochures                                        | \$        | 700.00             | estimate          |  |
| Chamber Business Expo                            | \$        | 170.00             |                   |  |
| Vets Tower Banner                                |           |                    |                   |  |
| Bus Wraps                                        | \$        | -                  | Estimate          |  |
| City Vehicle Stickers                            | \$        | -                  |                   |  |
| <b>Total Publicity/Marketing</b>                 | <b>\$</b> | <b>15,439.00</b>   |                   |  |
|                                                  |           |                    |                   |  |
| <b>Fundraising</b>                               |           |                    |                   |  |
| Outreach / Contest Prizes                        |           |                    |                   |  |
| Sponsorship Items/Gifts                          | \$        | -                  |                   |  |
| <b>Total Fundraising Costs</b>                   | <b>\$</b> | <b>-</b>           |                   |  |
|                                                  |           |                    |                   |  |
|                                                  |           |                    |                   |  |
|                                                  |           |                    |                   |  |
| Total Annual Expense                             | \$        | 93,392.00          |                   |  |
|                                                  |           |                    |                   |  |
| Sponsorship Packages                             | \$        | 5,000.00           | committed         |  |
| Licensing Centennial Logo<br>(Merchandising)     | \$        | 1,000.00           |                   |  |
| Bus Wraps Provided by CC Transportation          |           |                    |                   |  |
| Culver City Funds                                |           |                    |                   |  |
| Centennial Bricks (Location TBD)<br>(\$100/each) | \$        | 12,500.00          | (half of project) |  |
| Individual Donors                                |           |                    |                   |  |
| Opening Gala Tickets                             |           |                    |                   |  |
| Closing Ceremony Fundraising/Tickets             | \$        | 50,000.00          | 100x500           |  |
| <b>Revenue Total</b>                             | <b>\$</b> | <b>55,000.00</b>   |                   |  |
|                                                  |           |                    |                   |  |
| <b>Net Revenue FY 17/18</b>                      | <b>\$</b> | <b>(38,392.00)</b> |                   |  |
|                                                  |           |                    |                   |  |
|                                                  |           |                    |                   |  |
|                                                  |           |                    |                   |  |
| From FY16/17                                     | \$        | 53,791.00          |                   |  |
|                                                  |           |                    |                   |  |
|                                                  |           |                    |                   |  |
|                                                  |           |                    |                   |  |
| <b>Final Revenue</b>                             | <b>\$</b> | <b>15,399.00</b>   |                   |  |
|                                                  |           |                    |                   |  |