



EXCHANGE

THE NATIONAL EXCHANGE CLUB

Exchange Club of Culver City Charitable Foundation, Inc.

PO Box 212
Culver City CA 90232-0212
(310) 499-4840
IRS 501 (c) (3) – 54-2145774

President - Dr. Jay Shery; Secretary - Ken Owens; Treasurer - Earl Eskridge
Board Members: Michelle Ford, Dr. Bob Montgomery, Mike Snell

City of Culver City
9770 Culver Blvd.
Culver City, CA 90232

Re: 20th Anniversary Culver City Charity Car Show

Honorable Mayor and City Council,

On May 11, 2024, the Exchange Club of Culver City will be presenting the 20th anniversary edition of the annual Culver City Charity Car Show. For the first time in nine years, this annual signature event is returning to its roots in Downtown Culver City. The return of the Car Show back to Downtown Culver City has generated terrific excitement from residents, car entrants and local businesses. If our projections hold; we are expecting 500 display cars and up to 15,000 guests. As in years past, local restaurants and bars will be packed with customers from throughout Southern California. We anticipate that the 2024 Culver City Charity Car Show will be the largest and best attended annual cultural event in Culver City.

While this is a charity event with all net proceeds going to support local scholarships and youth programs, the hard costs associated with the production of this show are high. Our latest estimates project a cost of approximately \$70,000 to produce this event. As you may know, for the past several years, this event has been held at West Los Angeles College. The costs of production for the show at that location are less than half of our projected costs to hold this event in Downtown Culver City. For example, there are no costs associated with items such as traffic control (estimated at \$15,600 in 2024), physical trash collection (estimated \$1,800 in 2024) or private security (estimated at \$4,500 for 2024). The West Los Angeles College based show also has the advantage of additional revenue streams not available if the event is held in Downtown Culver City such as parking fees and extensive food vendor space rentals.

We are pleased and proud that this Culver City Signature cultural event can finally return to its traditional home – Downtown Culver City. We also acknowledge and deeply appreciate the City's previous generous grant of non-cash in-kind services. However, without additional financial support, we fear that this event – like our Fourth of July Fireworks Show – will face a significant cash shortfall. If this should occur, our future ability as a not-for profit institution to continue producing this Signature event may be jeopardy. With that in mind, we respectfully request that the City of Culver City provide an additional \$15,000 cash grant to the Exchange Club to support the 20th Annual Culver City Charity Car Show.



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To assist you in further evaluating our request, please see the attached “**PROJECTED CULVER CITY CAR SHOW BUDGET 2024**” The calculations contained in this projected budget are estimates only and may be subject to change. Please let me know if you need additional material to support this request. Thank you in advance for your courtesy and consideration.

Regards,

John Wm. Cohn

John Wm. Cohn
Car Show Co-Chair

	A	B	C	D	E	F	G	H	I	J	K
1					Proposed Culver City Car Show Budget 2024						
2	INCOME										
3											
4	Car Registrations										
5		<u>350 @ \$40</u>		\$ 14,000.00							
6		150 @ \$50		\$ 7,500.00							
7											
8	Vendors										
9		Paid	45	\$ 4,500.00							
10		Comp	10	\$ -							
11											
12	Trophy Sponsors:		50	\$ 5,000.00							
13	T-Shirt Preorders:										
14			100	\$ 2,000.00							
15	Concession Booth Sales:			\$ 2,000.00							
16	Sponsorships			\$ 9,800.00							
17											
18	TOTAL PROJECTED INCOME			\$ 44,800.00							
19											
20	EXPENSES:										
21	Traffic Engineering			\$ 15,600.00							
22	Security Guards			\$ 4,500.00							
23	LA County Health Dept			\$ 500.00							
24	Promotions			\$ 5,300.00							
25	Liability Insurance			\$ 2,200.00							
26	Posters			\$ 1,500.00							
27	Miscellaneous expenses			\$ 2,000.00							
28	Signage			\$ 450.00							
29	Street Banner Creation			\$ 2,400.00							
30	magnets			\$ 350.00							
31	T-shirt preorders			\$ 4,100.00							
32	trophies			\$ 2,600.00							

	A	B	C	D	E	F	G	H	I	J	K
33	Database Management			\$ 1,600.00							
34	street banner installation			\$ 2,400.00							
35	fencing/portapotties			\$ 6,100.00							
36	Generator			\$ 950.00							
37	stage rental			\$ 3,600.00							
38	sound expense			\$ 3,400.00							
39	band expense			\$ 3,900.00							
40	table/chair rental			\$ 1,200.00							
41	planning meeting expenses			\$ 650.00							
42	Volunteer food expenses			\$ 750.00							
43	Towing service (Peterson)			\$ 1,500.00							
44	trash collection			\$ 1,800.00							
45	TOTAL PROJECTED EXPENSES			\$ 69,350.00							
46											
47	PROFIT/LOSS			\$ (25,550.00)							