



Culver City Centennial Celebration Committee

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www.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.

December 29, 2015

To: Mayor O'Leary & Members of the City Council

From: Jim B. Clarke, President, Culver City Centennial Celebration Committee, Inc.

Subj: **Quarterly Status Report on the Culver City Centennial**

This is to report on the activities of the Culver City Centennial Celebration Committee since our previous report at the end of September 2015.

Centennial Sponsorships

We are pleased to report that fundraising through sponsorships has gone exceedingly well. As we end the calendar year, we have received \$126,300 in revenue with an additional \$7,850 of checks in the mail. Included in that amount is the City's contribution of \$17,000 (\$15,500 in FY14-15 and \$1,500 in the current fiscal year.) Total contributions exceed the \$100,000 goal we set for the two-year period. In addition, we have commitments of \$41,750. As such, we have reviewed our budget and made some corrections and additions. We expect to raise additional corporate donations and will then embark on a small business and individual giving program. While it is still premature, we anticipate with the current fundraising success, we will be in a position at the end of the Centennial to reimburse the City for its contributions.

Major sponsors since our last report include: BYC; Freeman Property Management; Golden State Water; Harding, Lamore, Kutcher & Kozak; Helms Bakery District; Hillside Memorial Park & Mortuary; Kane, Ballmer & Berkman; Samitaur Constructs; Servicon Systems; Social Studies School Services; Sony Pictures Entertainment; Tattle Tale Room & Lounge; VCN LP; West Basin Municipal Water District.

Our expenses to date total \$21,999.18. Major expenses have been for development of our logo, website and marketing materials, an initial deposit for our Gala on October 1, 2016, incorporation fees and our liability and D&O insurance as required under our MOU with the City.

Centennial Events

While receipt of activity applications has been slower than expected (in part because organizations have not been able to lock down potential dates), we have received interest from a total of 45 individuals and/or organizations. It is still our intention to get the Council a calendar of events once we can nail down and approve the submitted Participant Agreement Applications.

Arts & Culture Committee

We have created an Arts & Culture Committee headed by board member Barbara Honig. The purpose of the Committee is to help organize and coordinate all the various artistic and cultural events and organizations. The Committee is working closely with the Cultural Affairs Commission and Cultural Affairs Foundation. Two of the Committee's ambitious goals are to hold "100 events during the Centennial" and to have a "Performing Arts Week" (or longer) specializing on daily events coupled with a "Dine Culver City" program involving our local restaurants.

Opening Ceremonies & Gala Event

Planning for our Opening Ceremonies on Saturday, September 24, 2016, and our Gala Event on Saturday, October 1, 2016, continues. VP Paul Jacobs, Parade Coordinator Laura Chardiet and I met with City staff recently to begin discussing plans for the Opening Ceremonies including the parade route, street closures, stage and audience set up, etc. We very much appreciated the interest shown by City staff in accommodating such a large and complex event. The board also felt that we will need to hire a part-time consultant to serve as an event planner and manager for the Opening Ceremonies and we are in the process of recruiting someone who has had prior experience with parades and large events.

Closing Ceremonies

While the Closing Ceremonies are 21 months away, we have had to make some changes in our plans. Originally, we had planned to hold the Closing Ceremonies all on September 20, 2017 (Incorporation Day) with a ceremony in the morning at City Hall, followed by the CC Historical Society's Annual Founder's Day picnic, and concluding with a street festival in the evening. First, the Jewish holiday begins on the evening of the 20th so we would have to move the evening festivities to the night before (possibly a late night party to ring in Incorporation Day.) Next, the Historical Society indicated the Founder's Day picnic would not occur on the 20th but the weekend before. Then also, Tuesday night would be a school night and we want to have an event in which the entire family can participate. Lastly, the Battle family (Harry Culver's descendants) were planning to arrive for a weekend. As such we will continue to have a formal ceremony at City Hall on the 20th including closing up and burying the Centennial Time Capsule but will plan other festivities for the weekend before.

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Theme

The board discussed at several meetings what should be the theme of the Centennial to accompany our logo. We wanted something that was concise, easy to grasp and reflected Culver City. We agreed upon the theme of "A Century of Change" where the "Change" could be replaced with words such as "Community" or "Collaboration" or "Creativity" (We are trying to keep a CC alliteration so any help you can provide in developing C words will be appreciated.)

Outside Consulting Services

We always knew at some point our work could not be accomplished just by the volunteers on the board and our committees. In creating the 501c3, one of our goals was to minimize City staff hours (and expenses) that would have to be devoted to the Centennial. We did, however, in our budgeting plan to hire consultants or consulting firms, first on a part-time basis but more full-time as we got closer to the Centennial. We have identified two immediate needs. First is a Webmaster to build content for our Centennial website (culvercity100.org). The second need is for administrative support for board meetings, fundraising outreach and follow up, etc; social media marketing; and media relations. We have been recruiting and our intention is to interview individuals or firms in mid-January and have them start February 1st.

Board Meetings

Because the CCUSD School Board will be holding its meetings in the Council Chambers, the Cultural Affairs Commission has moved its meetings to coincide with our board meetings. In order to accommodate members of the Commission who are involved with our activities, we have decided to move up our start time to 6:30 p.m. on the third Tuesday of each month.