

MEETING DATE: March 24, 2014

AGENDA ITEM: **JOINT CITY COUNCIL AND SUCCESSOR AGENCY BOARD
AGENDA ITEM: (1) Consideration of the Amount of In-Kind Assistance for and Possible City Sponsorship of The Los Angeles Modernism Show, The Culver City Car Show, the Culver City Train For Autism 5K and 10K Run, IndieCade: International Festival of Independent Games, and the Crush Cancer Event; (2) Approval of Street Closures Where Applicable; and (3) Approval of Related License Agreements.**

ATTACHMENTS

	<u>Pages</u>
1. LA Modernism Show letter requesting financial assistance and City sponsorship, additional info and spreadsheet of City costs requested for fee waiver.	1-4
2. Exchange Club letter requesting financial assistance and City sponsorship and spreadsheet of City costs requested for fee waiver.	5-7
3. Culver City Run/Walk letter requesting financial assistance and City sponsorship, spreadsheet of City costs requested for fee waiver, and 2013 Post-Race Report.	8-21
4. IndieCade list of requests, spreadsheet of City costs requested for fee waiver, and IndieCade 2013 Wrap-Up document.	22-44
5. Crush Cancer Event letter requesting financial assistance and City sponsorship and spreadsheet of City costs requested for fee waiver.	45-47



ATTACHMENT 1

Apr 25-27, 2014



3Labs
8461 Warner Drive
Culver City, California
lamodernism.com

Opening Night Party
Friday Apr 25, 2014
benefiting P.S. Arts



February 27, 2014

RE: Request for City of Culver City sponsorship of the Los Angeles
Modernism Show benefiting P.S. ARTS – April 25-27, 2014

Dear Mayor Cooper and Honorable City Council Members:

The 27th Annual **Los Angeles Modernism Show & Sale** will be held April 25-27, 2014 in Culver City. This public event will feature 45 exhibitors from across the U.S. and Europe presenting vintage furniture, decorative and fine arts reflecting all design movements of the 20th century.

The opening night party on Friday evening, April 25, is hosted by and benefits P.S. ARTS and its arts education programs in Los Angeles County public schools. Corporate sponsorship is provided by Land Rover, Grey Goose, 1stdibs, and Ma(i)sonry Napa Valley. Media partners are California Homes, Modern, and The Twenty SIX.

We have moved the show this year to the incredible new venue 3Labs Studio in Culver City's dynamic Hayden Tract Arts District. The show was initially located at Santa Monica Civic Auditorium, and then moved to Barker Hangar at Santa Monica Airport for several years. The move to Culver City was prompted by the success of moving the **Los Angeles Antiques Art + Design Show** benefiting the Los Angeles County Museum of Art (LACMA) to 3Labs in October.

The new facility and move to Culver City location was enthusiastically applauded by both exhibitors and attendees, who included many nationally prominent LA-based design industry professionals. Several dealers from New York and London stayed at the Culver Hotel and were very complimentary of that experience. During the course of the October show we directed many, many show dealers and visitors to restaurants and entertainment in downtown Culver City, and heard very positive feedback on those experiences.

We would like to request that the City become a sponsor of these prestigious cultural arts and charity fundraising events we are bringing to Culver City, beginning with your sponsorship of the Los Angeles Modernism Show in April. In so doing, we also request permission to display street banners in the public right of way, and waiver of property rental and permit fees.

For your further consideration, we are attaching here marketing collateral for the LA Modernism Show which highlights move to Culver City, and also the PR deck from the Los Angeles Antiques Art + Design Show held at 3Labs this past October.

Please let us know if you have any questions. We appreciate your support!

Sincerely, Dolphin Promotions

ATTACHMENT 1



Apr 25-27, 2014



3Labs
8461 Warner Drive
Culver City, California

lamodernism.com

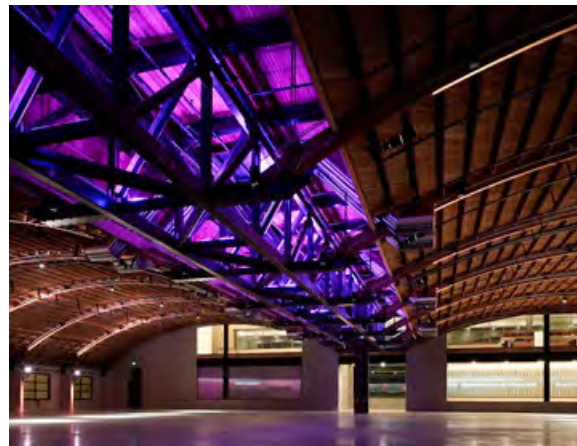
Opening Night Party
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ANNOUNCING NEW LOCATION

The 25th annual of the **Los Angeles Modernism Show** will be held April 25-27, 2014 at an incredible new venue: **3Labs Studio**. This amazing newly renovated former umbrella factory is located in the Hayden Tract area of the arts district of Culver City.

South La Cienega and Culver City have become a new destination for the arts in Los Angeles. The Hayden Tract, a former warehouse district is now home to cutting edge architecture, private schools, film and design studios as well as some of the top art galleries in Los Angeles. It is easily accessed via the I-10 from Santa Monica, Westwood, and Brentwood. As many of you know, we have been looking for a new facility for the past several years - and are so excited to have found this tremendous space which will dramatically upgrade the ambiance of the show. In October, we moved the Los Angeles Antiques Art + Design Show to 3Labs, and the response from both dealers and customers was overwhelmingly positive.



We are also very pleased to once again be working with **P.S. Arts** as the organizer and beneficiary of the opening night gala on April 25. P.S. Arts put forth an incredible effort in organizing the opening night party last year and brought in great crowds, and they expect an even greater response this year.

We invite you to join us in 2014 and have enclosed an exhibitor contract. 3Labs is smaller inside than Barker and we anticipate we can only accommodate about 45 dealers. Please return the attached contract as soon as possible to ensure your space in the show.

We ask that you keep in mind the sooner we know that you are on board for this year's show, the sooner we can begin our marketing efforts on behalf of you and the show. Once your participation is confirmed, we ask that you submit images to us (300+dpi j-peg format) of 2 or 3 pieces you would like us to feature along with a descriptions of the items. Please email to **gordon@dolphinfairs.com**. We will include these images in our marketing efforts in print and online prior to the show. In addition, we may include some of these in our printed materials.

ATTACHMENT 1



Apr 25-27, 2014



3Labs
8461 Warner Drive
Culver City, California

lamodernism.com

Opening Night Party
Friday Apr 25, 2014
benefiting P.S. Arts



Our marketing outreach this year will be broader and begin much earlier than in past years. Several things to note for this year's show;

- 3Labs Studio is located at 8461 Warner Drive in Culver City, just 2 blocks west of La Cienega Blvd. off Rodeo Rd. It's a former warehouse that has been completely transformed into 30,000 sq ft of state-of-the-art exhibition space, complete with LED theatrical lighting, sound system, polished concrete floors, and luxurious modern restrooms. The location is easily accessible from the I-10 freeway.
- 3Labs is smaller (30,000 sq ft) than the Barker Hangar and allows us to only accommodate approximately 45 vendors.
- Your booth rental fee includes a full-page ad in show catalog.
- **1stdibs** returns as premier sponsor of show.

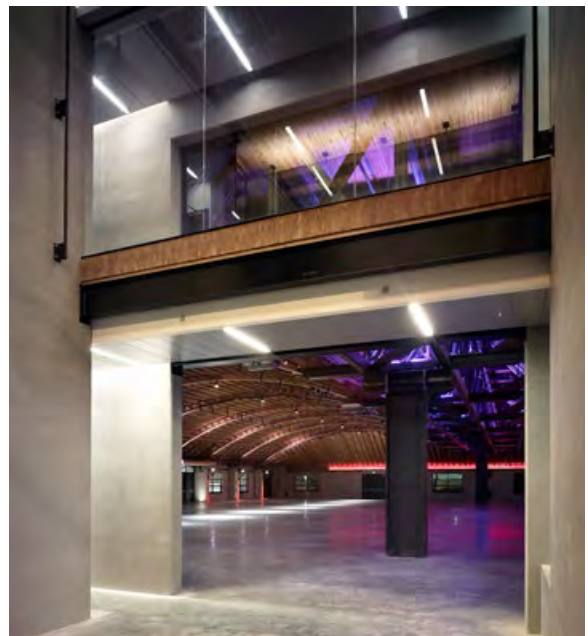
Please take the time to complete the exhibitor contract and return it to us as soon as you can. You can fax to **(708) 366-2746** or scan and email your paperwork to **rosemary@dolphinfairs.com**. If you are mailing, please send it to our Chicago office at P.O. Box 224, Forest Park IL 60130. If you have questions please call Rosemary at (708) 366-2710.

We look forward to having you join us in April! We are very excited about the new location. Feel free to give us a call if you have any questions.

Sincerely,

Rosemary Krieger

Rosemary Krieger
Dolphin Promotions, Inc.



ATTACHMENT 1

LA MODERNISM SHOW COSTS FOR 2014

<u>COSTS REQUESTED FOR WAIVER</u>	<u>2014 Costs</u>
Property Rental Fees	
Parcel B	\$500.00
Vehicle Parking at Parking Structures (\$6/day for 4 days)	600.00
In-Kind Staff Costs	
Staff Time (In Kind administrative/ promotional costs)	800.00
TOTAL WAIVER REQUEST	\$1,900.00
<u>HARD COSTS (To be paid for by Producer)</u>	
Permit Fees	
Banner permit fee	119.00
Banner 4% surcharge for permit/install	48.76
Special Event Permit Fee	75.00
Recycle Fee	125.00
Costs for banner installation	1,100.00
TOTAL HARD COSTS	\$1,467.76



ATTACHMENT 2

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

February 20, 2014

TO: CULVER CITY CITY COUNCIL

Re: Culver City Exchange Club 2014 Annual Car Show
May 10, 2014

Gentlemen and Madam:

On behalf of the Culver City Exchange Club Charitable Foundation, a 501(c)(3) corporation, we thank you so much for your sponsorship and support during the 10+ years we have been putting this show on in Downtown Culver City.

This year the event will be held on Saturday, May 10, 2014 in Downtown Culver City. Our organization raises money each year at this event for the charities that the Culver City Exchange Club supports to help end child abuse.

This year, as in prior years, we are requesting that the City of Culver City join us in the sponsorship of this event, through a waiver, full or partial, of the fees and costs incurred by the City to support the Car Show.

The Culver City/Exchange Club Car Show reaches out to almost 10,000 people (car owners and visitors) who are exposed to our great City and wonderful restaurants and shops while viewing classic cars, listening to great music, and participating in various contests. This event helps support our local businesses, while raising funds to alleviate child abuse.

As in prior years, the Car Show committee will meet with all the involved department directors to ensure that the all of the needs of the City and residents are met, and to insure a safe and fun event.

We estimate that the City costs will be approximately \$26,157.16 for all fees and staff time. We are requesting a waiver of \$26,157.16 in fees and charges, or any portion thereof, as Culver City's sponsorship participation.

Your consideration would be greatly appreciated.

Jay Shery

PRESIDENT

ATTACHMENT 2

CITY COSTS FOR CULVER CITY CAR SHOW

PROPOSED 2013 ACTUAL 2013 2014 REQUEST

COSTS REQUESTED FOR WAIVER

IN-KIND COSTS

Staff	\$4,651.00	\$4,651.00	\$4,675.00
Property Rental Fees			
Parcel B	\$500.00	\$500.00	\$500.00
Old Washington Blvd	\$450.00	\$450.00	\$450.00
Town Plaza	\$0.00	\$0.00	\$0.00
Parking Spaces south of Media Park"	\$0.00	\$0.00	\$400.00
In-Kind Equipment Rental			
PRCS Equipment Rental (chairs, tables, podium, GEM Car)	\$510.00	\$510.00	\$525.00
Electrical Equipment	\$1,200.00	\$1,200.00	\$1,200.00
HARD COSTS REQUESTED FOR WAIVER FOR 2014			
Staff Time (Day of Event)			
Police Department			\$11,250.00
Fire Department			\$0.00
PW Maintenance Op			\$2,250.00
Engineering			\$2,265.00
Sanitation			\$1,100.00
Permit Fees			
Special event permit fee			\$30.00
Street closure -eng. permit			\$318.00
Recycle/Waste Permit fee			\$125.00
Vendor Fees (based on actual) TBD			TBD
Banner permit fee			\$119.00
Banner installation fees			\$885.00
Banner 4% surcharge for permit/install			\$40.16
Opening of Parking Structure one hour early			\$25.00
TOTAL FEE WAIVER REQUEST	\$7,311.00	\$7,311.00	\$26,157.16

COSTS TO BE PAID FOR BY EVENT

PRODUCERS

Staff Time (Day of Event)			
Police Department	\$11,103.58	\$7,900.00	\$0.00
Fire Department	\$0.00	\$0.00	\$0.00
PW Maintenance Op	\$2,183.16	\$2,237.88	\$0.00

ATTACHMENT 2

Engineering	\$2,272.00	\$2,272.00	\$0.00
Sanitation	\$1,090.26	\$1,090.00	\$0.00
Permit Fees			
Special event permit fee	\$30.00	\$30.00	\$0.00
Street closure -eng. permit	\$312.00	\$312.00	
Recycle/Waste Permit fee	\$125.00	\$125.00	\$0.00
Vendor Fees (based on actual) TBD	\$219.60		\$0.00
Banner permit fee	\$117.00	\$117.00	\$0.00
Banner installation fees			
Banner 4% surcharge for permit/install	\$46.68	\$46.68	\$0.00
Opening of Parking Structure one hour early	\$25.00	\$25.00	\$0.00
TOTAL COSTS TO BE PAID FOR BY PRODUCER	\$17,524.28	\$14,155.56	\$0.00

ATTACHMENT 3

Christopher Rosien
5015 Pickford Way
Culver City, CA 90230

February 17, 2014

Re: Culver City 5k/10k benefitting CCEF and Train 4 Autism
June 15, 2014, 8AM

City of Culver City,

In 2013 Train 4 Autism (T4A) approached the Culver City Education Foundation (CCEF) to revive the Culver City 5k/10k which had not been run for several years. T4A offered to manage the event and split the relatively small proceeds with CCEF in exchange for joint marketing. More significantly, both charities used the event to fundraise which was very successful. By the time the dust settled, CCEF had raised \$6k and T4A \$11k.



2013 Banner at Overland, Washington and Sepulveda

Once again our plan is to start and finish the race at Media Park and use Washington Blvd as our course on which runners head West and turn around when they are a block away from Sepulveda. The 5k does that once and the 10k twice. We will also do our kids race again in the area adjacent to the park along with a kid zone that includes games and activities for families.

The finances and mechanics of the race are important but so is the feel that it brings to that morning. The race is held on Father's Day and family participation, by focusing on students in CCUSD as well as those in the autism community, is a major goal of the race. It's a healthy positive vibe that is exactly what we want to foster in the community.

For my part, I want to replicate our previous success in 2014. I am no longer on the T4A board but I will again manage the event with returning staff so that both charities can fundraise. We are hiring additional personnel to make up for what T4A previously volunteered and so this will be at best a break even event. Even so I'm excited to financially support it.

I'm asking the City to be a sponsor of the event by providing whatever assistance it can afford with the permit, engineering, traffic control, and other related services necessary to achieve success. Specifically, the following were provided in the past and would be a great help:

- Waiver of property rental and permit fees (such as for Media Park rental, special event application fee, banner fee, etc)
- Provision of in-kind equipment rental (if you were to request any)
- In-kind staff services during regular business hours.

Thank you for your consideration

Sincerely,


Christopher Rosien
Parent of two CCUSD students

310-204-6048
hyperchris@me.com

TRAIN 4 AUTISM 2014**CITY COSTS**

COSTS REQUESTED FOR WAIVER

2013

2014

In-Kind Staff Costs (Engineering and Coordination)	\$2,044.00	\$2,044.00
Property Rental Fees		
Media Park	\$100.00	\$100.00
Parking Spaces South of Media Park (\$22x20=\$440 + \$11x5 non-metered)	495.00	495.00
Equipment Rental Fees		
Sanitation Bin	40.00	40.00
TOTAL WAIVER REQUEST	\$2,679.00	\$2,679.00

HARD COSTS (to be paid for by event producer)

Staff and Service Costs (Day of Event)		
Police	\$3,168.92	\$3,168.92
Fire Department	0.00	0.00
PW Maintenance Operations (2 staff members)	833.84	833.84
Engineering (3 staff members)	1,119.04	1,648.46
Staff Costs to Open Parking Structure three hours early	75.00	75.00
Permit Fees		
Special Event Permit fee	\$30.00	\$30.00
PW/Engineering/ Street Use permit	318.00	318.00
Recycle/Waste Permit fee	125.00	125.00
Banner Permit fee	119.00	119.00
Banner 4% Surcharge for Permit/Install	40.16	40.16
Banner costs	885.00	885.00
TOTAL HARD COSTS	\$6,713.96	\$7,243.38



Summary report for the ...

2013

Train 4 Autism

Culver City 5k/10k

benefitting

the Culver City Education Foundation

Special Education Projects

Contents:

Review of Scope

Event Summary

Race Expenses

Distribution of Funds

Comments

Appendix ...

Statement of Expenses

Expo Map

Team Summary

Kintera Registration Data

Gemini Timing Data

July 1st, 2013



Review of Scope

From our 1/17/2013 Memorandum of Understanding ...

Culver City Education Foundation agrees:

1. To its role in the joint marketing of the event
2. 5.5% of every transaction processed on the website will be charged and retained by the website provider Kintera (aka Blackbaud, Inc.) with whom T4A has a standing agreement.
3. That Kintera owns any products, services, tools, know-how, processes, documentation, and software used or created by T4A in connection with this Agreement.
4. T4A will make use of the CCEF logo and link to ccef90230.org to publicize the event.
5. To use the proceeds for special education grants at its discretion and until such monies are exhausted with no time limit.

Train 4 Autism agrees:

1. To provide and design a Kintera Sphere account for the event, which includes an online registration and donation system.
2. To process and remit to CCEF at the above address ...
 - a. 50% of all registration and sponsorship monies received (after recouping of race costs by T4A and after the 5.5% kept by Kintera for processing)
 - b. 100% of all fundraising monies designated as donations to CCEF (after the 5.5% kept by Kintera for processing)
3. It will provide CCEF with a full accounting of the race and its share of the proceeds within ten business days from the completion of the event.



Event Summary

Registration

- 1,585 people registered
- 1,269 people participated in the 5K or 10K
- 89 children participated in the Kids Run (plus numerous parents and siblings)
- 18 local vendors (see map in Appendix)
- 84 teams fundraising \$33,062 (see list in Appendix)
- 125 identified at registration as Student or Teacher

Receipts

Total Dollars Registered at the Kintera Site \$58,960 (at shutdown 11pm, 6/30/13)

The figure represents money deposited with T4A either online through the Kintera system or through what are titled as “offline donations” (checks, cash, etc.) It includes all monies intended for registration and/or donation to either charity or both. See the Appendix for the actual reports. The reports indicate the following breakdown:

Registration Dollars	\$35,727.50
Race Day & Donations	5,748.50
CCEF Fundraising*	5,981.00
T4A Fundraising*	11,503.00

* When registering, one could mark a donation for either charity, both or neither. In the latter two cases, the funds were split evenly unless there was a clear indication that the participant was with CCEF or T4A (For example, Team El Marino would go to CCEF, OpJack Marathon to T4A)

Timing results are here ...

<http://www.geminitiming.com/posts/culver-city-5k10k-run/>

Photography is here ...

<http://211photo.pass.us/t4acc2013/>



Race Expenses

Our budget to put on the race was \$33k. It was our hope to bring in 1,200 runners and end up with total receipts of \$45k (registration, sponsorship and fundraising.) Splitting the net, the two charities would end up with approximately \$6k each. This was largely based on the results of the 2010 race.

We ended up with almost \$60k in receipts and 1,600 runners. However, the true cost of the race ended up close to \$40k. Fortunately, we were able to keep expenditures to \$33k through the generous donations of connections in the T4A community (see attached Statement of Expenses & Donations.)

Frankly, in the two years since this race was last produced, the City has tacked on some expensive requirements regarding traffic control. The City waived almost all of the permit fees yet the incidental requirements (eg electronic signs running 24x7 for several days leading up to the event) were substantial. We do believe that a tighter budget could have been enacted, though, to bring the true race costs down approximately 5-10%.

Looking to the future, T4A board members will not be available to donate such substantial amounts of time to race day operations and so other costs will be added. Most likely the position of Race Director will be expanded from race day oversight, as it was this year, to command of the entire process. This would probably result in additional \$5-10k expense.

Future budgets should plan for costs in the \$45k range.



Distribution of Funds

Registration Fees	35,727.50
Race Day & Donations	5,748.50
CCEF Fundraising	5,981.00
T4A Fundraising	11,503.00
Total Receipts	<u>58,960.00</u>

Race

Registration	35,727.50
Kintera Fees on Reg	-1,926.24
Expenditures	<u>-32,918.00</u>
	883.26
Race Day & Donations	<u>5,748.50</u>
Race Net	<u>6,631.76</u>

CCEF

50% of Net	3,315.88
CCEF Fundraising	5,981.00
Kintera Fees on Fundraising	<u>-296.59</u>
Due CCEF	<u>9,000.29</u>

T4A

50% of Net	3,315.88
T4A Fundraising	11,503.00
Kintera Fees on Fundraising	<u>-570.43</u>
T4A Retains	<u>14,248.46</u>



Comments

Successes

"A Great Race"

The race went off extremely well. Responses were overwhelmingly positive and even constructive criticism was minimal. The only hiccup to be addressed was our in-ability to process race day registrations quickly enough leading to a 15 minute delay of the start. This is easily fixed, though, by requiring the timing company to supply additional personnel and equipment.

Donations

Not only was fundraising successful beyond our expectations, a number of heavy expenses were donated which saved our budget (see previous section on Race expenses for over \$6k in expense donations.)

Failures

Sponsorship

We were not successful at obtaining outside sponsors. There were a few but not to the potential that a race of this size should be able to solicit. For the future we would suggest ...

- o Developing the joint-marketing relationship with CCEF to brainstorm sponsors
- o Tasking a race-director with sponsorship experience to pursue athletic sponsors
- o Reaching out to Culver City business to look for a title sponsor.

This will be an easier sell now that we have numbers and successful race on the books.

Media

This was a prime opportunity for media exposure and we did little. Again this will be much easier for a year 2 event.

Joint Representation

A reasonable question that came up in the course of things was "Why doesn't it say CCEF on the front?" This first came up on one of the flyers and then subsequently on the shirts. There are a few reasons for this and they are not of the intentional sort. We thought the title would end up being taken by a sponsor and thus relegate us both to second position. As we waited for that we continued to use the same design materials that we have used elsewhere. By the time the issue became apparent, items had been printed and submitted. Note that the street banners and second round of literature did have the CCEF logo. We can easily address this in the future.



Final thoughts

Train4Autism is a pass through charity. Everything we do is about making money for charities that are helping with the Autism epidemic. Our MOU with CCEF does not specifically say that the funds it raised are required to serve students with Autism. However, CCEF did agree to continue to support Culver City Special Education and to encourage the submission of related grant.

We ask that you market the availability of these funds to the Special Education programs in the district and help us stay abreast of their use.

We think the race should happen again in 2014 and we should shoot for 2,000 participants. We think the venue can easily handle the increased number and it's a reasonable goal. The Board of Train4Autism is actively seeking a race director to further "polish" the product and relieve of us of such heavy time involvement.

We would like to work with CCEF again (Cathi and Beverly were great!) It would be helpful if the Foundation could take some time to reflect on the event and this report and dialogue with us about doing so in 2014.

It's been a pleasure working with CCEF. Thank you!

Christopher Rosien

2013 Culver City 5k/10k

Statement of Expenses & Donations

Athlete

Shirts (1475 @ 4.75)	7,637	paid	
Medals	5,337	paid	
Kids Medals	215		
Photography	0	donated	953
Water, 200 gallons	0	donated	550
Cups, 5000 cups	0	donated	175

Course and Expo

Barricades	3,900	paid	
Police	3,169	paid	
Permits	548	paid	
Portables	610	paid	
Timing	5,516	paid	
Event Insurance	262	paid	
Run Kids Run	500	paid	
Generators, Radios	500	paid	
Race Director	450	paid	
Course Director & Announcer #1	0	donated	4,100
Announcer #2	0	volunteer	0
Trash & Recycle Bins, Liners	280	paid	
No Parking Signs	220	paid	
Additional Structrue Fee	0	donated	50
Additional Parking Hours	150	paid	
Course Signs, Zipties, Rakes	0	donated	234

Marketing

Banner Production/Install	1,684	paid	
Banner Permit	1,044	paid	
Fliers	496	paid	
Gemini emails	400	paid	
Chamber Mailing	0	donated	210

Total Expenditures

32,918 6,272

Donations 6,272

Total Race Cost

39,190

Other T4A Equipment

Barriers, Signs
Tables, Canopies
Truck Rental, Van Borrowed
Gas/Wash \$117

Labor

Muscle - Aid Station Delivery and Setup
Communications - Website, email, print, etc.
Expo Coordinator
Station Captains (2)

Fundraising Incentives - T4A Shirts, Visors, etc.- \$1,550

Train 4 Autism Culver City 5K/10K - June 16, 2013

CULVER CITY
PARKING LOT

CANFIELD AVE

VENICE BLVD

SIDEWALK

SIDEWALK

registration

Stage

EXPO

FUN ZONE

IVY SUBSTATION

FOUNTAIN

DRIVEWAY
GATE

PACIFICOS
PARKING LOT

CULVER BLVD

PARKING (25 STALLS)

FINISH

CULVER City
5/10K Run

EXPO BOOTHS

- 1: Train 4 Autism*
- 2: Tutor Doctor
- 3: Vibe Fitness So Cal
- 4: Essential Living Foods
- 5: Gemini Timing*
- 6: Chance Faith Opp.
- 7: Fit Body Boot Camp
- 8: CCEF
- 9: LYFE Kitchen
10. finish food*
11. A Runner's Circle
12. Leaps n Boundz
13. Farm Fresh to You
14. Run MDR

FAMILY FUN ZONE

14. Hacienda Oaks Estates
15. Run Kids Run
16. Passport to Adaptive Living
17. Run Kids Run*
18. Super Soccer Stars

Team Name	Updated	Team \$ Goal	Total Amount Raised (top 10)	Team People Goal	Total People Recruited (top 10)	Team Leader Name	Team Leader Phone
			\$33,061.50		716		
The El Marino "Lightning Dolphins"	2/6/13	\$500.00	\$3,795.00	50	145	Monica Bell	
Culver City Running Meetup Group	6/10/13	\$500.00	\$2,838.00	25	15	Ed Dorio	(310) 398-0675
Savings.com	6/15/13	\$1,500.00	\$2,180.00		9	Sara Dunham	(608) 215-0951
Team Herbalife	5/31/13		\$1,625.00		47	Casey Weaver	
Lin Howe Vikings	4/27/13	\$400.00	\$1,540.00	10	50	Amy Hodge	8373877
RunMDR for Mario	6/2/13	\$800.00	\$1,420.00	30	29	Juana Leal	
Fit Body Dream Team	6/7/13	\$500.00	\$1,320.00	10	6	irma Sandoval	(424) 653-8059
Team Owie	5/18/13	\$500.00	\$890.00	9	8	Anne Jacobsen	(310) 839-5837
Team Lauren!	5/16/13	\$300.00	\$880.00	3	5	Lauren Hammond	(310) 306-6732
Team Bergamot	5/14/13	\$500.00	\$832.00	6	6	Alysia Brown	
Team Ziff	6/2/13	\$500.00	\$805.00	8	12	Rose Ziff	(310) 397-0667
Train 4 Micah	6/10/13	\$400.00	\$720.00	4	2	Georgia Babcock	(310) 863-9429
Rooted	6/15/13		\$685.00		7	tom harmon	3.1E+09
Logan's Run (Walk)	6/18/13	\$500.00	\$675.00	20	20	Jeanine Gaston	(562) 301-6127
Team Dinosaurs	6/10/13		\$570.00		14	Stephanie De Leon	
Team CCMS	5/17/13	\$0.00	\$560.00		16	cathi green-bratton	(310) 463-5410
Essential Living Foods	5/8/13	\$500.00	\$540.00	15	16	Aaron Calander	
Culver Palms Y Moms	5/17/13	\$300.00	\$535.00	20	8	Araceli Rodriguez	(323) 205-8637
Team <3 and Smiles	3/13/13	\$500.00	\$495.00	20	16	Cappie Baker	
Running 4 Danny & Friends	5/13/13	\$200.00	\$475.00	10	5	Sandra Camacho	(818) 822-2133
Centaur100	5/6/13	\$1,000.00	\$460.00	100	17	Dylan Farris	(310) 804-3055
Chance Faith Opportunity	5/27/13		\$455.00	30	21	David Henderson	(626) 614-6463
Andrew's Angels	6/11/13	\$1,000.00	\$444.00	5	3	Nina Brister	
Team Sam	5/7/13	\$500.00	\$410.00	10	7	Aimee Spicer	(951) 316-5565
CISS Respite Runners	6/12/13	\$250.00	\$340.00	4	4	Sharon Francis	8.1E+09
The Speed Demons	6/16/13	\$500.00	\$335.00	15	8	Jill Giardino	
ANESI	6/15/13	\$250.00	\$325.00	5	5	Susan Anesi	7.1E+09
Team Eezzy	6/14/13		\$315.00		9	Norman Antonio	
WWS	2/26/13	\$300.00	\$290.00	10	10	Barbara Honig	(310) 567-2167
Pinches Tacos	6/11/13	\$1,000.00	\$280.00	10	10	Miguel Anaya	(323) 816-3420
Team Zynx	6/15/13		\$265.00		7	Khaing Marlar	
Dan and Dad	6/11/13	\$200.00	\$260.00	2	2	tim peterson	2528
Sweet Seth	1/22/13	\$250.00	\$255.00	15	7	Jaime Brogdon	(562) 355-0846
Mychals Learning Place	6/6/13	\$200.00	\$240.00	10	8	Molly Seldon	

Team Name	Updated	Team \$ Goal	Total Amount Raised (top 10)	Team People Goal	Total People Recruited (top 10)	Team Leader Name	Team Leader Phone
			\$33,061.50		716		
CaptainsCHOICE	5/21/13	\$1.00	\$230.00		3	Jeff Benjenk	(310) 433-7417
Team Riverside	5/13/13	\$300.00	\$225.00	10	2	Cyndi Hartshorn	
KE-SAM	5/29/13	\$300.00	\$210.00	15	8	johnny garcia	(213) 399-4084
Team Dodenhoff/Sicotte	6/10/13	\$200.00	\$210.00	3	3	Dodenhoff	(310) 558-4995
We Got This!	6/5/13	\$500.00	\$195.00	5	2	Celena Parish	
AREC (A Running Experience Club)	2/17/13		\$190.00		10	Tam Premsrirath	
Rex Racers	6/4/13		\$175.00		5	Christopher Lee	
Team Justin	6/13/13	\$250.00	\$175.00	5	5	Laura Marroquin	(714) 546-2574
Omar & Linda's Ladies	1/17/13	\$500.00	\$165.00	10	8	Nora Reyes	(562) 484-1309
Piece by Piece	5/7/13		\$160.00		5	Castaneda	(626) 260-3331
Crossfit Ero	1/28/13	\$3,000.00	\$150.00	20	2	Ben Fesagaiga	
Le Studio	5/25/13	\$1,000.00	\$145.00	6	2	NATHALIE GAULTHER	(310) 855-4353
EuroVAT Refund	6/4/13		\$140.00		4	Delaney Wessel	
Team Conejo	6/14/13	\$100.00	\$140.00	4	4	Luisa Rivas	(951) 313-4564
The Nive Nulls	6/9/13	\$500.00	\$140.00	4	4	Austin Null	8.2E+09
Team CCEF	5/16/13	\$300.00	\$135.00	40	5	Randy Bratton	(310) 838-9252
tEaM ILIO	5/14/13	\$500.00	\$135.00	10	5	Mark Carrasco	(626) 589-3539
Team JZ and BZ	3/15/13	\$1,000.00	\$130.00	20	5	aileen zeidman	(310) 925-8223
LYFE Kitchen	5/29/13	\$0.00	\$122.50	10	6	Nathan Cooper	(310) 507-7955
Farragut Parents H	5/9/13	\$0.00	\$110.00	2	4	Phioanh Leia Nghiemphu	
TEAM FRANCO	6/12/13	\$1,000.00	\$105.00	1	5	Gerry Franco	(310) 869-8997
Run4Fun	5/14/13	\$100.00	\$105.00	4	4	Janna Vasantachart	
SC1.5	6/14/13	\$30.00	\$105.00	3	3	Hidehiro Tomoda	
Team Maddux	6/3/13	\$100.00	\$105.00	5	3	Alex Morales	3.1E+09
Team Leary	5/29/13	\$500.00	\$100.00		5	Jennifer Leary	(919) 609-1345
Britton	5/15/13		\$95.00		4	Scot Britton	(310) 592-7246
Team Colin	5/15/13		\$95.00		3	Rachel Parkin	8.1E+09
Anthony's Team	6/4/13	\$250.00	\$90.00	5	2	Gloria Nepomuceno	(310) 412-0877
Team TC	5/9/13	\$0.00	\$85.00	3	4	Donald Chee	(310) 428-7293
Sweat4Health	6/21/13		\$80.00		2	Shawn Arellano	
Excitable Runners	5/20/13		\$75.00		3	Kimberlee Falero	(818) 430-6130
Run 4 Quinn!	1/16/13	\$200.00	\$75.00	10	3	Kingsley Echlin	(562) 498-7524

Team Name	Updated	Team \$ Goal	Total Amount Raised (top 10)	Team People Goal	Total People Recruited (top 10)	Team Leader Name	Team Leader Phone
			\$33,061.50		716		
Running Family	6/5/13	\$70.00	\$70.00	2	2	Elyssa Barraza	
Team Davis	6/10/13		\$70.00		2	Sean Davis	(909) 936-1758
Team Luster	6/14/13		\$70.00	5	2	Lyndell Luster	
Wackadoodle	5/3/13	\$60.00	\$60.00	2	2	Kathryn Riccio	
Team Icebox	5/31/13	\$50.00	\$50.00	2	2	Jacob Rome	
Team Markus	5/17/13	\$50.00	\$50.00	2	2	Karen Smalstig	(317) 846-3669
Freddy Gonzaga's Team	3/14/13	\$500.00	\$40.00	10	2	freddy gonzaga	(213) 215-9121
Team Winning	5/13/13	\$0.00	\$40.00	1	2	David Gomez	
Bergamot	6/14/13		\$35.00		1	Marino Lopez	(310) 490-0720
No Limits Sports and Fitness Academy	3/10/13	\$200.00	\$25.00	8	1	Alisha Lopez	
Overland Runners	5/13/13	\$1,000.00	\$25.00	4	1	Dana Jones Mitchell	310 8383231
SNN Run 4 Autism @ Culver City	5/2/13	\$0.00	\$25.00	10	1	Areva Martin	(213) 389-7100
Team ACT Today!	2/6/13		\$25.00		1	Amy Zhang	(626) 487-5668
TeamCNS	3/15/13	\$25.00	\$25.00	2	1	Adam Leach	
Team Riley	3/12/13	\$250.00	\$0.00	3	4	Stacy Burke	
CrossFit Askal	1/29/13	\$1,000.00	\$0.00	10	1	Andrea Christa Nunag	3.1E+09
david	1/22/13	\$500.00	\$0.00	4	1	sandy sorto	(323) 632-7018
Team Walking With Adrian	4/9/13	\$500.00	\$0.00	5	1	Angie Gomez	(310) 988-9688

ATTACHMENT 4



IndieCade 2014 Partnership Requests/ City of Culver City

Equipment

- Crossovers and electrical set ups (please see electrical contribution from 2013)
- Extension cords for electrical in the fire station and Old Wash/Parcel B (please see electrical contribution from 2013)
- Furniture and equipment at Vets Memorial (tables, chairs, podiums, microphones, speakers)
- Barricades
- Trash and recycle bins

City spaces:

- Fire station (Games Gallery) and space in front of station
- Vets Memorial (IndieXchange on October 9th and pre-event volunteer meetings - 6 in total – prior to events) ** Note: Volunteer meetings held for 2 hours total, 40 people maximum
- Use of conference room at City Hall (8 times total for pre-production meetings, normal business hours)
- City Council Chambers (Conference Fri/Sat/Sun, October 10th-12th, 2014 9AM-6PM)
- Downtown Plaza (Info booth, art installation and possible booth space)
- Parcel B and Old Wash Rd. (IndieCade village – tents, board games, Big Games, sponsor booths, Creator's Lounge, Registration, Night Games) – from Monday, October 6th – Monday, October 13th, 2014
- Storage (20 x 20' space requested)
- Office Space (Production office requested)
- Media Park
- Parking Spaces for IndieCade staff in Ince (in the event that Parcel B is mostly used for event space)

List of the activities for all of the spaces for the event

- Fire station: Games Gallery, Media preview, public Game Walk, media interviews
- Downtown Plaza: information booth, possible art installation, possible additional booth
- Old Wash Road: tents with Registration, Festival Sessions, IndieCade Selects Games, Sponsor tents, big games, Production tent, board games, family games space, performances
- Parcel B: Tents, Big Games, Staff parking,
- (Foshay) and Ivy: Conference
- City Council Chambers: Conference
- City Council Conference Room: pre-production meetings
- Vets Memorial: IndieXchange and volunteer meet-ups
- Storage: Use of space leading up to festival to store IndieCade's production items
- Office Space: For use leading up to the festival. For two or three staff to meet at a time to work on the festival

List of anything else you are requesting use of from the City (including the banner request, internet connections, marketing online, etc.) that might have a cost associated with it.

- Vets Memorial costs paid (hours of the October 9th IndieXchange and added 6 slots for volunteer meetings leading up to the event)
- City Chambers and City Conference Room rental cost paid
- Banners (approx 2-3 street banners, 20 pole banners) hung in Culver City
- ** Last year the city covered banner permit fees for IndieCade. We would like to request the same assistance this year.
- Bus ads
- Bus signs telling people which bus to take from the metro to downtown to get to IndieCade
- Internet connections for IndieCade Village, The Fire station and Vets Memorial – ***STRONG WIFI A MUST – this is a key problem that we need to resolve very early on (as soon as possible).***
- Electrical wiring and support
- Promotions via the city website
- Staff support during permitting process
- Transportation permits for trucks making deliveries
- Sound permit
- Events permit
- Sanitation – trash and recycle bins

Please see more details about a preliminary production schedule below (includes spaces):

Monday, October 6th- Friday, October 10th – setting up Old Wash Rd. and Parcel B for **IndieCade Village**

- Deliveries of tents made
- Setting up tents, umbrellas, signage, etc.
- Setting up all electrical and internet

* Note: “Village” refers to the info booth in Plaza, Parcel B and Old Wash (and perhaps Media Park if we use that)

** Note: Conference has traditionally been held at the Ivy Substation and the Foshay Lodge. If possible, we would like to use the City Council Chambers rather than the Foshay for the second conference track, alongside the Ivy

Thursday, October 9th

Time	Location	Organizer	Badge Access	Description
9 AM- 4PM	VETS	GAMEU/IXC Chair	All Access Festival Plus	IndieXchange: Master classes, Panels, Clinics, Opening Coffee & Lunch Break.
9 AM- 4PM	VETS	Curation Chairs GMR (for coordination)	Invitation only	Hand picked meetings.
4:00 pm – 6:00 pm	Vets Memorial	Events Chairs??	All Access Festival Plus Sponsors	Game Tasting Reception
8:00 pm – Midnight	TBD	Events: Awards Show Committee/ Producer	All Access (Developers, Speakers, Sponsors, Purchased)	Awards ceremony and party.

Friday, October 10th

Time	Location	Organizer/Curator	Badge Access	Description
10 am - 4:00pm	Conference Theaters (Ivy and TBD)	Fest Chairs	All Access	Professional Conference
10am – 5 pm	Village	Curators and events	All Access Festival Plus	Digital Selects Show-and-Tell Creators' Lounge
3- 6	Firehouse	Curators and Events	Media	Opening of nominee and award winning games.
6- 9	Village	Other activities	All Access / Media	2 nd annual Beer Garden Party and games with music from games and games integrated into the space.

Note: on Friday we will have activities for the Festival Plus pass holders: opening the games to play on Friday, Show-and-Tell, and Creators' lounge for start (may add more).

Saturday, October 11th

Time	Location	Organizer/Curator	Badge Access	Description
10 am - 4:00pm	Conference Theaters (Ivy and TBD)	Fest Chairs	All Access	Professional Conference
10 am – 6pm	Village	Fest Chairs	All Access Fest Plus Festival Day GameU	Festival Sessions: a combination of artists' panels and keynotes.
10am – 6 pm	Village	Well played chair	All Access Fest Plus Festival Day GameU	Intermittent.
10 am – ?pm	Firehouse	Curators	All Access Fest Plus Festival Day GameU Free to public	Nominee and award winning games
10 am- ? pm	Village	Curators	All Access Fest Plus Festival Day GameU	Digital Selects Exhibitors
? pm - midnight	Village	Night Games Curator	All Access Festival Plus GameU	Night Games.

Sunday, October 12th

Time	Location	Organizer/Curator	Badge Access	Description
10 am -5:00pm	Conference Theaters (Ivy and TBD)	Fest Chairs	All Access	Professional Conference
Noon – 5 pm	Village	Ed/ Development Chairs	All Access Festival Plus GameU	GameU Sessions
11 am (or some time during the day)	Village	Fest Chairs	All Access Festival Plus GameU Festival Day	Keynote
11 – 5 pm (intermittent)	Village	Well Played/ Fest Chairs	All Access Festival Plus GameU Festival Day	Well-played screenings...
19/10- 11/noon	Village/ Firehouse	?	All Access (developers)	Developer “coffee crawl”
Noon – 6	Village / Firehouse	Curators	All Access Festival Plus GameU Festival Day (Firehouse at least free to public)	Nominees, Award winners, and selections
6 pm	Village	Closing Awards		

INDIECADE COSTS FOR 2014

<u>COSTS REQUESTED FOR WAIVER</u>	<u>2013 Costs</u>	<u>2014 Costs</u>
Property Rental Fees		
Parcel B	\$500.00	\$572.00
Old Washington Blvd	450.00	450.00
Media Park (2 days and commercial rate)	1,000.00	1,000.00
Veteran's Memorial Auditorium Room Rentals (IndieXchange, meeti	5,500.00	4,553.00
30 Parking spaces for IndieCade staff 5 days x \$6)	900.00	900.00
Town Plaza	0.00	0.00
Fire Station #1	0.00	0.00
City Council Chambers	0.00	0.00
City Hall Conference Room (6-8 times for 2 hours each)	N/A	0.00
In-Kind Staff Costs		
Staff Time (In Kind Cost for coordination, PW, and PRCS staff)	3,500.00	3,500.00
In-Kind Equipment Rental		
PRCS Equipment Rental	55.00	55.00
Electrical Equipment	1,440.00	1,440.00
Sanitation Bins	120.00	120.00
Permit fee requested to be Waived		
Banner permit fee	117.00	119.00
Banner 4% surcharge for permit/install	46.68	40.16
Special event permit fee	45.00	\$45.00
Fire Prevention fee	125.74	125.74
street closure - eng. permit	312.00	312.00
Recycle/Waste Permit fee	125.00	125.00
TOTAL WAIVER REQUEST	\$14,236.42	\$13,356.90
<u>HARD COSTS (To be paid for by Producer)</u>		
Staff Time (Day of Event)		
Police (Night Event at Parcel B)	\$440.00	\$440.00
Fire Department	0.00	0.00
PRCS (security guards, Haynes)	240.00	315.00
Sanitation costs	332.00	<u>332.00</u>
TOTAL HARD COSTS	\$1,012.00	\$1,087.00



“... The rise of the indies can be traced in no small part to IndieCade, a quirky, artful gathering, that attracts people from around the world to an event that’s known as the Sundance of games.”

The New York Times

Culver **CITY**
2013

Partnership
Overview

OVERVIEW

Each October IndieCade's annual international festival takes over downtown Culver City, California, to showcase and celebrate the best in independent games.

This year's festival brought more than 6,000 attendees — a combination of developers, stakeholders, and members of the creative industries — engage in hands-on gameplay, workshops, and other attractions.

Highlights include the IndieXchange Summit, GameU, Professional Conference Tracks, signature NightGames, and ongoing hands-on gameplay at the IndieCade "Village" in Downtown Culver City and Fire Station One.

IndieCade is supported by the City of Culver City and industry luminaries such as Sony PlayStation, Microsoft, Nintendo, and Activision, among others.

In addition to a New York Times, feature media coverage included top tier publications such as ..



Culver **CITY**
2013

Partnership
Overview

IndieXchange Summit at the Veterans Memorial



500 game creators and industry leaders gathered for this Summit.



Culver **CITY**
2013
Partnership
Overview

IndieXchange Summit at the Veterans Memorial

The GameTasting offered a highlight for developers to show new work.



More than 200 Teams, VIPS, and Staff were able to access Time Warner Internet connections at the Veteran's Memorial Center.



Culver **CITY**
2013
Partnership
Overview

IndieXchange Summit at the Veterans Memorial



Game Creators from around the world came to Culver City to show their games to key industry players, such as these game creators showing their game to Sony PlayStation Executives. (Nintendo and Microsoft held similar meetings)



Culver **CITY**
2013
Partnership
Overview

Professional Conference at the Ivy Substation



Three intensive days of sessions were held at the Ivy Substation and the Foshay Masonic Temple.



Culver **CITY**

2013

Partnership

Overview

Award Winning Games at FireStation One



Culver **CITY**
2013
Partnership
Overview

Parties & Dinners in Downtown Culver



Culver **CITY**

2013

Partnership

Overview
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Families & Kids @ IndieCade



Culver **CITY**
2013
Partnership
Overview

IndieCade Village



Culver **CITY** 2013 Partnership Overview

IndieCade Exhibitors



Culver **CITY** 2013 Partnership Overview

ATTENDEE DEMOGRAPHIC

IndieCade is the key annual event for the independent game creation community.

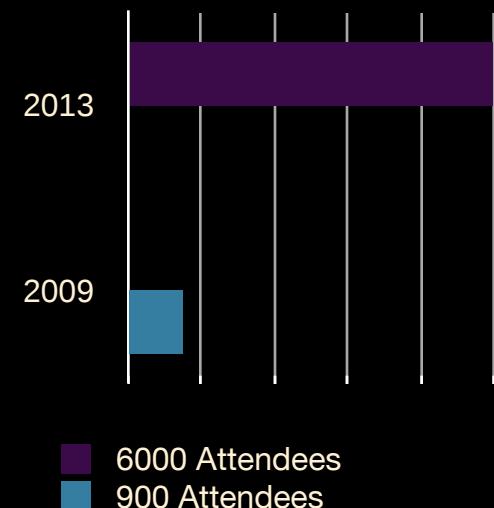
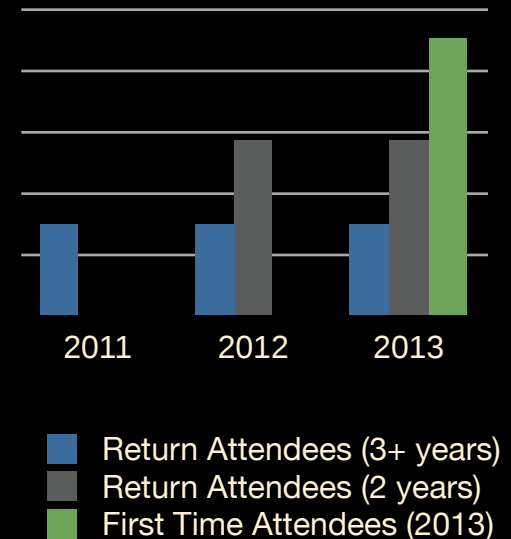
This year's 2013 edition sold out early, capped at just over 6,000 registered festival attendees.

70% of these attendees were deeply involved, beyond the festival, as participants in the conferences, summits, and as featured developers.

95% of the attendees came to play the games and meet the creators.

IndieCade has grown by more than 500% over the past four years. This growth reflects 40% New Attendee Growth and 80% Attendee Retention.

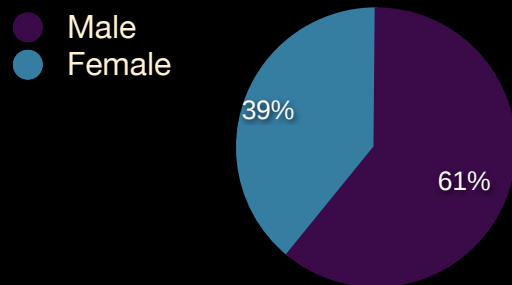
It is global in reach with representatives from more than 27 countries from around the world.



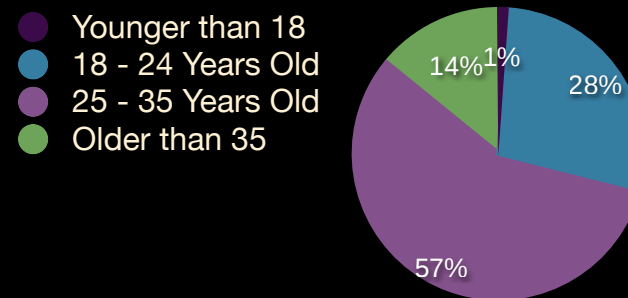
ATTENDEE DEMOGRAPHIC

These up-and-coming developers and their constituencies have a tendency toward early adoption of technology and the promotion and determination of cultural trends.

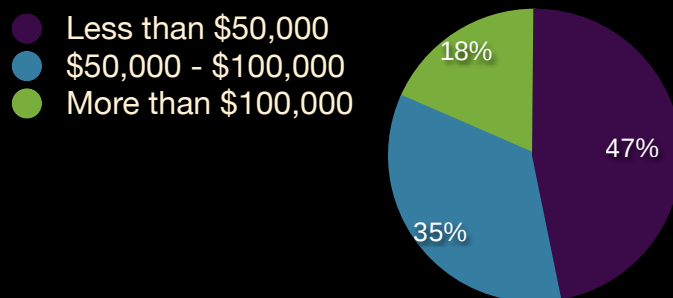
Gender of Overall Attendees



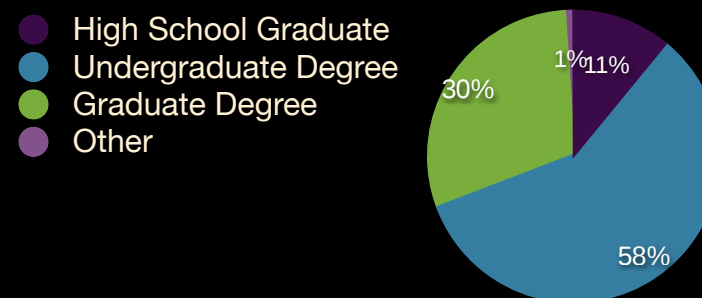
Ages of Overall Attendees



Income of Overall Attendees



Education of Overall Attendees



IMPRESSIONS

/// INSPIRE. CREATE. PLAY. ///

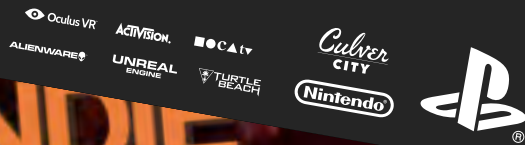
INDIE CADE

International Festival of Independent Games

OCTOBER 5-6
LOS ANGELES
@ DOWNTOWN
CULVER CITY

“THE VIDEO GAME
INDUSTRY'S
SUNDANCE”
THE LOS ANGELES TIMES

LEARN MORE AT
INDIECADE.COM



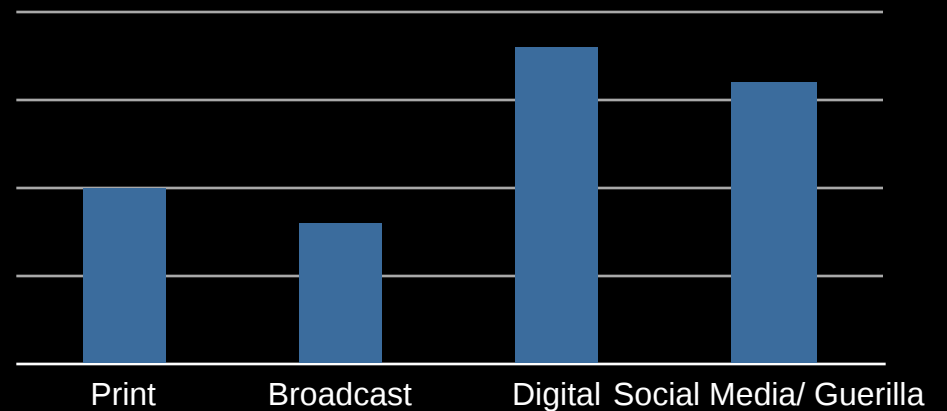
INDIE CADE

International Festival of Independent Games

Night Games

Print: 2.5 million +
Broadcast: 2 million +
Outdoor: 2 million +
Online: 5 million +
Email blasts: 250,000 +
Social Media: 2.6 million
Guerrilla Marketing: 20,000 +

2013 Media included onsite accreditation of more than 250 journalists who generated articles, reviews, social media/blog posts, and video coverage.



INDIE CADE

International Festival of Independent Games

Thank you for the opportunity to work with you on this project!

IndieCade: The International Festival of Independent Games

1081 Amoroso Place

Venice, CA 90291

www.IndieCade.com

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Stephanie Barish

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INDIE

hip

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fest



verview

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ATTACHMENT 5



February 27, 2014

Dear Honorable Mayor and Members of the Culver City Council:

We are writing to you today to request sponsorship from the City of Culver City for our upcoming event, Crush Cancer. Crush Cancer is one of the fastest-growing fundraising events and health expos in Southern California, where fundraising will benefit Stand Up To Cancer's (SU2C) collaborative cancer research. SU2C is the initiative that raises funds to hasten the pace of groundbreaking translational research that can get new therapies to cancer patients quickly and save lives.

This is the third year that Crush Cancer will take place, with nearly \$425,000 having been raised in the previous three years. DogTown CrossFit, a local Culver City gym, puts on the event to benefit SU2C, and last year, over 400 athletes from 30 Southern California gyms participated in the event at Parcel B.

Our date for this year's event is still being determined, but we do know that it will include a workout called "Crush Cancer" with three divisions: advanced, intermediate and novice. We are aiming to have over 50 Southern California gyms participate in this year's event, with all of their members attending the event at Parcel B. Each participant in Crush Cancer must raise a minimum of \$150 for SU2C and we anticipate raising \$400,000 at this year's event. In addition to the workout, there will be a health expo that will feature local shops, restaurants and businesses to create a fun, family-friendly atmosphere.

As part of our requested sponsorship, we are asking to waive the following fees:

- Rent for Parcel B for the day: \$ 500
- Sanitation/Trash Pick-Up: \$ 300
- Electricity hookup: \$ 200
- Special Event Permit: \$ 75

o Total: \$1,075

In addition to the above, we would also like to request the permission to install three city banners, which we will fund the cost for, to be strung across the following streets:

- Washington Boulevard at Walgrove Avenue
- Overland Avenue in front of the Veteran's Memorial Building

If the City sponsorship is approved, the City's logo will be placed on the banners and the City will be listed as one of the sponsors of the event in e-mails, on the website, in press releases and on printed materials. Please feel free to let us know if you have any questions about the event. We very much look forward to hearing from you and thank you in advance for your time.

Best,

Two handwritten signatures are shown side-by-side. The signature on the left is 'Alexa Levy' in a cursive script. The signature on the right is 'Josh Gallegos' in a cursive script.

Alexa Levy (Stand Up To Cancer) and Josh Gallegos (DogTown CrossFit)

CRUSH CANCER COSTS FOR 2014

<u>COSTS REQUESTED FOR WAIVER</u>	<u>2014 Costs</u>
Property Rental Fees	
Parcel B	\$500.00
In-Kind Staff Costs	
Staff Time (In Kind Costs for Providing Electrical Connections)	200.00
Staff Time (In Kind Administrative/ Promotional Costs)	800.00
In-Kind Equipment Rental	
Sanitation Bins/ Waste Removal	300.00
Permit fee requested to be Waived	
Special event permit fee/ recycle fee	75.00
TOTAL WAIVER REQUEST	\$1,875.00
<u>HARD COSTS (To be paid for by Producer)</u>	
Permit Fees	
Banner permit fee	119.00
Banner 4% surcharge for permit/install	32.36
Costs for banner installation	809.00
TOTAL HARD COSTS	\$960.36