

MEETING DATE:

April 13, 2015

AGENDA ITEM:

Consideration of the Culver City Centennial Celebration Committee Inc.'s (CCCCC) Quarterly Report; Centennial Logo; and Related Requests.

ATTACHMENTS

	<u>Pages</u>
1. Quarterly Report of Centennial Activities	1-3
2. Culver City Centennial Participant Application	4-6
3. Culver City Centennial Celebration Committee Draft Budget 2014-2017	7-8

Attachment 1 - Quarterly Report of Centennial Activities

MEMORANDUM

Date: March 31, 2015

To: Mayor and Members of the Culver City Council

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

Subj: **Quarterly Report of Centennial Activities**

In accordance with the Memorandum of Understanding between the City of Culver City and the Culver City Centennial Celebration Committee, I am pleased to provide an update report on our activities during the first quarter of 2015.

Our Board of Directors consists of myself as President; Paul Jacobs, Vice President; Laura Stuart, Secretary; Darrel Menhe, Treasurer; and board members Mike Cohen, Goran Eriksson, Terry Robins, Judy Scott, Jozelle Smith, Phil Tangelakis and Scott Wyant. In addition, our Advisory Committee consists of Julie Lugo Cerra, Steve Rose and Chris Wilde (Harry Culver's grandson). Our City liaison is Shelly Wolfberg and staff assistance is provided by Kathleen Tepley of the Los Angeles Consulting Group.

Our Board has been meeting monthly, generally on the third Tuesday at 7 p.m. in the Dan Patacchia Room of City Hall. While we used the first several months to get ourselves organized, we have now opened the meetings up to the public and would request the City's assistance in publicizing our upcoming meetings and agendas on the City website.

During the past three months, we have been reaching out to various individuals and organizations in Culver City to inform them about the time frame of the Centennial (September 2016 - September 2017) and to solicit their ideas for activities (events and projects) to undertake during the Centennial. To date we have received written interest in sponsoring 34 separate activities with another two dozen activities pending. For the next several months, we will be following up with the applicants to flush out more details on their activity, the timing and its cost. The Committee has prepared an "Participant Application" form (copy attached) to be completed by activity applicants that provides detail on the activity plus guidelines on the use of the Centennial logo and requirements to comply with all City licenses and permits..

It is the Board's intention that the Committee will be responsible for putting on and funding an Opening Ceremony and a Closing Ceremony and possibly a few other events. The funding for any activities proposed by individuals or organizations will be the responsibility of the applicants. The Committee intends to help promote the activity through the Centennial marketing campaign but does not plan to raise funds for the activity.

Another pursuit of the Committee this year has been the development of a budget or rather budgets for the Centennial. We have divided the budget into two parts. The first

entails the period from the formation of the Committee (June 2014 through August 2016). The second focuses on the Centennial year and beyond (September 2016 through December 2017). The budget is still very much a work in progress but it also reflects some serious effort to develop a realistic projection of our costs.

For the first period (June 2014 - August 2016), we estimate expenses of just over \$90,000 and for the Centennial year and beyond (September 2016 - December 2017) expenses of \$76,000 for a total of \$167,000. We also anticipate that some of these expenses will be reduced by offering sponsorships to those firms providing services. (e.g. our design consulting firm Zehner Group has agreed to accept a sponsorship in lieu of half of their contract costs) But, we also feel that as we get closer to the actual Centennial, we may need to hire additional administrative consultants to coordinate activities.

We are most thankful that the City has offered to fund the Centennial in an amount of up to \$25,000 for this fiscal year (2014-2015) and the City is in the process of providing us a check for \$12,500 to cover our start up costs (filing our corporation documents and obtaining our 501c3 designation, opening a bank account and obtaining a web hosting site) as well as our contractual obligations with our design firm. The funds provided by the City are to be used exclusively for start up costs and for overall marketing activities. The funds are not being used for any specific activities planned by the Committee or any of the applicants. Nor is it to be used for any administrative consultants. Those costs will need to be undertaken by the Committee and the activity applicants. We anticipate by the end of the City's fiscal year, we will have incurred City reimbursable costs of under \$20,000 and thus will not utilize all the budgeted funds. We would request those unused funds be rolled over to the next fiscal year and combined with any funds the Council approves for the upcoming fiscal year.

Because City funds will not cover the entire costs of the Centennial (nor were they expected to), the Committee will have to embark on its own fund raising program. To this end, the Board is preparing a "Sponsorship Package" for individuals, organizations and businesses. There will be various levels of funding available and each level will have a commensurate level of benefits. We hope there will be great interest by sponsors in financially supporting the Centennial. We feel a year's worth of sponsorship publicity will prove to be of significantly more value than a one-time sponsorship. We estimate, however, we will need to raise about \$150,000 from sponsors.

Our last activity has been the development of our initial marketing tools - consisting of a Centennial logo and website. Through the work of our Marketing Committee, we reached out to several local design firms to make proposals for undertaking this work. In February, the Committee recommended hiring the Zehner Group which was approved by the Board and a contract was signed. The Zehner Group's work included the design of a logo, creation of a website and initial development of a marketing strategy and marketing materials.

I am pleased to report that the Zehner Group got to work right away on the logo design after interviewing members of the Committee about our desires for a logo. We wanted one that is easily identifiable as Culver City, is not too cluttered or hard to read and lends itself well to pins, medallions, letterhead, etc. The Zehner Group came up with about 60 designs but they brought the three best to the Marketing Committee, which unanimously selected one. They, in turn, presented the three to the Board last week, and not surprisingly, the Board also was unanimous in its choice, which mirrored the Committee's recommendation.

Because our MOU specifies that the Centennial logo and its use is to be approved by the City Council, we (Zehner Group and Committee) will be presenting the logo to you at the April 13 Council meeting (we want to keep up the suspense), and asking for:

- Your approval of the logo and its use as specified in the "Participant Application" form;
- Your authorization for future Committee meetings and agendas to be posted on the City's website;
- Your continued consideration of helping to fund the marketing of the Centennial for the upcoming fiscal year;

and answering any questions you may have about the Committee and our activities.

On behalf of the Committee, we thank the Council and City staff for their support and we are very enthusiastic about the progress we are making.

Attachment 2 - Participant Application

CULVER CITY CENTENNIAL PARTICIPANT APPLICATION

INTRODUCTION

The City of Culver City will turn 100 on September 20, 2017. The entire community is invited to an exciting year-long celebration comprised of events and community activities that will pay tribute to Culver City, past, present and future, recognizing its rich heritage and special character.

The Culver City Centennial Celebration Committee (CCCCC), a nonprofit corporation has been created to assist in the planning, preparation, promotion, organization and coordination of events and activities occurring during the duration of the Centennial Celebration, which will commence on September 20, 2016, and end on September 20, 2017.

CCCCC will develop a logo for the Centennial Celebration, review proposed events and projects and determine which events and projects will be authorized to use the Centennial logo in a manner consistent with CCCCC policy. Those events/activities which are authorized to use the Centennial logo must be open to the public.

Issuance of the logo will be based upon how the event/activity recognizes the history and special character of Culver City. Use of the logo will be limited to promotional materials related to the event and activity.

HISTORICAL OVERVIEW

In 1913 a young Nebraskan, Harry H. Culver announced his plans for a city. Culver's yearlong study pointed to this area as a prime location—halfway between Los Angeles and Venice Beach. The open land traversed by Native Americans, then transformed into ranchos, offered mild climate, open space begging for development. The railroad and the beginning of a street system prompted Culver's early ads to read "All Roads Lead to Culver City."

Mr. Culver's goal was a balanced community. He recognized the popularity of the emerging movie industry and found land for the first of the City's three major studios. Harry Culver's dream city came true on September 20, 1917.

Today Culver City has developed into a Charter City with its own city government, police and fire departments, parks, school district and commerce to support it. It is a City of diverse people, and strong service, charitable and civic organizations.

1. Name of Organization/Individual:_____

2. Contact Person:_____

3. President:_____

4. Address:_____

5. Tele. No._____ Fax No._____ Email_____

6. Email _____

7. Date and Time of the event/activity:_____

8. Insurance: Name, address and telephone number of your General Liability Insurance Carrier and your coverage:

9. Insurance: If you do not presently have in effect a general liability insurance policy, are you willing to obtain such an insurance policy if required as a condition to the endorsement of your event/activity. _____

10. All written materials, products and any other items that contain the Centennial logo will be subject to review by CCCCC.

11. All applicants must comply with all Culver City permit and licensing requirements.

I have read and I understand the limitations and conditions for the use of the CCCCC Logo, should it be authorized.

Date:_____

Signature and title, if any

Logo Approved _____

Mail this form to the Culver City Centennial Celebration Committee at:
P.O. Box 4521, Culver City, CA 90231-4521 or email to Culvercity100@gmail.com

This image shows a full page of white paper with horizontal black lines spaced evenly apart, resembling notebook paper or a template for writing. The lines are parallel and extend across the width of the page. There are no margins, text, or other markings present.

Attachment 3 - Committee Draft Budget 2014-2017

Culver City Centennial Celebration Committee Draft Budget 2014-2017

	Jun 2014-Aug 2016	Sep 2016-Dec 2017	Total
Administration			
Incorporation Fees	\$550	\$0	\$550
Secretary of State	\$20	\$40	\$60
Business License	\$103	\$0	\$103
D& O Insurance	\$500	\$500	\$1,000
Post Office Box	\$200	\$200	\$400
Postage	\$250	\$250	\$500
Virtual Phone Number	\$180	\$170	\$350
Quickbooks	\$260	\$221	\$481
Accounting Services	\$750	\$0	\$750
Stationery/Biz cards	\$500	\$250	\$750
Meeting Room	\$0	\$100	\$100
Refreshments-volunteers	\$0	\$250	\$250
Website Domain Name	\$16	\$32	\$48
Photographer	\$500	\$1,000	\$1,500
Videographer	\$3,000	\$5,000	\$8,000
Admin Consultant	\$10,000	\$10,000	\$20,000
	\$16,829	\$18,013	\$34,842
Events			
Event Insurance	\$0	\$2,000	\$2,000
Opening Ceremonies	\$7,500	\$7,500	\$15,000
Closing Ceremonies	\$0	\$15,000	\$15,000
	\$7,500	\$24,500	\$32,000
Publicity/Marketing			
Logo Design	\$10,000	\$0	\$10,000
Website Design	\$15,000	\$0	\$15,000
Website Hosting	\$420	\$595	\$1,015
Website Emails	\$1,350	\$1,275	\$2,625
Website - Amazon Cloud	\$630	\$595	\$1,225
Constant Contact	\$600	\$850	\$1,450
Marketing Strategy	\$5,000	\$0	\$5,000
Street Light Banners	\$8,000	\$3,000	\$11,000
Cross Street Banners	\$250	\$3,600	\$3,850
Happy Birthday Banner	\$0	\$5,000	\$5,000
Theater Crawl Video	\$1,000	\$1,000	\$2,000
Posters	\$2,500	\$1,500	\$4,000
Brochures	\$1,000	\$1,000	\$2,000
Centennial Stickers/Patches	\$1,250	\$0	\$1,250
Athletic Team Patch	\$500	\$0	\$500
Fiesta La Ballona Booth	\$0	\$300	\$300
Chamber Directory & Ad	\$0	\$2,750	\$2,750

Culver City Centennial Celebration Committee Draft Budget 2014-2017

Chamber Business Expo	\$150	\$0	\$150
Bus Wraps	\$3,500	\$2,500	\$6,000
City Vehicle Sticker	\$1,000	\$0	\$1,000
Radio/Internet News/TV	\$0	\$500	\$500
Video Footage	\$500	\$500	\$1,000
Sponsorship Packages	\$11,500	\$1,500	\$13,000
Sponsorship Outreach	\$1,000	\$1,000	\$2,000
Sponsorship Giveaways	\$1,500	\$6,000	\$7,500
	\$66,650	\$33,465	\$100,115
TOTAL	\$90,979	\$75,978	\$166,957