

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 27<sup>th</sup> 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 20<sup>th</sup> 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](http://lamodernism.com)

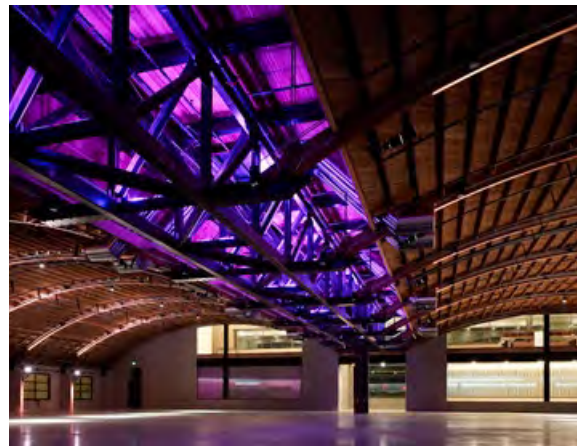
**Opening Night Party**  
**Friday Apr 25, 2014**  
**benefiting P.S. Arts**



## 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](mailto: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.

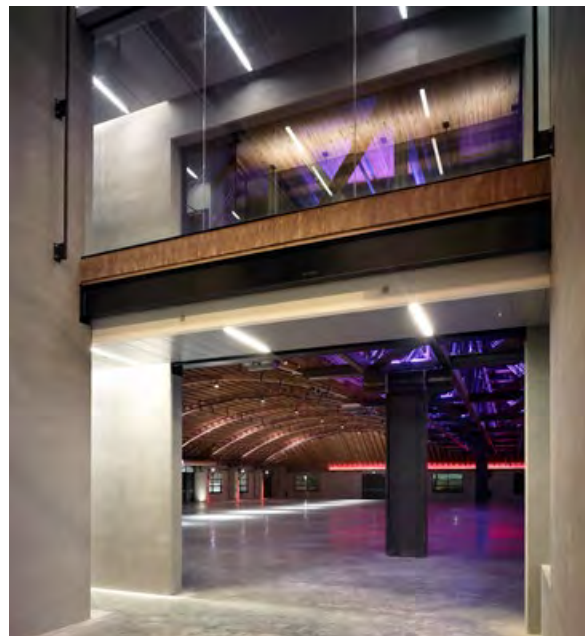
Please take the time to complete the exhibitor contract and return it to us as soon as you can. You can fax to **(708) 366-2746** or scan and email your paperwork to **rosemary@dolphinfairs.com**. If you are mailing, please send it to our Chicago office at P.O. Box 224, Forest Park IL 60130. If you have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

| <b><u>COSTS REQUESTED FOR WAIVER</u></b>                   | <b><u>2014 Costs</u></b> |
|------------------------------------------------------------|--------------------------|
| <b>Property Rental Fees</b>                                |                          |
| Parcel B                                                   | \$500.00                 |
| Vehicle Parking at Parking Structures (\$6/day for 4 days) | 600.00                   |
|                                                            |                          |
| <b>In-Kind Staff Costs</b>                                 |                          |
| Staff Time (In Kind administrative/ promotional costs)     | 800.00                   |
|                                                            |                          |
| <b>TOTAL WAIVER REQUEST</b>                                | <b>\$1,900.00</b>        |
|                                                            |                          |
| <b><u>HARD COSTS (To be paid for by Producer)</u></b>      |                          |
| <b>Permit Fees</b>                                         |                          |
| 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                 |
|                                                            |                          |
| <b>TOTAL HARD COSTS</b>                                    | <b>\$1,467.76</b>        |



## 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         |
| <b>Property Rental Fees</b>                             |                   |                   |                    |
| 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         |
| <b>HARD COSTS REQUESTED FOR WAIVER FOR 2014</b>         |                   |                   |                    |
| 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            |
| <b>TOTAL FEE WAIVER REQUEST</b>                         | <b>\$7,311.00</b> | <b>\$7,311.00</b> | <b>\$26,157.16</b> |

### 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        |
| <b>TOTAL COSTS TO BE PAID FOR BY PRODUCER</b> | <b>\$17,524.28</b> | <b>\$14,155.56</b> | <b>\$0.00</b> |

# 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

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

## HARD COSTS (to be paid for by event producer)

|                                                         |                   |                   |
|---------------------------------------------------------|-------------------|-------------------|
| <b>Staff and Service Costs (Day of Event)</b>           |                   |                   |
| 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             |
|                                                         |                   |                   |
| <b>Permit Fees</b>                                      |                   |                   |
| 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            |
| <b>TOTAL HARD COSTS</b>                                 | <b>\$6,713.96</b> | <b>\$7,243.38</b> |



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 1<sup>st</sup>, 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](http://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 |
|--------------------------------------|---------|--------------|------------------------------|------------------|---------------------------------|----------------------|-------------------|
|                                      |         |              | <b>\$33,061.50</b>           |                  | <b>716</b>                      |                      |                   |
| 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 9<sup>th</sup> 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 10<sup>th</sup>-12<sup>th</sup>, 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 6<sup>th</sup> – Monday, October 13<sup>th</sup>, 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 9<sup>th</sup> 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 9<sup>th</sup>**

| Time               | Location      | Organizer                               | Badge Access                                           | Description                                                                         |
|--------------------|---------------|-----------------------------------------|--------------------------------------------------------|-------------------------------------------------------------------------------------|
| 9 AM- 4PM          | VETS          | GAMEU/IXC Chair                         | All Access Festival Plus                               | <b>IndieXchange:</b> 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 10<sup>th</sup>

| Time           | Location                          | Organizer/Curator   | Badge Access             | Description                                                                                                   |
|----------------|-----------------------------------|---------------------|--------------------------|---------------------------------------------------------------------------------------------------------------|
| 10 am - 4:00pm | Conference Theaters (Ivy and TBD) | Fest Chairs         | All Access               | <b>Professional Conference</b>                                                                                |
| 10am – 5 pm    | Village                           | Curators and events | All Access Festival Plus | <b>Digital Selects Show-and-Tell Creators' Lounge</b>                                                         |
| 3- 6           | Firehouse                         | Curators and Events | Media                    | Opening of nominee and award winning games.                                                                   |
| 6- 9           | Village                           | Other activities    | All Access / Media       | 2 <sup>nd</sup> 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 11<sup>th</sup>

| 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<br>Festival Plus<br>GameU                                                        | GameU Sessions                          |
| 11 am (or some time during the day) | Village                           | Fest Chairs              | All Access<br>Festival Plus<br>GameU<br>Festival Day                                        | Keynote                                 |
| 11 – 5 pm (intermittent)            | Village                           | Well Played/ Fest Chairs | All Access<br>Festival Plus<br>GameU<br>Festival Day                                        | Well-played screenings...               |
| 19/10- 11/noon                      | Village/<br>Firehouse             | ?                        | All Access<br>(developers)                                                                  | Developer “coffee crawl”                |
| Noon – 6                            | Village /<br>Firehouse            | Curators                 | All Access<br>Festival Plus<br>GameU<br>Festival Day<br>(Firehouse at least free to public) | Nominees, Award winners, and selections |
| 6 pm                                | Village                           | Closing Awards           |                                                                                             |                                         |

# INDIECADE COSTS FOR 2014

| <b><u>COSTS REQUESTED FOR WAIVER</u></b>                        | <b><u>2013 Costs</u></b> | <b><u>2014 Costs</u></b> |
|-----------------------------------------------------------------|--------------------------|--------------------------|
| <b>Property Rental Fees</b>                                     |                          |                          |
| 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                     |
|                                                                 |                          |                          |
| <b>In-Kind Staff Costs</b>                                      |                          |                          |
| Staff Time (In Kind Cost for coordination, PW, and PRCS staff)  | 3,500.00                 | 3,500.00                 |
|                                                                 |                          |                          |
|                                                                 |                          |                          |
| <b>In-Kind Equipment Rental</b>                                 |                          |                          |
| PRCS Equipment Rental                                           | 55.00                    | 55.00                    |
| Electrical Equipment                                            | 1,440.00                 | 1,440.00                 |
| Sanitation Bins                                                 | 120.00                   | 120.00                   |
|                                                                 |                          |                          |
| <b>Permit fee requested to be Waived</b>                        |                          |                          |
| 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                   |
|                                                                 |                          |                          |
|                                                                 |                          |                          |
| <b>TOTAL WAIVER REQUEST</b>                                     | <b>\$14,236.42</b>       | <b>\$13,356.90</b>       |
|                                                                 |                          |                          |
| <b><u>HARD COSTS (To be paid for by Producer)</u></b>           |                          |                          |
| <b>Staff Time (Day of Event)</b>                                |                          |                          |
| Police (Night Event at Parcel B)                                | \$440.00                 | \$440.00                 |
| Fire Department                                                 | 0.00                     | 0.00                     |
| PRCS (security guards, Haynes)                                  | 240.00                   | 315.00                   |
|                                                                 |                          |                          |
| <b>Sanitation costs</b>                                         | 332.00                   | <u>332.00</u>            |
|                                                                 |                          |                          |
| <b>TOTAL HARD COSTS</b>                                         | <b>\$1,012.00</b>        | <b>\$1,087.00</b>        |



“... 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  
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## Parties & Dinners in Downtown Culver



*Culver* **CITY**

2013

Partnership

Overview  
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## Families & Kids @ IndieCade



*Culver* **CITY**  
2013  
Partnership  
Overview

# IndieCade Village



**INDIE  
CADE**  
International Festival of Independent Games

*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.

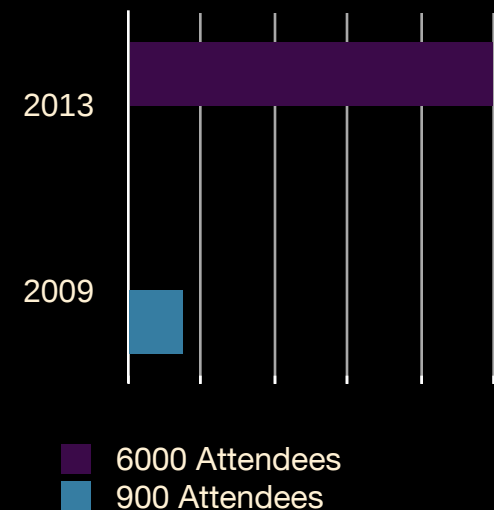
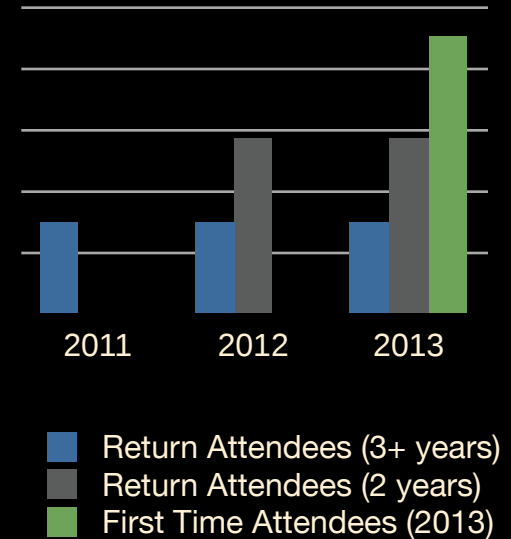
This year's 2013 edition sold out early, capped at just over 6,000 registered festival attendees.

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.

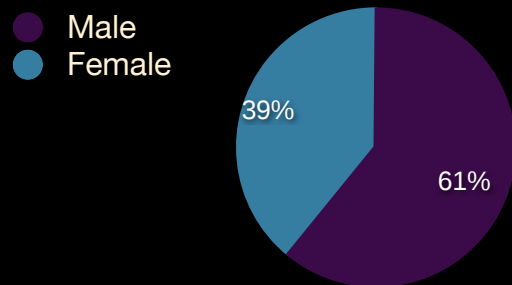
It is global in reach with representatives from more than 27 countries from around the world.



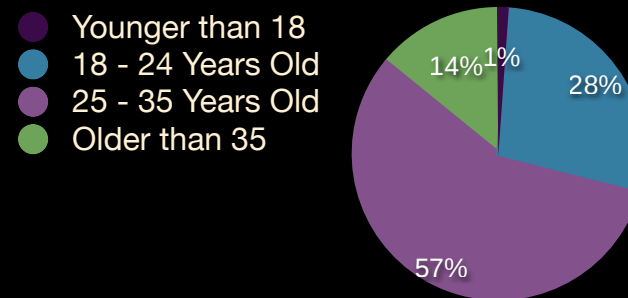
# ATTENDEE DEMOGRAPHIC

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

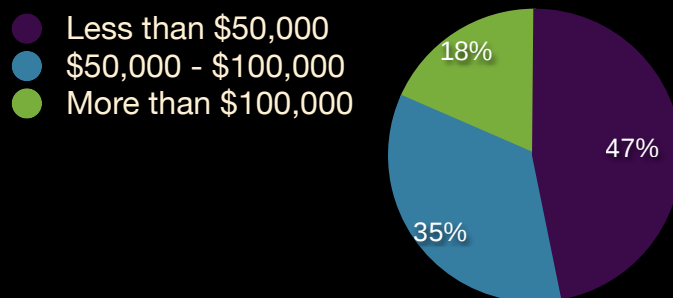
## Gender of Overall Attendees



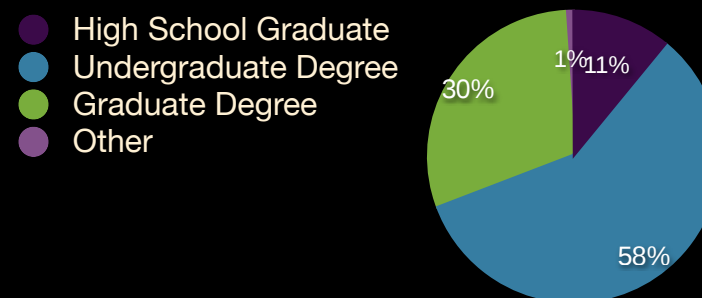
## Ages of Overall Attendees



## 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**



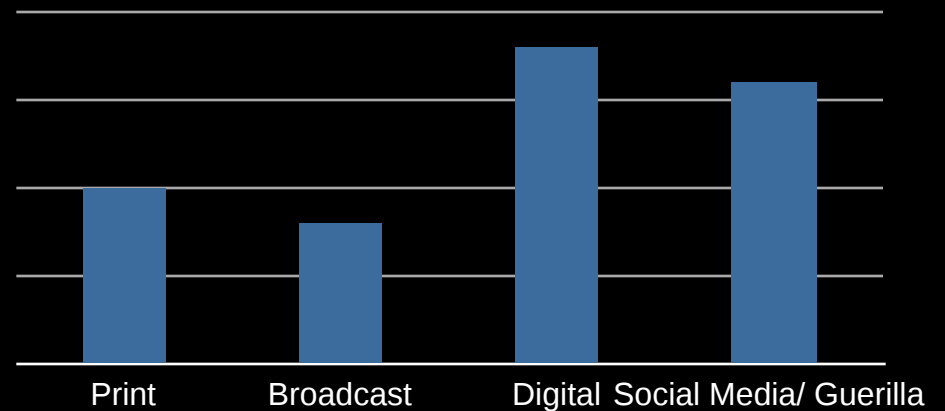
# INDIE CADE

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**

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Venice, CA 90291

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INDIE

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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

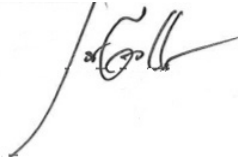
o Total: \$1,075

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,

A handwritten signature in cursive script that reads "Alexa Levy". The signature is fluid and extends to the right with a long, sweeping tail.A handwritten signature in cursive script that reads "Josh Gallegos". The signature is more compact and stylized than the one to its left.

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

## CRUSH CANCER COSTS FOR 2014

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