



March 23, 2016

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

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

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

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

Centennial Sponsorships

We are pleased to report that fundraising through sponsorships has continued to go well. As of today, we have received \$152,600 in revenue (exclusive of City funding) with an additional \$36,750 of commitments. We are still reaching out to major sponsors but we will also soon be embarking on a small corporate sponsorship program (\$200 to \$999) and an individual donation program of \$25 or more.

Major sponsors since our last report include: Cavanaugh Realtors, EAD Scarlet Lady, Ehrlich Architects, Lichtman Design & Construction, Pacific Alarm Systems, Rachlin Partners, See's Candies, Social Studies School Services, and The Culver Studios.

Centennial Budget

We have found it necessary to revise our budget to take into account our increased revenues and increased costs. Sony Pictures Entertainment has come on board as a Title Sponsor for our Gala on October 1, 2016. As such, they have graciously offered to host the Gala and underwrite some of the logistical and production costs. Previously we had planned to hold the Gala at the Doubletree by Hilton and the capacity for the event was capped at 400. By holding it at Sony we will be able to accommodate many more people (650+) but our expenses have also increased. Our expenses have also increased as we have hired the Los Angeles Consulting Group to serve as a part-time administrative consultant and the City has requested we hire an Event Coordinator consultant for the Opening Ceremonies. We are anticipating we may also need an Event Coordinator for the Gala. Our Treasurer is in the process of preparing a revised budget once we get more detailed costs of the Gala and the Event Coordinator and he anticipates presenting the revised budget to the Centennial board at the April meeting and then forwarding it onto the City Council.

Culver City Centennial Celebration Committee

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Jim B. Clarke
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Paul A. Jacobs
Vice President

Darrel Menthe
Secretary/Treasurer

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Göran Eriksson

Barbara Honig

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Kathleen J. Tepley

City Liaison

Shelly Wolfberg

www.CulverCity100.org

CCCCC is a 501c3 non-profit Organization which is organized To plan and coordinate activities For Culver City's Centennial. Celebration is from: Sept. 20, 2016 – Sept.20, 2017.

All donations are tax deductible under 501 c3 IRS regulations.

Opening Ceremonies & Event Coordinator

Working with the City and the Downtown Business Association (DBA), the Committee prepared and the City sent out an RFP for a consulting firm to serve as Event Coordinator for the Opening Ceremonies on September 24, 2016 consisting of a community parade, formal ceremonies and downtown block party. We received a total of nine proposals, of which half the firms were from the immediate area. A screening committee of representatives of the City, the DBA and the CCCCC reviewed the proposals and narrowed the field to four finalists. Those finalists will be interviewed on Thursday, March 24th and we anticipated being able to make a decision shortly thereafter and have the selected firm beginning work in April.

Gala

As mentioned, the Gala will be now held on the studio lot of Sony Pictures on Saturday, October 1, 2016. A Save the Date email blast and Leave-Behind card will be distributed by the end of the month. Individuals desiring tickets will be able to order them on-line through our website culvercity100.org. The cost of the tickets will be \$125. Centennial sponsors will receive complimentary tickets and get recognition through digital displays. Upper level sponsors also will be able to attend a VIP reception. The buffet dinner will be catered by Wolfgang Puck and there will be dancing under the stars. Again, thanks to Janice Poher, Kristin Cavanaugh and Sony Pictures Entertainment for their support.

Closing Ceremonies

Current thinking is that the closing ceremonies will consist of three separate activities. There will be a formal ceremony on Incorporation Date of September 20, 2017 at the City Hall Courtyard. At that ceremony, we will close up the Time Capsule which we will have opened at the Opening Ceremonies and bury it (location TBD). On the Saturday before, we will host, in conjunction with the Historical Society, a Founders Day picnic at Vets Park with plenty of family-friendly activities. And on the night of September 19th, we will host an adults-only party in downtown Culver City with live entertainment.

Centennial Pins

As a fundraiser for the Culver Palms Family YMCA, CCCCC board member Jozelle Smith is selling Centennial lapel pins. A free pin is being provided to each Council member by the Committee. Please wear it as often as possible to show your support.

5K Studio to Studio Fun Run

Board member Mike Cohen has presented an idea to the board for the Centennial Committee to host a 5K fun run that would include running through both the Sony Studios lot and The Culver Studios lot and along the way pass by 100 landmarks of Culver City (real or imagined), costumed characters and entertainment. He has obtained the approval of the two studios and has formed a race committee consisting of 50 individuals representing all segments of Culver City. He anticipated holding this event somewhere in the middle of the Centennial year (about a year from now) and he has made a presentation to the board of a draft budget. The board will be taking the issue up at the April 19th board meeting to decide if the race is financially feasible for the CCCCC to take on.

City Permits

With the Opening and Closing Ceremonies and the possible 5K run, the CCCCC will need to submit permit requests to the City for street closures, etc. Once we have the Event Coordinator on board and have a better idea of what the 5K race entails, we will submit our requests to the City. I would anticipate those requests occurring in late April or early May. We appreciate that Jeff Muir, the City's Finance Director, appointed two of his staff to help expedite permits needed in conjunction with the Centennial.

Centennial Activities

Submission of proposed Centennial activity applications has been slower than anticipated. To date the board has approved about 20 activities including annual re-occurring events. Our CCCCC Arts & Culture Committee has set an ambitious goal of 100 events during the Centennial. They are planning on holding an "Open House" for City organizations of all types to discuss the Centennial and to help those organizations complete their Activity Application forms. We want to get a draft calendar of approved activities to you as soon as we populate it with more activities.

Resignations & New Board Members

After launching the CCCCC in July of 2014 and serving as its president since inception, I have decided to step down from the board effective April 1 (This is not an April Fools' joke.) In the coming months there will be several decisions that will come before the City Council and I did not want to be in a position to have to recuse myself from voting. According to our bylaws Vice President Paul Jacobs will assume the presidency for the remainder of my term which expires in August. In addition, two of our current board members are running for City Council so we may have additional vacancies on the board. The board is open to suggestions of potential members (who must be residents of Culver City) and the board intends to fill any vacancies at their April 19th meeting. Thank you for your support for me and for the CCCCC.