

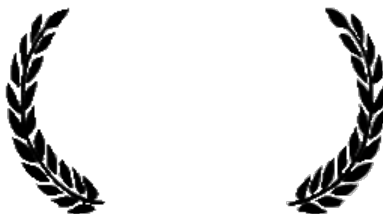
MEETING DATE: September 22, 2014

AGENDA ITEM: **Consideration of the Amount of In-Kind Assistance for
and Possible City Sponsorship of the 2014 Culver City
Film Festival.**

ATTACHMENTS

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1. Sponsorship Request Letter from Producers	1-2

ATTACHMENT 1



**Culver City Film Festival
4640 Admiralty Way Suite 500
Marina del Rey, CA 90292**

September, 15 2014

The Culver City Film Festival is a for profit organization operated by Film Marketing Services Inc. Even though we are technically a for profit organization, we do not expect to make an immediate profit and expect to operate at a loss for the first three years. In the future we may possibly formulate a non profit group. We have not made a profit yet with the Marina del Rey Film Festival during our first two years of operation. We financed and underwrote the majority of the expenses of that festival.

Currently, festival submissions are \$25.00 which is considered low for film festivals. We expect to receive around 100 submissions and to then use the funds as part of the general operating budget.

The Culver City Film Festival plans to make full use of social media. The festival has its own Facebook and Twitter accounts and will also make use of the local media concentrating on newspaper and radio due to affordability. We will also do community outreach and make a concerted effort to promote the festival in Culver City and its surrounding areas.

The budget for the festival is bare bones at best. Our goal is to establish the festival and create a footprint for it. We have learned during our two years with the Marina del Rey Film Festival to operate as frugally as possible. For the Culver City Film Festival, we are already talking with the management company of the Helms Bakery Complex to do an outdoor screening there--as part of the festival--at a very minimal cost.

With regard to content, for the most part, we are family friendly and most of our films would be considered PG-13. While there may be a film or two that plays both festivals, most of the films would screen in just the Culver City Film Festival and not the Marina del Rey Film Festival.

We do plan on having the festival with or without city sponsorship; however, we would like the city to be our partner in creating a wonderful event for the entire community. Our goal is to continually grow the festival and position it to help Culver City celebrate its centennial in a special way.

The 2014 festival budget will primarily be for the use of Veterans Memorial Park at \$2,236.00. We are currently using general funds from our company to operate the festival and have already spent over \$1,000.00 in a variety of costs setting up the festival and based on our experience with the Marina del Rey Film Festival, we anticipate at least another \$2,000.00 in general expenses.

We appreciate the opportunity to work with the city of Culver City on our film festival and have already reached out to community members for their input and help. In a perfect world, we would like to create a film festival for Culver City that is as successful as Fiesta La Ballona.

Thank you for your help and consideration.

Best Regards,

Jon Gursha

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