

# ATTACHMENT 1



*Culver* **CITY**  
CENTENNIAL  
CELEBRATION

To: Mayor Jim B. Clarke and Members of the City Council

From: Paul A. Jacobs, President, Culver City Centennial Celebration Committee, Inc. (CCCCC)

Subj: **Quarterly Status Report from CCCCC**

This is to report on the activities of CCCCC since our previous report ending April 1, 2016.

## **Appointment of New Board Members and New Vice President**

On or about April 1, 2016, we received the resignation letter of President Jim B. Clarke, and following the April City Council election we received the resignation of Goran Eriksson. Both members were replaced by the selection of Andrew Weissman and Marcus Tiggs. At the Board meeting of July 19, Terry Robins was elected Vice President.

## **CCCCC Income and Expenses**

One year ago CCCCC projected that “We believe the goal of \$100,000 in Sponsorship revenues is attainable and not overly optimistic.” We now expect our sponsorship revenues to exceed \$230,000. Unfortunately our costs have also risen. Necessary expenses for a consultant to coordinate opening day activities (parade, formal ceremony, block party) and a consultant to provide support for the Centennial Gala planning will be incurred. In addition, our CCCCC consultant, the Los Angeles Consulting Group, will continue to provide needed administrative, social media, website and print media services.

The attached revised budget (see attachment A), is sufficient to accomplish the goals we have set. It does not include the city costs relating to the opening day ceremonies.

## **Centennial Gala**

Our Centennial Gala Committee continues to meet every other Monday. Of Significance is the addition of a consultant which Sony and the Gala Committee believed to be essential to the planning and execution of this event. The committee requested and CCCCC agreed to assume the expense for retaining of the Los Angeles Consulting Group to provide services for this purpose.

A “Save The Date” card has been sent and a specially designed invitation by local artist Lucy Blake Elahi will be sent in early August with an insert identifying our sponsors.

Our guests will enjoy a buffet dinner catered by Wolfgang Puck, and complimentary wine glasses and souvenir photos. Two giant screens will feature historic photos, a digital ad journal, and an interview with our city historian, Julie Lugo Cerra.

A short program will recognize our CCCCC Board members, sponsors, dignitaries, and will conclude with a presentation to our host Sony Entertainment Pictures.



Individual ticket prices will be \$125.

### **Centennial Opening Ceremonies**

We have been working with our consultant, Kevin Rock in connection with the September 24 Opening Ceremonies consisting of a parade from Veterans Park to the Culver Hotel, a formal ceremony at the intersection of Culver Boulevard and Main Street, and an afternoon block party planned by the Downtown Business Association.

Our consultant, has been meeting with Laura Chardiet, Mike Cohen, and Darrel Menthe to plan the details and view the physical sites of these events. He has met with the relevant city departments in order to ascertain what services will be required from the City and their costs. Filed with this Quarterly Status Report is our Request for Waiver of Certain City Costs.

### **Centennial Marketing Activities**

The following marketing tools were solicited from three separate companies:

*Street Pole Banners:* 216 two-sided street pole banners which will bear the Centennial Logo, 36 separately designed art works of Culver City school children expressing the theme “What I Like Best About Culver City” and sponsor designation.

In order to accommodate and adequately display the designs and to promote our centennial celebration, we intend to ask the City Council for a waiver of that restriction limiting banners to the downtown area of the City.

*Over Street Banners:* Two-Three banners located near entrances to the City.

*Vets Tower Banner:* A 20’X40’ banner will be affixed to the side of the Tower facing north.

*Lawn Signs:* In order to engage homeowners, we are planning to produce 250 12”X18” lawn signs that will be available for sale at various events and which feature the Centennial logo.

*Flags:* Twenty flags depicting the Centennial logo for city and school building flag poles and approximately one thousand 6”X4” flags.

*Placards:* Cardboard or clear plastic decals for retail/restaurant business sponsors windows (size approximately 12”X 24”)

In addition to the above, a three-fold brochure is being prepared which will feature the history of the city and highlights of our events. Bids for decals on City vehicles and bus wraps are also being sought.



CCCCC has participated in the Culver City Car Show, Metro Opening of the Expo Line, Culver City Business Expo and the Exchange Club's July 4<sup>th</sup> celebration. In addition it has been invited by Marcus Tiggs, Chair of the Fiesta La Ballona Committee, to partner in that event.

### **Closing Ceremonies**

Plans are becoming more specific as the Closing Ceremonies subcommittee continues to meet. There are three closely-connected events that comprise the Closing Ceremonies. The first will be on Saturday afternoon, September 16, 2017, at Veterans Park which will be a "birthday party" featuring a large birthday cake, planned primarily as a family, non-commercial event featuring activities for children. We are working with the Culver City Historical Society in coordinating a program for this event. Because the Time Capsule is located in Veteran's Memorial, a Time Capsule ceremony is also being planned which will take place where the Time Capsule is located.

The main closing event will consist of an outdoor concert and celebration on Tuesday night, September 19, 2017, where the City's official 100<sup>th</sup> birthday will be proclaimed (this to avoid conflict with the Rosh Hashanah holiday beginning at sundown on September 20, 2017). This event will be downtown where there is maximum transit access and parking in order to welcome as many people as possible. The event will be heavily marketed to all of West Los Angeles.

On September 20, the 100<sup>th</sup> anniversary of our incorporation, we have commemorative events at City Hall. These will honor past and present city employees as well as mark the official incorporation date.

### **Events/Activities**

CCCCC continues our outreach to the community to encourage organizations and groups to create their own celebration events/activities. We expect that as our marketing efforts increase, we will have more participation. The attached (see attachment B), is a list of those events/activities that have been approved. West Los Angeles College has recently expressed interest in planning four events.

|                                         |                             |                                    |                     |                      |                      |                 |                     |                 |
|-----------------------------------------|-----------------------------|------------------------------------|---------------------|----------------------|----------------------|-----------------|---------------------|-----------------|
|                                         |                             |                                    |                     |                      |                      |                 |                     |                 |
| <b>Culver City Centennial Budget</b>    | <b>FY = July 1-June 30.</b> |                                    |                     |                      |                      |                 |                     |                 |
|                                         | <b>FY 2014/15</b>           |                                    | <b>FY 2015/16</b>   |                      | <b>FY 2016/17</b>    |                 | <b>FY 2017/18</b>   |                 |
| <b>Expense Type</b>                     | <b>Amount</b>               | <b>Comments</b>                    | <b>Amount</b>       | <b>Comments</b>      | <b>Amount</b>        | <b>Comments</b> | <b>Amount</b>       | <b>Comments</b> |
| <b>Administrative</b>                   |                             |                                    |                     |                      |                      |                 |                     |                 |
| Insurance (D&O)                         | \$ -                        |                                    | \$ 2,200.00         |                      | \$ 2,200.00          |                 | \$ 1,100.00         |                 |
| Accounting                              | \$ 139.00                   | Quickbooks Online                  | \$ 139.00           |                      | \$ 139.00            |                 | \$ 139.00           |                 |
| Legal Filings                           | \$ 867.45                   | Initial permits/taxes/incorp.      | \$ 20.00            |                      | \$ 20.00             |                 | \$ 20.00            |                 |
| Post Office Box                         | \$ 94.00                    |                                    | \$ 94.00            |                      | \$ 94.00             |                 | \$ 94.00            |                 |
| Postage                                 | \$ -                        | Estimate                           | \$ 250.00           | Estimate             |                      |                 | \$ 500.00           |                 |
| Accounting services                     | \$ -                        | Estimate. May be in-kind donation. | \$ -                |                      | \$ 500.00            |                 | \$ -                |                 |
| Stationery                              |                             | Estimate                           | \$ -                | Estimate             | \$ 500.00            |                 | \$ 500.00           |                 |
| Meeting rooms                           | \$ -                        | City- MOU                          | \$ -                | City - MOU           | \$ -                 |                 | \$ -                |                 |
| Domain Name Renewal                     | \$ 48.00                    | Multiple reserved                  | \$ 16.00            |                      | \$ 16.00             |                 | \$ -                |                 |
| Photographer                            | \$ -                        |                                    | \$ -                | Estimate             | \$ 5,000.00          |                 | \$ 5,000.00         |                 |
| Videographer                            | \$ -                        |                                    | \$ -                | For Centennial Year  | \$ 8,000.00          |                 | \$ 8,000.00         |                 |
| Office space                            | \$ -                        |                                    | \$ -                | None or in-kind.     | \$ -                 |                 | \$ -                |                 |
| Administrative Staffperson              | \$ -                        |                                    | \$ 16,000.00        | Part time/start 2016 | \$ 38,400.00         |                 | \$ 9,600.00         |                 |
| <b>Total Administrative</b>             | <b>\$ 1,148.45</b>          |                                    | <b>\$ 18,719.00</b> |                      | <b>\$ 54,869.00</b>  |                 | <b>\$ 24,953.00</b> | Partial year    |
| <b>Events</b>                           |                             |                                    |                     |                      |                      |                 |                     |                 |
| Event insurance                         | \$ -                        |                                    | \$ -                |                      | \$ 2,000.00          |                 | \$ 2,000.00         |                 |
| Event Planner                           |                             |                                    |                     |                      | \$ 12,500.00         |                 | \$ -                |                 |
| <b>Opening Ceremony DBA Block Party</b> |                             |                                    |                     |                      | \$ 10,000.00         |                 |                     |                 |
| Opening Ceremonies                      | \$ -                        | Planning                           |                     |                      | \$ 45,000.00         |                 | \$ -                |                 |
| Opening Gala                            |                             |                                    | \$ 5,000.00         |                      | \$ 75,000.00         |                 |                     |                 |
| Closing Ceremonies                      | \$ -                        |                                    | \$ -                |                      | \$ -                 |                 | \$ 50,000.00        |                 |
| <b>Total Events</b>                     | <b>\$ -</b>                 |                                    | <b>\$ 5,000.00</b>  |                      | <b>\$ 144,500.00</b> |                 | <b>\$ 52,000.00</b> |                 |
| <b>Publicity/Marketing</b>              |                             |                                    |                     |                      |                      |                 |                     |                 |
| Web development/design                  | \$ 3,750.00                 | Zehner Group                       | \$ 1,500.00         | Zehner Group         | \$ -                 |                 | \$ -                |                 |
| Logo                                    | \$ 3,750.00                 | Zehner Group                       | \$ -                |                      | \$ -                 |                 | \$ -                |                 |
| Chamber Directory/Ad                    | \$ -                        |                                    | \$ -                |                      | \$ 2,750.00          |                 |                     |                 |
| Web Hosting                             | \$ 595.00                   |                                    | \$ 595.00           |                      | \$ 595.00            |                 | \$ 149.00           |                 |
| Marketing strategy/support              | \$ 6,000.00                 | Zehner Group                       |                     |                      | \$ -                 |                 | \$ -                |                 |
| Constant Contact                        | \$ -                        |                                    | \$ -                |                      | \$ 240.00            |                 | \$ 120.00           |                 |
| Streetlight Banners (installation)      | \$ -                        |                                    | \$ -                | Estimate             | \$ 5,000.00          | Estimate        | \$ 3,000.00         | Estimate        |

| Culver City Centennial Budget                   | FY = July 1-June 30. |          |               |                        |               |          |              |          |
|-------------------------------------------------|----------------------|----------|---------------|------------------------|---------------|----------|--------------|----------|
|                                                 | FY 2014/15           |          | FY 2015/16    |                        | FY 2016/17    |          | FY 2017/18   |          |
| Expense Type                                    | Amount               | Comments | Amount        | Comments               | Amount        | Comments | Amount       | Comments |
| Streeetlight banners (creation)                 | \$                   |          |               |                        | \$ 20,000.00  |          |              |          |
| Cross-street banners                            | \$ -                 |          | \$ 2,500.00   |                        | \$ 1,000.00   | Opening  | \$ 4,000.00  | Closing  |
| Fiesta La Ballona Booth                         | \$ -                 |          | \$ -          |                        | \$ 300.00     |          | \$ 300.00    |          |
| Centennial Flags (10 flags)                     |                      |          | \$ 1,800.00   |                        |               |          |              |          |
| Posters                                         | \$ -                 |          | \$ -          |                        | \$ 3,000.00   | Estimate |              | Estimate |
| Brochures                                       | \$ -                 |          | \$ -          |                        | \$ 500.00     | Estimate | \$ -         |          |
| Chamber Business Expo                           | \$ -                 |          | \$ 170.00     |                        | \$ 170.00     |          | \$ 170.00    |          |
| Vets Tower Banner                               |                      |          |               |                        | \$ 2,500.00   |          |              |          |
| Bus Wraps                                       | \$ -                 |          | \$ -          |                        |               |          | \$ -         | Estimate |
| City Vehicle Stickers                           | \$ -                 |          | \$ -          |                        | \$ 5,000.00   | Estimate | \$ -         |          |
| Lawn Signs                                      |                      |          | \$ -          |                        | \$ 6,000.00   |          |              |          |
| Sports Team Patches                             |                      |          |               |                        | \$1,000       |          |              |          |
| Step and Ready and Popup Banners                |                      |          |               |                        | \$2,100       |          |              |          |
| Total Publicity/Marketing                       | \$ 14,095.00         |          | \$ 6,565.00   |                        | \$ 50,155.00  |          | \$ 7,739.00  |          |
|                                                 |                      |          |               |                        |               |          |              |          |
| Fundraising Expenses                            |                      |          |               |                        |               |          |              |          |
|                                                 |                      |          |               |                        |               |          |              |          |
| Sponsorship Items/Gifts                         | \$ -                 |          | \$ -          |                        | \$ 2,000.00   |          | \$ -         |          |
| Total Fundraising Costs                         | \$ -                 |          | \$ -          |                        | \$ 2,000.00   |          | \$ -         |          |
|                                                 |                      |          |               |                        |               |          | -            |          |
| Total Annual Expense                            | \$ 15,243.45         |          | \$ 30,284.00  |                        | \$ 251,524.00 |          | \$ 84,692.00 |          |
|                                                 |                      |          |               |                        |               |          |              |          |
| Expenses Total                                  | \$ 381,743.45        |          |               |                        |               |          |              |          |
|                                                 |                      |          |               |                        |               |          |              |          |
| Sponsorship Packages                            | \$ -                 |          | \$ 200,000.00 |                        | \$ 40,000.00  |          |              |          |
| Licensing Centennial Logo (Merchandising)       | \$ -                 |          | \$ -          |                        | \$ 2,500.00   |          | \$ -         |          |
| Bus Wraps Provided by CC Transportation         |                      |          |               |                        |               |          |              |          |
| Culver City Funds                               | \$ 15,500.00         |          | \$ 1,500.00   | (approved to \$15,000) | \$ 25,000.00  |          | \$ -         |          |
| Centennial Bricks (Location TBD) (\$100/margin) |                      |          | \$ -          |                        | \$ 25,000.00  |          |              |          |
| Individual/Small Business Donors                |                      |          | \$0           |                        | \$ 5,000.00   |          |              |          |
|                                                 |                      |          |               |                        |               |          |              |          |
| Opening Gala Tickets (500x\$125)                |                      |          | \$ -          |                        | \$ 62,500.00  |          |              |          |

| Culver City Centennial Budget        |                      | FY = July 1-June 30.    |                      |          |                      |          |                     |          |
|--------------------------------------|----------------------|-------------------------|----------------------|----------|----------------------|----------|---------------------|----------|
|                                      |                      | FY 2014/15              | FY 2015/16           |          | FY 2016/17           |          | FY 2017/18          |          |
| Expense Type                         | Amount               | Comments                | Amount               | Comments | Amount               | Comments | Amount              | Comments |
| Closing Ceremony Revenue/Fundraising |                      |                         |                      |          |                      |          | \$ 10,000.00        |          |
| <b>Revenue Total</b>                 | <b>\$ 15,500.00</b>  |                         | <b>\$ 201,500.00</b> |          | <b>\$ 160,000.00</b> |          | <b>\$ 10,000.00</b> |          |
| Annual Net Revenue                   | \$ 256.55            |                         | \$ 171,216.00        |          | \$ (91,524.00)       |          | \$ (74,692.00)      |          |
| <b>Total Projected Expenses</b>      | <b>\$ 381,743.45</b> |                         |                      |          |                      |          |                     |          |
| <b>Total Projected Revenue</b>       | <b>\$ 387,000.00</b> |                         |                      |          |                      |          |                     |          |
| <b>Net Revenue</b>                   | <b>\$ 5,256.55</b>   | <b>(Return to City)</b> |                      |          |                      |          |                     |          |



## APPROVED CCCCC EVENTS/ACTIVITIES

as of 7/25/2016

|    | Name                                                                                  | Proposed Date of Event                                               |
|----|---------------------------------------------------------------------------------------|----------------------------------------------------------------------|
| 1  | 1917 & 2017 Coin Display<br>Joel Forman & Linda Forman                                | Ongoing                                                              |
| 2  | Centennial Commemorative Bricks<br>Terry Robins                                       | Ongoing                                                              |
| 3  | Centennial Medallion<br>Joel Forman                                                   | Ongoing                                                              |
| 4  | International Gymnastics Tournament<br>LA Gymnastics - Tany Berenson                  | January 2017                                                         |
| 5  | AYSO Youth Soccer Tournament<br>Laura Love & AYSO Region 19                           | May/June 2017                                                        |
| 6  | Bus tours @ Fiesta La Ballona<br>Michelle Bernardin (CC Historical Society)           | Summer 2017                                                          |
| 7  | Elected official portraits in City Hall<br>Michelle Bernardin (CC Historical Society) | Winter 2017<br>Summer 2017                                           |
| 8  | Designation of Historic Site #14<br>Michelle Bernardin (CC Historical Society)        | Spring/Summer 2017                                                   |
| 9  | Walking Tour mobile application<br>Michelle Bernardin (CC Historical Society)         | Winter 2017                                                          |
| 10 | Chamber Orchestra Concert<br>Arlene Cardenes (CC Chamber Orchestra)                   | May 2017                                                             |
| 11 | Decades Fashion Show<br>Laura Chardiet                                                | Saturday afternoon in<br>February or March 2017                      |
| 12 | Heart of Screenland 5K/10K Fun Run<br>(Mike Cohen)                                    | February 2017                                                        |
| 13 | Ice Cream Social with Lillian Culver<br>Angie Waller (CC Women's Club)                | April 2017                                                           |
| 14 | Laurel & Hardy MTA pole wraps<br>Charles Deen                                         |                                                                      |
| 15 | One Book, One City<br>Nancy Kuechll (CC Friends of the Library)                       | Kickoff date - 9/20/2016<br>and October 2016                         |
| 16 | Poetry Contest<br>Janet Hoult                                                         | 9/23 or 24 2016, 1/20 or 21 2017<br>5/19 or 20 2017, 9/15 or 16 2017 |
| 17 | Steve Rose (CC Chamber of Commerce)<br>Publication of Harry Culver, history of CC     | 6/1/14 - 9/20/17                                                     |
| 18 | Symphony Concerts - 1917 music & CC film                                              | Depends on availability of                                           |



|    |                                                                       |                       |
|----|-----------------------------------------------------------------------|-----------------------|
|    | Matthew Hetz (CC Symphony)                                            | Veteran's Auditorium  |
| 19 | Found Animals Foundation Adopt & Shop<br>Brianne Leavitt / Vince Wong | Saturday May 20, 2017 |
| 20 | Easter Egg Hunt<br>Dan Hernandez                                      | Spring 2017           |
| 21 | CC Senior Citizens Association - Songs CC<br>Myrna Weber - Cali Rose  | April 2017 - flexible |
| 22 | Culver City Exchange Club<br>Car Show                                 | May 2017              |

### **CULVER CITY CENTENNIAL CELEBRATION**

|    | <b>Name</b>                                                         | <b>Proposed Date of Event</b> |
|----|---------------------------------------------------------------------|-------------------------------|
| 23 | Culver City Exchange Club<br>4th of July                            | July 2017                     |
| 24 | CC Sister City Committee<br>Alan Schreibman                         | May or June 2017              |
| 25 | The Wende Museum of the Cold War<br>(subject to signed application) | January 2017                  |
| 26 | Asian World Film Festival                                           | 10/24/2016 to 11/1/2016       |
| 27 | Ballona Creek Renaissance Project                                   | January 2017                  |
| 28 | CC Area Interfaith Alliance                                         | throughout the year           |
| 29 | 5K Walk/ Run                                                        | 2017                          |