

ATTACHMENT 1

GUADAGNO & SONS CONCESSION FEE PROPOSAL FOR THE CULVER CITY BALLONA FESTIVAL

May 2022

GUADAGNO & SONS IS PROPOSING TO PAY THE CITY OF CULVER CITY THE FOLLOWING FEE AMOUNTS IN CONNECTION WITH THE BALLONA FESTIVAL.

- A. GUARANTEED MINIMUM PAYMENT AMOUNT OF \$60,000.00 PER 2 ½ DAY CARNIVAL EVENT (FRIDAY NIGHT FROM 4:30 PM TO 10 PM, SATURDAY FROM 10 AM TO 10 PM, SUNDAY FROM 10 AM TO 7 PM) OR THE AGGREGATE TOTALS OF THE FOLLOWING PAYMENTS, WHICHEVER IS GREATER.
- B. 25% UP TO GROSS SALES OF THE FIRST \$40,000.00
30% OF THE NEXT GROSS SALES OF \$40,000.00
35% OF THE NEXT GROSS SALES OF \$120,000.00
40% OF THE BALANCE OF GROSS SALES \$200,000.00
- C. FOR EACH GAME \$ 200.00
- D. FOOD CONCESSION \$ 500.00
- E. PRESALE SALE TICKET SALES 30% OF GROSS SALES
- F. GUADAGNO & SONS WILL SUPPLY TO THE FESTIVAL COMMITTEE 100 POSTERS PRINTED TO THE COMMITTEES SPECIFICATIONS AT NO COST TO THE CITY OR THE FESTIVAL COMMITTEE.
- G. GUADAGNO & SONS WILL PROVIDE FULL ACCESS TO ALL TICKET NUMBERS AND ACCOUNTING OF ALL SALES DURING THE ENTIRE EVENT.

GUADAGNO & SONS