

# Todd Elliot Entertainment & Event Planning

P. O. Box 3546 Beverly Hills, CA 90212 / (310) 827-0873

[www.swingentertainment.com](http://www.swingentertainment.com)

/ [elliott@swingentertainment.com](mailto:elliott@swingentertainment.com)

Honored City Council Members we are presenting the Westside Food and Wine Festival (WF&WF) to you for consideration of the City's support. This three day event is scheduled to occur on Memorial Day weekend 2017 at Media Park. The underlying purpose of the event is threefold.

- To promote Culver City and the many exciting restaurants located therein as a destination for food lovers
- To continue the celebration of the City's Centennial. The WF&WF has been approved by the Culver City Centennial Celebration Committee as an adjunct event.
- To provide support and funds raised for the Culver Palms Meals On Wheels program

The comprehensive marketing campaign planned to promote the event will be a key component in telling the story of each of the three primary goals. Marketing will be accomplished online, in print and directly through each of the participating establishments.

Guests of the event will be encouraged to use multiple modes of travel to it including by bicycle to use the provided bike valet area, ride-sharing, walking and the local metro system.

It is our hope that you will consider, for the days of May 27-29, 2017, waiving the following:

- Treasury permits
- Any required Police Fees above and beyond the 24 hour private security we're providing on site
- Fire Prevention permit
- Recycle/Waste Permit fee (we are designing the event to be a zero waste event through the use of environmentally friendly biodegradable dinnerware and other recycling and waste methods)
- Street closure permit and parking strip just south of Media Park for use and fee waiver
- Coordination of event staff time during regular business
- Media Park rental
- Parking spaces south of Media Park
- Bike Valet and Valet Parking Fees
- Additional Culver City fees that might arise

Background: Todd Elliot Event Planning has been in business close to twenty five years. During that time Todd has been involved with multiple large festivals including booking entertainment for the Fiesta La Ballona. For five years he was head of Entertainment for the Concern Foundation helping put on their annual Block Party for over 3000 attendees. At another large event for over 10,000 guests of the University of Texas, in town for the National Championship game at the Rose Bowl, Todd booked and organized all the food and entertainment vendors.

Supporting production manager Kevin Rock has over thirty years of extensive experience producing festivals and events including the Susan G. Komen Race for the Cure, Avocado Festival and the Opening of the Centennial Celebration events on September 24th.

We hope that Culver City views supporting this event as a positive way to give back to the Business Community, the Community as a whole and the ongoing Centennial Celebration.

We would like to express our thanks in advance for your anticipated support.

Cordially,

Todd Elliot