



Exchange Club of Culver City

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June 1, 2017
Mayor Jeffrey Cooper & Members of the City Council
c/o John Nachbar, City Manager
9770 Culver Boulevard
Culver City, CA 90232

Dear Mayor and Council Members,

The Culver City Exchange Club is respectfully requesting your sponsorship and financial support for our 51st Annual 2017 Culver City Fourth of July Fireworks Show and Family Picnic. The show is the one of the most beloved and anticipated community events of the year in Culver City. Through your generous support, this annual event has continued to be a great celebration of patriotism and local family values.

This year marks the Culver City Centennial. Our fireworks show is a specially designated Centennial event. Every aspect of our 2017 show from the 1917 era vintage color guard to the fireworks themselves, is being curated to celebrate Culver City's 100th birthday. We think 2017 will be our best show ever – something that will make the thousands of local residents who attend stand up and cheer for Culver City.

Our financial request from the City for this centennial year celebration is \$30,000. Even though our expenses for this centennial celebration will be significantly higher (including the enhanced fireworks display), this is the same amount we requested in our May 13, 2016 letter. We also are requesting the City's in-kind support associated with police and fire services, including all aspects of traffic control on the perimeter streets leading to West Los Angeles College where the show will be held. We also are requesting the City's waiver of any permit fees which may be attributed to this event. As always, the Exchange Club will pick up all additional funding relating to this event, including the thousands of volunteer hours required to produce this terrific annual celebration. As we have for more than 50 years, all profits from this show will go to benefit Culver City youth charities, support our efforts to end child abuse, and financially support college-bound CCUSD students. This year, the Exchange Club is awarding a record 25 college scholarships to deserving local students.

On behalf of the Culver City Exchange Club, I offer my personal thanks in advance for your continued support for this Culver City tradition and worthwhile community family event. Please let me know if you I may address any of your questions.

Happy Birthday Culver City! See you at the show.

John Wm. Cohn

John Wm. Cohn
President – Exchange Club of Culver City

Budget for July 4, 2017 Culver City Exchange Club 4th of July Fireworks Show

Exchange Club Hard Costs

L.A County Sheriff	\$ 27,500
WLAC Staffing	\$ 7,200
Stage Rental	\$ 3,400
Advertising	\$ 3,000
program book-printing	\$ 3,000
Toilets/Fencing	\$ 2,800
Sound Company	\$ 2,750
Field Lighting	\$ 2,650
Entertainment	\$ 2,600
WLAC Supplies	\$ 2,200
Supplies/Food	\$ 2,100
Insurance	\$ 1,950
Street Banner Construction	\$ 1,890
Promotions (flags)	\$ 1,800
RV Rental	\$ 1,500
Raffle prizes	\$ 1,500
Signage	\$ 1,450
Fireworks	\$ 1,400
Planning Meeting Costs	\$ 1,150
College Entrance Banner Cost	\$ 950
Amgraph Banner Installation	\$ 885
raffle tickets-printing	\$ 725
Bunting (cleaning fee)	\$ 425
Total Exchange Club Hard Costs:	\$ 74,825

City Soft Costs

CCPD (traffic enforcement)	\$ 6,300	
Transportation Bus Rerouting	\$ 2,749	
Public Works Traffic Services	\$ 2,500	(Includes equipment and staff)
City One Day Event Insurance	\$ 2,717	
CCFD (paramedic standby)	\$ 1,800	
Banner Permit application fee	\$ 117	

City Soft Costs \$ 16,183

City Hard Costs-Fireworks \$ 30,000

TOTAL CITY COSTS \$ 46,183

Exchange Club Event Income:

Gates (9,500 @ \$5.00)	\$ 47,500
Parking (1,400 @ \$10)	\$ 14,000
Raffle income	\$ 5,500
Program Book Sales	\$ 5,200
WLAC Ad Buy	\$ 5,000
Miscl. Sponsors	\$ 4,500
Income:	\$ 81,700

Net Income/Proceeds: \$ 6,875