



EXCHANGE

THE NATIONAL EXCHANGE CLUB

Exchange Club of Culver City Charitable Foundation, Inc.

PO Box 212
Culver City CA 90232-0212
(310) 499-4840
IRS 501 (c) (3) – 54-2145774

President - Dr. Jay Shery; Secretary - Ken Owens; Treasurer - Earl Eskridge
Board Members: Michelle Ford, Dr. Bob Montgomery, Mike Snell

June 1, 2022

Re: Culver City Fireworks Show – July 3, 2022

Honorable Mayor Dr. Daniel Lee and City Council,

The Exchange Club of Culver City seeks the City's financial and in-kind support for its 52nd annual Fireworks Show to be held at West Los Angeles College on July 3, 2022. This event has long been a tradition in Culver City attracting families and children of all ages. This event is multi-generational – with parents who once attended the show as children now bringing their own children and grandchildren to this family friendly patriotic celebration. Unfortunately, because of construction impediments at the College and the subsequent rise of the pandemic, this Culver City tradition has been on hiatus since 2018. We are thrilled and excited to reignite this local holiday tradition.

Historically, the event also has been a way to promote public safety inviting the public to professional fireworks show to discourage the use of private illegal fireworks. It for this reason that both the Culver City Fire and Police Departments support this event.

All net proceeds (after expenses) from this charity event are funneled directly back into the Culver City Community to support youth programs (e.g., Sandy Segal Youth Health Center and Y.M.C.A.) and the many college scholarships that we provide to needy and deserving local high school students. Monies raised are also directed to support efforts to end homelessness among in our local Veteran Community.

The Exchange Club seeks the following support from Culver City:

1. \$34,000.00 directed to underwrite the cost of the fireworks production.
2. In-kind services in the form of Culver City Police Department traffic control on the roadways leading and out of the college. CCPD projects that it will require between 4 and 6 personnel to undertake this task.
3. Approval of City sponsorship to secure a waiver of fees associated with the installation of street banners advertising the show.
4. The use of available changeable message boards to supplement and enhance traffic control into and out of the event.

The Exchange Club will underwrite all other expenses associated with this event. These expenses include but are not limited to the following types of costs: 1) facilities and staff charges from WLAC; 2) law enforcement costs associated with security for the event (e.g., Los Angeles County Sheriffs) ; 3) rental costs relating to items such as stage, generators, porta-potties, security fencing; portable lighting, golf carts for volunteer staff,

Exchange, America's Premier Service Club, working to make our communities better places to live.

Core Values: Family, Community, Country



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etc. 4) entertainment costs for band, sound system and additional stage lighting; 5) promotion and advertising; 6) raffle prizes; 6) standby costs for L.A. County Fire; 7) event decorations (e.g. flags and bunting); event insurance; 8) meals for volunteers; 9) signage throughout the venue directing parking and pedestrians; 10) costs of producing program book; and, 11) production of street banner and other print advertising. We are projecting these costs (not including the price tag for the fireworks production) to exceed \$65,000.00.

As the event Co-Chair, I am available to City staff, Councilmembers, and you to answer any of your questions regarding our request. Thank you in advance for your continuing support for this important Culver City tradition.

Regards,

John Wm. Cohn

John Wm. Cohn
Fireworks Co-Chair