

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.**
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| 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