ATTACHMENT 1





EVENT LAYOUT & LOGISTICS

<u>Pros</u>

- Highly visible food truck and booth locations
- Non-food vendors were fairly centrally located
- Registration office open

<u>Con</u>

No designated carnival area for tots



ATTENDANCE & CARNIVAL

- Approximate weekend event attendance total of 10,000
- Bigger rides this year
- Best pre-sale wristband numbers ever- \$42,000
- Carnival ticket sales of just over \$290,000
- City revenue share from Carnival of \$98,768



EVENT SPONSORS

- Golden State
 Water
- KBB
- Behind the Lens
- Vivian Lesney & Co.
- Cavanaugh Realtors

- Culver
 Studios
 - Ting
 - Backstage
 - Culver City Observer
 - AYSO



HUGE shout out to Marcus Tiggs for all of his work!

ZERO WASTE SPONSORSHIP

- PRCS is grateful for the support of Angie Zavala and the MasterCorp staff who assisted at the event.
- The generous sponsorship was for the "green waste" area.
- Their team played a large role in keeping the entire park clean and free of trash.
- Also made the event much more environmentally friendly.
- Staff noted the grounds looking very clean from beginning to end, each day.



EVENT MARKETING

Kudos to RCS Supervisor Jeannine Houchin for her leadership and design with:

- Event logos
- Postcards
- Posters
- GovDelivery Messages
- Social Media Content
- Web Banners
- Sponsorship Banners

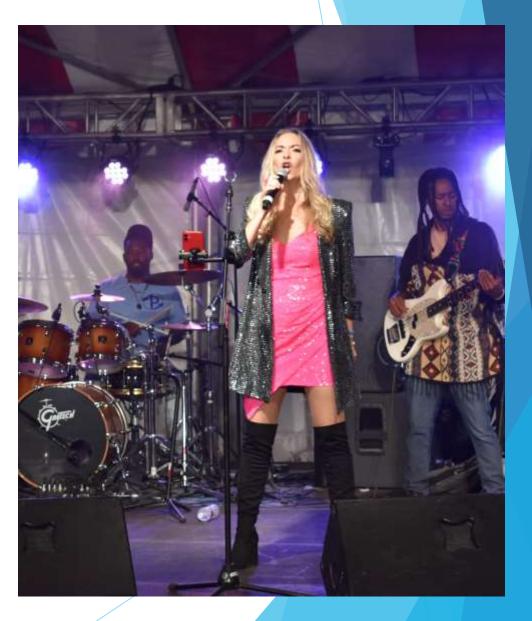


ENTERTAINMENT & STAGE

Kudos to RCS Supervisor Jill Thomsen for taking on the staff leadership roles in:

- Stage Management
- Entertainment Contracts and Payments
- "Run of Show" Plan and Document
- Community Performances

Entertainment was very well received!



FOOD VENDORS

<u>Pros</u>

- More food vendors
- Fewer lines
- Better compliance with health and fire departments

<u>Con</u>

Many of the same food items-PRCS plans to revisit in 2023



RETAIL & COMMUNITY VENDORS

<u>Pros</u>

- Better turnout than in the past
- Less vendor location complaints
- Good variety

<u>Con</u>

Late confirmation for booths



Hydration Station

The hydration station provided by Wallop Water was a HUGE success!!!





SUPPORT FROM CITY DEPARTMENTS

Great participation from City Departments!

- City Manager's Office
- Fire
- Public Works
- Police
- Transportation



HUGE shout out to City Leadership for supporting the Council Booth!

STAFF AND VOLUNTEERS

- All facilities but the Plunge and the Registration Office were closed to ensure staffing minimums.
- Staff Fiesta training covered all duties throughout the weekend reducing the amount of staff confusion.
- 65+ volunteers assisted with the event.



GOODBYE FOR NOW



SEE YOU AGAIN IN 2023!