



March 31, 2017

On behalf of the Culver City Centennial Celebration Executive Committee, please find attached:

- I.** March 2017 Quarterly Report (pg. 2 - 3)
- II.** Approved Centennial Events (pg. 4 - 7)
- III.** Financial Statement (pg. 8)



March 31, 2017

To: Mayor Jim B. Clarke and Members of the Culver City Council

From: Paul A. Jacobs, President, Culver City Centennial Celebration Committee, Inc. (CCCCC)

Subj: **Quarterly Status Report from the CCCCC**

INTRODUCTION

Two-years and three months ago, CCCCC, a nonprofit 501(c) 3 corporation, was created. It has since gone through changes in its focus and its membership. Recently Vice President Terry Robins announced his resignation. His position is now filled by Darrel Menthe, who will remain our Treasurer. Our new Executive Committee member is Judy Scott, who will continue to be Chair of our Marketing subcommittee, and will act as Secretary.

Our goals for the remainder of the Centennial year are (1) to continue to promote and participate in Centennial-related community events; and (2) produce three closing ceremony events. These will be achieved through two fundraising projects: Community Outreach Project and a Centennial Garden Tribute Wall (see below).

EVENTS

Centennial Related Events

Centennial-related Events are third-party events that are officially licensed to use the Centennial Logo and are placed on the Centennial Calendar, but not planned or produced by the CCCCC.

Since the last Quarterly Report, the CCCCC has promoted and participated in the following community-related events through its presence, marketing, and the use of its logo. These events include:

- (a) Downtown Tree Ceremony by the DBA
- (b) Harry Culver Birthday-PTA Council Fashion Show
- (c) Back Stage Bar & Grill
- (d) Screenland 5k Run
- (e) Youth Health Center Dinner
- (f) La Ballona Renaissance Creek Art Display at WLACC
- (g) Ciclavia

Future planned Centennial-related events include the Culver City Employees Lunch, the Exchange Club Car Show, the Exchange Club July 4th Celebration, Fiesta La Ballona, and performing arts by the recipients of the Cultural Affairs Commission's grants. Attached is an updated list of approved events.

Closing Events

Closing Ceremony *Events* are being planned between September 16 and 23, 2017 as follows:

September 16: Joint celebration with the CC Historical Society at Veteran's Memorial Park featuring games, birthday cake, music and more, encouraging family and children's participation. The CC Historical Society is considering bus tours and a showing of its Archive.

September 20: Commemoration Day at City Hall, celebrating the issuance of our Culver City Charter. The community and past and present elected officials will be invited.



September 23: Centennial Celebration and Ten Year Anniversary of Culver Hotel ownership. While the official closing of our centennial year is on Wednesday, September 20, it will be more appropriate to hold our closing party on Saturday, September 23. This venue offers CCCCC the opportunity to provide a final centennial year event at a historic site with an owner and general manager that has experience and the resources to make this event an enjoyable and successful occasion.

FUNDRAISING

Community Outreach Project (May 6, 7)

A significant portion of our fundraising success to date has been from the business and commercial community. We believe that there are a substantial number of residents, who if contacted, would like to participate. We plan to reach out to our community by providing information about the continuing events that are being planned and tangible opportunities and incentives for supporters. The community outreach will be through coordination with Culver City Boy Scout Troops and other youth groups. The CC High School principal has offered to provide contact information to students who are interested in participating in this CCCCC project. Rabbi Zach Shapiro of Temple Akiba is enthusiastic in encouraging its religious school students to participate.

Volunteers will be provided with a one-piece information card that will describe upcoming events and a menu of incentives (tiles on Centennial Garden Tribute Wall, wine glasses, tee shirts, lawn signs, flags, etc.) for residents interested in participating. Each volunteer will have a precinct list that will identify homes of residents who have been active voters. Should the resident have a question or express an interest, he/she will be instructed to contact CCCCC at the information provided on the piece.

Centennial Garden Tribute Wall

The new Culver City Centennial Garden will provide many opportunities for our community to express its pride in a very tangible and permanent manner. Members of the City Council (Mayor Clarke, Councilman Small) have discussed with the CCCCC its participation in this project. A Tribute Wall will offer recognition and fund raising opportunities which will enhance the CCCCC Closing Events and Centennial Related Events by the community. We are designing a sponsorship menu that will be attractive to both existing and new sponsors.

The success of the CCCCC's participation is contingent upon a timely RFP to direct to landscape designers and renderings that can be shown to prospective sponsors. We urge the Council to expedite this process.

CONCLUSION

We have all felt the synergism created by this celebration from all segments of our community. The Centennial Garden project creates a focal point for that energy, joining city, commercial and the residential communities in a mutual undertaking. We have 5 ½ months to the conclusion of our centennial. Let's harness that enthusiasm now!

Respectfully Submitted

Paul A. Jacobs
President



CULVER CITY CENTENNIAL CELEBRATION

as of 4/8/2017

	Name	Dates
1	1917 & 2017 Coin Display Joel Forman & Linda Forman	Ongoing
2	Centennial Commemorative Bricks Executive Committee	Ongoing
3	Centennial Medallion Joel Forman	Canceled by applicant
4	International Gymnastics Tournament LA Gymnastics - Tanya Berenson	January 26 - 29, 2017 COMPLETED
5	AYSO Youth Soccer Tournament Laura Love & AYSO Region 19	April 22- 23, 2017
6	Bus tours @ Fiesta La Ballona Michelle Bernardin (CC Historical Society)	May, 2017 pending date
7	Elected official portraits in City Hall Michelle Bernardin (CC Historical Society)	Pending date
8	Designation of Historic Site #14 Michelle Bernardin (CC Historical Society)	Ongoing
9	Walking Tour Mobile application Michelle Bernardin (CC Historical Society)	April 19, 2017
10	Chamber Orchestra Concert Arlene Cardenes (CC Chamber Orchestra)	May 27, 2017
11	Decades Fashion Show Laura Chardiet	January 22, 2017 - COMPLETED
12	Heart of Screenland 5K/10K Fun Run (Mike Cohen)	February 26, 2017 COMPLETED
13	Ice Cream Social with Lillian Culver Angie Waller (CC Women's Club)	June 3, 2017
14	Laurel & Hardy MTA Art Mural Initiative Pillars of Comedy. Heart of Screenland Foundation Charles A. Deen.	Ongoing
15	One Book, One City Nancy Kuechle (CC Friends of the Library)	May 7, 2017 5:30pm
16	Poetry Contest Janet Hoult	April 8, 2017
17	Steve Rose (CC Chamber of Commerce) "Culver City, California: The First One Hundred Years" by Julie Lugo Cerra	June 1, 2017–September 24, 2017



CULVER CITY CENTENNIAL CELEBRATION

as of 4/8/2017

	Name	Dates
18	Symphony Concerts - 1917 music & CC film Matthew Hetz (CC Symphony)	June 11, 2017
19	Culver City Centennial Westside Food & Wine Festival (Todd Elliot ref by Mike Cohen)	July 2, 2017 4:00pm – 8:00pm
20	Film screenings w/ Arclight Andrew Leist	Pending date and information
21	Found Animals, Adopt & Shop- Scavenger Hunt Brianne Leavitt/ Vince Wong	May 20, 2017
22	EGG HUNT	March 18, 2017 COMPLETED
23	CC Senior Citizens Association – Songs of Culver City Myrna Weber - Cali Rose	April 23, 2017 1:00pm – 2:00pm
24	Culver City Exchange Club Car Show	May 13, 2017 10:00am – 6:00pm
25	Culver City Exchange Club 4th of July	Pending time and information
26	Wende Museum of the Cold War Donna Stein	Ongoing
27	CC Sister City Committee Alan Schreibman	June 11, 2017 1:00pm – 5:00pm
28	Kirk Douglas Theater/CTG Celebration Eric Sims *EMAILED - in progress	Pending date and information
29	Women in Business Steve Rose {CC Chamber of Commerce}	October 20, 2016
30	Mayor's Luncheon 2017 Steve Rose (CC Chamber of Commerce)	April 18, 2017 11:30am – 1:15pm
31	Annual Business Expo Steve Rose (CC Chamber of Commerce)	June 20, 2017 3:30pm – 6:30pm
32	CC Area Interfaith Alliance Peace Campaign Reverend Carolyn Wilkins	September 22, 2016 12:00 noon
33	Lucy Blake-Elahi Ballona Creek Renaissance Project	March 2, - April 6, 2017 COMPLETED



34	Asian World Film Festival	October 24 th – November 1 st 2016 COMPLETED
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CULVER CITY CENTENNIAL CELEBRATION

as of 4/8/2017

3 5	Walk with A Doc Dr. Jeffrey Penso	Third Saturday of every month 8:45–10:15am
3 6	Kopeikin Gallery Paul Kopeikin	Oct 8, 2016 COMPLETED
3 7	Magnetic Cards w/emergency contacts Steve Rose (CC Chamber of Commerce)	Ongoing
3 8	CC Downtown Business Association CC Holiday Tree Lighting Celebration Sylvia Bianchi, Eric Sims	December 1, 2016 6:00pm COMPLETED
3 9	CC Rotary Club Ali Tajiki, Roger Wilson	December 7, 2016 COMPLETED
4 0	Marla Koosed "1988 Art in Public Places" Series Four performances.	"Cloud" April 23, 2017 4:00, 5- 6pm. "Punctuation Station" May 7, 5:30-7:00pm Technicolor Drip" August 6, 1– 3pm "Hanging Garden" September 9, 5-8pm
4 1	Friends of Sandy Segal Youth Health Center Fundraiser event Sandy Schwartz	February 25, 2017 5:30- 10:00pm COMPLETED
4 2	Culver City Public Theatre Laura Baccaletti, President	July 21,22,28,29 & August 5,6,11,12,19,20
4 3	The Culver Hotel Celebration Seth Horowitz	September 23, 2017
44	National Association of Composers USA, LA Chapter "Music in the Chambers" Deon Price	April 15, 2017 7:00pm
45	C. Eule Dance Caron Eule	June 23 & 24
46	Los Angeles Women's Theatre Festival- Adilah Barnes	June 25, 2017



Culver **CITY**
CENTENNIAL
CELEBRATION

47	Westside Youth Orchestra Lowell Crystal	May 20, 2017 3:00pm
48	The Actors' Gang Simon Hanna	August 5,6,11,12,19,20,26,27
49	Donna Sternberg & Dancers	November 4 COMPLETED



Culver City Centennial Celebration Committee, Inc

STATEMENT OF ACTIVITY

All Dates

		TOTAL
REVENUE		
Income	258,288.16	
Sales	45,250.00	
Unapplied Cash Payment Revenue	16,680.00	
Total Revenue	\$320,218.16	
GROSS PROFIT	\$320,218.16	
EXPENDITURES		
Administrative Consultant	39,600.00	
Advertising	300.00	
Bank Charges	68.00	
Credit Card Processing	375.00	
Dues & Subscriptions	330.41	
Event Planner	12,500.00	
Insurance - Liability	4,258.00	
License Fee	125.00	
Licenses & Permits	990.45	
Marketing	58,046.75	
Opening Ceremonies	30,766.05	
Opening Gala	115,274.10	
Photographer	450.00	
Postage & Delivery Expense	2,608.00	
Professional Fees	519.45	
Promotional	553.69	
Screenland 5k (Pass Through)	14,000.00 Square	
	104.49	
Stationery & Printing	78.10	
Taxes & Licenses	128.00	
Videographer	15,155.00	
Web Hosting	290.00	
Total Expenditures	\$296,520.49	
NET OPERATING REVENUE	\$23,697.67	
NET REVENUE	\$23,697.67	