

M E M O R A N D U M

TO: Culver City Council Members

FROM: Tito's Tacos & Tito's Handmade Vodka

DATE: May 29, 2018

RE: NATIONAL VODKA DAY + NATIONAL TACO DAY (Thursday, October 4th) FIESTA EVENT

Tito's Tacos & Tito's Handmade Vodka are joining forces to celebrate National Taco Day & National Vodka Day on October 4th of this year by hosting a traditional Fiesta Event for people with really good taste to come together as a community and thoroughly enjoy themselves while donating the proceeds to a worthy local charity.

It is envisioned that the celebration will be staged adjacent to Tito's Tacos Restaurant with some of the following ingredients meticulously blended together to make sure that the first-ever National Vodka Day & National Taco Day Fiesta Event is a sensation and generates significant regional & national media attention:

- **SITE** / The cul-de-sac adjacent to Tito's Tacos is the ideal site for the celebration largely since this Restaurant has long been one of the most popular fast-food restaurant locations in all Southern California since 1959. An elevated outdoor stage will be erected where entertainers will perform throughout the Fiesta Event and a VIP Tent will be erected to cater to a select number of invited Celebrities, Dignitaries and Members of California Restaurant Association Board in attendance. The Tuller Avenue cul-de-sac will be barricaded to make sure absolutely no vehicles careen into and disrupt the family friendly Fiesta Event – and, portable restrooms and hand-washing stations will be conveniently located throughout. Attendees will park in the general vicinity of the Fiesta Event, along with hopefully municipal parking lots for overflow and then shuttled to and from the Fiesta Event by Surf City Tour Busses. A Traffic Control Plan designed by JCL Traffic has been commissioned and produced in hopes of lessening traffic congestion.
- **ENTERTAINMENT** / Mariachi Groups (including Sol de Mexico & Tres Ellas) will perform throughout the celebration, along with an eclectic mixture of Norteno Musicians and Traditional Mexican Folkloric Dancers added in to keep everything stimulating for those in attendance. This family friendly celebration will set aside an area dedicated for Children to amuse themselves, playing organized traditional Mexican children's games and taking swings at Taco Shaped Piñatas filled with delicious Mexican Candy.
- **IMBIBING** / Tito's Handmade Vodka will have some of Southern California's leading Mixologists on hand to prepare a variety of cocktails with a south-of-the-border flair. A Cash Only Bar will be situated at the Fiesta Event with reasonably priced drinks (including Mexican Beer & Wine) with all of the proceeds going directly to the charity of record. Plus, Tito's Handmade Vodka will match the donations raised from the sales of the cocktails up to \$10,000. In addition to being committed to philanthropic causes, Tito's Handmade Vodka is also committed to being socially responsible and will ensure that the experienced, licensed bartenders will ensure all consumers are of legal drinking age and that no one is over served.
- **HORS D'OEUVRES** / Tito's Tacos award-winning cuisine will be served nonstop throughout the Celebration – including mini-tacos, mini-burritos, mini-tostadas, etc. – with waitpersons passing throughout the Fiesta Event doling out hot freshly prepared cuisine on serving trays. In the past 59 years, the Restaurant has prepared mini-Tito's Tacos only on two separate occasions, including an Arbor Day Tree Planting Event at the Restaurant in conjunction with the City of

Culver City's Public Works Division and at the Restaurant's 50th Year Anniversary held at the historic Culver Hotel.

- **PROMOTION** / Prior to the upcoming National Vodka Day and National Taco Day Fiesta Event, Tito's Tacos will festoon the Restaurant and its takeout boxes with poster art ballyhooing the celebration – a full page advertisement will appear in a local Newspaper – and, Tito's Tacos television commercial advertising will be devoted exclusively to promoting the celebration. Fiesta Event admission tickets will be pre-sold online to individuals & couples with really good taste who wish to attend the Fiesta Event celebrating National Taco Day & National Vodka Day, along with reveling in the wonderful south-of-the-border entertainment provided by Grammy award-winning performers. Admission Ticket Prices will be established that are equivalent to attendance for a first-class theatrical performance with food & drink built-in.
- **PR & MEDIA** / Culver City residents who are team members of the nationally recognized Praytell PR Agency that works on an ongoing basis championing the Tito's Handmade Vodka brand will distribute Media Releases prior to the Fiesta Event to generate news articles and segments concerning the fact that two businesses with the same moniker ("Tito's") have joined forces to celebrate National Taco Day & National Vodka Day. Moreover, Southern California Media News Desks and Assignment Editors will be bombarded for at least one-week prior to the celebration in hopes of having remote broadcast units shoot and air live footage on the local, regional and national newscasts regarding the celebration honoring National Taco Day & National Vodka Day. The entire event will be transmitted live on various social media sites as a "Live from Culver City, California" broadcast.
- **SECURITY** / On the day of the Fiesta Event, Tito's Tacos will increase the number plain clothes and uniform security at the Restaurant to make sure nothing disruptive impinges upon the family friendly Fiesta Event. The company providing the aforementioned event security, GSG Protective Services, are experienced with the strict security guidelines implemented at the Restaurant on a daily basis and they work most all of the major entertainment industry shindigs. In addition, Tito's Tacos & Tito's Handmade Vodka will hire additional Culver City Police Officers to bolster the overall security presence. Special Event Liability Insurance has been procured by Tito's Tacos & Tito's Handmade Vodka to cover any unforeseen accidents that may occur that causes injury and/ or property damages
- **CHARITY** / It is the desire of Tito's Handmade Vodka and Tito's Tacos to have the proceeds from the upcoming Fiesta Event to appropriately benefit a local charity – and, the most obvious charity to be the recipient of these funds is the Culver City Cultural Affairs Foundation in light of the fact that the Fiesta Event itself will be a traditional celebration of the Mexican Culture which has long been a meaningful part of Culver City's past and present. Fortuitously, Tito's Vodka has generously offered to match the amount of funds raised at the Fiesta Event to double the overall donation benefiting the charity of record.

Thank you for your consideration and please feel free to contact the following individuals to answer any questions you might have regarding our proposed Fiesta Event celebrating National Taco Day & National Vodka Day.

TITO'S TACOS

Wirt Morton

310-205-6475

wirt@ca.rr.com

PRAYTELL PR AGENCY

Kaitlin Novell

626-644-2995

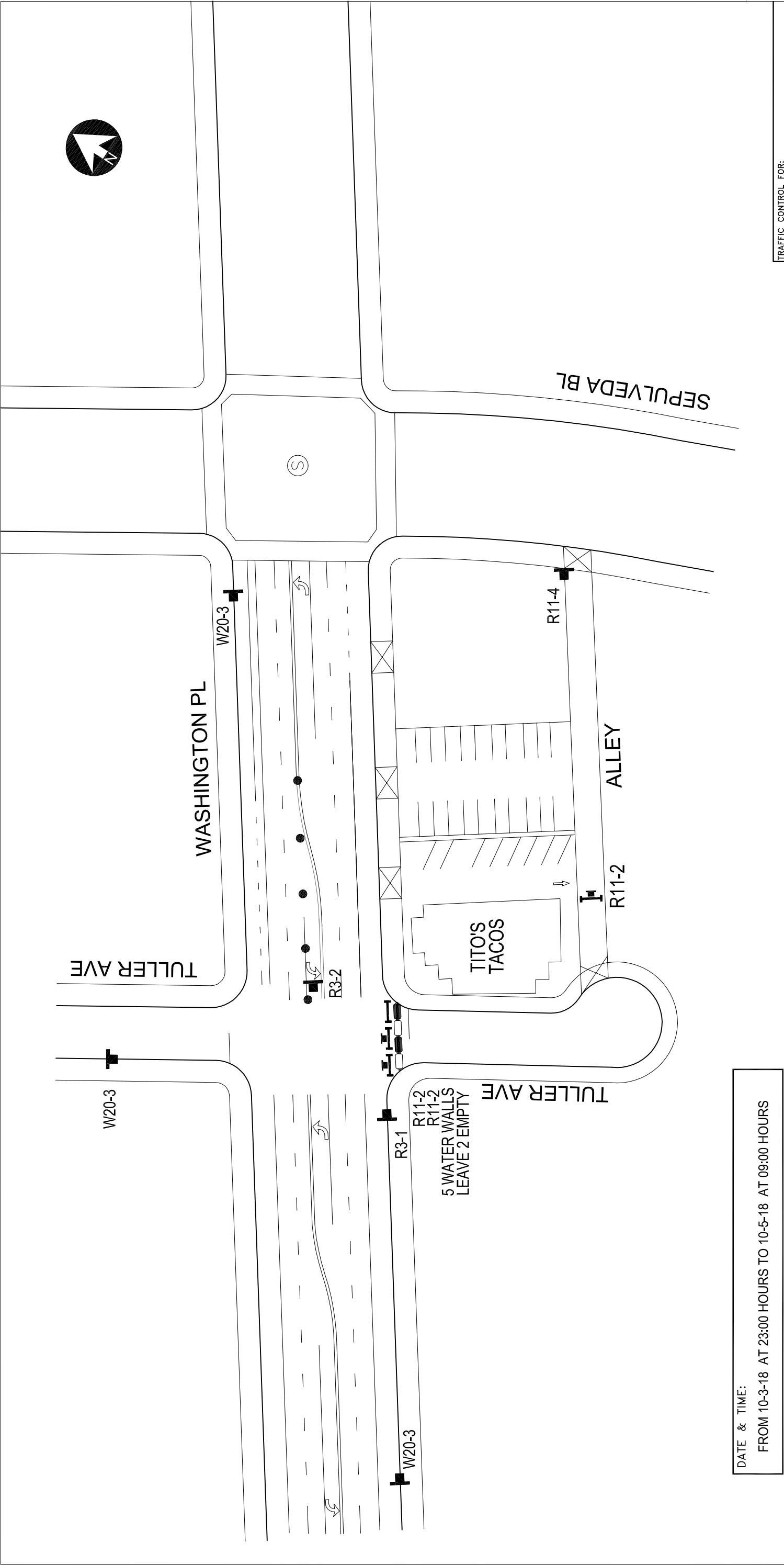
kaitlin@praytelligency.com

TITO'S HOMEMADE VODKA

Brian Herlihy

310-941-2083

bherlihy@titosvodka.com



DATE & TIME:
FROM 10-3-18 AT 23:00 HOURS TO 10-5-18 AT 09:00 HOURS

WORK ZONE
TRAFFIC CONTROL PLAN - GENERAL NOTES

- ALL SIGNING, STRIPING, AND TRAFFIC CONTROL DEVICES SHALL CONFORM TO THE (CURRENT) STATE OF CALIFORNIA DEPARTMENT OF TRANSPORTATION (CALTRANS) STANDARD PLANS AND STANDARD SPECIFICATIONS, CALIFORNIA MUTCD, AND ANY ADDENDUMS THERETO, AND AS SHOWN ON THESE PLANS. SYMBOLS AND ABBREVIATIONS USED ARE SHOWN ON CALTRANS STANDARD PLANS.
- THERE WILL BE NO INTERFERENCE WITH TRAFFIC SIGNALS OR CROSSWALKS.
- CONES WILL BE 28" MINIMUM HEIGHT AND HAVE REFLECTORIZED SLEEVES.

	W20-3		R11-2		R11-4		R3-1		R3-2
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LEGEND

- 28" CONE (REFLECTORIZED)
- TYPE I WITH SIGN
- Ⓢ TRAFFIC SIGNAL
- ⌚ TYPE III BARRICADE WITH SIGN
- I TYPE III BARRICADE
- 🚧 6' WATER BARRIER (5)

TRAFFIC CONTROL FOR:		TITO'S TACOS RESTAURANT	
PROJECT LOCATION:		CLOSE TULLER AVE AT WASHINGTON PLACE AND TULLER AVE (ALLEY) SOUTHEAST CORNER OF TITO'S TACOS CULVER CITY, CALIFORNIA	
LOCATION CONTACT:		WIRT MORTON PHONE #: 310-259-6399 wirt@ca.tr.com	
	JCL TRAFFIC SERVICES	DATE	REVISIONS
	500 S. Greenwood Avenue		
	Montebello, CA 90640		
	Ph: (213) 622-3975		
CS+CA Lic # 606357			
TOP DRAWER	M. ARGUMENTO	SCALE:	N.T.S.
SHEET:	1 OF 1	DRAWING TITLE	