



Agenda Item #: _____

City Council Report

City of Manhattan Beach

TO: Honorable Mayor Tell and Members of the City Council

THROUGH: David N. Carmany, City Manager

FROM: Richard Gill, Parks & Recreation Director *R. J.*

DATE: April 30, 2012

SUBJECT: A. Discuss and Provide Direction Regarding the Raising of Funds (in-kind and monetary) by the Centennial Committee from Third Party Corporate and Individual Sponsors and the Scope of Sponsorship Packages and/or Consider the Approval of City Funding (Including the Provision of City Services) for Some or All of the Various Manhattan Beach Centennial Events, which include the Remaining Events: (i) Centennial Parade and Picnic; (ii) Downtown Open House and Pier Event: (iii) Centennial Beach Ball; (iv) Centennial Holiday Fireworks.

B. Discuss and Provide Direction Regarding the Raising of Funds (in-kind and monetary) by the Centennial Committee from Third Party Corporate and Individual Sponsors and the Scope of Sponsorship Packages and/or Consider the Approval of City Funding (Including the Provision of City Services) for Some or All of the Various Manhattan Beach Centennial Events, which include the Remaining Events: (i) Centennial Parade and Picnic; (ii) Downtown Open House and Pier Event: (iii) Centennial Beach Ball; (iv) Centennial Holiday Fireworks.

RECOMMENDATION:

A. Staff recommends that the City Council discuss and provide direction regarding the raising of funds (in-kind and monetary) by the Centennial Committee from third party corporate and individual sponsors and the scope of sponsorship packages and/or consider the approval of City funding (including the provision of City services) for some or all of the various Manhattan Beach Centennial events, which include the remaining events: (i) Centennial Parade and Picnic; (ii) Downtown Open House and Pier Event: (iii) Centennial Beach Ball; (iv) Centennial Holiday Fireworks.

B. Staff recommends that City Council discuss and provide direction regarding the raising of funds (in-kind and monetary) by the Centennial Committee from third party corporate and individual sponsors and the scope of sponsorship packages and/or consider the approval of City funding (including the provision of City services) for some or all of the various Manhattan Beach Centennial events, which include the remaining events: (i) Centennial Parade and Picnic; (ii) Downtown Open House and Pier Event: (iii) Centennial Beach Ball; (iv) Centennial Holiday Fireworks. To the extent the City Council approves City funding (including additional City services), appropriate funds in the amount directed by City Council from the unreserved General Fund.

FISCAL IMPLICATION:

The estimated costs for the remaining four Centennial events are \$293,202.00.

Centennial Parade:	\$3,000.00 security City costs, \$2,000.00 Centennial costs.
Centennial Picnic:	\$12,504.00
Centennial Pier Festival and Downtown Open House:	\$56,198.00
Centennial Beach Ball:	\$250,000.00 (less \$30,500.00 in kind donations) equals \$219,500.00

The costs for the Pier Festival and Beach Ball are original estimates and can be lowered depending on sponsorship funds received or City general fund appropriations.

There is an additional \$27,151.72 that the City has incurred that can be considered City expenses or the responsibility of the Centennial Committee.

BACKGROUND:

In February 2010 the City Council established a Centennial Subcommittee led by Mayor Tell and Councilmember Montgomery along with residents of the City of Manhattan Beach to develop a series of events to celebrate the 100 year anniversary of the City’s incorporation. The City Council directed the Committee to fundraise for all of the costs for the events with the exception of City staff time, which was approved by Council on December 20, 2011 (\$175,802.52). The Centennial Committee has raised \$294,800 which is a combination of in kind and cash donations to implement the Centennial events (Sponsorship List - Attachment A). These funds have been raised by selling sponsorship packages (Sponsor Guide - Attachment B) which were approved by Council, street pole banner space and reserved seating for the 2011 Concerts in the Park series and 2011 Holiday Fireworks.

So far the Committee and City Staff has implemented four very successful events.

- The 2011 Holiday Fireworks show kicked off the Centennial with a fireworks display on both sides of the pier that alerted the thousands of spectators that the Centennial “MB100” had commenced.
- The Manhattan Village Mall Centennial Carnival (January 29, 2012) was enjoyed by hundreds of children and adults as they enjoyed a free fun-filled day of face painting, jugglers, caricature artists, games, family photos (with iconic Manhattan Beach backgrounds), food and a display of historical photos of Manhattan Beach.
- The Manhattan Beach School Art Contest (February and March 2012) sponsored by the Neptunian Women’s Club had children of all ages draw and paint pictures of their idea of what Manhattan Beach means to them. Winners in each category were displayed during the Centennial “Taste of Manhattan” event.
- Taste of Manhattan: This signature event, attended by approximately 500 people, was held on March 25, 2012 on 13th Street between Highland and Valley and featured cuisine

from the finest restaurants in Manhattan Beach. Entertainment was provided by a live band, winners of the school art contest were displayed, local non profits displayed their information, Chefs Devin Alexander and Bryan Mularkey presented cooking demonstrations, and local micro breweries and wineries provided a taste for those wishing to do so.

Of the 500 in attendance, 10 complimentary tickets were given to the band and two demonstration chefs.

FUTURE EVENTS:

Manhattan Beach Centennial Parade

On May 19, 2012, the City and Centennial Committee will be implementing a Centennial Parade with 100 organizations/units consisting of historic cars with dignitaries, floats, community groups, schools, individuals and businesses. The parade will start at Manhattan Beach Boulevard at Pacific Avenue and continue east on Manhattan Beach Boulevard to Redondo Avenue (Polliwog Park). Manhattan Beach Boulevard will be closed from approximately 7:00 a.m. to 1:00 p.m. Sepulveda Boulevard at Manhattan Beach Boulevard will be intermittently closed to allow the parade to proceed across Sepulveda Boulevard. Cal Trans, the City's traffic engineer, our City's Police Department, Fire Department, and Public Works have all worked together to develop a traffic plan for the parade route since the approval from Cal Trans in January. The City Council approved the preliminary costs for traffic control (Police, Contemporary Services Corporation (CSC) and Public Works) during their December 20, 2011 meeting which were estimated to be \$15,899.00 for the Police Department and CSC and \$6,200.00 for Public Works costs. Since that December 20, 2011 meeting, the parade route traffic plan has been revised to reflect minimal increased security required by Cal Trans, the City's Traffic Engineer, and the Police Department. Approximately \$3,000.00 is needed for added notification sign boards, Type III barricades and increased CSC staff for side street closures along Manhattan Beach Boulevard and resident notification.

Historic Picnic

The Centennial Picnic will follow the parade in Polliwog Park. The picnic will feature old fashioned and new games for the family, bounce houses for the kids, the Centennial Birthday cake, an open house of the Historical Society's "cottage," and gourmet food trucks for those who don't want to bring their own picnic basket. The cost of the picnic is approximately \$10,000 - \$12,504. The Centennial Committee has approved the budget for this event (Historic Picnic Suggested Budget - Attachment C).

MB100 Festival, Downtown Open House and Pier Event

The MB 100 Downtown Open House and Pier Event are scheduled to take place on July 7, 2012. The event details have not fully been worked out, but Staff has been working with the Downtown Business and Professional Association to include a merchants "Open House" along with a "concourse style" display of cars from each decade that have come to symbolize life in Southern California from woodies to convertibles. Staff will be presenting to the Centennial Committee that a Manhattan "Coney Island" theme be implemented for the amusement of residents of all ages. Since our City's name has its roots from the original Manhattan in New York, Staff thought it would be fun to create a Coney Island theme using the lower four parking lots near the

pier. The Festival/Pier Event Budget (Attachment D) suggests “boardwalk type” games, booths, and prizes where everyone is a winner along with a carousel and Ferris wheel located in the lower two parking lots. The event would be open and free for all participants. The estimated cost for this event is \$56,198.00. This does not include police security which was estimated in the December 20, 2011 staff report to be \$1,438.00.

Centennial Ball

The Centennial Ball was discussed by City Council on June 7, 2011 and on December 20, 2011 but the issue of alcohol approval from the County remained. City Council stated at that time that if alcohol was denied by the County, the fallback position would be to allow it in the City’s parking lot. The County approved alcohol for the event on the condition that the City Council would suspend its no alcohol on the beach ordinance. On April 17, 2012 the City Council took no action on the issue of allowing alcohol on the beach as part of this event as there was not a majority consensus on allowing beer and wine on the beach. However, no direction was given as far as what type of event City Council would like to see. In trying to move forward with this event, Staff has met with the Centennial Committee event chair to develop a vision for the event that would satisfy commitments made to sponsors as well as the City Council. The original concept was to complement the other events designed throughout the year with a celebration including sponsors and other guests. It was designed after the City’s 75th anniversary event which was a ticketed event at the Marriott Ballroom. Due to the fact that the Marriott holds a limited number of people, it was decided to do the event at the beach where the number could grow as needed. The ticketed idea is needed to help pay for event costs as well as get an estimate of attendance for food.

The Centennial Committee is proposing to hold a ticketed reception in the upper south parking lot that would serve alcohol. Simultaneously, there would be band on the pier (much like the fireworks) that would be free and open to the public during the reception. The upper north parking lot would be reserved for sponsor parking. No food or drinks would be served to the public portion of the event, but people can bring blankets and sit in the street to listen to the band. After the ticketed reception, all ticketed guests would walk down to the sand for a dinner and live entertainment at which time the free concert would end. The County prohibits live bands on the beach but stated in the past that if it was not an open concert but a controlled environment, they would work with the City on a suitable band. The original approved plan of 350-500 ticketed guests (now without alcohol) along with an adjacent area for ticketed guests who can listen to music while sitting on beach blankets in a fenced and controlled area is being proposed. Staff believes this concept would satisfy the commitments made to sponsors, keep from setting a precedent for alcohol on the beach and provide free entertainment for the community to enjoy on the beach. Staff is working on the details of this idea as this report is being written. More details and a cost estimate would be provided for Monday evening’s meeting.

Additional City Costs

In addition to the direction needed for the Centennial Parade, Centennial Ball, the July 7 Downtown Open House and Pier event, and private funding or City funding for these events, Staff would like to make City Council aware that the City has incurred expenses in addition to the costs approved by City Council during their December 20, 2011 City Council meeting. Since

that City Council meeting, the City has incurred costs for electrical work for the Taste event, refreshments for the Centennial Committee meetings and the purchase and installation of Centennial banners. These costs are outlined on the Centennial Expenditures (Attachment E). Except as otherwise noted in this report, the City can choose to pay for these costs or pass them along to the Centennial Committee. A case can be made for providing refreshments to the volunteers on the Centennial Committee as is done for most Commission meetings. Additionally, the placement of banners on street poles has been the City's only main way to advertise that the Centennial is taking place. Also, the \$2,730.00 in electrical upgrades that were needed for the Taste event can be used for future City events in the Farmers Market area. The Centennial float is a City float and not a float of the Centennial Committee. The expense for alcohol in the amount of \$1,675.00 was incurred for the Taste as part of the event and this will be paid for by the Centennial Committee.

In summary, an additional \$27,151.00 was incurred by the City as outlined in Attachment E. Also, the City Council previously approved 10,000.00 as seed money for the establishment of a Centennial Committee for a total of \$37,151.00. Staff seeks direction as to how to handle these additional costs.

CONCLUSION:

In conclusion, Staff and the Centennial Committee chair have attempted to vision out the remaining Centennial events in this report. Staff and the Centennial Committee would like direction from City Council as to how they see these final Centennial events and how they are going to be paid. If the events are changed from the original idea given to sponsors, Staff and the Centennial Committee are concerned that some sponsors will back out of their commitments and make it very difficult to raise more money. Committee members have also expressed that they feel their personal integrity is on the line because of the commitments made to sponsors.

ATTACHMENTS:

- A. Manhattan Beach Centennial Foundation Sponsor List
- B. Sponsorship Guide
- C. Historic Picnic Suggested Budget
- D. Festival/Pier Event Budget
- E. Centennial Expenditures

MANHATTAN BEACH CENTENNIAL FOUNDATION SPONSOR CONTACT LIST

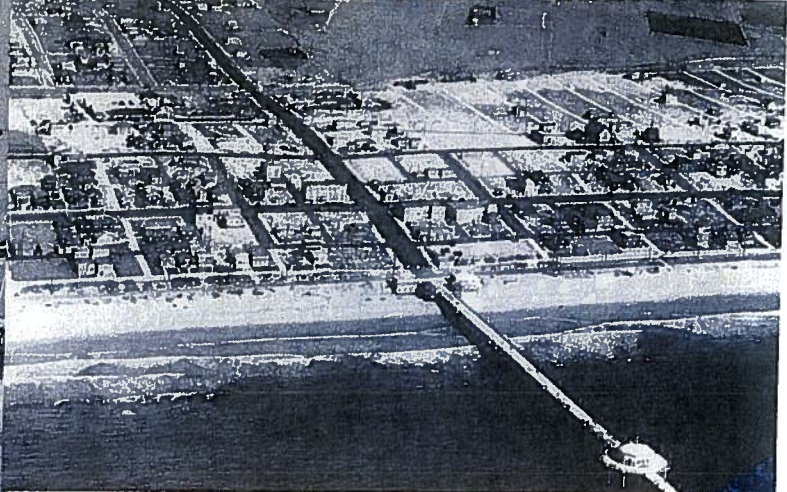
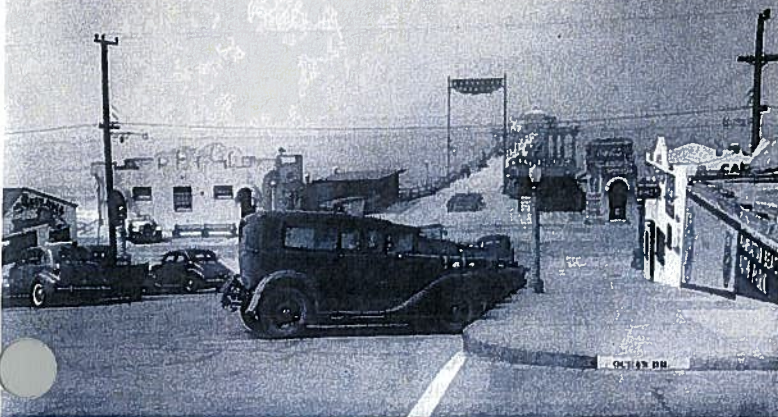
Committed Sponsors	TOTAL	In-Kind	CASH	Amount Received	Date	Amount Received	Date	Amount Received	Date	Amount Received	Total Sponsorship Dollars Received To Date	In-Kind Balance	CASH Balance
Manhattan Beach Country Club	\$ 75,000.00	\$50,000.00	\$25,000.00	\$ 25,000.00	12/16/11						\$ 25,000.00	\$ 25,000.00	\$ -
Chevron	\$ 60,000.00		\$60,000.00	\$ 60,000.00	1/10/12						\$ 60,000.00		\$ -
Anheuser Busch	\$ 32,800.00	\$15,300.00	\$17,500.00	????								\$ 3,000.00	\$ 17,500.00
Providence Hospital	\$ 25,000.00		\$25,000.00	\$ 25,000.00							\$ 25,000.00		\$ -
Carlyle Group - Raleigh Studios	\$ 20,000.00		\$20,000.00	\$ 10,000.00	9/21/11						\$ 10,000.00		\$ -
Skechers	\$ 15,000.00	\$15,000.00	\$0.00										\$ 10,000.00
Body Glove	\$ 10,000.00		\$10,000.00	\$ 2,500.00	10/20/2011	\$ 2,500.00	1/5/2012	\$ 2,500.00	2/10/2012	\$ 2,500.00	\$ 10,000.00		\$ -
Northrup Gruman	\$ 7,500.00		\$7,500.00	\$ 5,000.00	11/14/11						\$ 5,000.00		\$ 2,500.00
DEALER.COM	\$ 12,500.00		\$12,500.00	????									\$ 12,500.00
DeWitt Petroleum	\$ 10,000.00		\$10,000.00	\$ 10,000.00	3/14/2012						\$ 10,000.00		\$ -
Belmar	\$ 5,000.00	\$2,500.00	\$2,500.00	\$ 2,500.00	2/13/12						\$ 2,500.00	\$ 4,000.00	\$ -
GROW	\$ 5,000.00		\$5,000.00	\$ 5,000.00	3/15/2012						\$ 5,000.00		\$ -
Continental Development Corp.	\$ 5,000.00		\$5,000.00	\$ 5,000.00	11/17/11						\$ 5,000.00		\$ -
Chic Canvas	\$ 5,000.00	\$5,000.00											\$ -
Waste Management	\$ 2,500.00		\$2,500.00	\$ 2,500.00	12/16/11						\$ 2,500.00		\$ -
So Cal Gas Co	\$ 2,000.00		\$2,000.00	\$ 1,500.00	12/16/11						\$ 1,500.00		\$ 500.00
Mellix	\$ 1,000.00		\$1,000.00	\$ 1,000.00	2/10/11						\$ 1,000.00		\$ -
So Cal Edison	\$ 1,000.00		\$1,000.00	\$ 1,000.00	8/19/11						\$ 1,000.00		\$ -
Local York	\$ 500.00		\$500.00	\$ 500.00	12/16/11						\$ 500.00		\$ -
TOTALS	\$ 294,800.00	\$87,800.00	\$207,000.00	\$ 156,500.00		\$ 2,500.00		\$ 2,500.00		\$ 2,500.00	\$ 164,000.00	\$ 32,000.00	\$ 43,000.00

R. H. ...

CB



MANHATTAN BEACH CENTENNIAL Sponsor Opportunity Guide



1912

2012

Once every one hundred years!

Greetings from the Manhattan Beach Centennial Committee!

This is a very special time for the City of Manhattan Beach. The 100th anniversary of Manhattan Beach's incorporation is this year and the city is busy preparing for the yearlong, citywide celebration.

The Centennial Committee, made up of volunteers who all live in Manhattan Beach, is hard at work planning great events, celebrations, activities, exhibits, and more.

We invite you to support the Manhattan Beach Centennial celebration through sponsorship. The success of the Centennial celebration depends on the support and participation of our community businesses, organizations and residents.*

*For more information, please visit our website, www.mb100.org or contact **Margaret Keegan** at margaret@mb100.org or call (646) 825-1626.*

Thank you for your consideration. We look forward to hearing from you soon!

Sincerely,



Nicholas W. Tell, Jr.
Mayor



Richard P. Montgomery
Councilmember

Committee Members

City Council Liaisons

Nicholas W. Tell, Jr.
Mayor

Richard P. Montgomery
Councilmember

Committee Members

Irene Cotter
Jan Dennis
Joe Franklin
Zack Gill
Jeanna Harkenrider
Larry Lemoine
Grace S. Leung
Trish Pietrzak
Oliver T Sehulster
Annie Walker

Honorary Committee Members

Eric Fonoimoana
Volleyball Champion

Jack Johnson
LA Kings

JD Roth
Producer

Mike Simms
Restaurateur

Luke Walton
LA Lakers

Marybeth McDade
KTLA Channel 5 News Anchor



Calendar of EVENTS

February and March 2012 **Manhattan Beach School Art Contest**

We are pleased to have the support of the Neptunians for the Centennial School Art Contest by joining forces with them for their 34th Annual Tea Art Show. Contest rules and entry forms are available at all Manhattan Beach school offices, the Manhattan Beach Public Library, or you can contact Sue Navarro at suenav@gmail.com

Each winner will have their artwork displayed at the Taste of Manhattan Beach on March 25, 2012.

March 25, 2012 **Taste of Manhattan Beach**

Spring into the Centennial spirit and enjoy delicious food, live entertainment, cooking demonstrations, and much more. The event will be held in downtown Manhattan Beach on 13th Street and Morningside. Historic photos of Manhattan Beach will be displayed along with the winners of the Centennial School Art Contest.

Tickets will be \$15 per person, \$25 per couple, children under 12 are free.
Tickets to the Beer & Wine tasting are \$10 per person. (Photo ID required.)

May 19, 2012 **Manhattan Beach Centennial Parade and Historic Picnic**

Community organizations are invited to create floats, costumes, and marching groups with a parade theme of "100 Years in Manhattan Beach."

For more information on participating in the parade, please contact Jan Dennis at 310-372-8520.

The parade will end at Polliwog Park with an old fashioned picnic celebration including an historic photo display, food, games and entertainment. Admission to the picnic is free.

July 2012 **Manhattan Beach Centennial Festival and Downtown Open House**

The Centennial Festival will be held in downtown Manhattan Beach. The event will include a "concourse style" display of cars that have come to symbolize life in "Southern California" located in the parking lots at Ocean and MBB. The Manhattan Beach Downtown Business Owners will have an "Open House" with historic photos in some of the buildings and businesses which have a long history in Manhattan Beach. Admission is free.

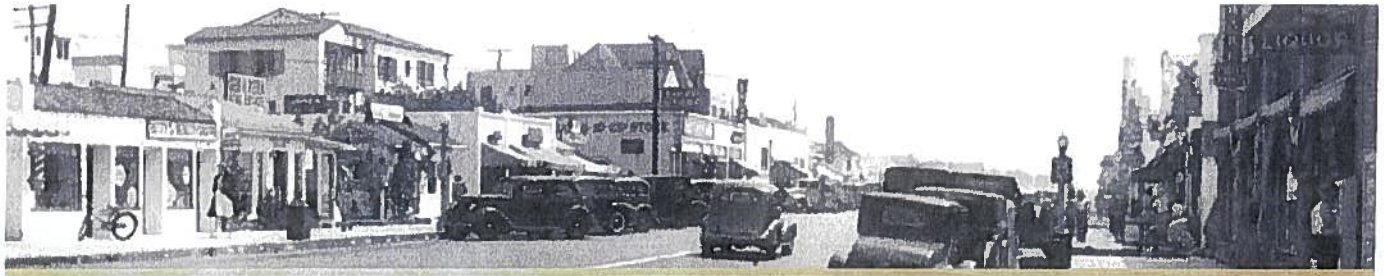
September 22, 2012 **Centennial Beach Ball**

Spend an evening on our famous beach, dance under the stars, dine on local fare, and enjoy live entertainment at the Centennial Beach Ball. This unique beach-inspired event will be a once in a hundred year opportunity to indulge in one of our City's most famous legacies, the beach! We'll reflect on our City's history with a special display of historic photos and a short film highlighting the city's history and a look back at the Centennial events of 2012.

December 9, 2012 **Manhattan Beach Holiday Fireworks**

The official Manhattan Beach Centennial Celebration will end at the Holiday Fireworks Show in 2012. A Centennial fireworks display will be added to the crescendo of the regular fireworks.

Celebrate Manhattan Beach!



Marketing Outreach Efforts

As a Centennial Sponsor you'll receive recognition within a comprehensive marketing campaign.

- **Email Blasts**
Exposure and recognition on each email blast to our database of over 17,000 people. Plus emails to PTAs, local schools, retailers, restaurants and more
- **Print Ads**
Inclusion in a print campaign in the Beach Reporter, Easy Reader, and Manhappenings Quarterly Guide
- **Outdoor Banners**
For select sponsors, you'll receive inclusion on light pole signage
- **Grassroots Programs**
Inclusion in posters and postcards distributed at locations throughout the city
- **Direct Mail**
Exposure in utility bills insert to over 14,000 local residents
- **Event Exposure**
Inclusion in signage at the event and MC mentions for eligible sponsors
- **PR**
Your support will be shared in Centennial press activities
- **Online / Social**
Exposure on the main website and inclusion in the Centennial's dedicated Facebook and Twitter pages

Centennial Street Banner Program

Centennial Street Banners: \$500-\$2000

Get your company name and/or logo, family name or group name in a high-exposure location while supporting the Manhattan Beach Centennial!

For as little as \$500, you can have the name and/or logo on this two-sided banner that will hang in one of 85 locations throughout Manhattan Beach. Locations include the Sepulveda corridor, Downtown Manhattan Beach and the North Manhattan Beach Business District.

The banners will hang from March until November 2012. It's a great way to support the Centennial and you're sure to get your money's worth with eight months of exposure!

*\$5K minimum sponsorship donation required for logo recognition on all marketing materials and event signage. Text format recognition will be provided for those under \$5K on event signage.



Centennial Sponsorship Packages

\$5K minimum sponsorship donation required for logo recognition on all marketing materials and event signage.

Family Sponsor

\$1K

- (2) tickets to the Sponsor Lounge at the Taste of Manhattan Beach or the Downtown Festival.
- (2) tickets to the Centennial Beach Ball
- A 3x2.5in ad in the Centennial Beach Ball dinner program
- Listing in the Centennial Beach Ball program with your fellow Family Sponsors
- A numbered Centennial plaque

Pride Sponsor

\$5K

- (4) tickets to the Sponsor Lounge at the Taste of Manhattan Beach or the Downtown Festival
- (4) tickets to the Centennial Beach Ball
- (1) double-sided Centennial street banner (see "Centennial Banner Program" on page 4 for more details)
- A 3x2.5in ad in the Centennial Beach Ball dinner program
- Listing in the Centennial Beach Ball program with your fellow Pride Sponsors
- A numbered Centennial plaque

Community Sponsor

\$10K

- (8) tickets to the Sponsor Lounge at the Taste of Manhattan Beach or the Downtown Festival
- (1) reserved parking space for the Taste of Manhattan Beach or the Downtown Festival
- (8) tickets to the Centennial Beach Ball
- (2) reserved parking spaces for the Centennial Beach Ball
- (1) double-sided Centennial street banner (see "Centennial Banner Program" on page 4 for more details)
- A 1/4 page ad in the Centennial Beach Ball dinner program
- Listing in the Centennial Beach Ball program with your fellow Community Sponsors
- A numbered Centennial plaque

Silver Sponsor

\$25K

- Associate sponsorship on all Centennial events with listing in order of sponsorship level
- (2) double-sided Centennial street banners (see "Centennial Banner Program" on page 4 for more details)
- 12 tickets to sponsor lounge at Taste of Manhattan Beach or the Downtown Festival
- (1) Reserved table for 10 at the Centennial Beach Ball
- Half page ad in the Centennial Beach Ball dinner program
- Listing in the Centennial Beach Ball program with your fellow Silver Sponsors
- A numbered Centennial plaque

Gold Sponsor

\$50K

- Associate sponsorship on all Centennial events with listing in order of sponsorship level
- (4) double-sided Centennial street banners (see "Centennial Banner Program" on page 4 for more details)
- 12 tickets to sponsor lounge at Taste of Manhattan Beach or the Downtown Festival
- (1) Reserved table for 10 at the Centennial Beach Ball
- (1) Beach Cabana for 12 at the Centennial Beach Ball
- Full page ad in the Centennial Beach Ball dinner program
- Listing in the Centennial Beach Ball program with your fellow Gold Sponsors
- A numbered Centennial plaque

Platinum Sponsor

\$75K

- Associate sponsorship on all Centennial events with listing in order of sponsorship level
- (6) double-sided Centennial street banners (see "Centennial Banner Program" on page 4 for more details)
- 20 tickets to sponsor lounge at Taste of Manhattan Beach or the Downtown Festival
- (2) Beach Cabanas for 12 at the Centennial Beach Ball
- Full page ad in the Centennial Beach Ball dinner program
- Listing in the Centennial Beach Ball program with your fellow Platinum Sponsors
- A numbered Centennial plaque

Titanium Sponsor

\$100K

- Associate sponsorship on all Centennial events with listing in order of sponsorship level
- (10) double-sided Centennial street banners (see "Centennial Banner Program" on page 4 for more details)
- 30 tickets to sponsor lounge at Taste of Manhattan Beach or the Downtown Festival
- (1) reserved picnic table for 8 at the Centennial Picnic
- (1) reserved table for 10 at the Centennial Festival
- (3) Beach Cabanas for 12 at the Centennial Beach Ball
- Full page ad in the Centennial Beach Ball dinner program
- A numbered Centennial plaque with a number between 1 and 10
- Listing in the Centennial Beach Ball program with your fellow Titanium Sponsors

Event Title Sponsorships

**Taste of Manhattan Beach,
Presented by "YOUR COMPANY NAME HERE"**
March 25, 2012

\$100K

Spring into the Centennial spirit and enjoy delicious food, live entertainment, cooking demonstrations, and much more. The event will be held in downtown Manhattan Beach on 13th Street and Morningside. Historic photos of Manhattan Beach will be displayed along with the winners of the Centennial School Art Contest.

Sponsor package includes:

- Inclusion in all marketing outreach efforts (See page 4 for details)
- "Presenting" sponsorship in all printed banners, signs and promotional materials for the Taste of Manhattan Beach
- Recognition on the Centennial Website
- (10) double-sided Centennial street banners
(see "Centennial Banner Program" on page 4 for more details)
- Reserved booth at the Taste of Manhattan Beach
- (30) reserved VIP tickets at the Taste of Manhattan Beach sponsor lounge
- (5) reserved parking spaces
- A numbered Centennial plaque with a number between 1 and 10
- Associate sponsorship on all other Centennial events
- Logo placement on the Taste of Manhattan Beach event wristbands
- (1) reserved table for 10 at the Centennial Beach Ball on September 24, 2012.

Manhattan Beach Centennial Picnic
Presented by "YOUR COMPANY NAME HERE"
May 19, 2012

\$25K

The Centennial parade will end at Polliwog Park with an old fashioned picnic celebration including an historic photo display, food, games and entertainment. Admission to the picnic is free.

Sponsor package includes:

- Inclusion in all marketing outreach efforts (See page 4 for details)
- "Presenting" sponsorship in all printed banners, signs and promotional materials for the Centennial Picnic
- Recognition on the Centennial Website
- (1) double-sided Centennial street banner
(see "Centennial Banner Program" on page 4 for more details)
- (2) reserved picnic tables for 8 at the historic picnic
- (1) reserved table for 10 at the Centennial Beach Ball



Manhattan Beach Centennial Festival
Presented by "YOUR COMPANY NAME HERE"
July 2012

\$75K

The Centennial Festival will be held in downtown Manhattan Beach. The event will include a "concourse style" display of cars that have come to symbolize life in "Southern California" located in the parking lots at Ocean and MBB. The Manhattan Beach Downtown Business Owners will have an "Open House" with historic photos in some of the buildings and businesses which have a long history in Manhattan Beach. Admission is free.

Sponsor package includes:

- Inclusion in all marketing outreach efforts (See page 4 for details)
- "Presenting" sponsorship in all printed banners, signs and promotional materials for the Centennial Festival
- Recognition on the Centennial Website
- (6) double-sided Centennial street banners
(see "Centennial Banner Program" on page 4 for more details)
- Reserved table for 10 in our special Sponsor area at the Centennial Festival
- (1) reserved parking space for the Centennial Festival
- (1) beach cabana for 12 at the Centennial Beach Ball

Manhattan Beach Centennial Beach Ball
Presented by "YOUR COMPANY NAME HERE"
September 22, 2012

\$5K minimum sponsorship donation required for logo recognition on all marketing materials and event signage.

Title Sponsor

- Presenting or Title sponsorship in all printed banners, signs, promotional materials and recognition for the Centennial Beach Ball
- Recognition on the Centennial Website
- (1) beach cabana for 12 at the Centennial Beach Ball
- Reserved premium tables for 10 at the Centennial Beach Ball
- Reserved parking spaces at the Centennial Beach Ball

\$150K

Centennial Beach Ball Cabana

- Cabanas in PREMIER location (seats 12)
- Special RESERVED PARKING

\$15K

Centennial Beach Ball Reserved Table

- Tables seat eight

\$5K





Thank you for your support!

The Centennial Celebration Committee of Manhattan Beach is a registered 501(c)(3) Non-profit organization.

Donate Today!

Make checks payable to:
MB Centennial Foundation

Send your generous donations to:
MB Centennial Foundation
Attn: Liza Tamura
1400 Highland Avenue
Manhattan Beach, CA 90266

*All sponsorships and donations are tax-deductible to the full extent allowable by law.

Tax-ID#27-3507649

Contact Us

The Centennial Committee
centennial@citymb.info
www.mb100.org

Or contact Margaret Keegan
at margaret@mb100.org
or call (646) 825-1626.

Manhattan Beach City Council

Mayor, Nicholas W. Tell
Mayor Pro Tem, Wayne Powell
Councilmember, David J. Lesser
Councilmember, Amy Howorth
Councilmember, Richard P. Montgomery

MB100.ORG

Suggested Budget

EXPENSE ITEM	PREVIOUS TOTAL	NEW TOTAL
<u>FOOD</u>		
Cake: four (3 Tiered Cakes) & 10 Sheet cakes; Delivery included	\$2500	Discounted \$1700
Fruit Punch: Costco Juice boxes	\$300	Water donated by Ralphs
Gourmet Trucks: 7 gourmet food trucks	\$0.00	\$0.00
<u>PERSONNEL</u>		
Port-A-Potties (5 Standard) Delivery and pick-up included	\$345	\$345
Port-A-Potties (5 ADA accessible)(5 Standard) Delivery and pick-up included	\$545	\$545
8 Rec Leaders (\$10.93X8Hours)	\$699.52	Covered by City
2 Sr. Rec. Leaders (\$16.01X8Hours)	\$256.16	Covered by City
30 Volunteers necessary for various duties inside the park	Free	Free
<u>ENTERTAINMENT</u>		
Surfari 101: 5 Member, Two hour Show	\$2600	SURFARI 101 \$1000
Mr. Cat Sound Equipment	\$2499	COVERED BY SURFARI 101
Stage rental from Classic Party Rentals	\$1597.64	\$1597.64
Bounce House Rentals: (3 large units; cost includes set-up and break-down)	\$800	\$800
<u>Advertising</u>		
Manhattan Repro (Mail-outs)	\$0.00	\$0.00
Email Blast	\$0.00	\$0.00
In-House Event Posters	\$0.00	\$0.00
Beach Reporter Ads (2 full Page Full-Color Ads)	\$2912	Centennial Discount: 1 page AD \$1,400
<u>Decorations</u>		
Prop Decorations (6 Surfboards, Lifeguard tower)	\$1,000.00	Prop Decorations provided by Surf Concepts
Contingency Budget: 25% for any incidentals	\$5,000	\$2,500
ESTIMATED TOTAL	\$21,254.32	\$12,504.85

Centennial Budget

Festival/Pier Event: July 7, 2012

EXPENSE ITEM	Total
FOOD:	
Vendors will come in and sell Cotton Candy, Popcorn and Old Fashioned Lemonade. All other food options are promoting participants to buy in downtown business.	\$0.00
PERSONNEL	
Recreation Staff: 16 Staff X 15 Hours X 10.93	\$2,624.00
Sr. Rec Leaders: 3 Staff X 15 Hours X 16.01	\$721.00
Public Works: Budget based on Pumpkin Race involvement	\$3,500.00
Police: Budget based on Pumpkin Race involvement	\$3,700.00
Fire: Budget based on Pumpkin Race involvement	0.00
Security: Overnight 24 Hours security	400
ENTERTAINMENT	
Mr. Cat Sound Equipment	\$2400.00
Stage rental from Classic Party Rentals	\$2098.00
Band	\$2500.00
VENDORS	
Car Show Display: 30 cars displaying 10 decades; costs includes car signage	\$1000.00
Art Show Photo Display: Centennial photo display through the ages Signs & Supplies	\$200.00
Strand Barricades: 75 Bike Barricades to line the strand along the pier	\$400.00
Non-Profit Booths: Various booth displays including Dress / at the Beach through the Decades / Signs and supplies	\$2000.00
Coney Island Carnival Games: Turnkey operation and rentals with 10K Carousel & Ferris wheel (with minimum give away and operators)	\$30000.00
Games Booth giveaways: includes Centennial memorabilia and game Extra nice booths giveaways BIG PLUSH etc.	\$3500.00
Tenting: Art area in Upper Pier south Parking lot / Booth Non Profit area in the Upper Pier North Parking Lot / 150 Center Pier Option for Additional None Profit Display. (Tenting 500 feet with Siding for 350 feet.	\$7000.00
Table (20)and Chairs (80)	\$500.00
EVENT WC SERVICES & WASTE MANAGMENT	
Port-A-Potties (5 Standard) Delivery and pick-up included	\$500.00
1 Large Waste Management Bins / City Event	0
2 Porters for all day operations of Strand restrooms and porta-potties	\$500

Centennial Budget

Festival/Pier Event: July 7, 2012

Post event clean up	\$1000.00
Advertising	
2 Page Ad: full color	\$3,000.00
Email blast Resident	In-House
Large store front posters and flyers	In-House
ESTIMATED GRAND TOTAL	67,143.00
	(\$56,198.00
	Taking out
	City Costs)



CLIENT: City of Manhattan Beach
Address: 1400 Highland Ave.
Manhattan Beach, Ca 90266
Contact: Idris Al-Oboudi
310-802-5404
David Ibarra
310-802-5419
DavidIbarra1013@gmail.com

Date: July 7, 2012
Hours: 1 pm to 5 pm
Attendance: 2,000 guestimate

Outdoor
Location: Pier North Lot

PROPOSAL

• Carnival/Midway Games



Twenty(20) Carnival games housed under red and white striped booths. Fun Services' staff will operate these games. Each game is stocked full of prizes for all ages but is NOT included in this quote. Cost range detail on breakdown sheet.

Ex. 1. Cross Bow Dart 2. 5 Pin Bowling 3. Bumper Car 4. Frustration 5. Bean Bag

• Sports Games

Five(5) Sports Inflatables Games will be provided. Each game is stocked full of prizes for all ages. Fun Services' staff will operate these games.

Ex. 1. QB Challenge 2. Shooting Stars 3. Heavy Hitter 4. Chip Shot 5. Speed Pitch



• Concessions



Five(5) Concession machines will be housed under Five(5) red and white striped booth. Fun Services will provide all supplies and electricity for these machines. Fun Services' staff will operate all machinery.

Cotton Candy - Maximum 1000 Servings

Sno Cones - Maximum 1000 Servings

Popcorn - Maximum 1000 Servings

Churros - Maximum 1000 Servings

Nachos w/Chili & Cheese - Maximum 1000 Servings.

• Rides & Equipment

Fun Services will also provide all supplies and electricity needed for such equipment.

One(1) 55ft Ferris Wheel will be provided with an attendant.

One(1) Merry Go Round will be provided with an attendant.

One(1) 35ft Kraken Slide will be provided with an attendant.

One(1) 24ft Rock Climbing Wall will be provided with an attendant.

One(1) Tubs of Fun / Tea Cups Ride will be provided with an attendant.



Event areas are decorated with red, white and black 10ft. tall nylon flags along with colorful event banners for all activities. Ex. Carnival Games, Fun Olympics, Concessions, Sports Arena etc.. Fun Services' staff will wear matching shirts and shorts.

Fun Services assures our clients of a Fun Filled event that will be remembered and appreciated by all who attend.

Total Cost of Package: \$ 26,750.00

Terms:

50% Non Refundable Deposit due with signed agreement.

Balance Due at Event.

CITY OF MANHATTAN BEACH COST BREAKDOWN SHEET FOR 100TH ANNIVERSARY CELEBRATION

20 CARNIVAL/MIDWAY GAMES W/RED & WHITE STRIPED BOOTHS	2,500.00
PRIZE RANGE \$25 TO \$100 PER HR PER GAME (\$2,000-\$8,000)	
STAFF X 27 X \$100	2,700.00
5 SPORTS GAMES	1,475.00
PRIZE RANGE (\$500-\$2,000)	
STAFF X 6 X \$100	600.00
5 CONCESSION/FOOD BOOTHS W/TABLES	625.00
COTTON CANDY	400.00
SNO CONES	400.00
POPCORN	300.00
CINNAMON CHURROS	700.00
NACHOS W/CHILI AND CHEESE	2,500.00
FERRIS WHEEL & MERRY GO ROUND "Guesstimate"	10,000.00
KRAKEN SLIDE	1,500.00
ROCK CLIMBING WALL	975.00
TUBS OF FUN	850.00
POWER FOR ALL BUT Ferris Wheel & Merry Go Round	750.00
DELIVERY, SETUP AND TAKE DOWN	475.00
	<u>\$ 26,750.00</u>

**CENTENNIAL EXPENDITURES
AS OF 4/27/2012**

**FY 2009/2010
VENDOR**

VENDOR	CATEGORY	DESCRIPTION	AMOUNT
LA NEWSPAPER	ADVERTISING	CENTENNIAL ADVERTISING	\$ 627.00
LA NEWSPAPER	ADVERTISING	CENTENNIAL ADVERTISING	627.00
CORNER BAKERY	SUPPLIES	FOOD CENTENNIAL MTG	175.60
CORNER BAKERY	SUPPLIES	FOOD CENTENNIAL CONF	175.60
2009/2010 TOTAL			\$ 1,605.20

**FY 2010/2011
VENDOR**

VENDOR	CATEGORY	DESCRIPTION	AMOUNT
LA NEWSPAPER	ADVERTISING	CENTENNIAL AD	\$ 660.00
LA NEWSPAPER	ADVERTISING	CENTENNIAL AD	660.00
LA NEWSPAPER	ADVERTISING	CENTENNIAL AD	660.00
SIGNVERTISE	ADVERTISING	BANNER	320.47
CHASE HERSMAN LLP	LEGAL	FILING FOUNDATION	94.50
CHASE HERSMAN LLP	LEGAL	FILING FOUNDATION	20.00
CALIFORNIA PIZZA KITCHEN	SUPPLIES	FOOD CENTENNIAL MTG	154.20
COFFEE BEAN	SUPPLIES	COFFEE CENTENNIAL MTG	15.95
COSTCO	SUPPLIES	FOOD CENTENNIAL MTG	27.47
COSTCO	SUPPLIES	FOOD CENTENNIAL MTG	11.99
COSTCO	SUPPLIES	FOOD CENTENNIAL MTG	47.37
GIULIANOS	SUPPLIES	FOOD CENTENNIAL MTG	65.64
HOME DEPOT	SUPPLIES	MISC SUPPLIES	42.97
MANHATTAN STITCHING	SUPPLIES	CENTENNIAL SHIRTS	2,080.38
OFFICE DEPOT	SUPPLIES	OFFICE SUPPLIES	7.83
PEETS COFFEE	SUPPLIES	COFFEE CENTENNIAL MTG	16.00
SUBWAY	SUPPLIES	FOOD CENTENNIAL MTG	27.00
SUBWAY	SUPPLIES	FOOD CENTENNIAL MTG	56.99
SUBWAY	SUPPLIES	FOOD CENTENNIAL MTG	56.99
TARGET	SUPPLIES	FOOD CENTENNIAL MTG	34.91
THE COPY SHOP	SUPPLIES	CENTENNIAL CARDS	329.25
PRO PACIFIC CREATIVE MERCHANDISE	SUPPLIES	CENTENNIAL SHIRTS	3,484.35
VISION INTERNET PROVIDERS	SUPPLIES	CENTENNIAL THEME ENHANCEMENTS	2,080.00
VONS	SUPPLIES	FOOD CENTENNIAL MTG	42.33
VONS	SUPPLIES	FOOD CENTENNIAL MTG	42.97
VONS	SUPPLIES	FOOD CENTENNIAL MTG	34.47
VONS	SUPPLIES	FOOD CENTENNIAL MTG	12.86
VONS	SUPPLIES	FOOD CENTENNIAL MTG	51.16
2010/2011 TOTAL			\$ 11,138.05

INCLUDES EXPENDITURES AUTHORIZED UNDER SEED MONEY (\$10,000) APPROVED BY CITY COUNCIL 12/20/2011

**CENTENNIAL EXPENDITURES
AS OF 4/27/2012**

FY 2011/2012			
VENDOR	CATEGORY	DESCRIPTION	AMOUNT
NEXT DAY FLYERS	ADVERTISING	ADVERTISING CARDS	\$ 247.90
NEXT DAY FLYERS	ADVERTISING	ADVERTISING CARDS	263.12
CLE	ELECTRICAL	ELECTRICAL UPGRADES	2,730.00
TW ESTES & ASSOC	FLOAT	CITY FLOAT	2,075.00
CA DEPT OF ALCOHOL BEVERAGE CNTRL	PERMIT	ALCOHOL PERMIT	51.15
ARNOLDO SANCHEZ WHOLESALE	SUPPLIES	FLOWERS	53.83
BASSO	SUPPLIES	FOOD AND DRINKS	36.46
BEV MO	SUPPLIES	WINE	1,675.71
BEV MO	SUPPLIES	MISC UTENSILS	108.53
COSTCO	SUPPLIES	MISC UTENSILS	458.88
CORNER BAKERY	SUPPLIES	VOLUNTEER LUNCH	83.67
DEKRA-LITE	SUPPLIES	BANNERS	14,504.56
DOMINO'S	SUPPLIES	FOOD CENTENNIAL MTG	27.15
FRESH BROTHERS	SUPPLIES	FOOD CENTENNIAL VOLUNTEERS	133.34
HB WHOLESALE	SUPPLIES	FLOWERS	97.88
HOME DEPOT	SUPPLIES	VELCRO FOR TASTE EVENT	240.08
HOME DEPOT	SUPPLIES	RETURN	(189.03)
JANSTAN STUDIO	SUPPLIES	CENTENNIAL CARDS	16.30
LOWE'S	SUPPLIES	FLOWERS	15.12
MICHAEL'S	SUPPLIES	CENTENNIAL SUPPLIES FOR EARTHDAY	86.99
MOSKATEL'S	SUPPLIES	FLORAL	150.76
NEXT DAY FLYERS	SUPPLIES	TAGS FOR SWAG BAGS	129.36
OFFICE DEPOT	SUPPLIES	FOAM BOARD	61.91
OFFICE DEPOT	SUPPLIES	RETURN	(21.06)
RALPH'S	SUPPLIES	FOOD CENTENNIAL MTG	5.76
RALPH'S	SUPPLIES	FOOD CENTENNIAL MTG	33.63
RALPH'S	SUPPLIES	FOOD CENTENNIAL MTG	3.50
RALPH'S	SUPPLIES	FOOD CENTENNIAL MTG	15.60
RAMIRO'S WHOLESALE	SUPPLIES	FLOWERS	65.25
SAHARA	SUPPLIES	CENTENNIAL BAGS	815.63
SQ JAMES GILL	SUPPLIES	CENTENNIAL COIN	76.00
TARGET	SUPPLIES	UTENSILS	84.06
TARGET	SUPPLIES	RETURN	(71.45)
TARGET	SUPPLIES	SUPPLIES FOR TASTE	32.14
TARGET	SUPPLIES	SUPPLIES FOR TASTE	129.30
TARGET	SUPPLIES	RETURN	(9.87)
TARGET	SUPPLIES	FOOD TASTE STAFF	27.59
TRADER JOE'S	SUPPLIES	FOOD CENTENNIAL MTG	20.94
VONS	SUPPLIES	FOOD CENTENNIAL MTG	11.84
VONS	SUPPLIES	FOOD CENTENNIAL MTG	7.98
VONS	SUPPLIES	VOLUNTEER BREAKFAST	9.92
VONS	SUPPLIES	FOOD CENTENNIAL MTG	7.99
VONS	SUPPLIES	FOOD CENTENNIAL MTG	30.68
VONS	SUPPLIES	FOOD CENTENNIAL MTG	3.69
WILLIE SANCHEZ WHOLESALE	SUPPLIES	FLOWERS	70.68
2011/2012 TOTAL			\$ 24,408.47
GRAND TOTAL			\$ 37,151.72

CERTAIN EXPENDITURES MAY BE REIMBURSED TO THE CITY BY THE CENTENNIAL COMMITTEE