

April 5, 2007

Honorable Mayor and Members of  
the Hermosa Beach City Council

Regular Meeting of  
April 10, 2007

**CENTENNIAL CELEBRATION – FUND RAISING REPORT**

**Recommendation:**

Receive and file.

**Background:**

I have attached the current status of the fund raising effort for the Centennial Celebration activities. An additional \$1,250 has been raised since the last report.

Respectfully submitted,



Stephen R. Burrell  
City Manager

<b>Centennial Account Summary</b>		
<b>Revenue</b>	<b>Donations</b>	<b>\$149,400.00</b>
	<b>Bricks</b>	<b>\$13,200.00</b>
	<b>Time Capsule</b>	<b>\$1,200.00</b>
	<b>Merchandise</b>	<b>\$26,868.00</b>
	<b>Total Revenue</b>	<b>\$190,668.00</b>
<b>Expenditures</b>		<b>\$99,553.00</b>
<b>Centennial Donations</b>		
<b>Amount</b>	<b>Allocation</b>	<b>Donor/Sponsor</b>
\$50,000.00	Entertainment	American Express
\$30,000.00	Concert Series	Pierce Promotions
\$20,000.00		Anheuser Busch
\$10,000.00	Concert Series	Upstage Right Productions
\$10,000.00	Concert Series	Innova Marketing
\$8,000.00	Concert Series	Pierce Promotions
\$3,000.00		Fiesta Beer Garden Proceeds Memorial Day
\$3,000.00		Fiesta Beer Garden Proceeds Labor Day
\$2,000.00		HB Chamber of Commerce
\$1,963.00	Concert Series	7-23-06 Concert Bucket Donations
\$2,001.00	Concert Series	7-30-06 Concert Bucket Donations
\$2,685.00	Concert Series	8-6-06 Concert Bucket Donations
\$1,000.00		F. Sasine
\$1,000.00		Hogan/Jenkins
\$500.00		J. Brittain
\$500.00		D. Sheldon
\$422.00		Fiesta Beer Garden Tips Memrorial Day
\$329.00		Fiesta Beer Garden Tips Labor Day
\$250.00		Blue 32
\$250.00		Dragon
\$250.00		Christine Hollander/Epic Financial
\$250.00		Gary Wyland
\$250.00		Hermosa Cyclery
\$250.00		Learned Lumber
\$250.00		Mediterraneo
\$250.00		Mer-Maid Restaurant
\$250.00		Rocky Cola
\$250.00		Beach Travel
\$250.00		Patrick Malloys
\$250.00		Hennesseys Tavern
<b>\$149,400.00</b>		<b>Total Received as of February 22, 2007</b>
In-Kind	2,000 Posters	Colorcraft Printing
	Booth Supplies	CR Department Budget \$174.00
	Newspaper Ads	CR Department Budget \$2,779.00

## Time Capsule

\$200.00	J. Brittain
\$200.00	S. Edgerton
\$200.00	J. Woe
\$200.00	C. Merriman
\$200.00	S. Kahnamousi
\$200.00	W&T Foundation
<b>Bricks</b>	
\$100.00	S. Abrams
\$100.00	S. Aden
\$100.00	D. Allen
\$100.00	L. Anderson
\$100.00	Andrykowski Family
\$100.00	J. Auville
\$100.00	E. Argeris
\$100.00	E. Bails
\$100.00	J. Beckett
\$100.00	M. Benjamin
\$100.00	S. Blaco
\$100.00	S. Blake
\$100.00	T. Bridge
\$100.00	M. Brinker-Brown
\$100.00	J. Brittain
\$100.00	D. Brown
\$100.00	D. Brown
\$100.00	M. Benitez
\$100.00	A. Butler
\$100.00	M. harrell
\$100.00	B. Cohen
\$100.00	J. Martin
\$100.00	M. Cruse
\$100.00	E. Doerfling
\$100.00	R. Doublier
\$100.00	M. Dombo
\$100.00	S. Edgerton
\$100.00	S. Eisen
\$200.00	D. Epperly
\$100.00	P. Eszlinger
\$100.00	FOP
\$100.00	M. Gini
\$200.00	M. Goshfigian
\$200.00	R. Gotthoffer
\$100.00	J. Hauhe
\$100.00	M. Housden
\$200.00	T. Horton
\$100.00	Hotel Hermosa
\$100.00	D. Johnson
\$200.00	Z. Khan
\$100.00	KL Foster
\$100.00	G. Keiz
\$100.00	M. Kole
\$100.00	P. Kovac
\$100.00	J. Gelbwachs

\$100.00	T. Reed
\$100.00	S. Gustafson
\$100.00	Hampton Inn
\$100.00	B. Heffernan
\$100.00	R. Hutas
\$100.00	F. Learned
\$100.00	T. Lieu
\$100.00	M. Linnell
\$100.00	J. Lipman
\$100.00	P. Love
\$100.00	N. Mccutcheon
\$200.00	J. Maxwell
\$100.00	K. Shelton
\$100.00	J. Miller
\$200.00	J. McHugh
\$100.00	D. Nelson
\$100.00	L. Newman
\$100.00	J. Nizny
\$100.00	R. Nowicki
\$100.00	B. Power
\$100.00	S. Ransom
\$100.00	A. Riddle
\$100.00	K. Robb
\$100.00	C. Roderick
\$100.00	K. Rutherford
\$100.00	K. Samuel
\$100.00	M. Schweid
\$100.00	E. Schillhahn
\$100.00	L. Simonsen
\$100.00	K. White
\$100.00	Sandpipers
\$100.00	A. Strock
\$500.00	R. Terra
\$100.00	R. Tolliver
\$100.00	L. Tull
\$100.00	S. Warner
\$100.00	Workmann Family
\$100.00	D. Valenzuela
\$100.00	S. Vallucci
\$100.00	D. Vialpandro
\$100.00	H. Holbert
\$200.00	J. Tuner
\$100.00	R. Reinhardt
\$100.00	D. Williams
\$100.00	E. Lynn
\$100.00	S. Fisher
\$300.00	M. Questin
\$100.00	C. Merriman
\$100.00	P. Harari
\$100.00	K. Dunbabbinn
\$100.00	R. De santis
\$100.00	M. Friedlander
\$100.00	R. Erickson

\$100.00		S. Collins
\$200.00		O Sullivan
\$100.00		C. Merriman
\$100.00		Pats House
\$200.00		C. Shakely
\$100.00		D. Stern
\$300.00		P. Tucker
\$100.00		WK Tell Foundation
\$100.00		T. C. Thompson
\$100.00		T. Ryan
\$200.00		S. Wadman
\$300.00		Wells
\$100.00		Womans Club
<b>\$14,400.00</b>	<b>Total</b>	

**Merchandise Sales**

<b>Merchandise Sales</b>		
<b>Beach Blank</b>	<b>et \$79.00 (City: \$49 revenue)</b>	<b>Quantity</b>
\$79.00	S. Collins	
\$237.00	T. Castrup	3
\$316.00	E. Doerling	
\$79.00	K. Robb	
\$158.00	K. Dunbabbinn	2
\$79.00	J. Gierlich	1
\$79.00	V. Garcia	1
\$79.00	M. Goshitigian	1
\$79.00	G. Hoffman	1
\$79.00	J. McDonald	1
\$79.00	C, Moiseve	1
\$79.00	T. Dinubilo	1
\$158.00	B. Cohen	2
\$79.00	M. Butler	1
\$79.00	L. Tull	1
\$79.00	C. Wilmot	1
\$79.00	J. Miller	1
\$79.00	S. MacDonald	1
\$79.00	P. McGee	1
\$237.00	S. Valenzuela	3
\$79.00	L. Raymond	1
\$79.00	R. Punneo	1
\$79.00	D. Sheldon	1
\$79.00	R. Bell	1
\$79.00	C. Stubbs	1
\$79.00	L. Tull	1
\$79.00	E. Van Kreeuningen	1
\$237.00	E. Bails	3
\$79.00	D. Stern	1
\$79.00	O Sullivan.	1
\$711.00	1.11.07	9
\$158.00	1.14.07 Credit Cards	2
\$316.00	1.14.07	4
\$79.00	A. Yoon	1
\$79.00	1.22.07	1
<b>Tales \$35.00</b>	<b>City: \$8 revenue)</b>	<b>Quantity</b>
\$35.00	C. Togut	1
\$35.00	B. Hinline	
\$35.00	S. Collins	
\$35.00	D. Sheldon	1
\$35.00	P. Miller	
\$245.00	1.11.07	7
\$105.00	1.14.07 credit cards	3
\$105.00	1.14.07 cash	3
<b>Angels Tickets</b>		
\$100.00	S. Edgerton	
\$20	J. Oakes	

<b>Seeds</b>			
\$6.00		Anonymous	
<b>Cookies</b>			
\$605.00		1.14.07	
<b>Centennial</b>	<b>Flag \$30.00 (City: \$3 revenue)</b>		<b>Quantity</b>
\$29.99		S. Blaco	1
\$29.99		R. Topek	1
\$29.99		P. Tucker	1
\$60.00		Unkown	2
\$149.95		J. Brittain	5
\$29.99		T. calish	1
\$29.99		D. Chamblis	1
\$29.99		J. Cologne	1
\$30.00		J. Miller	
\$29.99		K.McCurdy	1
\$29.99		E. Schillhahn	1
\$29.99		C. Reznichek	1
\$89.97		K. Schaefer	3
\$29.99		M. Butler	1
\$29.99		McNally Family	1
\$29.99		J. Miller	1
\$29.99		C. Moiseve	1
\$59.98		R. Koenig	2
\$29.99		J. Rosenfeld	1
\$59.98		S. Valenzuela	2
\$29.99		L. Rice	1
\$119.96		12.07.06 (Tree Lighting)	4
\$29.99		K. Power	
\$600.00		1.11.07	20
\$390.00		1.14.07 credit cards	13
\$720.00		1.14.07 cash	24
\$150.00		1.22.07	5
\$30.00		1.29.07	1
\$60.00		2.13.07	2
<b>T-Shirts \$15</b>	<b>(City: \$4.00 revenue)</b>		<b>Quantity</b>
\$3,450.00		Labor Day Weekend Sales	230
\$15.00		9.7.06	1
\$465.00		9.16.06	31
\$15.00		9.19.06	1
\$15.00		9.20.06	1
\$15.00		9.27.06	1
\$105.00		9.30.06	7
\$15.00		10.09.06	1
\$510.00		10.17.06	34
\$150.00		10.19.06	10
\$165.00		10.25.06	11
\$45.00		11.2.06	3
\$120.00		11.9.06	8
\$30.00		11.16.06	2
\$540.00		12.5.06	36
\$195.00		12.13.06	13

\$165.00		12.07.06 (Tree Lighting)	11
\$360.00		12.19.06	24
\$1,095.00		1.11.07	73
\$690.00		1.14.07 Credit Cards	46
\$795.00		1.14.07 Cash	53
\$165.00		1.22.07	11
\$165.00		1.29.07	11
\$225.00		2.13.07	15
<b>Caps \$20 (City: \$5.50 revenue)</b>			<b>Quantity</b>
\$203.50		Labor Day Weekend Sales	37
\$5.50		9.13.06	1
\$22.00		9.16.06	4
\$5.50		9.19.06	2
\$11.00		9.27.06	2
\$11.00		9.30.06	2
\$11.00		10.3.06	2
\$5.50		10.9.06	1
\$44.00		10.17.06	8
\$5.50		10.18.06	1
\$22.00		10.19.06	4
\$33.00		10.25.06	6
\$16.50		11.2.06	3
\$11.00		11.9.06	2
\$11.00		11.16.06	2
\$44.00		12.05.06	8
\$66.00		12.13.06	12
\$44.00		12.070.06 (Tree Lighting)	8
\$110.00		12.19.06	20
\$600.00		1.11.07	30
\$400.00		1.14.07 Credit Cards	20
\$260.00		1.14.07 Cash	13
\$100.00		1.22.07	5
\$40.00		1.29.07	2
\$120.00		2.13.07	6
<b>SweatShirt</b>	<b>\$30 (City: \$9.00 revenue)</b>		<b>Quantity</b>
\$81.00		12.13.06	9
\$153.00		12.07.06 (Tree Lighting)	17
\$171.00		12.19.06	19
\$570.00		1.11.07	19
\$840.00		1.14.07 Credit Cards	28
\$1,410.00		1.14.07 Cash	47
\$240.00		1.22.07	8
\$90.00		1.29.07	3
\$240.00		2.13.07	8
<b>Sweatshirt \$25</b>	<b>5.00 (City revenue \$7.50)</b>		<b>Quantity</b>
\$15.00		12.13.06	2
\$30.00		12.07.06	4
\$52.50		12.19.06	7
\$625.00		1.11.07	25
\$775.00		1.14.07 Credit Cards	31
\$600.00		1.14.07 Cash	24
\$175.00		1.22.07	7



\$25.00		1.29.07	1
\$200.00		2.13.07	8
<b>Total Merchandise Sales</b>			
<b>\$26,868.18</b>			

<b>Expenditures</b>			
\$3,440.00	Website		
\$2,658.00	Time Capsule		
\$3,814.00	Sponsorship Folders and marketing materials		
\$385.00	Booth Banners		
\$425.00	Logo Contest Winners		
\$1,070.00	Resident Parking Passes (excess amount to include logo)		
\$3,496.00	3 large City flags and City vehicle decals		
\$4,695.00	Centennial Flags (for purchase) 150 total		
\$624.00	Light Pole Equipment for Pier Plaza		
\$1,580.00	Merchandise Purchase: blankets 50 total		
\$69.00	Custom logo for postage USPS Hermosa Beach		
\$610.00	Jol Design 70% merchandise payment (sept)		
\$1,180.00	Jol design 70% merchandise payment (oct)		
\$9,931.00	Jol Design 70% merchandise payment (nov, dec, jan)		
\$4,800.00	Beckers Bakery ( 3 cakes and 3,000 cookies)		
\$873.00	Chair rental & delivery for Pier Plaza (300 white folding)		
\$220.00	Centennial-stamped shopping bags for merchandise		
\$650.00	Shuttle Service from Community Center to Pier Plaza		
\$1,625.00	Hennesey's		
\$600.00	Videographer Centennial video with 15 dvd copies		
\$30,000.00	Pyro Spectaculars		
\$24,195.00	Stonebridge Productions		
\$2,613.00	Centennial Brick Order (133)		
<b>Total</b>			
\$99,553.00			