

Title: Fourth of July Parade	Item No. _____
Meeting date: May 5, 2015	
Agendized by: Hensch	
Contact person:	Phone number:
Committee Vote (if appropriate): Does this item have a fiscal impact on the Neighborhood Council? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Additional documents attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	

RECOMMENDATION:

Recommend that the NCWP Board approve the expenditure of \$1,500 for outreach at the 2015 Chamber Fourth of July Parade. This includes NCWP’s “Star of the Neighborhood” parade entry.

BACKGROUND:

Every year, thousands of local residents line Loyola Boulevard as this community street is transformed from ordinary to a blanketed canvas of patriotic red, white and blue. Programs are distributed to the over 10,000 local spectators and festive holiday cheer lines the street, punctuated with children smiling, parents clapping and Uncle Sam singing a patriotic tune.

Unfortunately, each and every year, this community tradition becomes more and more difficult to put on due to increased prices and logistical issues in the fields of city permitting, safety, and street closure fees. NCWP has an opportunity to help keep this tradition alive and to publicize NCWP at our community’s largest local tradition, which unites local residents and businesses and makes us proud to call the Westchester/Playa community our own.

DISCUSSION:

The LAX Coastal Area Chamber of Commerce organizes the annual parade and will provide the NCWP with the following:

- Opportunity to carry the American flag down Loyola Boulevard at the start of the parade.
- Receive a customized banner with NCWP’s name printed on it.
- Put an entry in the parade with the “Star of the Neighborhood” honoree(s).

- Receive its name and logo in all event materials, including the printed parade program and sponsor banner.
- Have four commercials, as scripted by NCWP read at the three announcer booths along the parade route.

This event is the community's largest outdoor event with over 1,500 participants, including several non-profit groups, local area schools, residents, community groups and businesses from Westchester, Playa del Rey, Playa Vista, and other surrounding areas.

FISCAL ANALYSIS:

The proposed motion is for \$1,500 to be paid from the Outreach category of the approved budget for the July 1, 2014 to June 30, 2015 year. (Please reference the attached invoice).

MOTION:

That the Neighborhood Council:

Authorize the expenditure of not-to-exceed \$1,500 to be paid to the LAX Coastal Area Chamber of Commerce for participation in the Fourth of July Parade in Westchester.