

Title: Fourth of July Parade	Item No. <u>7bi</u>
Meeting date: April 7, 2009	
Agendized by: Sibyl Buchanan	
Contact person: Sibyl Buchanan	Phone number: 310-448-4633
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 \$3,000 for outreach opportunities at the Annual Fourth of July Parade in Westchester.

BACKGROUND:

The Fourth of July Parade is the largest community event within the NCWP boundaries, attracting between 7,500 to 10,000 residents and business people.

DISCUSSION:

The LAX Coastal Area Chamber of Commerce organizes the annual parade and will provide NCWP with tables, canopies, name recognition on all printed materials, including banners, as well as the official parade announcers making frequent advertisements using a script describing NCWP's role in the community and encouraging spectators to get involved and come to our booths to register as a stakeholder.

FISCAL ANALYSIS:

The proposed motion is for a not-to-exceed budget of \$3,000 to be paid from the approved 2008-2009 budget from the outreach category. This amount is within the approved budget for the July 1, 2008 to June 30, 2009 year.

MOTION:

That the Neighborhood Council:

Authorize the expenditure of \$3,000 to be paid to the LAX Coastal Area Chamber of Commerce for outreach booths and all available recognition opportunities at the Fourth of July Parade.