



# Staff Report

## City of Manhattan Beach

**TO:** Honorable Mayor Montgomery and Members of the City Council

**FROM:** David N. Carmany, City Manager

**DATE:** April 5, 2011

**SUBJECT:** Consideration to Approve the Request From the Manhattan Beach Education Foundation to Support the 2011 Wine Auction and Appropriate \$5,000 From the City Council Contingency Fund

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**RECOMMENDATION:**

Staff recommends that the City Council approve the request to sponsor the Manhattan Beach Education Foundation 2011 Wine Auction and appropriate \$5,000 from the City Council Contingency Fund.

**FISCAL IMPACT:**

The City Council Contingency Fund has a current balance of \$75,450. Should the City Council decide to appropriate funds of \$5,000 to the Manhattan Beach Education Foundation, the remaining balance for Fiscal Year 2010-2011 would be \$70,450.

**BACKGROUND:**

During the June 1, 2010 City Council meeting, the City Council directed budget cuts to help balance the 2010-2011 budget. Among the items selected for elimination was the Manhattan Beach Education Foundation funding of \$5,000 for the 2011 Wine Auction. For Fiscal Year 2010-2011 funding was not budgeted for this event.

**DISCUSSION:**

The attached letter of support for the 2011 Wine Auction from the Manhattan Beach Education Foundation is asking City Council to support the 2011 Wine Auction. Staff recommends that City Council appropriate \$5,000 to sponsor the 2011 Wine Auction.

**ATTACHMENTS:** Letter from the Manhattan Beach Education Foundation  
Flyer and Sponsor Event Information Sheet



**Manhattan Wine Auction**  
PO Box 1110, Manhattan Beach, CA 90267  
Tel: 310 303 3342 Fax 310 303 3828  
[www.manhattanwineauction.com](http://www.manhattanwineauction.com)

*Sent to Finance  
3/31/11*

February 2, 2011

Richard Montgomery  
City of Manhattan Beach  
1400 Highland Ave.  
Manhattan Beach, CA 90266

*Dear Richard,  
We hope to reserve  
a table for our  
great City  
classics!  
Best,  
Margo*

Dear Richard,

The Manhattan Beach Education Foundation invites you to participate in the 17th Annual Manhattan Wine Auction on Saturday, June 11, 2011, from 4:30-11 p.m., at the Manhattan Country Club. Through the generosity of our Sponsors, the Manhattan Wine Auction annually raises much needed funds for the 6,400 students in Manhattan Beach's seven public schools. We feel fortunate to have raised more than \$600,000 at each of the past three Auctions, a testament to our Sponsors' dedication to our community even during difficult times.

The Manhattan Wine Auction - MBEF's only fundraising event - is the South Bay's largest and most visible annual charity auction. We anticipate another sell-out crowd of over 1,400 attendees and participation by the area's finest restaurants and the world's best vintners. Our Sponsors enjoy generous recognition and visibility in our program, advertisements, signage and websites. We encourage you to review the enclosed Sponsorship Form, as we have enhanced the benefit menu from previous years.

Sponsorship at the 2011 event is more important and more appreciated than ever. This year MBEF paid for one in five elementary school teachers; every district librarian; every science, reading and computer specialist; and all high school educational and college advisors. In total, MBEF funds brought back 66 educators and comprised nearly 10% of the District's overall budget.

We recognize that you have a choice in supporting non-profit organizations, and we welcome the opportunity to discuss with you MBEF's work and what you hope to achieve with a Manhattan Wine Auction Sponsorship. Please feel free to contact any of us.

Sincerely,

Adam M. Goldston  
Wine Auction Chair  
[adam@manhattanwineauction.com](mailto:adam@manhattanwineauction.com)

Susan R. Warshaw  
Executive Director  
[susan@mbef.org](mailto:susan@mbef.org)

Margo Thole  
Dir. of Business Development  
[margo@mbef.org](mailto:margo@mbef.org)



## THE 17TH ANNUAL MANHATTAN WINE AUCTION

Benefiting the Manhattan Beach Education Foundation

JUNE 11, 2011

4:30-11:00PM

MANHATTAN COUNTRY CLUB

1330 PARK VIEW AVENUE, MB



### LARGEST CHARITY WINE AUCTION IN SOUTHERN CALIFORNIA:

- Features food and wine tasting, live and silent auctions, live music and dancing
- A sold-out gala for the last 10 years with 1400 paid attendees annually
- Live and silent auctions will include hundreds of lots featuring some of the finest in collectible wines, exotic trips, one-of-a-kind dinners, and much more
- Event enhanced through community of year round Small Vintner Dinner Series, Wine Advisory Board and interactive website

### FEATURING:

- 80 distinguished wineries, including Pride, Nickel & Nickel, Kosta Browne and Silver Oak
- 35 leading South Bay restaurants, including Rock 'N Fish, Flemings, Paul Martin's American Bistro, Tin Roof Bistro and Cafe Pierre
- 1400 attendees from Manhattan Beach and greater Los Angeles, including executives from large and small corporations, government dignitaries, community leaders and collectors of fine wines
- 60 corporate tables starting at \$5,000 going to \$25,000

### SPONSORSHIP:

- Leading Sponsors include Chevron, Wells Fargo, American Airlines, The Pipkin Family, Manhattan Country Club
- Generous recognition for Sponsors and participants in signage, programs, advertisements and website exposure

### CORE MANHATTAN BEACH RESIDENT DEMOGRAPHICS INCLUDE:

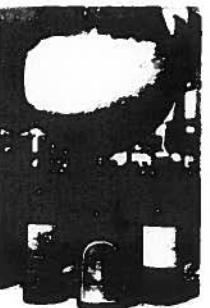
37,935	Population
59.6%	Adults Aged 25 to 54
\$127,044	Median Household Income
40.5%	Households With \$150K+ Annual HH Income
\$1.45M	Median Home Value (owner occupied)

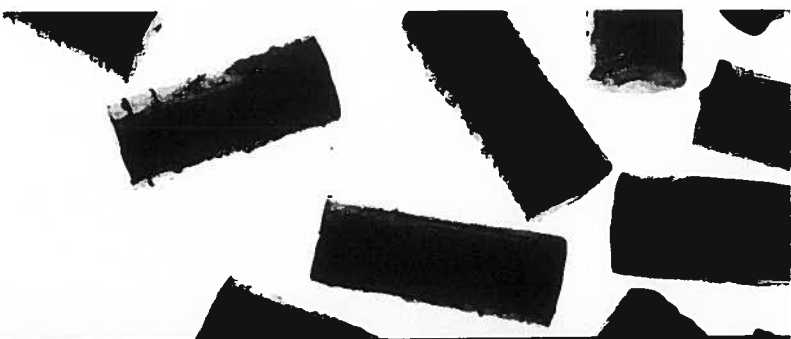
Source Claritas 2008, U.S. Census, zillow.com September 2010

Net proceeds at the Manhattan Wine Auction have exceeded \$600,000 for each of the past three years.

MBEF was founded in 1983 to support educational programs in the Manhattan Beach Unified School District. Its role has evolved from providing limited educational enhancements, to sustaining quality, core academic programs for Manhattan Beach's seven public schools. MBEF is a recognized 501(c)(3) organization. Please visit [mbef.org](http://mbef.org)

Go to [manhattanwineauction.com](http://manhattanwineauction.com) to learn more and to see last year's program and participants.





**THE 17TH ANNUAL MANHATTAN WINE AUCTION**  
Benefiting the Manhattan Beach Education Foundation

**JUNE 11, 2011**  
**4:30-11:00PM**

**MANHATTAN COUNTRY CLUB**  
**1330 PARK VIEW AVENUE, MB**

## SPONSORSHIP LEVELS

The Manhattan Wine Auction provides sponsors with an excellent opportunity to reach an influential group of participants while supporting public education. Each year over 1,400 guests attend this well-received event, including South Bay and Los Angeles-area residents, wine and food enthusiasts, and business, civic and community leaders. Sponsors and Platinum and Gold Supporters receive the following special benefits:



### BENEFITS:

#### Advertising & Recognition:

Three Beach Reporter Ads (circ. 55,000)  
Advertisement in Event Program  
Recognition on Event Invitation  
Thank You Advertisement  
Recognition on Web Site

#### Tickets

Table Seating for Your Ticket Holders  
(each table seats 10)

#### Wine on Tables

#### Event Signage/Screen Recognition

#### Recognition from the Stage

#### Logo on Ticket

Link to your Web Site  
([www.manhattanwineauction.com](http://www.manhattanwineauction.com))

#### Program Acknowledgement

#### MBEF Annual Report Acknowledgement

### SPONSOR

**\$20,000+**

Name & Logo  
1-page ad  
Name & Logo  
Name & Logo  
Homepage

20 tickets

2 prime tables

Super Premium

All Signs/Slides

Singled Out

Yes

Yes

Yes

Yes

### PLATINUM

**\$10,000**

Name & Logo  
1-page ad  
Name & Logo  
Name & Logo  
Listing

10 tickets

1 prime table

Super Premium

Slides

Singled Out

Yes

Yes

Yes

### GOLD

**\$5,000**

1/2-page ad

Listing  
Listing

10 tickets

1 table

Premium

Slides

Grouped

Yes

Yes

Yes

#### Please note:

- 1 Tables will be located according to sponsorship level
- 2 Program ads will be placed in order of sponsorship level
- 3 Chevron to retain unique title "Founding Sponsor"
- 4 Current Sponsors include Chevron, Wells Fargo, American Airlines, the Pipkin Family and the Manhattan Country Club.



**THE 17TH ANNUAL MANHATTAN WINE AUCTION**

Benefiting the Manhattan Beach Education Foundation

**JUNE 11, 2011**

**4:30-11:00PM**

MANHATTAN COUNTRY CLUB

1330 PARK VIEW AVENUE, MB

**SPONSORSHIP PURCHASE FORM**

SPONSORSHIP LEVEL:

SPONSOR  
\$20,000

PLATINUM SUPPORTER  
\$10,000

GOLD SUPPORTER  
\$5,000

CONTACT INFORMATION:

Company/Family Name: City of Manhattan Beach  
(As you wish it to appear in our Program)

Contact Name: Patricia Schilling

Address: 1400 Highland Ave.

City & Zip: Manhattan Beach, CA 90266

Phone: 310-802-5053 Fax: 310-802-5051

Email: pschilling@citymb.info

PAYMENT:

By Credit Card (mail or fax this form to the address below)

Please charge my credit card \$ \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_

By Check. Mail this form and check payable to:

MANHATTAN BEACH EDUCATION FOUNDATION  
P.O. Box 1110  
Manhattan Beach, CA 90267-1110  
Phone: 310.303.3342  
Fax: 310.303-3828

If you have any questions, please contact:  
Margo Thole: margo@mbef.org



Penny Bordokas Emco



City of Manhattan Beach  
 FY 2010-2011 Dept Request Level 6  
 Itemized Line Item Detail  
 Controllable Costs

Level 6  
 Fiscal Year 2010-2011 level 6  
 Department: 11 Management Services  
 Minor Program: 011 City Council  
 100-11-011-5262  
 Data Date 03/31/2011

Account Number / Title / Budget Line Item Descriptions	Amount
011 City Council	
Public Service Events 100-11-011-5262	
1 Public Service events: Richstone Affair of the Heart fundraiser (\$625), AVP championship dinner (\$500), and Wine Auction (\$5000)	6,125.00 1
2 December Fireworks Celebration - thank you ad in the Beach Reporter.	1,300.00 2
3 Support for planning the 2012 Centennial Celebration for items such as design (logo, website, theme); advertising; memorabilia; and miscellaneous supplies for the Committee meetings.	10,000.00 3
4 <b>Budget Savings 2010-2011 (Approved by City Council):</b> ~ Elimination of table at the MBEF Wine Auction.	(5,000.00) 4
<b>Total Account # 100-11-011-5262</b>	<b>12,425.00</b>
<b>Program Total City Council 011 City Council</b>	<b>12,425.00</b>
<b>Department Totals Management Ser</b>	<b>12,425.00</b>
<b>City Totals</b>	<b>12,425.00</b>