

ITEMIZED EVENT BUDGET

CD3 Candidate Forum — Los Angeles City Council District 3

April 27, 2026 | 6:30 PM – 8:30 PM | Magnolia Science Academy Gymnasium (MS1), 18238 Sherman Way, Reseda, CA 91335

Lead Sponsor: Reseda Neighborhood Council | Co-Sponsors: Canoga Park NC, Winnetka NC

Event Budget Ceiling: \$1,500 | Estimated Attendance: 250

BUDGET TIER SUMMARY

Tier 1 — Bare Bones (\$210): No food beyond water; no paid advertising; minimal printed materials only. Ideal if all costs are absorbed in-kind or split with co-sponsoring NCs.

Tier 2 — Mid (\$472): Adds coffee service, prepackaged snacks, event banner, and directional signage. Suitable if co-sponsors contribute \$100–150 each.

Tier 3 — Full (\$950): All Tier 2 items plus a geo-targeted Meta (Facebook/Instagram) ad boost for maximum CD3 stakeholder outreach. All tiers remain well under the \$1,500 approved ceiling.

Line Item	Tier 1 Bare Bones	Tier 2 Mid	Tier 3 Full	Notes
VENUE				
Magnolia Science Academy (MS1) Facility Use	\$0	\$0	\$0	Public school — fee waived or minimal custodial cost; confirm with Damaris Ayala. Application for use of facilities,
Custodial/Setup Fee (if applicable)	—	—		Only if school requires after-hours staff
Venue Subtotal	\$0	\$0	\$0	

PRINTING & SIGNAGE				
Event Flyers (8.5x11, qty 500)	\$60	\$60	\$60	Color, double-sided; distribute across 3 NCs
Candidate Name Placards (tabletop, qty 8)	\$20	\$20	\$20	Cardstock, printed in-house or copy shop
Welcome / Event Banner (2x6 ft vinyl)	—	\$80	\$80	"CD3 Candidate Forum" with NC logos
Directional Signage (qty 6, 11x17 foam board)	—	\$30	\$30	Parking lot, hallway, entrance
Moderator / Timekeeper Tent Cards	\$5	\$5	\$5	Simple printed cardstock

Line Item	Tier 1Bare Bones	Tier 2Mid	Tier 3Full	Notes
Programs / Agenda Handout (qty 250)	\$35	\$35	\$35	B&W single sheet, folded
Printing Subtotal	\$120	\$230	\$230	

REFRESHMENTS				
Water — Bottled/Soda Pop (qty 300, includes candidates)	\$145	\$145	\$145	Cases from Costco/Sam's Club
Coffee Service (2 urns, cups, creamers, sugar)	—	\$80	\$80	Costco or donated
Prepackaged Snacks (granola bars, chips — qty 200)	—	\$60	\$60	Individually wrapped only; no food permits needed
Refreshments Subtotal	\$145	\$285	\$285	

AV / TECHNOLOGY				
PA System / Microphones	\$0	\$0	\$0	School auditorium AV included; confirm with venue
Livestream Equipment (laptop + OBS, volunteer)	\$0	\$0	\$0	Volunteer-run; no rental needed
Extension Cords / Power Strip (misc)	\$10	\$10	\$10	Backup power for livestream laptop
AV Subtotal	\$10	\$10	\$10	

DIGITAL ADVERTISING (TIER 3 ONLY)				
Meta Ads Boost (Facebook + Instagram)	—	—	\$300	2–3 week campaign; geo-targeted to CD3 zip codes
Ad Creative Design (Canva, volunteer)	—	—	\$0	Volunteer-designed using Canva or similar
Digital Advertising Subtotal	\$0	\$0	\$300	

MISCELLANEOUS				
----------------------	--	--	--	--

Line Item	Tier 1 Bare Bones	Tier 2 Mid	Tier 3 Full	Notes
Name Tags / Lanyards (staff/volunteers, qty 20)	\$15	\$15	\$15	Volunteer coordination
Printed Q&A Cards + Collection Basket	\$10	\$10	\$10	Audience question submission
Contingency / Incidentals (5%)	\$10	\$22	\$50	Rounding buffer
Miscellaneous Subtotal	\$35	\$47	\$75	

GRAND TOTAL	\$310	\$572	\$1050	All tiers within \$1,500 approved budget
--------------------	--------------	--------------	---------------	--

Notes:

- AV equipment (PA, microphones, projector) is provided by the school auditorium at no cost. Confirm with Damaris Ayala at dayala@magnoliapublicschools.org / (818) 609-0507. Confirmed
- No food service permits required — prepackaged, individually wrapped items only (no cooking, no open food prep).
- Event under 500 attendees — no LAPD Special Events permit required. CONFIRMED
- Facility Use Agreement from Magnolia Science Academy to be submitted to NC Funding Program prior to event.
- Meta ad creative to be designed by volunteer using Canva; no design vendor contract required.

Submitted by: Michelle Gallagher, Reseda Neighborhood Council | mgallagh@gmail.com | 310-966-7838