

FYE 2012 BUDGET PRESENTATION



Ferndale...Where the Dream Began

Beginning in 1994, Nelson House, a Ferndale resident, was looking for a way to raise funds for a children's soccer field. His idea returned him to the memories of warm nights in the '50s and '60s when Woodward Avenue swelled with young adults cruising along the drag.

With a generation who remembered those heady days on Woodward, a sense of nostalgia and a team of community volunteers, Mr. House launched the Woodward Dream Cruise Car Show in the summer of '95.

Since then, the phenomenon of the Woodward Dream Cruise has become known as one of the largest classic vehicle cruises in the world. Its popularity continues to spread among classic car enthusiasts who restore, exhibit and celebrate their automotive pride.

The Woodward Dream Cruise stretches along a sixteen mile radius of the historical Woodward Avenue, attracting over one million spectators and more than 40,000 muscle cars, street rods, custom and collector vehicles.

Now, in its 17th year, the Woodward Dream Cruise continues, along with an injection of classic rock 'n' roll sounds, poodle skirts, sunglasses and really cool fans from across the globe.

WHO?

- Michael C. Lary, Event Director
 - Administrative exemption from minimum wage and overtime pay provided by the Fair Labor Standards Act (FLSA)
- FWDC Team Leader's Committee
- Volunteers of 40+
(with a majority being Ferndale residents)

PURPOSE?

- Support, promote and solicit funding for the Ferndale Woodward Dream Cruise.
- Represent the City of Ferndale on the Woodward Dream Cruise, Inc. Board of Directors, as Vice President.
- Produce a *non-city* tax use event by generating revenues through sponsorships, merchandise and participation fees.

ADMINISTRATION

- Coordinate the marketing and promotional strategy of the Ferndale Woodward Dream Cruise.
- Negotiate contractual services, including sponsors, entertainment, rental equipment, etc.
- Official WDC merchandise inventory control.
- Website: www.FerndaleDreamCruise.com
- Coordinate with a “Team Leader” Committee.
- City Departmental Communications
- Public/Local Business Communications

EVENTS...

- 11th Ferndale Emergency Vehicle Show
- Lights & Sirens Cruise
- WDC Ribbon Cutting
- Fast Friday Event

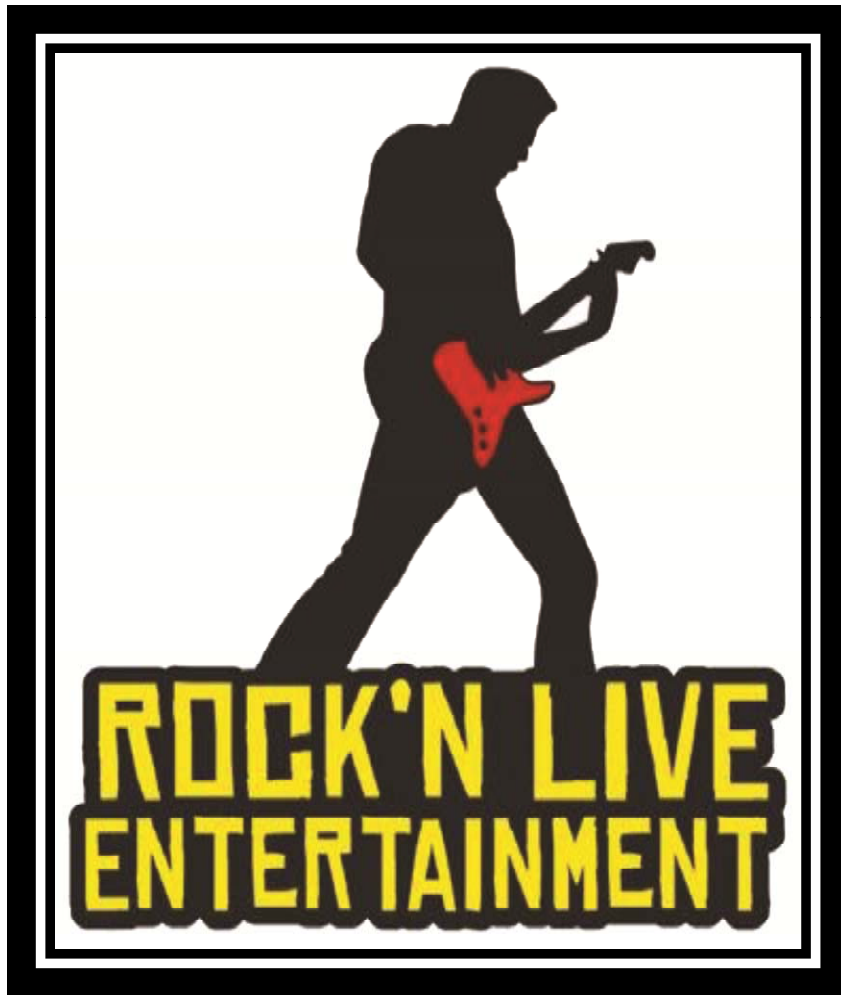


EVENTS...

- 17th Ferndale Classics & Cruis'n Legends
- 13th Mustang Alley



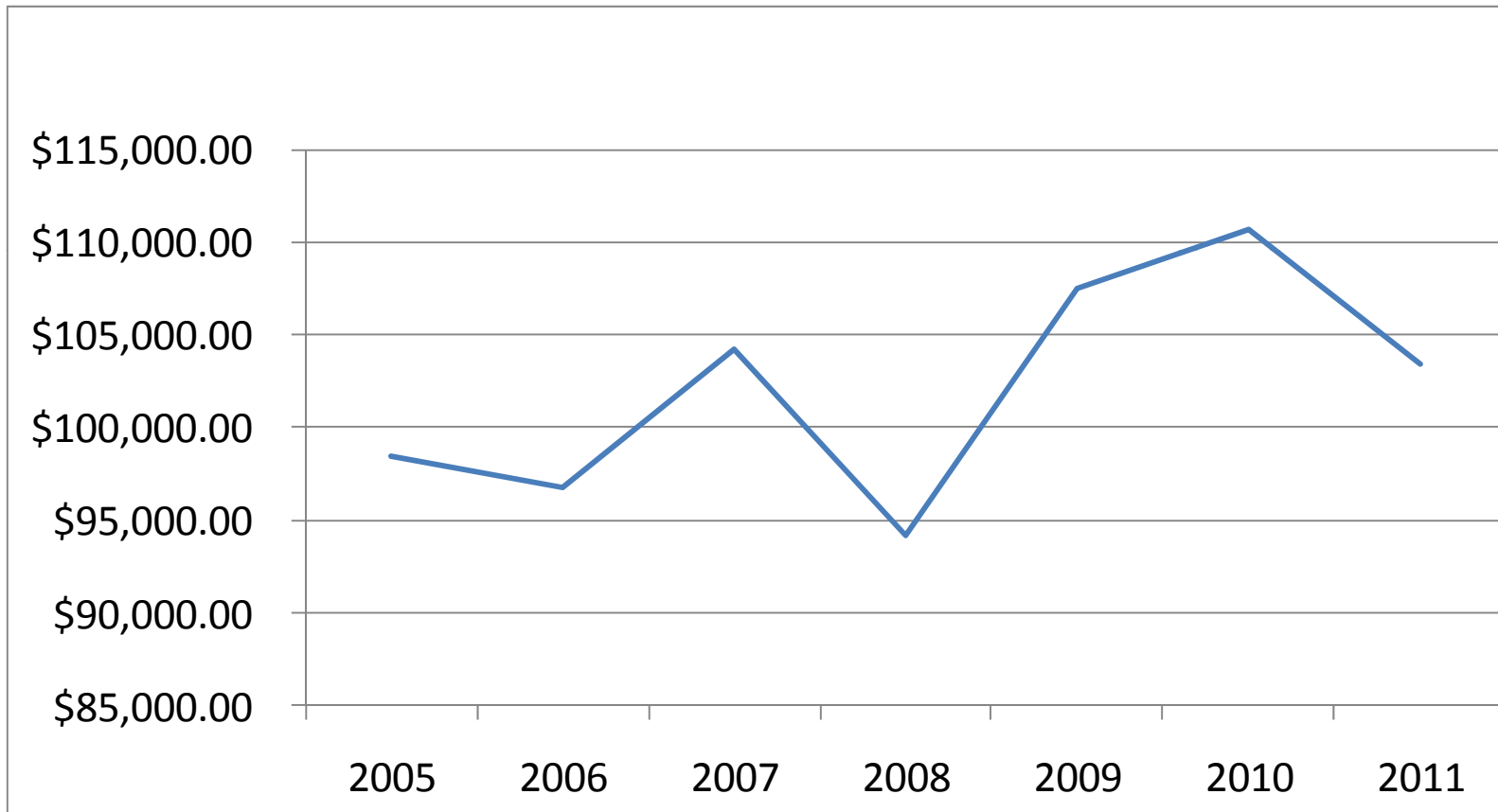
EVENTS



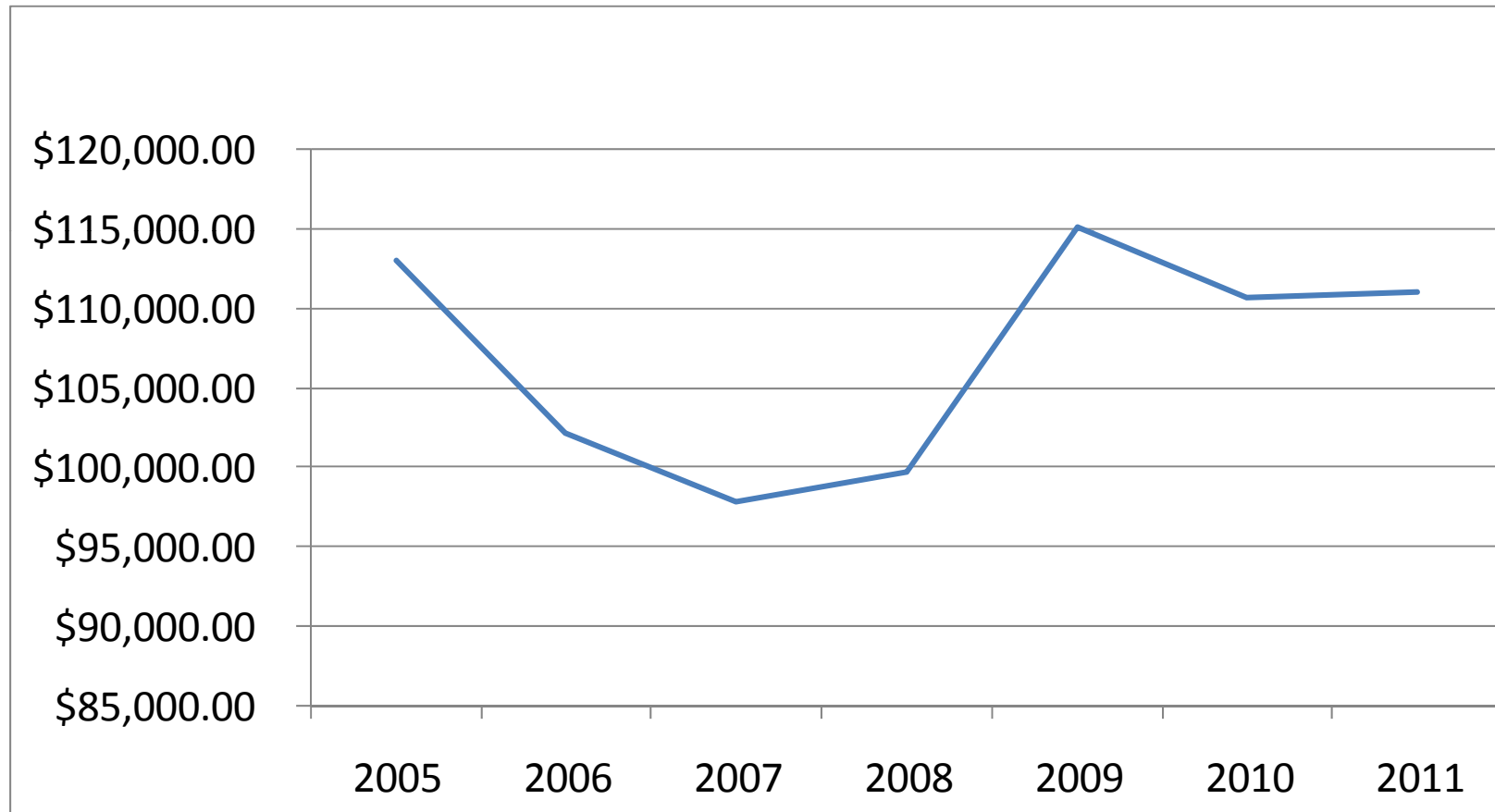
Ferndale's Rock'n Live Entertainment has become known as *"the place to be"* for the best live classic rock n' roll sounds, performed by Michigan based bands, at the Woodward Dream Cruise.



EXPENDITURE HISTORY



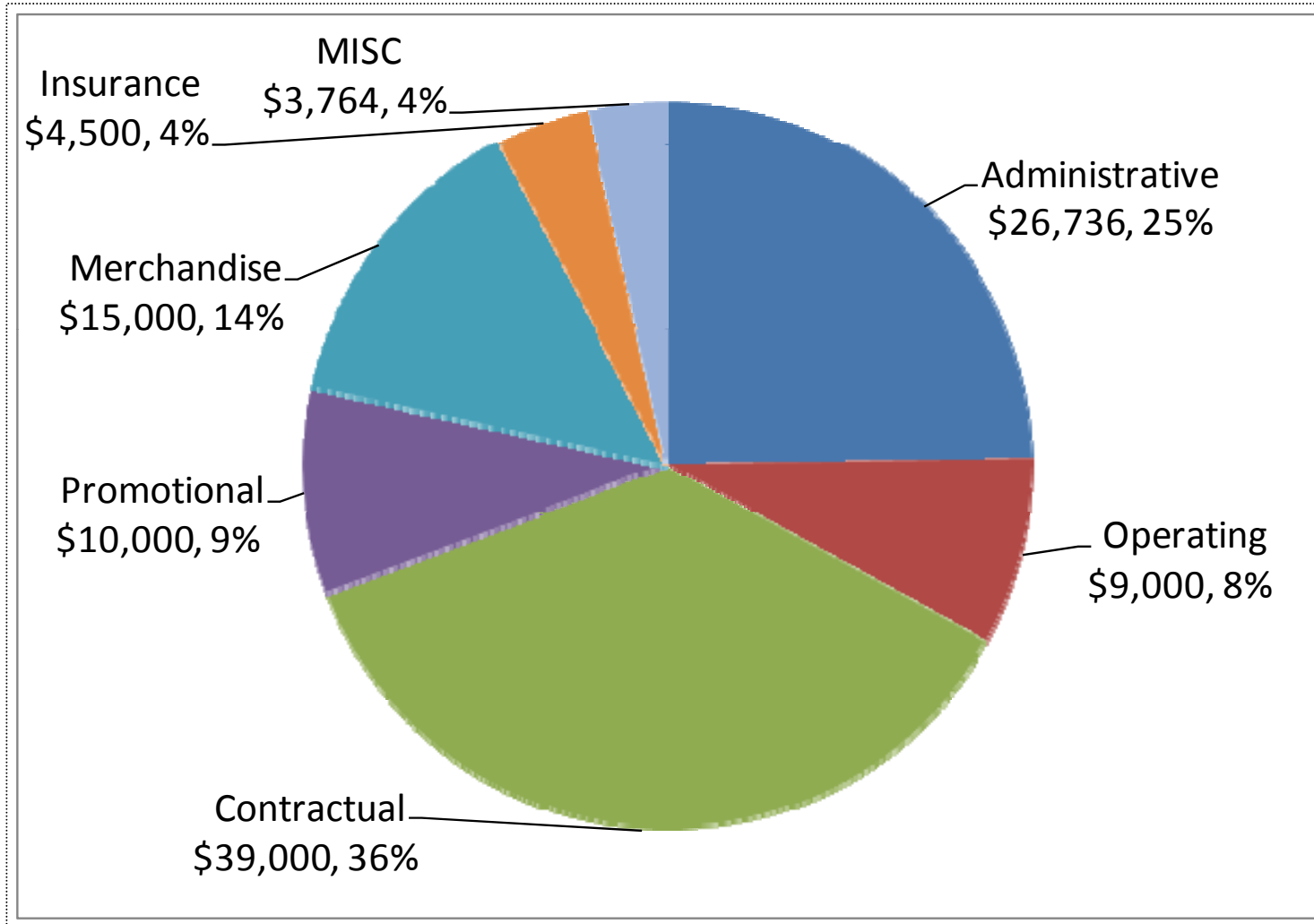
REVENUE HISTORY



BUDGETARY ENHANCEMENT

- Increase Revenues:
 - Web Store : Dream Cruise Merchandise
 - www.FerndaleDreamCruise.com/shop
 - Official Ferndale WDC Program Guide
 - C&G Newspaper Partnership
- Reduce Expenditures:
 - All events to be located east of Woodward
 - West Nine Mile Road remains OPEN
 - Contractual agreements

HOW MUCH?



FYE 2012 BUDGET REQUEST

- Revenues

- Sponsorships : \$68,000
- Merchandise : \$25,000
- Other : \$15,000

- Expenses

- Administrative : \$26,736
- Contractual : \$39,000
- Merchandise : \$15,000
- Operating : \$9,000
- Promotion : \$10,000
- Insurance : \$4,500
- Misc : \$3,764

