



File #: 2017-840, Version: 1

Report to Mayor and City Council

Tuesday, November 21, 2017

Discussion

SUBJECT:

UPDATE ON THE CITY OF CARSON'S 50TH ANNIVERSARY EVENTS (CITY COUNCIL)

I. SUMMARY

This report provides a summary on what has occurred and what is pending regarding the planning and coordination of all 50th Anniversary activities. Also, current and anticipated expenditures from the 50th Anniversary account will be discussed (Exhibit No. 1).

II. RECOMMENDATION

RECEIVE and FILE report.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

The budget of each of the identified 50th Anniversary events and support activities are anticipated to total **\$49,000.00**, as listed below:

EVENTS/ACTIVITIES	BUDGET
2018 Rose Parade	\$0.00
Anniversary Ball	\$20,000.00
Miss Carson Scholarship	\$0.00
50 th Anniversary Golf Tournament	\$0.00
50 th Anniversary Winter Fest	\$8,000.00
Quilt	\$2,000.00
Mural	\$2,000.00

Cookbook	\$1,000.00
Volunteers	\$3,000.00
Historical	\$3,000.00
Publicity	\$10,000.00
TOTAL:	\$49,000.00

50TH ANNIVERSARY SUBCOMMITTEE REPORTS

As of the writing of this report, the following is a brief discussion on the status of each Subcommittee's planning and events:

2018 ROSE PARADE SUBCOMMITTEE EVENT/PROGRAM FISCAL IMPACT - \$0.00

- Mayor Albert Robles and Councilmember Jawane Hilton have approved the final design of the float. This design will be revealed to the community during the December 19, 2017 City Council meeting.
- A flyer seeking volunteers has been created and distributed throughout the City and local schools. (Exhibit No. 2) along with multiple ads placed in City Recreation Guides.
- Staff has been assigned to every major City-wide special event to take volunteer signups.
- Tentative dates to decorate the float have been set for Saturday, December 2; Saturday, December 16; and from Tuesday, December 26 through Saturday, December 30, 2017. The City's Transportation Services Division will transport the volunteers to the decorating site.

Recent Activity

- Fiesta Parade Floats and the Human Services Division hosted an orientation for interested volunteer float decorators on November 1, 2017. Over 80 people attended this meeting.
- Three fundraising opportunities in support of the City's float are available: Rose Fundraiser (Exhibit No. 3), Rose Float Raffle (Exhibit No. 4), and Rose Bowl Raffle (Exhibit No. 5). All three fundraisers flyers have been widely circulated and advertised to all local schools, local businesses, recreation guides, City staff, and the City's website.

Recent Activities

- The reigning Miss Carson along with Recreation and Human Services staff have participated in major City events to garner volunteer signups.
- Fifty Rose Float raffle tickets and fifty Rose Bowl raffle tickets were given to the City Treasurer's Office to sell in City Hall.
- An email was sent by the Mayor to all the Commissioners.

- Flyers and order forms have been distributed to all the parks, with a memo encouraging staff to support these efforts.
- Incentive Program: Local schools and non-profits will compete for a spot on the float by selling rose sponsorships. The top five rose sellers will be placed into a drawing. One lucky winner will secure a spot on the float during the Rose Parade.

Total Sales to Date

75 roses at \$10.00 each = \$750.00
98 Rose Float Raffle tickets at \$5.00 each = \$490.00
88 Rose Bowl Raffle tickets at \$5.00 each = \$440.00
Total: \$1,680.00

FISCAL IMPACT: It is anticipated that the Carson Community Foundation (Foundation) will support the 2018 Carson entry to the Rose Parade. To that end, the Foundation will be tasked with finding sponsors to cover all expenditures related to this endeavor.

**50th ANNIVERSARY GALA BALL SUBCOMMITTEE
EVENT/PROGRAM FISCAL IMPACT - \$20,000.00**

- The White Linen Affair, a fundraiser for the Gala Ball, took place on Saturday, July 22, 2017, at the Congresswoman Juanita Millender-McDonald Community Center (Community Center). The event was very well attended, and served as an excellent precursor to all upcoming 50th Anniversary programs and activities.
- The Gala Ball will take place on February 24, 2018, at the Community Center (Exhibit No. 6). Estimated cost: \$67,000.00 to present, based on 800 attendees.
- The cost of this Ball would be offset by revenue generated through tickets sales at a cost of \$50.00/person. With 800 attendees, \$40,000.00 in revenue would be generated.
- Companies and various entities will be solicited to place an advertisement in the program. The funds raised will be used to offset the cost of this event. Three levels of support will be offered:
 - ❖ Sapphire Sponsorship: A \$5,000.00 contribution entitles a donor to a half-page ad in the event souvenir program; the company's name listed on a sponsorship banner to be displayed at 50th Anniversary events; a complete set of 50th Anniversary memorabilia; four (4) tickets to the 50th Anniversary Gala Ball; and a commemorative Plaque of Recognition from the Mayor and City Council.
 - ❖ Ruby Sponsorship: A \$2,500.00 contribution entitles a donor to a quarter-page ad in the event souvenir program; the company's name listed on a sponsorship banner to be displayed at 50th Anniversary events; a complete set of 50th Anniversary memorabilia; two (2) tickets to the 50th Anniversary Gala Ball; and a commemorative

Certificate of Recognition from the Mayor and City Council.

- ❖ Emerald Sponsorship: A \$1,000.00 contribution entitles a donor to a business card-sized ad in the event souvenir program; the company's name listed on a sponsorship banner to be displayed at 50th Anniversary events; a 50th Anniversary t-shirt; and a commemorative Certificate of Recognition from the Mayor and City Council.
- Both the Gala Ball Subcommittee and staff believe that an additional \$20,000 from the 50th Anniversary budget would be needed to pay for entertainment and souvenirs.

Recent Activities

- The Subcommittee is currently locating a headliner for the event and exploring decorating ideas.
- The budget has not been fully verified.

**MISS CARSON SCHOLARSHIP SUBCOMMITTEE
EVENT/PROGRAM FISCAL IMPACT - AS THIS IS A SPECIAL EVENT, \$31,000.00 HAS
ALREADY BEEN BUDGETED FOR THIS PROGRAM.**

- The Pageant is scheduled to take place on April 27, 2018 (Exhibit No. 7). Little Miss Carson Pageant is April 21, 2018.
- A promotional video and ads are being created for placement at the SouthBay Pavilion.
- Outreach efforts have been made with local schools. Information about the pageant is available on the City's website, Facebook and at various City locations since August 14, 2017.
- The registration price for the Little Miss Princess has been set at \$75.00. For the Miss Carson Pageant, a \$50.00 fee has been established.

Recent Activities

- Twenty spaces are currently available for the Little Miss Princess pageant.
- It has also been suggested to possibly add a Miss Senior Carson competition.

**50TH ANNIVERSARY GOLF TOURNAMENT SUBCOMMITTEE
EVENT/PROGRAM FISCAL IMPACT - \$0**

- This event is officially scheduled to take place on February 23, 2018, at California

Country Club in Whittier (Exhibit No. 8).

- Efforts are being made to make this event 100% self-sustaining, with all proceeds used to help offset any shortages incurred by the Gala Ball event.
- A search for a corporate sponsor has commenced and vendors are being contacted.
- Participants will be charged \$125.00 each, which covers the golf cart, green fees, and a lunch buffet. Golf towels and a polo will be provided to all participants.
- A \$10,000.00 prize will be given to a golfer who makes a hole-in-one on the 17th hole. The City will pay \$319.00 to provide this opportunity, with the balance covered by insurance.

Recent Activities

- A \$1,000.00 donation from See's Candy was received.
- The City's Information Technology (IT) Department is working on permitting online registration and payment.

50TH ANNIVERSARY WINTERFEST SUBCOMMITTEE EVENT/PROGRAM FISCAL IMPACT - \$8,000.00 FOR MATERIALS AND SUPPLIES

- To end the 50th Anniversary year in grand style, a Holiday Winterfest will be held on Saturday, December 1, 2018, at the Community Center.
- This event will feature live entertainment, games, crafts, a snow run, carolers, food, and the annual Holiday "Tree Lighting" ceremony to cap the program.

QUILT SUBCOMMITTEE EVENT/PROJECT FISCAL IMPACT - \$2,000.00 FOR MATERIALS AND SUPPLIES

- This Subcommittee has commenced formulating a concept and design for two separate 50th Anniversary Quilts that interpret the 50th Anniversary theme, "Honoring Our Past, Envisioning the Future" (Exhibit No. 9).
- The group will solicit swatches for the quilt from various service organizations, community groups, businesses, homeowner's associations, schools, and non-profit organizations. One quilt will be designed by the organizations above.
- The second quilt will be designed by the children in both our Early Childhood Education Program and our Kids Club programs.
- An invitation letter is currently being drafted and will ultimately be sent to all these groups.
- Swatches must be submitted at the Veterans SportsComplex by November 30, 2017.

MURAL SUBCOMMITTEE

EVENT/PROJECT FISCAL IMPACT - \$2,000.00 FOR MATERIALS AND SUPPLIES

- Lead by the City’s creative staff and community artists, this Subcommittee will design, develop, and build a three-panel portable mural featuring the 50th Anniversary theme, “Honoring Our Past, Envisioning the Future” (Exhibit No. 10).
- The final design and construction will be done by the various teen clubs located at our local parks, local high school service groups, and students from both the City’s middle schools and high school.

Recent Activity

- Three workshops have been held where local children came and helped paint the mural.

COOKBOOK SUBCOMMITTEE

EVENT/PROJECT FISCAL IMPACT - \$1,000.00 FOR PRINTING A FEW HUNDRED COPIES

- This Subcommittee is developing a cookbook comprised of cultural recipes submitted by the community, and from past Anniversary and Unity Day cookbooks (Exhibit No. 11). It also will feature low calorie/fit and lean submissions.
- The Cookbook Subcommittee will partner with the Publicity Subcommittee to obtain recipes from vendors or restaurants that are participating in the “Taste of Carson” event.
- Recipes must be turned in at the Carson Library by the deadline Thursday, November 30, 2017.

Recent Activity

- The City Clerk’s Office has agreed to participate in this project.

VOLUNTEERS SUBCOMMITTEE

EVENT/PROGRAM FISCAL IMPACT - \$3,000.00 FOR HOSPITALITY

- As reported in the previous updates, attendance of the Council-appointed 50th Anniversary Committee has been uneven and has slowed our planning efforts. Recruiting more volunteers continues to be a priority, with outreach efforts that have included an informational table at all special events, and at all possible venues.
- Staff has requested current volunteers to recruit individuals they know to join them at

meetings.

- A flyer was produced to encourage the community to volunteer, and to raise awareness (Exhibit No. 2).

HISTORICAL SUBCOMMITTEE

EVENT/PROJECT FISCAL IMPACT - \$3,000.00 FOR ARCHIVING/ DOCUMENTING AND STORAGE

- The Historical Subcommittee requested memorabilia from residents to display for the upcoming Anniversary.
- An artifact about the history of Scottsdale was located, and additional memorabilia are being removed from storage and Cal State University, Dominguez Hills.
- These articles and keepsakes will be used to create a scrapbook that will highlight various aspects of the City's history (Exhibit No. 12). Artifacts have been inventoried and categorized.
- A letter is being drafted to request historical information from local schools, clubs and libraries.
- The Subcommittee wishes to also play a role in creation of the 50th Anniversary Quilt (Exhibit No. 9), which historically has been part of each anniversary celebration.
- The group has decided that the quilt will be made up of fifty (50) patches.
- To obtain a better understanding of the City's beginnings with the original Carson/ Dominguez family, the Historical Subcommittee took a field trip to the Carson Adobe Center where they took pictures and spoke to the curator.
- The Subcommittee has joined forces with the Cookbook Subcommittee to develop the "Taste of Carson" cookbook (Exhibit No. 11).
- A "Chill with Gil" event was established where people can spend time with former-Mayor Gil Smith, and learn about the history of the City. The first two bus tours are tentatively set for some time this month, with one in December and two more in January. Specific dates, times, themes and topics are pending.
- A City of Carson 30th Anniversary Monopoly game was located in the archives, and a 50th Anniversary Monopoly game - Carsonopoly - will be manufactured (Exhibit No. 13). The deadline to submit an application for this project is January 31, 2018.

Recent Activities for Carsonopoly

- The first company to purchase a “square” was Pacific Toll Processing, Inc. The firm bought a corner space at a cost of \$900.00.
- California Water Service has paid for two (2) Utility spaces at a cost of \$300.00 each.
- Staff has received verbal commitments from McDonalds for two (2) corner spaces at \$900.00 each, and AWA Pacific Trading for a Utility at \$600.00.
- Additional commitments have been received from Puritan Bakery, Carson Car Wash, the Carson African-American Empowerment Coalition, and Dr. Houski, though they have not yet said what type of space they wish to purchase.

PUBLICITY COMMITTEE

EVENT/PROGRAM FISCAL IMPACT - \$10,000.00

- The Publicity Committee, along with staff, continue to work with the Public Information Office (PIO) on developing a marketing strategy that will keep the community fully informed and engaged with the events and activities associated with the City’s 50th Anniversary.
- Marketing efforts include the use of social media; ordering banners to be placed in key locations throughout the City; making personal contact with local businesses, service groups and non-profits; advertising on the Clear Channel billboards located within Carson; promoting on the community access channel (Public Service Announcements), posting on the City’s website; and producing posters and save-the-date cards that will be distributed to residents.
- Full page ads in the 50th Anniversary program will be sold for \$150.00.

Recent Activity

- A brick sponsorship program is currently being developed. These personalized bricks will be placed in the xeriscape garden.
- A 50th Anniversary Street Banner Sponsorship program and design was approved at the July 18, 2017, City Council meeting. The cost to sponsor a banner is \$5,000.00.
- Outreach is ongoing, with 2,500 letters mailed and 3,000 emails sent. As a result of this contact, staff is receiving calls from the public.

Recent Activities

- Five companies have paid to sponsor a banner: KL Fenix, MC Business (Goldilocks), Thomas Safran & Associates, Watson Land and Zodiac Aero Monogram. With these commitments, \$25,000.00 has been raised.
- The following individual/firms have expressed interest in sponsoring a banner: StubHub, Edco, TNG, Prologis, Mayor Albert Robles and Aleshire & Wynder.
- An advertising proposal is being developed with the Daily Breeze.
- A multi-media video is being created that will play on loop at events and at the parks.

- A videographer has been hired to document the entire 50th Anniversary planning process.

FISCAL IMPACT: As of this report, \$978.00 has been spent for the purchase of the countdown clocks. The total amount required from the General Fund is \$10,000.00.

**FUNDRAISING SUBCOMMITTEE
EVENT/PROJECT FISCAL IMPACT - \$0**

- The Fundraising Subcommittee continues to explore and discuss the various ways that funds can be raised to off-set the cost for the upcoming 50th Anniversary celebration.
- The 40th Anniversary of the Fabela Chavez Boxing Center at Scott Park will be incorporated into future events.
- The different sponsorship levels - Gold/Silver/Bronze - are being discussed.
- T-shirts are now on sale for \$15.00, and lapel pins for \$10.00 at the City Treasurer's Office in City Hall (Exhibit No. 14).
- A "Taste of Carson" event is scheduled for February 3, 2018, at the Carson Community Center (Exhibit No. 15). Tickets for this program are \$25.00 per person.
- Chefs are being recruited. The winners of the "Taste of Carson" will be promoted in the cookbook.
- A Carsonopoly game is being developed, and 1,000 boxes will be ordered (Exhibit No. 12). As was stated earlier, the deadline to submit an application for the board game is January 31, 2018.

Suggestion

As the City's official anniversary date, February 20, 2018, falls on a City Council meeting, it has been suggested that a small celebration be held in Council Chambers. Prior council members will be invited to attend with cake and punch served.

V. FISCAL IMPACT

Please see summary in the Background section of this report.

VI. EXHIBITS

1. October 11, 2017, Committee Recap (pgs. 11-12)
2. Volunteer Flyer. (pg. 13)
3. Rose Fundraiser Flyer. (pg. 14)
4. Rose Float Raffle Flyer. (pg. 15)
5. Rose Bowl Raffle Flyer. (pg. 16)
6. 50th Anniversary Ball Flyer. (pg. 17)
7. Miss Carson/Miss Teen Carson Pageant Flyer. (pg. 18)
8. Golf Tournament Fundraiser Flyer. (pg. 19)
9. Quilt Project Flyer. (pg. 20)
10. Mural Flyer. (pg. 21)
11. Cookbook Project Flyer. (pg. 22)
12. Scrapbook Project Flyer. (pg. 23)
13. Carsonopoly Flyer. (pg. 24)
14. Promotional Items Flyer. (pg. 25)
15. Taste of Carson Flyer. (pg. 26)

Prepared by: Luchie S. Magante, Sr. Administrative Analyst



WEDNESDAY, OCTOBER 11, 2017
801 E. CARSON ST., CARSON, CA 90745
COMMUNITY CENTER, HALL C
6:00 P.M.

MEETING RECAP - OCTOBER 11, 2017
MEETING OF THE 50TH ANNIVERSARY COMMITTEE

Members:

Evelyn Andamo	Lillian Hopson	Ezekiel Swayzer
Mila Boyer	Connie Manio	Richard Velasquez
James Boyer	Rita Manley	Itelia Walker
Kimberly Cortado	Alicia Perez	Fa'auliulito H. Meni
Jeannette Gonzalez	Brenda Ramirez	Toni Terrell-Randolph
Walter Gonzalez	Brian Raber	
Shirley Graves	Julie Ruiz-Raber	

Council

Members:

Cedric Hicks

Staff:

Idris Al-Oboudi	Pat Camacho	Jose Piña
Scott Griffiee	Kenny Harris	Christina Lutu
Arnold Carraway	Margie Revilla	Jason Wong
Dara Sandoval	Cristina Herrera	Carolyn Pele
Mike Whittiker	Mickie Sanchez	Paul Pastor
Bobby Grove	Aundrea Rockhold	Jose Tingson
Larry Failla	Janny Noa	Amanda Valorosi
Tim Grierson	Gwen Whitaker	Dani Cook

I. CALL TO ORDER - 6:00 p.m.

II. SUBCOMMITTEE UPDATES

Rose Parade Subcommittee

- On November 1st at 6 p.m., a volunteer orientation will be held at the Community Center. This orientation will go over the details regarding decorating the float.
- Three fundraisers for the float: (1) \$10 to sponsor a rose on the float, (2) \$5 raffle to win a ride on the float in the Rose Parade, (3) \$5 raffle to win a pair of tickets to the Rose Bowl game.
- Incentive Program: Local schools and non-profits will compete for a spot on the float by selling rose sponsorships. The top five rose sellers will be placed into a drawing. One lucky winner will secure a spot on the float during the Rose Parade.

- Currently reaching out to all Carson businesses for banner sponsorship program.

Publicity Subcommittee

- The Taste of Carson date has been moved to February 3, 2018.
- The Brick Sale flyer is being updated and will be distributed soon.
- The Mural Project is on schedule. Three workshops have been held where local kids come and help paint the mural.

Gala Ball Subcommittee

- Currently working on finding a headliner and exploring decorating ideas.
- Budget has not been verified for Gala Ball event.

Historical Subcommittee

- All documents and artifacts have been taken out of warehouse.
- Only taking 50 squares will be permitted on the 50th Anniversary quilt.

Miss Carson Subcommittee

- Reported the current Miss Carson is competing in the Miss California competition in December.
- 20 spaces are available for Little Miss Carson.
- It has been suggested to add a “Miss Senior Carson” competition as well.

Golf Tournament Subcommittee

- Received \$1,000 donation from See’s Candy for tournament.
- 2 people have registered for the Golf Tournament as of today.
- Currently working with IT to pay and register online for golf tournament.
- Currently advertising 50th Anniversary Golf Tournament and other events at local golf tournaments.

Fundraising Subcommittee

- T-shirts are selling for \$15. Lapel pins are selling for \$10.
- Currently recruiting amateur chefs for Taste of Carson event.
- The deadline to submit application for “Carsonopoly” is January 31, 2018.

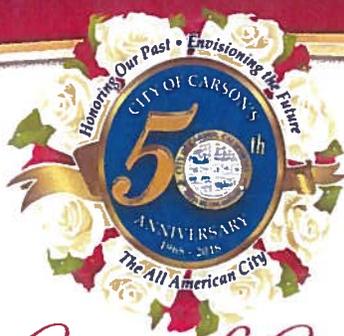
III. ADJOURNMENT - 7:21 p.m.



VOLUNTEERS — A GIFT TO THE COMMUNITY



Come and join us in planning
The City of Carson's Golden Anniversary
For more information on how you can help,
please call (310) 847-3570



The City of Carson's

2018 ROSE PARADE FLOAT

Be a part of the magic!

Rose Fundraiser

YOUR PERSONAL MESSAGE WILL BE PRINTED ON A LABEL and attached to a rose that will be featured on the City of Carson's Rose Parade Float!

The deadline to purchase roses is
DECEMBER 6, 2017 | 12 NOON

Order forms are available at
<http://ci.carson.ca.us>, or in person at every City facility.

You get the satisfaction of supporting your community while honoring a family member, friend, or loved one.

Sample Messages

The Garcia Family
Proud Carson Residents
Since 1974!

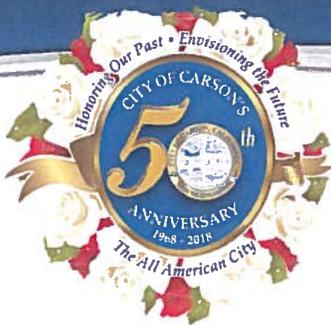
Alliyah,
We're so proud of you!
Love, Mom and Dad

To My Wife Ann,
Happy Anniversary!
Love, John

\$10.00

For more information, please call (310) 835-0212 Ext. 1467





Rose Float Raffle

One lucky winner will be chosen to ride on
THE CITY OF CARSON'S
2018 ROSE PARADE FLOAT

The drawing will be held at the City Council meeting on

DECEMBER 19, 2017

The deadline to purchase raffle tickets is

DECEMBER 6, 2017 12:00 NOON

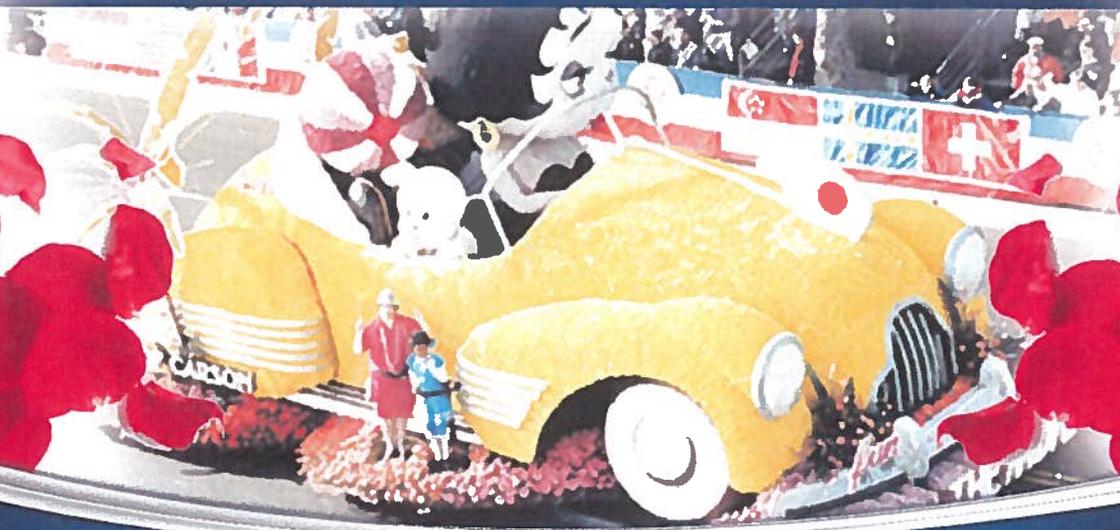
\$5.00

Raffle tickets can be purchased at the following locations:

Carson Community Center, City Hall, Corporate Yard,
Hemingway Park, and Veterans Park.

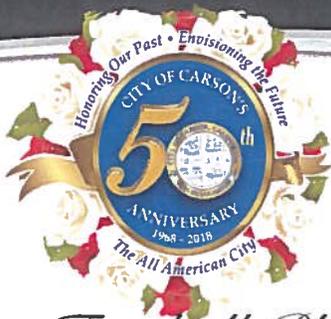
\$5.00

WIN A RIDE ON THE FLOAT!



For more information, please call (310) 835-0212 Ext. 1467





2018 College Football Playoff Semifinal

ROSE BOWL GAME

Be a part of the tradition!

Rose Bowl Raffle

RAFFLE TICKETS: \$5.00 EACH

*Enter a drawing for you and a friend to attend the Rose Bowl Game on
JANUARY 1, 2018*

*The drawing will be held at the City Council meeting on
DECEMBER 19, 2017*

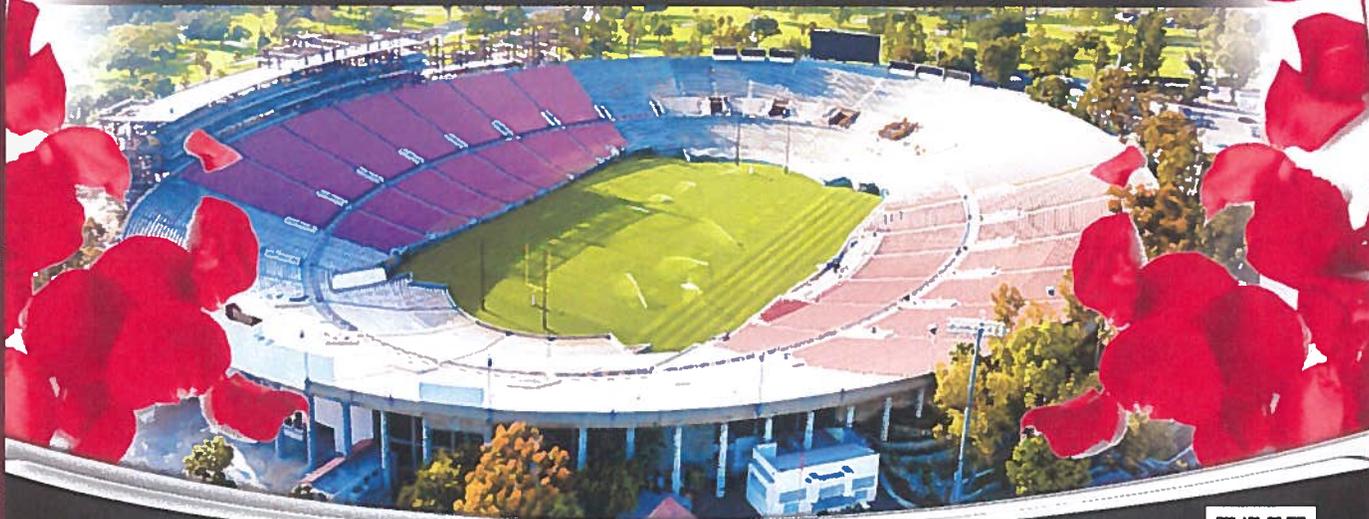
*The deadline to purchase raffle tickets is
DECEMBER 6, 2017 12:00 NOON*

RAFFLE TICKETS CAN BE PURCHASED AT THE FOLLOWING LOCATIONS
Carson Community Center, City Hall, Corporate Yard, Hemingway Park, and Veterans Park.

\$5.00

\$5.00

WIN TICKETS TO THE GAME!

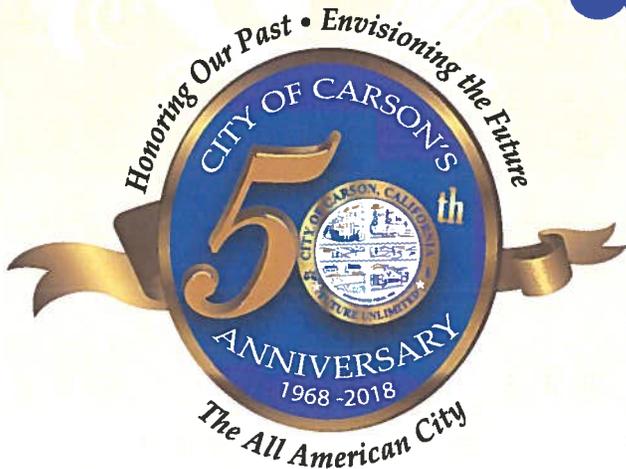


For more information, please call (310) 835-0212 Ext. 1467



SAVE THE DATE FEBRUARY 24, 2018

City of Carson's 50th Anniversary Ball



CONGRESSWOMAN
JUANITA MILLENDER-MCDONALD
COMMUNITY CENTER AT CARSON



For more information, call
Recreation and Human Services at (310) 847-3570



City of Carson SAVE THE DATE

Miss Carson Miss Teen Carson 2018 Scholarship Pageant of Excellence

This could be you!!!
You can also win your share of
\$5,000 in scholarship funds!

Miss Carson (Ages: 19-25)
Miss Teen Carson (Ages: 13-18)

Application Available:
Monday, August 21, 2017 to Wednesday, February 1, 2018
(applications available on the City of Carson Website, City Hall,
Carson Community Center, and all City of Carson Parks)

**Applications must be submitted to the
Carson Community Center By:**
Wednesday, February 1, 2018

Entry Fees:
\$30 Early Registration • August 21 – November 14, 2017
\$50 Regular Registration • November 15, 2017 – February 1, 2018

Event Date: Friday, April 27, 2018
Congresswoman Juanita Millender-McDonald
Community Center at Carson
801 East Carson Street, Carson, CA 90745

For more information, please contact Dara Sandoval at
(310) 816-9381 or dsandova@carson.ca.us





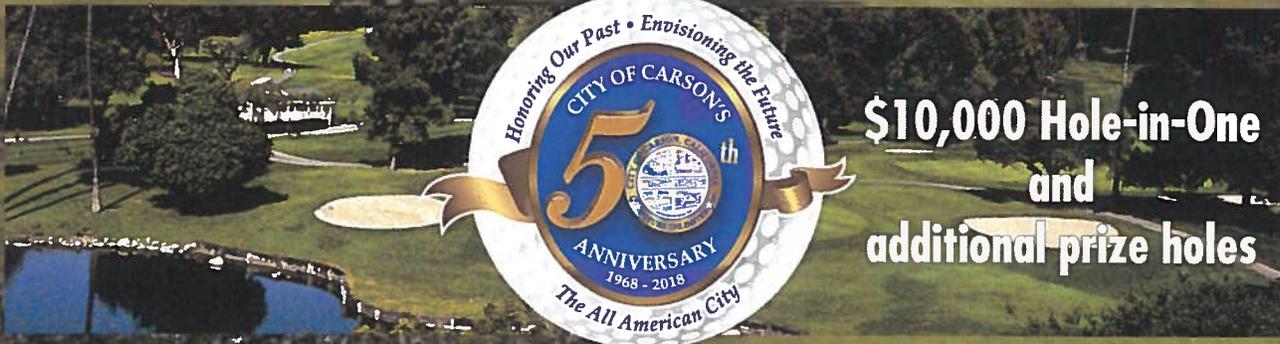
City of Carson
50th Anniversary Celebration

Parks
Make
Life
Better!

GOLF TOURNAMENT FUNDRAISER

California Country Club

1509 Workman Mill Rd, Whittier, CA 90601



Money raised will go towards the 50th Gala Ball event

FRIDAY, FEBRUARY 23, 2018

7:30 am Check in, 8:30 am Shotgun Start

\$125 golf / \$25 lunch only • Ages 18 and up

\$125 fee includes Green Fees, Cart, Goodie Bag, Raffle Ticket, and Lunch Banquet

For more information contact Veterans Park at (310) 830-9997

GOLFER REGISTRATION

Name _____

Company _____

Email _____

Phone _____

Address _____

City/State/Zip _____

FOURSOME

2 _____

3 _____

4 _____

GOLFER REGISTRATION REGISTRATION

_____ \$125 Golfer Registration

SPONSORSHIP

_____ Platinum - \$10,000

_____ Gold - \$5,000

_____ Silver - \$2,500

_____ Bronze - \$1,000

\$_____ TOTAL

Please make checks payable to:

City of Carson

Mailing Address:

City of Carson - Recreation

Attn: 50th Gala Ball Fundraiser

2400 E. Dominguez Street

Carson, CA 90810



50th Gala Ball Golf Fundraiser

California Country Club
Friday, February 23, 2018
1509 Workman Mill Rd.
Whittier, CA 90601

SCHEDULE

7:30 AM - Check In

8:30 AM - Shotgun Start Scramble

1:30 PM - Lunch/Awards



Recreation and Human Services

<http://recreation.carson.ca.us> • Like us on facebook! CITY OF CARSON PARKS AND RECREATION

CITY OF CARSON

Quilt PROJECT

GOLDEN TAPESTRY OF CARSON

Honoring Our Past Envisioning the Future

CITY OF CARSON'S
50th
ANNIVERSARY
1968-2018

The All American City

Get involved! Come participate. Turn in your group's logo or artwork as part of the 50th Anniversary Quilt Project. Open to churches, businesses, organizations, park associations, clubs, schools, etc.

Free • Limited to 50 blocks

Artwork will be selected by the 50th Anniversary Historical Subcommittee.

It must be on an 8"x10" format and the artwork should be stitched, silk-screened, laser printed, sewn, etc.

Please drop off items at Veterans SportsComplex until November 30, 2017.

Monday - Thursday • 8 A.M. - 8 P.M.

Friday - Saturday • 8 A.M. - 5 P.M.

Veterans SportsComplex

22400 Moneta Ave, Carson, CA 90745

For more information, please call (310) 830-9991



<http://recreation.carson.ca.us> • Like us on facebook! CITY OF CARSON PARKS AND RECREATION
Recreation and Human Services



CITY OF CARSON
50th Anniversary Mural Workshops

**Come out and help us
 complete this historic mural**
Saturdays • 10 A.M. - 12 P.M.

September 23rd - Dominguez Park
 September 30th - Hemingway Park
 October 7th - Carson Park

All materials will be provided

** Please check with your local park for other dates and times**

For more information, please call (310) 549-3962

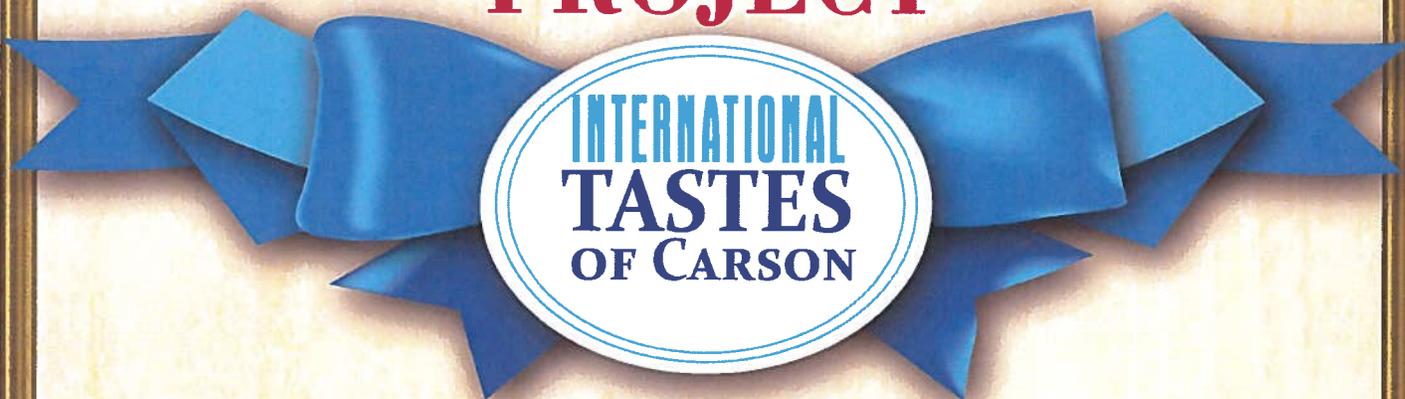


Mural Completion Day
Thursday, October 26, 2017
 6 P.M. - 8 P.M.
 Veterans Skate Park



<http://recreation.carson.ca.us> • Like us on facebook! CITY OF CARSON PARKS AND RECREATION
 Recreation and Human Services

CITY OF CARSON COOKBOOK PROJECT



Submit your favorite ethnic dish recipe for possible inclusion in the City of Carson's 50th Anniversary Cookbook!

CATEGORIES:

- Appetizer
- Main Dish
- Dessert
- Favorite Drinks
- Side Dish



Submission deadline is Thursday, November 30, 2017

Please drop off submissions at Carson Library

151 E. Carson Street, Carson, CA 90745

For more information,
please call 830-0901

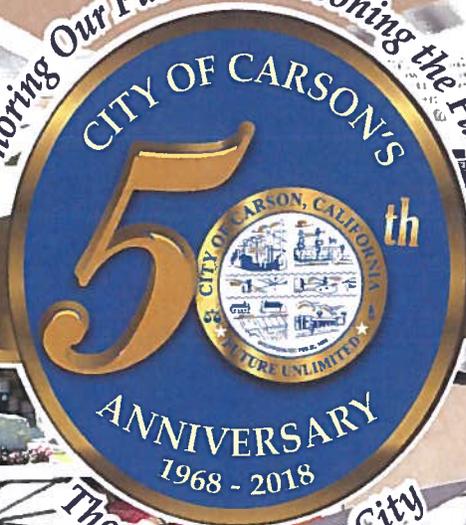


<http://recreation.carson.ca.us> • Like us on facebook! CITY OF CARSON PARKS AND RECREATION
Recreation and Human Services



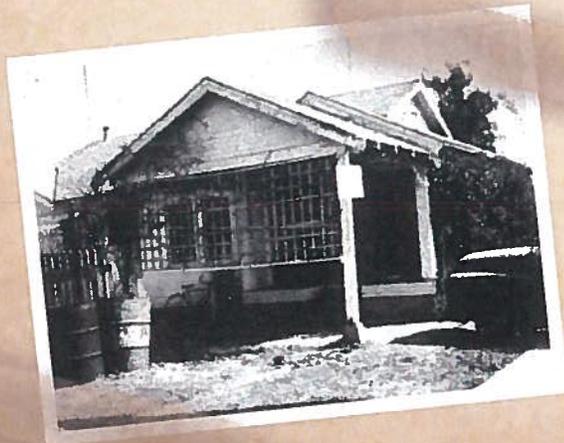
Parks
Make
Life
Better!

Honoring Our Past • Envisioning the Future



The All-American City

CALL OUT for Scrapbook Project



Please gather newspaper clippings, documents, artifacts, memorabilia, photos, videos, badges, etc. to be displayed as part of the City of Carson's 50th Anniversary Scrapbook Project.

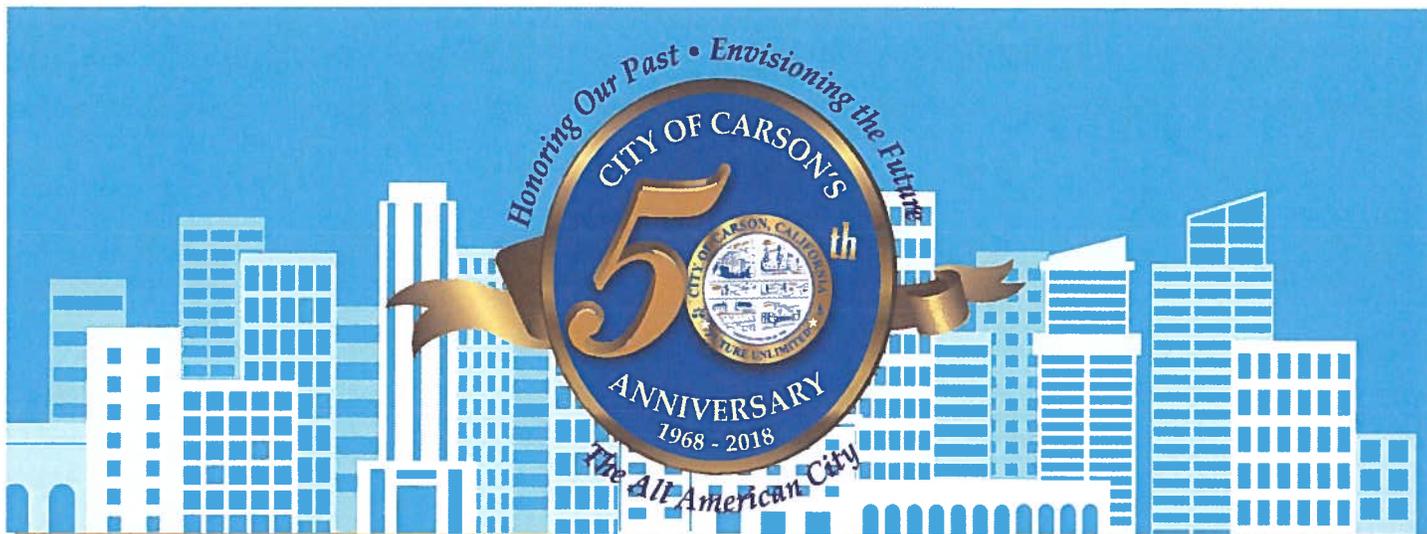
Please drop the above items at the Veterans SportsComplex until November 30, 2017
Monday - Thursday 8 A.M. - 8 P.M.
Friday - Saturday 8 A.M. - 5 P.M.

For more information, please call (310) 830-9991

VETERANS SPORTSCOMPLEX
22400 Moneta Ave, Carson, CA 90745

<http://recreation.carson.ca.us> • Like us on facebook! CITY OF CARSON PARKS AND RECREATION
Recreation and Human Services





CARSONOPOLY

50TH ANNIVERSARY FUNDRAISER

Wednesday, January 31, 2018

Calling all businesses, clubs, schools, non-profit groups, neighborhood organizations, and individuals to be part of a customized monopoly game called - **CARSONOPOLY**. Purchase a space (corner, utility, property, card A or card B) on the unique **CARSONOPOLY** game board and proudly display your company logo or message.

Spaces are filled on a first-come first-served basis.

Spaces range from \$25 - \$1,200

**For more information, please call (310) 830-8310
or email JNoa@carson.ca.us.**



<http://recreation.carson.ca.us> • Like us on facebook! CITY OF CARSON PARKS AND RECREATION

Recreation and Human Services

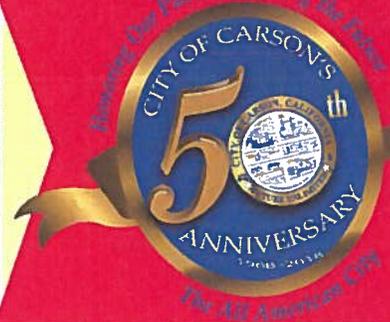
PIG ART
08 23 17

CITY OF CARSON

50TH ANNIVERSARY



Promotional Items

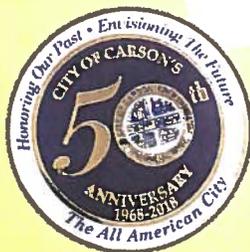


SALE

BUY NOW!



These items will be sold while supplies last
T-Shirt
Lapel Pin
Lanyard
Coffee Mug
And Much Much More!



Lapel Pin (not actual size)

Items can be purchased at the City Treasurer's Office or at any of the Mobile 50th Anniversary Booths that will be present at most of the City's Special Events and Park Functions *So stop by and pick up your anniversary items before it's too late!*

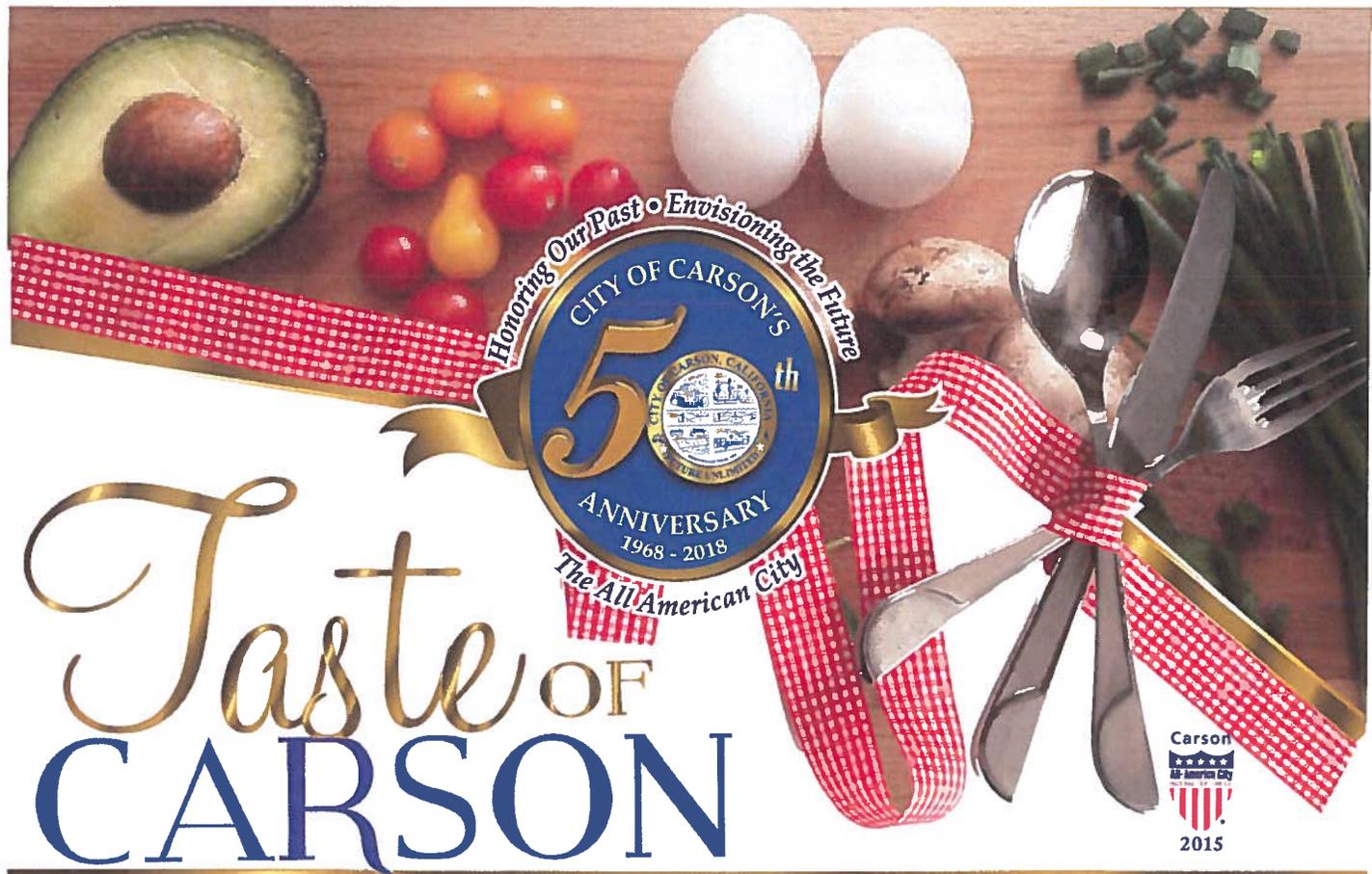
Purchase your City of Carson Memorabilia Today!

For more information, please call (310) 847-3570

<http://recreation.carson.ca.us> • Like us on facebook! CITY OF CARSON PARKS AND RECREATION

Recreation and Human Services





Taste OF CARSON

50TH ANNIVERSARY FUNDRAISER

SATURDAY, FEBRUARY 3, 2018

10 A.M. - 2 P.M.

Calling all amateur chefs to prepare bite-size samplings of their tastiest dish for 150 guests. There are many categories to choose from and a winner will be selected from each category including a "people's choice" award. Each chef will prepare their dish and bring it to the Community Center. Cooking will not be allowed at the site.

JUDGING TIME

10:00 A.M. - 11:00 A.M.

COMMUNITY SAMPLING

11:00 A.M. - 1:00 P.M.

AWARDS ANNOUNCED

1:00 P.M. - 2:00 P.M.

**SAMPLING
TICKETS
\$25**

**CONGRESSWOMAN JUANITA MILLENDER-MCDONALD
COMMUNITY CENTER AT CARSON
801 E. Carson Street, Carson, California 90745**

FOR MORE INFORMATION, PLEASE CALL (310) 847-3570



26