



CITY OF CARSON

701 East Carson Street

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Report to Mayor and City Council

Tuesday, July 19, 2016

Discussion

SUBJECT:

CONSIDERATION OF RESOLUTION 16-087 TO COMMIT UNASSIGNED GENERAL FUND BALANCE FOR THE CITY OF CARSON'S 50TH ANNIVERSARY CELEBRATION (CITY COUNCIL)

I. SUMMARY

2018 will mark the 50th anniversary of the city's incorporation. On February 20, 1968 the city was incorporated as a General Law city and adopted the theme of 'Future Unlimited'.

City staff is seeking approval to set aside city funds, direction regarding the development of proposed community events and activities, and approval to solicit sponsorships to commemorate the city's golden anniversary. The Carson Community Foundation will also be approached for involvement in the 50th anniversary events.

II. RECOMMENDATION

1. APPROVE Resolution No. 16-087, "A RESOLUTION OF THE CITY OF CARSON CITY COUNCIL COMMITTING UNASSIGNED GENERAL FUND BALANCE FOR THE CITY OF CARSON 50TH ANNIVERSARY EVENT."
2. DIRECT staff to form a volunteer committee comprised of representatives from specific city commissions to assist in the planning and development of events and activities to commemorate the city's 50th anniversary.
3. DIRECT staff to work with the volunteer committed to identify and prepare a proposed calendar of events and activities to commemorate the city's 50th anniversary.
4. DIRECT staff to formulate a proposed event and activity budgets to support the planning of events and activities for the city's 50th anniversary.
5. DIRECT staff to begin solicitation of sponsors for the city's 50th anniversary celebration.
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III. ALTERNATIVES

PROVIDE alternative direction to staff in regards to the city's 50th anniversary celebration.

IV. BACKGROUND

Traditionally the city has marked the city's anniversary with special activities every five years. The year 2018 will mark the city's 50th anniversary. The actual incorporation date now 19 months away. Staff has begun to research events that have been conducted in other cities to set the stage for discussion and planning of events and activities.

The creation of a volunteer committee is important as this a community celebration. The committee will be charged with developing events and activities that the community can participate in throughout the year. Some events may be specific to the anniversary and others can be activities that are combined with existing events. This will help to consolidate resources. The following is a proposed planning calendar to prepare for the city's anniversary. There are specific commissions that should be involved in the planning, such as the Parks & Recreation Commission. Council should suggest logical commissions to be involved.

July/August 2016 - City staff research and brainstorming ideas for anniversary events and activities.

September/October 2016 - A volunteer committee with representatives from the city's various committees shall begin meeting to develop a proposed calendar of events, identify commemorative items, and to identify potential sponsors.

November/December 2016 - City staff shall begin formulating program budgets based on funds set aside by the City Council. This also includes formulating a target for sponsorship dollars and estimating revenues from specific anniversary events and the sale of commemorative items.

January/February 2017 - Staff shall present a proposed calendar of events and activities to commemorate the city's 50th anniversary. Staff may request a mid-year budget amendment for purchases and deposits that may be required before the close of the fiscal year. Solicitation of sponsors shall commence.

June 2017 - The 50th anniversary program budget shall be adopted as part of the city's budget process with adoption of the fiscal 2017/18 budget.

January 2018 - Proposed participation in the New Year's Day Rose Bowl Parade. The Mayor has reached out the Tournament of Roses Association to discuss the schedule and logistics of entering a float in the Parade. It is proposed that the float would be funded by donations. The City historically had a float in the parade.

February through December 2018 - All city events shall carry the 50th anniversary theme. One-time commemorative events and activities to be conducted accordingly.

Possible events and activities may include one or more of the following:

- City letterhead and envelopes to carry the anniversary logo.
- Commemorative items are purchased and sold or distributed to the community.
- Rose Parade float
- A community parade and festival
- Gala Ball
- Boxing event at Stubhub
- Carson night at a Galaxy Game
- Carson night at Dodger Stadium
- Special Miss Carson Pageant
- Sports Tournaments
- Anniversary Theme Contest
- Art Show

The 50th anniversary is a significant realization for the City of Carson. A celebration of such an achievement will also come at a significant cost. As such \$50,000 is being requested to be set aside from the general fund balance in order to begin planning for events and activities that the community can enjoy. Depending on the approved plans a portion of the set aside funds may be requested at midyear and the remaining balance shall be considered in the next fiscal budget.

V. FISCAL IMPACT

Staff proposes the City Council set-aside \$50,000 of the unassigned General Fund balance to provide funding for future expenditures related to celebratory activities. The proposed resolution will "commit" a portion of the unassigned General Fund balance for this purpose. The 50th Anniversary Committee will also work with the Carson Community Foundation on sponsorship opportunities for the events.

The estimated unassigned General Fund balance at June 30, 2017 is \$3,376,854. This is the estimated amount available in excess of the Reserve for Economic Uncertainties estimated at \$15,243,952, as well as other designations totaling \$4,000,759 (e.g. set-aside for self-insurance and reward funds).

VI. EXHIBITS

1. Resolution No. 16-087 A RESOLUTION OF THE CITY OF CARSON CITY COUNCIL COMMITTING UNASSIGNED GENERAL FUND BALANCE FOR THE CITY OF CARSON 50TH ANNIVERSARY EVENT. (pages 4-5)

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