



## Legislation Details (With Text)

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| <b>Title:</b>         | UPDATE ON THE CITY OF CARSON 50TH ANNIVERSARY EVENTS (CITY COUNCIL)   |                      |   |              |  |
| <b>Sponsors:</b>      | Community Services  |                      |   |              |  |
| <b>Indexes:</b>       |   |                      |   |              |  |
| <b>Code sections:</b> |   |                      |   |              |  |
| <b>Attachments:</b>   | 1. May 10, 2017, Meeting Recap, 2. White Linen Flyer, 3. May 10, 2017, Meeting Sign-in Sheets, 4. Volunteer Flyer |                      |   |              |  |

| Date | Ver. | Action By | Action | Result |
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## Report to Mayor and City Council

Tuesday, June 06, 2017

Consent

### SUBJECT:

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

#### I. SUMMARY

This report is an update on the development and progress of the festivities currently being planned by staff and the Council-appointed volunteer committee for the City of Carson's upcoming 50th Anniversary (Exhibit No. 1). This report also provides an update on the current and anticipated expenditures from the 50th Anniversary account.

#### II. RECOMMENDATION

RECEIVE and FILE report.

#### III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

#### IV. BACKGROUND

At its April 26, 2017, meeting, all 50th Anniversary Subcommittees provided a brief report to the entire group on the progress they had made. Following is a brief discussion on the status of each Subcommittee's planning and events:

## **2018 ROSE PARADE SUBCOMMITTEE**

### **FISCAL IMPACT - \$0**

The planning for this event is well underway with discussions and efforts being made to recruit members from the community to assist with the decorating of the City's float. Efforts to enlist float volunteers will be centered on, but not limited to, the following: local elementary schools, middle schools, high schools, service clubs, and non-profit organizations, such as the Boys and Girls Club, YMCA, and ADAAP. Other organizations that will be contacted are City of Carson Park Volunteer Associations; California State University, Dominguez Hills; and the Carson Chamber of Commerce.

Staff has met with the Principal of Dominguez High School, and will work with staff to locate volunteers from its student body. Additionally, staff will be meeting with the Principal from Carson High School in the near future. As of tonight's meeting, staff will have spoken with Richard Bis from ADAAP about finding volunteers from his contacts.

There was a discussion regarding a fundraising lottery, wherein tickets would be sold for an opportunity to ride on the City of Carson float. There was also a Sell a Rose/Flower proposal, wherein individual flowers would be sold to members of the community whose name would be attached to flowers used to decorate the float.

**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. The City has so far received a \$100,000 donation from Macerich to fund a portion of the float. It is projected that there will be no direct cost/impact on the City General Fund for FY 2017-2018 for the Rose Parade Float.

## **50<sup>th</sup> ANNIVERSARY BALL SUBCOMMITTEE**

### **FISCAL IMPACT - \$20,000.00**

The 50<sup>th</sup> Anniversary Gala Ball Subcommittee reported on the White Linen event planned for Saturday, July 22, 2017, at the Congresswoman Juanita Millender-McDonald Community Center (Community Center), from 2:00 p.m. - 6:00 p.m., in the patio of Hall A (Exhibit No. 2). This event is a fundraiser where all proceeds that exceed the overall cost for the event will be used to offset the cost for the Gala Ball. The event will feature concert performances by the R&B group DW3; Saxophonist, Nysa Shenay; and music played by DJ Alcatraz. There will be a limited number of 10-seat VIP tables available for \$450, 200 VIP seating for \$50, and General Admission seating for \$25. Food and Beverages will be provided by Choura Catering. Advertising and promotion for this event is being done at all City events and programs leading up to the activity.

Anticipated revenues for the White Linen Affair are as follows:

|  |                    |
|--|--------------------|
| ➤ VIP Tables - 20 tables at \$450.00/table         | \$9,000.00         |
| ➤ VIP Seating - 200 people at \$50.00/person       | \$10,000.00        |
| ➤ General Admission - 200 people at \$25.00/person | \$5,000.00         |
| ➤ Booth Rental - 6 craft vendors at \$150.00/booth | \$900.00           |
| ➤ <u>Booth Rental - 1 Food Vendor at \$150.00</u>  | <u>\$150.00</u>    |
| <b>Total Projected Revenue</b>                     | <b>\$25,050.00</b> |

Anticipated expenditures are as follows:

|   |                   |            |
|---|-------------------|------------|
| ➤ DW3 (Headliner / Band)                      |                   | \$3,000.00 |
| ➤ Nysa Sheyna (Vocalist)                      | \$500.00          |            |
| ➤ Alaric Dipmore (M.C)                        | \$200.00          |            |
| ➤ Ashley Jemison (Saxophonist)                | \$200.00          |            |
| ➤ DJ  | \$200.00          |            |
| ➤ Misc. Decorations                           | \$100.00          |            |
| ➤ Publicity                                   | \$98.00           |            |
| ➤ Sun Production (Sound)                      | \$1,600.00        |            |
| ➤ Fencing                                     | \$1,000.00        |            |
| ➤ Food/Bar (Choura)                           | \$1,000.00        |            |
| ➤ P/T Staff hours 6 staff                     | \$400.00          |            |
| <b>To Date Total Anticipated Expenditures</b> | <b>\$8,298.00</b> |            |
| <b>To Date Total Anticipated Revenue</b>      | <b>\$7,752.00</b> |            |

As of this report, the Subcommittee and staff anticipates that the Gala Ball will cost approximately \$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. Coupled with the \$7,850.00 that will be raised from the White Linen event, approximately \$47,850.00 is available to fund the Ball. Both the Gala Ball Subcommittee and staff believe that an additional \$20,000 from the 50<sup>th</sup> Anniversary budget would be needed to pay for entertainment and souvenirs.

#### **MISS CARSON SCHOLARSHIP SUBCOMMITTEE**

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

Planning for the 2018 Miss Carson Scholarship Pageant is scheduled to begin in June 2017.

#### **50<sup>TH</sup> ANNIVERSARY GOLF TOURNAMENT SUBCOMMITTEE**

**FISCAL IMPACT - \$0**

Planning for the 2018 50<sup>th</sup> Anniversary Golf Tournament is well underway, with efforts being made to make this event to 100% self-sustaining, with all proceeds used to help fund the Gala Ball.

#### **50<sup>TH</sup> ANNIVERSARY WINTERFEST SUBCOMMITTEE**

**FISCAL IMPACT - \$8,000.00 FOR MATERIALS AND SUPPLIES**

To end the 50<sup>th</sup> 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**

**FISCAL IMPACT - \$2,000.00 FOR MATERIALS AND SUPPLIES**

This newly formed subcommittee has already commenced formulating a concept and design for two separate 50<sup>th</sup> Anniversary Quilts that interpret the 50<sup>th</sup> Anniversary theme, "Honoring Our Past, Envisioning the Future." The group will solicit swatches for the quilt from various service organizations, community groups, businesses, and non-profit organizations.

One quilt will be designed by the aforementioned organizations, community groups, businesses, and non-profit organizations. The second quilt will be designed by the children in both our Early Childhood Education Program and our Kids Club programs. The target date for completion of this project is November 2017.

#### **MURAL SUBCOMMITTEE**

##### **FISCAL IMPACT - \$2,000.00 FOR MATERIALS AND SUPPLIES**

Spearheaded by the City's creative staff and community artists, this newly formed Subcommittee design, develop, and build a three- panel portable mural featuring the 50<sup>th</sup> Anniversary theme, "Honoring Our Past, Envisioning the Future." 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.

#### **COOKBOOK SUBCOMMITTEE**

##### **FISCAL IMPACT - \$1,000.00 FOR PRINTING A FEW HUNDRED COPIES**

Though this newly formed Subcommittee has yet to meet, it will be responsible for developing a cookbook comprised of cultural recipes submitted by the community, and from past Anniversary and Unity Day cookbooks. It also will feature low calorie/fit and lean submissions. Staff will commence work on this project after the next Anniversary meeting. The target date for completion of this project is October 2017.

#### **VOLUNTEERS SUBCOMMITTEE**

##### **FISCAL IMPACT - \$3,000.00 FOR HOSPITALITY**

As reported in the previous update, attendance of the Council-appointed 50<sup>th</sup> Anniversary Committee has been sporadic and has slowed our planning efforts (Exhibit No. 3). During this period, recruiting more volunteers has been a priority, with outreach efforts that have included setting up an informational table at both the Miss Carson Scholarship Pageant, Cinco de Mayo and every special event in the future. Staff has requested current volunteers to recruit individuals they know to join them at meetings. An email blast regarding the White Linen Event was sent to all Commissioners, Committee Members and Board Members. All opportunities - meetings, town halls, park association meetings, etc. - to discuss Anniversary programs and invite volunteers are utilized. A flyer was produced to encourage volunteerism throughout the community and raise awareness (Exhibit No. 4). These efforts will continue throughout the upcoming months in hopes of securing more volunteers that represent diversity within the Carson community.

#### **HISTORICAL SUB COMMITTEE**

##### **FISCAL IMPACT - \$3,000.00 FOR ARCHIVING/DOCUMENTING AND STORAGE**

The Historical Subcommittee reported that they are requesting memorabilia from residents to display for the upcoming Anniversary. They will use various articles and keepsakes to create a scrapbook that will highlight various aspects of the City's history. The Subcommittee wishes to also play a role in creation of the 50<sup>th</sup> Anniversary Quilt, which historically has been part of each anniversary celebration. 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.

#### **PUBLICITY COMMITTEE**

### **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 50<sup>th</sup> Anniversary. It was reported that the countdown clocks have arrived and are going to be strategically placed in three visible locations. One clock will be placed in the main lobby of City Hall, while the other two will be placed in the Community Center: In the main entrance behind the information counter and in the lobby of the East Wing entrance.

Other marketing efforts include an increased 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. The Publicity Subcommittee meets every 1<sup>st</sup> and 3<sup>rd</sup> Tuesdays of each month at 2p.m. at City Hall.

**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**

#### **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 50<sup>th</sup> Anniversary celebration. These discussions have centered on reaching out to businesses and the sale of novelty items, i.e. commemorative t-shirts, mugs, cookbook and calendar.

## **V. FISCAL IMPACT**

At the March 21, 2017, City Council meeting, \$50,000 was appropriated for 50th Anniversary activities. To date, \$6,776 has been spent from that \$50,000: Approximately \$5,798.00 was expending for the White Linen event (this amount is reimbursable to the 50<sup>th</sup> Anniversary account) and \$978.00 for the countdown clocks. The balance of these funds, \$43,224.00, remains to be used to fund other activities for the 50th Anniversary for the remainder of this fiscal year, and into FY 2017-2018. The cost of each of the identified 50th Anniversary events and support activities are anticipated to total \$49,000.00, as listed below:

2018 ROSE PARADE: \$0.00 - Funded by the Carson Community Foundation.

50th ANNIVERSARY BALL: \$20,000.00 - Balance funded by ticket sales and fundraisers.

MISS CARSON SCHOLARSHIP: \$0.00 - This event is budgeted in the General Fund.

50TH ANNIVERSARY GOLF TOURNAMENT: \$0.00 - Funded by entry Fees and fundraising.

50th ANNIVERSARY WINTER FEST: \$8,000.00 - Combined with the Tree Lighting Ceremony; supported by sponsorships.

QUILT: \$2,000.00.

MURIAL: \$2,000.00.

COOKBOOK: \$1,000.00 - Staff anticipates printing a limited number of paper copies, as well as posting to the City Web for free download.

VOLUNTEERS: \$3,000.00 - Hospitality, food and beverage.  
HISTORICAL: \$3,000.000 - Archiving/documenting and storage.  
PUBLICITY: \$10,000.00 - Publicity support and ads for all events.

Staff suggests moving funds not used in Fiscal Year 2016-2017 to Fiscal Year 2017-2018 to support the identified 50th Anniversary events and activities.

## **VI. EXHIBITS**

1. May 10, 2017, Meeting Recap. (pgs. 7-8)
2. White Linen Affair Flyer. (pg. 9)
3. May 10, 2017, Meeting Sign-in Sheets. (pgs. 10-13)
4. Volunteer Flyer. (pg. 14)

1.

Prepared by: Idris Al-Oboudi, Director of Community Services, and Arnold Carraway, Parks and Recreation Superintendent