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

Wednesday, July 05, 2017

Consent

SUBJECT:

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

I. SUMMARY

This report provides 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 delineates 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 May 24, 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.

As of this report, staff interviewed four float builders and chose Fiesta Parade Floats to construct the City's entry. To assist with the City's marketing efforts, Fiesta will utilize its own Public Relations Team. The theme for Carson's entry is Celebrate Diversity.

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.

50th ANNIVERSARY BALL SUBCOMMITTEE

FISCAL IMPACT - \$20,000.00

The 50th 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.

As of this report, staff completed a final walkthrough of the Community Center and grounds. Tickets sales have been fairly brisk, with many VIP seats sold and twenty-five

(25) VIP tables already purchased. A second generator has been acquired, and staff is working with the Community Center to close off Community Center Drive during the event. All required permits have been acquired, and program ads are selling.

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
➤ Booth Rental - 1 Food Vendor at \$150.00	\$150.00
Total Projected Revenue	\$25,050.00

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
To Date Total Anticipated Expenditures	\$8,298.00
To Date Total Anticipated Revenue	\$7,752.00

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 50th 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.

As of this report, the first planning meeting was held on June 7, 2017. The Pageant is scheduled to take place on April 27, 2018. The date for the Little Miss Carson Pageant is April 21, 2018. The registration price has been set at \$75.00 for both the Little Miss Princesses and Miss Carson. The Subcommittee would like to double the prize money. Flyers and registration are being developed, and information about this program will be placed in the White Linen program. As well, a promotional video and ads are being created for placement at the SouthBay Pavilion. Outreach with local schools has commenced.

50TH ANNIVERSARY GOLF TOURNAMENT SUBCOMMITTEE

FISCAL IMPACT - \$0

Planning for the 2018 50th 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.

As of this report, this program is now scheduled to take place on February 23, 2018. The tournament will take held at California Country Club in Whittier. Each participant will be charged \$85.00; the Hole-in-One prize is set at \$1,000.00.

50TH ANNIVERSARY WINTERFEST SUBCOMMITTEE

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

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

This newly formed Subcommittee has already commenced formulating a concept and design for two separate 50th Anniversary Quilts that interpret the 50th 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 50th 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 updates, attendance of the Council-appointed 50th Anniversary Committee has been sporadic and has slowed our planning efforts (Exhibit No. 3). Recruiting more volunteers has been and continues to be 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 50th 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.

As of this report, the Subcommittee has been brainstorming ideas for a Taste of Carson cookbook. 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. An artifact about the history of Scottsdale was located, and additional memorabilia are being removed from storage and Cal State University, Dominguez Hills.

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 50th 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 1st and 3rd Tuesdays of

each month at 2p.m. at City Hall.

As of this report, the Subcommittee is brainstorming ideas for a commemorative magazine, and selling ads in programs. The theme for the mural is Past/Present/Future.

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 50th 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.

As of this report, the Subcommittee has set meeting dates with all other committees. A Taste of Carson event is scheduled to place sometime in October 2018.

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 50th 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. June 14, 2017, Meeting Recap. (pgs. 8-10)
2. White Linen Affair Flyer. (pg. 11)
3. June 14, 2017, Meeting Sign-in Sheets. (pgs. 12-15)
4. Volunteer Flyer. (pg. 16)

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