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

Tuesday, July 18, 2017

Consent

SUBJECT:

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

I. SUMMARY

This report provides an update on the 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 June 28, 2017, meeting, all 50th Anniversary Subcommittees provided a brief report

to the entire group on the progress they had made. 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**

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.

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.

As of this report, it was announced that 400 volunteers would be needed to decorate the float. The decorating schedule is from December 26-30, 2017, with two shifts - 7:45 AM to 4:00 PM and 4:30 PM to 10:00 PM. Transportation will be provided to the decorating location by the Transportation Services Division. When the float is completed, three volunteers are needed to guard the float overnight. The price for the Sell-a-Flower/Rose fundraising effort - a vial containing a flower/rose with the donor's name attached that would be used to decorate the float - was set at \$10.00 each. Individuals who wish to ride the float will be required to pay \$1,500.00 on a first-come, first-serve basis for this opportunity. A maximum of 8 riders will be permitted on 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.

**50th ANNIVERSARY GALA BALL SUBCOMMITTEE
EVENT/PROGRAM 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.

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, with the final goal to have 35 tables at the event. 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 obtained, and program ads are selling.

As of this report, four vendors have agreed to participate at the event.

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>
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
➤ <u>P/T Staff hours 6 staff</u>	<u>\$400.00</u>
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
EVENT/PROGRAM FISCAL IMPACT - AS THIS IS A SPECIAL EVENT, \$31,000.00 HAS
ALREADY BEEN BUDGETED FOR THIS PROGRAM.**

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 is considering doubling the prize money. Flyers and registration are being developed. As well, a promotional video and ads are being created for placement at the SouthBay Pavilion. Outreach with local schools has commenced.

As of this report, contestant packets are being prepared. Information about the pageant will be on the City website by June 24, 2018. As well, an advertisement for this program will be placed in the White Linen Affair program.

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

This event is scheduled to take place on February 23, 2018, at California Country Club in Whittier. Efforts are being made to make this event 100% self-sustaining, with all proceeds used to help fund the Gala Ball.

As of this report, the Committee was informed that a deposit of \$500.00 will be submitted to reserve the facility, and volunteers are needed to sit at each hole. A flyer is being finalized, and a search for a corporate sponsor has commenced. Participants will be charged \$125.00 each, which covers the golf cart, green fees and a lunch buffet. 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.

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 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 **EVENT/PROJECT 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

EVENT/PROJECT 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

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 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 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 SUBCOMMITTEE

EVENT/PROJECT 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. An artifact about the history of Scottsdale was located, and additional memorabilia are being removed from storage and Cal State University, Dominguez Hills. 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.

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.

As of this report, a City of Carson 30th Anniversary Monopoly game was located in the archives. A 50th Anniversary Monopoly game will be manufactured. Subcommittee members will be meeting with David Gamboa from CSUDH to obtain more artifacts.

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 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 Subcommittee has also been brainstorming ideas for a commemorative magazine, and selling ads in programs. The theme for the mural is Past/Present/Future. The Publicity Subcommittee meets every 1st and 3rd Tuesdays of each month at 2p.m. at City Hall.

As of this report, full page ads in the 50th Anniversary program will be sold for \$150.00. A 50th Anniversary Street Banner Sponsorship program was also proposed. For a suggested donation of \$2,500.00, a street banner with space for the donor's logo will be placed on the newly installed median street light poles along Carson Street.

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. These discussions have centered on reaching out to businesses and the sale of novelty items, i.e. commemorative t-shirts, mugs, cookbook and calendar.

Meeting dates have been set with all other subcommittees, and a Taste of Carson event is scheduled for October 29, 2017, at the Carson Community Center.

As of this report, the different sponsorship levels - Gold/Silver/Bronze - are being flushed out. Payment centers where 50th Anniversary-related merchandise can be purchased are being determined.

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 28, 2017, Meeting Recap. (pgs. 8-9)
2. White Linen Affair Flyer. (pg. 10)
3. June 28, 2017, Meeting Sign-in Sheets. (pgs. 11-15)
4. Volunteer Flyer. (pg. 16)

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