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

Tuesday, August 01, 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 July 12, 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 the approximately 400 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. Staff has spoken with Richard Bis from ADAAP about finding volunteers from his contacts.

The schedule to decorate the float 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.

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.

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 - is \$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 are permitted on the float.

As of this report, the float design will be finalized sometime in August.

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 White Linen Affair (Exhibit No. 2) took place on Saturday, July 22, 2017, at the Congresswoman Juanita Millender-McDonald Community Center (Community Center). This event was 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 featured concert performances by the R&B group DW3; Saxophonist, Nysa Shenay; and music played by DJ Alcatraz. There were 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 were provided by Choura Catering.

As of this report, staff intends to provide a post-event summary at the next City Council meeting. However, based on anecdotal accounts, the event was successful and enjoyed by the attendees.

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	<u>\$8,298.00</u>
To Date Total Anticipated Revenue	<u>\$7,752.00</u>

The Subcommittee and staff anticipated 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. 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. Contestant packets are being prepared. Information about the pageant will be available on the City's website and at various City locations on August 14, 2017.

As of this report, the registration price has been formally set at \$75.00 for the Little Miss

Princesses. For the Miss Carson Pageant, a \$30.00 fee has been established for a promotional period that runs from August 7 - November 16, 2017, and \$50.00 thereafter. A VIP seating section has been suggested for this event.

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.

A \$500.00 deposit was submitted to reserve the facility, and volunteers are being recruited to sit at each hole. Also, 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.

As of this report, the flyer is pending.

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

As of this report, the quilt project is ongoing and an art request has been submitted to develop a flyer for this endeavor. A draft letter is being drafted to request historical information from local schools, clubs and libraries. The group has determined that the quilt will be comprised of fifty (50) patches. The cookbook project is moving forward, with a request for a flyer already submitted. The deadline for submitting recipes is August 23,

2017.

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.

Full page ads in the 50th Anniversary program will be sold for \$150.00. A 50th Anniversary Street Banner Sponsorship program was approved at the July 18, 2017, City Council meeting. The Publicity Subcommittee meets every 1st and 3rd 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

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. 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 expended 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. July 12, 2017, Meeting Recap. (pgs. 8-9)
2. White Linen Affair Flyer. (pg. 10)
3. July 12, 2017, Meeting Sign-in Sheets. (pgs. 11-14)
4. Volunteer Flyer. (pg. 15)

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