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Attachments: 1. July 26, 2017, Meeting Recap, 2. August 9, 2017, Meeting Recap, 3. August 23, 2017, Meeting Recap

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

Tuesday, September 05, 2017

Consent

SUBJECT:

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

I. SUMMARY

Since the last report, three (3) meetings have been held wherein significant progress has been made in the planning and coordination of the City of Carson's upcoming 50th Anniversary. The following provides an update of what has transpired, as well as current and anticipated expenditures from the 50th Anniversary account (Exhibit Nos. 1, 2 & 3).

II. RECOMMENDATION

RECEIVE and FILE report.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

Since the August 1, 2017, City Council meeting, three (3) meetings have been held

wherein 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, as of this item's writing:

2018 ROSE PARADE SUBCOMMITTEE EVENT/PROGRAM FISCAL IMPACT - \$0

The planning for this project 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 (Fiesta) 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 Carson Community Foundation and Fiesta Float Company agreed to a \$275,000 contract. An initial float design was shown to the City Council, who then requested a revision to include more diversity in the design. A second rendering is pending. The Subcommittee is developing a Rose Float Volunteer orientation with the assistance of Fiesta. Discussions are ongoing with the City's Transportation Division to provide buses on the day of the parade. Anniversary information will be placed in the Fall and Winter Recreation Guide. As well, volunteers are being recruited through Back to School Nights.

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 took place on Saturday, July 22, 2017, at the Congresswoman Juanita Millender-McDonald Community Center (Community Center). This program was a fundraiser wherein all proceeds that exceed the overall cost for the event will be used to offset the cost for the Gala Ball. The program 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.

Staff is currently working with the Treasurer's Office to prepare a report that provides details regarding this event. Once it is complete, this information will be included in a future update.

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. 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. A promotional video and ads are being created for placement at the SouthBay Pavilion. Outreach with local schools has commenced. The registration price for the Little Miss Princess has been set at \$75.00. 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. Information about the pageant has been available on the City's website and at various City locations since August 14, 2017. A VIP seating section has been suggested for this event.

As of this report, flyers, posters and registration packets have been distributed. The Tea Party and workshops are being planned.

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.

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 golf course has been reserved, and participant goodie bags are being researched. The sponsorship letter is complete, and vendors are being contacted. Members attended and observed Carson High School's golf fundraiser, which was held at the same course. Registrations are now being taken.

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. 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. 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. The group has determined that the quilt will be comprised of fifty (50) patches. 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. The deadline for submitting recipes was August 23, 2017. 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. A draft letter is being drafted to request historical information from local schools, clubs and libraries.

As of this report, information is being collected on the Quilt Project for the City's website. Churches and businesses are being contacted to inquire if they would like to purchase a patch on the quilt. The flyers for the "Chill with Gil" program, Cookbook, Scrapbook and Quilt flyers are complete. Artifacts are being inventoried and categorized.

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.

As of this report, 50th Anniversary flyers are being finalized. An advertising proposal is being developed with the Daily Breeze. The Mural Project will commence in September, and be completed approximately one month later. A multi-media video is being created that will play on loop at events and at the parks. A videographer has been hired to document the entire 50th Anniversary planning process. The Carson Chamber of Commerce has agreed to support all of the City's fundraising efforts. The Street Banner Sponsorship Program was discussed at length; each banner will cost \$5,000.00.

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.

As of this report, Taste of Carson tickets have been set at \$25.00. A Carson-opoly is being developed, and 1,000 boxes will be ordered. T-shirts are now being sold for \$15.00. The 40th Anniversary of the Fabela Chavez Boxing Center at Scott Park will be incorporated into future events.

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.

VI. EXHIBITS

1. July 26, 2017, Meeting Recap. (pgs. 8-9)
2. August 9, 2017, Meeting Recap (pg. 10-11)
3. August 23, 2017, Meeting Recap. (pgs. 12-13)

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