



Legislation Text

File #: 2017-544, Version: 1

Report to Mayor and City Council

Tuesday, July 18, 2017

Discussion

SUBJECT:

50TH ANNIVERSARY STREET BANNER SPONSORSHIP PROGRAM (CITY COUNCIL)

I. SUMMARY

The Council approved the installation of street banners on light standards as part of the Carson Street Corridor Project. In an effort to provide additional support for the City's 50th Anniversary festivities, a Street Banner Sponsorship Program is proposed. Space would be provided on the street banners for the donor's logo. The funds raised would be donated to the Carson Community Foundation for the construction of the Foundation's proposed Rose Parade float. Tonight, the City Council is asked to consider and discuss this proposal, and to provide direction to staff.

II. RECOMMENDATION

DISCUSS and PROVIDE direction to staff.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

Next year marks the City of Carson's 50th Anniversary. Several events and programs are currently being planned to observe this momentous occasion, including a Rose Parade float, a gala ball, a commemorative quilt, a mural and a cookbook. The Carson Community Foundation has agreed to sponsor the Rose Parade Float, so that no City General Funds would be used for the float. The City Council did budget \$50,000 for enhancing our existing events special events and for events tailored to the 50th Anniversary.

In support of the 50th Anniversary are a number of fundraising activities, such as a White

Linen Affair scheduled for July 22, 2017, a Taste of Carson event slated to take place on October 29, 2017, a golf tournament scheduled for February 23, 2018, and the possible sale of t-shirts, lanyards and lapel pins.

Recently, staff received a request from the Mayor that the City Council establish a 50th Anniversary Street Banner Sponsorship Program. Banners are already being planned for placement on the newly installed median street light poles along the Carson Corridor, between the I-405 and I-110 freeways, as part of the Carson Street Master Plan. However, for the City's 50th Anniversary, special double-sided banners will be printed that will include space for a donor's logo, company name, family name or individual's name (Exhibit No. 1). Sixty of these banners, two placed on each pole, would be manufactured and installed at a cost of \$7,403.44 (Exhibit No. 2).

A \$5000.00 donation for each banner is currently being suggested to participate in this program. However, should the City Council wish to pursue this endeavor, staff is recommending that a sliding scale be utilized based on location: More heavily trafficked/key areas of the City could be priced more, as befits the visibility associated with their placement.

Additionally, special pricing could be available for donors who wish to contribute to the installation of more than one banner, or who provide payment during a special promotional period. Each banner will remain on its pole from September 2017 through the end of 2018, with the goal of having all of them in place by the end of this year. At the conclusion of the City's anniversary year, the banner will be given to the donor as a souvenir of his/her contribution to the City's 50th Anniversary celebration.

With a currently suggested donation of \$5000.00 minus the cost of manufacturing and installing the sixty banners, an estimated \$195,000 could be realized. These funds would be used to support the construction of the City's Rose Parade float.

V. FISCAL IMPACT

None at this time.

VI. EXHIBITS

1. Sample Banner. (pg. 3)
2. Banner Fabrication and Installation Quote. (pg. 4)

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