



# CITY OF CARSON

## Legislation Text

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### Report to Mayor and City Council

Tuesday, November 21, 2017

Discussion

#### **SUBJECT:**

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

#### **I. SUMMARY**

This report provides a summary on what has occurred and what is pending regarding the planning and coordination of all 50<sup>th</sup> Anniversary activities. Also, current and anticipated expenditures from the 50<sup>th</sup> Anniversary account will be discussed (Exhibit No. 1).

#### **II. RECOMMENDATION**

RECEIVE and FILE report.

#### **III. ALTERNATIVES**

TAKE another action the City Council deems appropriate.

#### **IV. BACKGROUND**

The budget of each of the identified 50th Anniversary events and support activities are anticipated to total **\$49,000.00**, as listed below:

<b>EVENTS/ACTIVITIES</b>	<b>BUDGET</b>
2018 Rose Parade	\$0.00
Anniversary Ball	\$20,000.00
Miss Carson Scholarship	\$0.00
50 <sup>th</sup> Anniversary Golf Tournament	\$0.00
50 <sup>th</sup> Anniversary Winter Fest	\$8,000.00
Quilt	\$2,000.00
Mural	\$2,000.00

Cookbook	\$1,000.00
Volunteers	\$3,000.00
Historical	\$3,000.00
Publicity	\$10,000.00
<b>TOTAL:</b>	<b>\$49,000.00</b>

## **50<sup>TH</sup> ANNIVERSARY SUBCOMMITTEE REPORTS**

As of the writing of this report, the following is a brief discussion on the status of each Subcommittee's planning and events:

### **2018 ROSE PARADE SUBCOMMITTEE EVENT/PROGRAM FISCAL IMPACT - \$0.00**

- Mayor Albert Robles and Councilmember Jawane Hilton have approved the final design of the float. This design will be revealed to the community during the December 19, 2017 City Council meeting.
- A flyer seeking volunteers has been created and distributed throughout the City and local schools. (Exhibit No. 2) along with multiple ads placed in City Recreation Guides.
- Staff has been assigned to every major City-wide special event to take volunteer signups.
- Tentative dates to decorate the float have been set for Saturday, December 2; Saturday, December 16; and from Tuesday, December 26 through Saturday, December 30, 2017. The City's Transportation Services Division will transport the volunteers to the decorating site.

### **Recent Activity**

- Fiesta Parade Floats and the Human Services Division hosted an orientation for interested volunteer float decorators on November 1, 2017. Over 80 people attended this meeting.
- Three fundraising opportunities in support of the City's float are available: Rose Fundraiser (Exhibit No. 3), Rose Float Raffle (Exhibit No. 4), and Rose Bowl Raffle (Exhibit No. 5). All three fundraisers flyers have been widely circulated and advertised to all local schools, local businesses, recreation guides, City staff, and the City's website.

### **Recent Activities**

- The reigning Miss Carson along with Recreation and Human Services staff have participated in major City events to garner volunteer signups.
- Fifty Rose Float raffle tickets and fifty Rose Bowl raffle tickets were given to the City Treasurer's Office to sell in City Hall.
- An email was sent by the Mayor to all the Commissioners.

- Flyers and order forms have been distributed to all the parks, with a memo encouraging staff to support these efforts.
- Incentive Program: Local schools and non-profits will compete for a spot on the float by selling rose sponsorships. The top five rose sellers will be placed into a drawing. One lucky winner will secure a spot on the float during the Rose Parade.

### **Total Sales to Date**

75 roses at \$10.00 each = \$750.00

98 Rose Float Raffle tickets at \$5.00 each = \$490.00

88 Rose Bowl Raffle tickets at \$5.00 each = \$440.00

**Total: \$1,680.00**

**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.

### **50<sup>th</sup> ANNIVERSARY GALA BALL SUBCOMMITTEE EVENT/PROGRAM FISCAL IMPACT - \$20,000.00**

- The White Linen Affair, a fundraiser for the Gala Ball, took place on Saturday, July 22, 2017, at the Congresswoman Juanita Millender-McDonald Community Center (Community Center). The event was very well attended, and served as an excellent precursor to all upcoming 50<sup>th</sup> Anniversary programs and activities.
- The Gala Ball will take place on February 24, 2018, at the Community Center (Exhibit No. 6). Estimated cost: \$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.
- Companies and various entities will be solicited to place an advertisement in the program. The funds raised will be used to offset the cost of this event. Three levels of support will be offered:
  - ❖ Sapphire Sponsorship: A \$5,000.00 contribution entitles a donor to a half-page ad in the event souvenir program; the company's name listed on a sponsorship banner to be displayed at 50<sup>th</sup> Anniversary events; a complete set of 50<sup>th</sup> Anniversary memorabilia; four (4) tickets to the 50<sup>th</sup> Anniversary Gala Ball; and a commemorative Plaque of Recognition from the Mayor and City Council.
  - ❖ Ruby Sponsorship: A \$2,500.00 contribution entitles a donor to a quarter-page ad in the event souvenir program; the company's name listed on a sponsorship banner to be displayed at 50<sup>th</sup> Anniversary events; a complete set of 50<sup>th</sup> Anniversary memorabilia; two (2) tickets to the 50<sup>th</sup> Anniversary Gala Ball; and a commemorative

Certificate of Recognition from the Mayor and City Council.

- ❖ Emerald Sponsorship: A \$1,000.00 contribution entitles a donor to a business card-sized ad in the event souvenir program; the company's name listed on a sponsorship banner to be displayed at 50<sup>th</sup> Anniversary events; a 50<sup>th</sup> Anniversary t-shirt; and a commemorative Certificate of Recognition from the Mayor and City Council.
- Both the Gala Ball Subcommittee and staff believe that an additional \$20,000 from the 50<sup>th</sup> Anniversary budget would be needed to pay for entertainment and souvenirs.

Recent Activities

- The Subcommittee is currently locating a headliner for the event and exploring decorating ideas.
- The budget has not been fully verified.

**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 Pageant is scheduled to take place on April 27, 2018 (Exhibit No. 7). Little Miss Carson Pageant is April 21, 2018.
- A promotional video and ads are being created for placement at the SouthBay Pavilion.
- Outreach efforts have been made with local schools. Information about the pageant is available on the City's website, Facebook and at various City locations since August 14, 2017.
- The registration price for the Little Miss Princess has been set at \$75.00. For the Miss Carson Pageant, a \$50.00 fee has been established.

Recent Activities

- Twenty spaces are currently available for the Little Miss Princess pageant.
- It has also been suggested to possibly add a Miss Senior Carson competition.

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

- This event is officially scheduled to take place on February 23, 2018, at California

Country Club in Whittier (Exhibit No. 8).

- Efforts are being made to make this event 100% self-sustaining, with all proceeds used to help offset any shortages incurred by the Gala Ball event.
- A search for a corporate sponsor has commenced and vendors are being contacted.
- Participants will be charged \$125.00 each, which covers the golf cart, green fees, and a lunch buffet. Golf towels and a polo will be provided to all participants.
- A \$10,000.00 prize will be given to a golfer who makes a hole-in-one on the 17<sup>th</sup> hole. The City will pay \$319.00 to provide this opportunity, with the balance covered by insurance.

#### Recent Activities

- A \$1,000.00 donation from See's Candy was received.
- The City's Information Technology (IT) Department is working on permitting online registration and payment.

### **50<sup>TH</sup> ANNIVERSARY WINTERFEST SUBCOMMITTEE**

#### **EVENT/PROGRAM FISCAL IMPACT - \$8,000.00 FOR MATERIALS AND SUPPLIES**

- To end the 50<sup>th</sup> 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 Subcommittee has commenced formulating a concept and design for two separate 50<sup>th</sup> Anniversary Quilts that interpret the 50<sup>th</sup> Anniversary theme, "Honoring Our Past, Envisioning the Future" (Exhibit No. 9).
- The group will solicit swatches for the quilt from various service organizations, community groups, businesses, homeowner's associations, schools, and non-profit organizations. One quilt will be designed by the organizations above.
- The second quilt will be designed by the children in both our Early Childhood Education Program and our Kids Club programs.
- An invitation letter is currently being drafted and will ultimately be sent to all these groups.
- Swatches must be submitted at the Veterans SportsComplex by November 30, 2017.

## **MURAL SUBCOMMITTEE**

### **EVENT/PROJECT FISCAL IMPACT - \$2,000.00 FOR MATERIALS AND SUPPLIES**

- Lead by the City's creative staff and community artists, this Subcommittee will design, develop, and build a three-panel portable mural featuring the 50<sup>th</sup> Anniversary theme, "Honoring Our Past, Envisioning the Future" (Exhibit No. 10).
- 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.

#### Recent Activity

- Three workshops have been held where local children came and helped paint the mural.

## **COOKBOOK SUBCOMMITTEE**

### **EVENT/PROJECT FISCAL IMPACT - \$1,000.00 FOR PRINTING A FEW HUNDRED COPIES**

- This Subcommittee is developing a cookbook comprised of cultural recipes submitted by the community, and from past Anniversary and Unity Day cookbooks (Exhibit No. 11). It also will feature low calorie/fit and lean submissions.
- The Cookbook Subcommittee will partner with the Publicity Subcommittee to obtain recipes from vendors or restaurants that are participating in the "Taste of Carson" event.
- Recipes must be turned in at the Carson Library by the deadline Thursday, November 30, 2017.

#### Recent Activity

- The City Clerk's Office has agreed to participate in this project.

## **VOLUNTEERS SUBCOMMITTEE**

### **EVENT/PROGRAM FISCAL IMPACT - \$3,000.00 FOR HOSPITALITY**

- As reported in the previous updates, attendance of the Council-appointed 50<sup>th</sup> Anniversary Committee has been uneven and has slowed our planning efforts. Recruiting more volunteers continues to be a priority, with outreach efforts that have included an informational table at all special events, and at all possible venues.
- Staff has requested current volunteers to recruit individuals they know to join them at

meetings.

- A flyer was produced to encourage the community to volunteer, and to raise awareness (Exhibit No. 2).

#### **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.
- These articles and keepsakes will be used to create a scrapbook that will highlight various aspects of the City's history (Exhibit No. 12). Artifacts have been inventoried and categorized.
- A letter is being drafted to request historical information from local schools, clubs and libraries.
- The Subcommittee wishes to also play a role in creation of the 50<sup>th</sup> Anniversary Quilt (Exhibit No. 9), which historically has been part of each anniversary celebration.
- The group has decided that the quilt will be made up 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 joined forces with the Cookbook Subcommittee to develop the "Taste of Carson" cookbook (Exhibit No. 11).
- 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. The first two bus tours are tentatively set for some time this month, with one in December and two more in January. Specific dates, times, themes and topics are pending.
- A City of Carson 30<sup>th</sup> Anniversary Monopoly game was located in the archives, and a 50<sup>th</sup> Anniversary Monopoly game - Carsonopoly - will be manufactured (Exhibit No. 13). The deadline to submit an application for this project is January 31, 2018.

#### Recent Activities for Carsonopoly

- The first company to purchase a “square” was Pacific Toll Processing, Inc. The firm bought a corner space at a cost of \$900.00.
- California Water Service has paid for two (2) Utility spaces at a cost of \$300.00 each.
- Staff has received verbal commitments from McDonalds for two (2) corner spaces at \$900.00 each, and AWA Pacific Trading for a Utility at \$600.00.
- Additional commitments have been received from Puritan Bakery, Carson Car Wash, the Carson African-American Empowerment Coalition, and Dr. Houski, though they have not yet said what type of space they wish to purchase.

## **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 50<sup>th</sup> Anniversary.
- Marketing efforts include the 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.
- Full page ads in the 50<sup>th</sup> Anniversary program will be sold for \$150.00.

#### Recent Activity

- A brick sponsorship program is currently being developed. These personalized bricks will be placed in the xeriscape garden.
- A 50<sup>th</sup> Anniversary Street Banner Sponsorship program and design was approved at the July 18, 2017, City Council meeting. The cost to sponsor a banner is \$5,000.00.
- Outreach is ongoing, with 2,500 letters mailed and 3,000 emails sent. As a result of this contact, staff is receiving calls from the public.

#### Recent Activities

- Five companies have paid to sponsor a banner: KL Fenix, MC Business (Goldilocks), Thomas Safran & Associates, Watson Land and Zodiac Aero Monogram. With these commitments, \$25,000.00 has been raised.
- The following individual/firms have expressed interest in sponsoring a banner: StubHub, Edco, TNG, Prologis, Mayor Albert Robles and Aleshire & Wynder.
- An advertising proposal is being developed with the Daily Breeze.
- 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 50<sup>th</sup> Anniversary planning process.

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 50<sup>th</sup> Anniversary celebration.
- The 40<sup>th</sup> Anniversary of the Fabela Chavez Boxing Center at Scott Park will be incorporated into future events.
- The different sponsorship levels - Gold/Silver/Bronze - are being discussed.
- T-shirts are now on sale for \$15.00, and lapel pins for \$10.00 at the City Treasurer's Office in City Hall (Exhibit No. 14).
- A "Taste of Carson" event is scheduled for February 3, 2018, at the Carson Community Center (Exhibit No. 15). Tickets for this program are \$25.00 per person.
- Chefs are being recruited. The winners of the "Taste of Carson" will be promoted in the cookbook.
- A Carsonopoly game is being developed, and 1,000 boxes will be ordered (Exhibit No. 12). As was stated earlier, the deadline to submit an application for the board game is January 31, 2018.

### **Suggestion**

As the City's official anniversary date, February 20, 2018, falls on a City Council meeting, it has been suggested that a small celebration be held in Council Chambers. Prior council members will be invited to attend with cake and punch served.

## **V. FISCAL IMPACT**

Please see summary in the Background section of this report.

## **VI. EXHIBITS**

1. October 11, 2017, Committee Recap (pgs. 11-12)
2. Volunteer Flyer. (pg. 13)
3. Rose Fundraiser Flyer. (pg. 14)
4. Rose Float Raffle Flyer. (pg. 15)
5. Rose Bowl Raffle Flyer. (pg. 16)
6. 50<sup>th</sup> Anniversary Ball Flyer. (pg. 17)
7. Miss Carson/Miss Teen Carson Pageant Flyer. (pg. 18)
8. Golf Tournament Fundraiser Flyer. (pg. 19)
9. Quilt Project Flyer. (pg. 20)
10. Mural Flyer. (pg. 21)
11. Cookbook Project Flyer. (pg. 22)
12. Scrapbook Project Flyer. (pg. 23)
13. Carsonopoly Flyer. (pg. 24)
14. Promotional Items Flyer. (pg. 25)
15. Taste of Carson Flyer. (pg. 26)

Prepared by: Luchie S. Magante, Sr. Administrative Analyst