



CITY OF CARSON

Legislation Text

File #: 2021-203, Version: 1

Report to Mayor and City Council

Tuesday, March 16, 2021

Discussion

SUBJECT:

CONSIDER DISCUSSING A PLANNING PROCESS FOR THE CITY OF CARSON 55TH ANNIVERSARY (CITY COUNCIL)

I. SUMMARY

The 55th anniversary of the founding of the City of Carson will occur on February 20, 2023. This item introduces a discussion for the City Council to consider setting forth a planning process for activities related to the 55th anniversary.

The City has historically celebrated its anniversary of incorporation every five years with some number of events. There is typically a planning committee for these events consisting of volunteers and City staff.

In its preparations for the City of Carson 50th anniversary, the City Council allocated funding in the amount of \$49,000 to cover estimated expenses and the City was able to co-brand many of its existing budgeted special events as part of the 50th anniversary celebration. Volunteers helped plan for the celebration by participating on several subcommittees that focused on various aspects of the events and programs.

Additionally, fundraisers were held to supplement the \$49,000 allocation. To promote and help fundraise for the 50th anniversary, the City conducted several activities including but not limited to developing a Rose Parade float, a gala ball event, a golf tournament, a commemorative quilt, a mural, and a cookbook. Also, the City conducted an artwork contest among students in Carson schools and developed a street pole banner sponsorship program. Additional details on the 50th anniversary celebration are included in the staff report that is included as Exhibit No. 1.

This item requests the City Council discuss the 55th anniversary of the City and provide direction to staff on a potential planning process for related activities.

II. RECOMMENDATION

DISCUSS the 55th anniversary of the City and PROVIDE direction to staff on a planning

process for related activities.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

On February 6, 1968, more than half of 17,351 registered voters of what would ultimately be the City of Carson turned out to vote for incorporation. Approximately, 64% voted in favor of establishing its own city and 51% selected the name Carson. Two weeks later, on February 20, 1968, at ceremonies in the auditorium of Carson High School, the City of Carson was officially incorporated.

Beginning in 1969, the City Council appointed members of the committee that would plan each anniversary celebration. Since Carson has a directly-elected Mayor, appointments are made by the Mayor, with the approval of a majority of the City Council. The City has historically celebrated its anniversary of incorporation every five years with some number of events. There is typically a planning committee for these events consisting of volunteers and City staff.

V. FISCAL IMPACT

There is no direct fiscal impact associated with this item. The fiscal impact of any programs and activities associated with the 55th anniversary of the City would depend upon the specific items requested by the City Council.

Should the City Council request the development of programs and activities for the 55th anniversary, staff would need to study the cost and health related impacts of COVID-19 and report back to the City Council.

VI. EXHIBITS

1. Agenda Item# 2017-840 from the November 21, 2017, City Council meeting (pgs. 3 - 28)

Prepared by: Sharon Landers, City Manager and Michael George, Assistant to the City Manager