

Honorable Mayor and Members  
of the City Council  
City Hall  
Torrance, California

Members of the Council:

**SUBJECT: Centennial Committee - Accept and File Centennial Committee Quarterly Report**

**RECOMMENDATION**

Recommendation of the Torrance Centennial Committee that City Council accept and file the quarterly report from the Centennial Committee covering the period of July 2011 through September 2011.

**Background/Analysis**

For the past three months, the Centennial Committee has focused on Lights, Camera, Action, Centennial Plaza, and Fundraising efforts. The following highlights the activities this quarter:

**Light, Camera, Action Kick-off Event**

The Kick-off Centennial Event is well on its way. As of September 30, 2011, 2,052 people have registered to participate in this historical event. In late September, outreach to the Torrance Unified School District was done. This outreach effort is instrumental in getting the remaining registrants. The Centennial Committee is confident that the goal of 2,500 registrants will easily be achieved. The Public Relations Committee has sent e-mail blast to the registrants confirming their participation. A few more emails will go out to the registrants in the next week. For the past several months the Events Committee has been meeting weekly and working tirelessly to ensure a successful event. Once again, you must register to participate in this event that will be held at the Charles H. Wilson Park on Sunday, November 6, 2011 from 4 p.m. to 7 p.m. An aerial picture of the registered participants using Pelican Products flashlights will spell out Torrance 1912-2012 will be taken. This photograph will be the official Centennial photograph. Entertainment will be provided by D.J. Ozzie, the North Torrance Youth Musicians Ensemble (n'Tyme) and high school drumlines. The excitement is mounting so don't miss out on this historic event register today at [www.TorranceCentennial.org](http://www.TorranceCentennial.org).

**Centennial Plaza**

On June 8, 2011 the Centennial Committee presented the conceptual plan of the Centennial Plaza to the Parks and Recreation Commission. At the September 13, 2011 Council meeting, the Parks and Recreation Commission and the Community Services Director presented a Council item to approve the conceptual design plans for the Torrance Centennial Plaza at El Prado Park. The item was approved which allows City staff to develop the bid documents that is scheduled for circulation in the winter of 2012. The goal is to complete the Centennial Plaza no later than August 2012. It is anticipated that a dedication ceremony and community parade will be held in mid September 2012.

### Fundraising Efforts

The Fundraising Committee is doing a remarkable job in securing sponsors for many of the Centennial events. As of September 30, 2012 the Committee has collected \$156,500 from local businesses. Additional donations are expected in the next quarter. This quarter the Committee has been working on the sale of the bricks for the Centennial Plaza. A form to order the Centennial bricks and letter of introduction has been drafted and will be used to promote the sale of the Centennial bricks to the community. The kick-off to sell the Centennial bricks is scheduled for October 1, 2011. The initial goal is to sell 600 bricks at \$150 each which equates to \$90,000 to assist in offsetting construction costs for the Centennial Plaza. If necessary more Centennial bricks can be sold. Centennial bricks will be available for purchase on-line, walk-in at the Community Services – West Annex counter or by mail.

### Time Capsule

The Executive Committee is working on the contents of the time capsule. A letter to the editor was placed in the Daily Breeze to solicit community input. The time capsule will be placed at the Centennial Plaza.

### Centennial Promotional Items

Now you can purchase T-shirts, visors, hats, tote bags, pens and lapel pins. All proceeds will be used for Centennial events. Just go on-line at [www.TorranceCentennial.org](http://www.TorranceCentennial.org) to purchase your items today. At present, items are available for purchase at Farmers Market and various events around the City. The community is encouraged to purchase their Centennial items as soon as possible because quantities are limited.

### Torrance Bridge Maintenance and Beautification

On August 23, 2011 the Citizen Development and Enrichment Committee approved a conceptual project for the maintenance and beautification of the Torrance Bridge. The Torrance Bridge is significant to the Centennial Committee in promotion of the Centennial throughout the community. It is used on banners, t-shirts and other promotional items. The intent is to make the Torrance Bridge an integral part of the Centennial celebrations.

### Upcoming Centennial Events

Plans are underway for upcoming Centennial Events in the next 3 months. Here is a sampling of some of those events:

- Torrance Centennial 10K/5k Run, Walk Dash
- First Baby of 2012
- Traveling Pictorial History
- Centennial Poster Contest
- Valentine Tea and Centennial Fashion Show

Community Outreach

The Public Relations Committee will continue to provide community outreach to residents and businesses. Articles will continue to be featured in the Daily Breeze, the Torrance Tribune, Torrance Magazine and Visitors Guide and other publications. The Committee will work on a variety of avenues to promote enthusiasm and excitement about the upcoming Centennial events and activities.

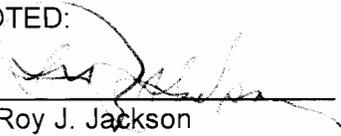
In the next quarter, the Centennial Committee will report on the Lights, Camera, Action Kick-off event, update on the selling of the Centennial bricks, sponsorship update and outreach efforts.

Respectfully submitted,

CITY COUNCIL CENTENNIAL COMMITTEE

  
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Laurie Love, Ed.D., Chair

NOTED:

  
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LeRoy J. Jackson  
City Manager