

Council Meeting of
February 28, 2012

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 October 2011 through December 2011.

Background/Analysis

In the last three months, the Centennial Committee has invested a tremendous amount of time and effort on the following: *Lights, Camera, Action!*, Torrance Centennial Plaza, Brick Sales, Harry Sutter Memorial Thanksgiving Turkey Trot, Torrance Memorial Medical Center Holiday Festival, Centennial fundraising efforts, time capsule, promotional items and outreach efforts. The following highlights activities of this quarter:

Lights, Camera, Action Event

Lights, Camera, Action!, the Torrance Centennial kick-off celebration on Sunday, November 6, 2011 at Charles Wilson Park was a triumphant start for the year-long Centennial Celebration. 2,500 community members gathered to spell out Torrance 1912 – 2012. Photographers in Robinson Helicopters captured aerial photographs as participants directed their Pelican Product flashlight toward the sky. Five commemorative photographs were selected and printed on 4 x 6 and 5.5 x 8.5 sized postcards. These are the official Torrance Centennial postcard collection. The 4 x 6 five-postcard package has been and is still on sale for \$2.00 at four different locations throughout the City. The 5.5 x 8.5 oversized postcard, with all 5 images, can be purchased for \$1.00. In addition, these memorabilia will be placed in the Centennial time capsule later in the year. We applaud the Centennial Committee for this kick-off celebration. Their hard work and attention to detail contributed to the success of *Lights, Camera, Action*. The Centennial Committee will continue to promote the Centennial spirit in the upcoming months. More updates and information can be accessed through www.TorranceCentennial.org.

Torrance Centennial Plaza and Brick Sales

On October 17, 2011, the Centennial Committee expressed its appreciation for the City's commitment and donation by offering two Centennial bricks at no cost. The two appreciation bricks with the inscriptions of "City of Torrance" and "City Logo" will be installed next to each other in the Torrance Centennial Plaza at El Prado Park. Commemorative bricks are being sold for \$150 and are available on-line, by mail, or walk-in at the Community Services – West Annex Counter. Sales began in October and will continue through May 1, 2012. The revenue will

assist in offsetting construction cost for the Torrance Centennial Plaza. Brick order forms, letters of introduction and water bill inserts have been sent out to the community throughout the last few months. Mayor Scotto, Dee Hardison, Don Lee and Laurie Love filmed a promotional commercial aired on CitCABLE3 promoting brick sales. Centennial Committee members hope to maintain this sales approach, and will work on bringing in more brick sales revenue for the Torrance Centennial Plaza. City staff is working on developing bid documents for the Torrance Centennial Plaza project. After the bid process and construction contracts are awarded, construction is projected to begin in May 2012. Our goal is to complete the Torrance Centennial Plaza no later than August 2012. A dedication ceremony and community parade are scheduled to be held on Sunday, September 16, 2012.

Harry Sutter Memorial Thanksgiving Turkey Trot

A time-honored tradition in the South Bay, is the Annual Harry Sutter Memorial Thanksgiving Day Turkey Trot Fun Run. The Torrance Centennial Dance Crew led by Sheridan Wakimoto, a senior from South High School, surprised the crowd with their well rehearsed flashmob dance performance. Over the course of two months, Sheridan recruited and trained a group of nearly 100 residents to participate in the surprise flashmob. The flashmob creatively boosted Centennial spirit and was fun for the participants. Keeping up with the spirit of the season, a food drive collected canned items for distribution to disadvantaged South Bay families. A record number of roughly 4,000 residents and community members joined this run. Upon completion of the race, a drawing for mountain bikes, dinners-for-two and many other outstanding prizes was held. In the end, the Turkey Trot event did not disappoint us at all.

Torrance Memorial Medical Center Holiday Festival

More than 5,000 community members attended this 28th annual 6-day Holiday Festival (Nov 28 – Dec 3), which included a display of more than two dozen decorated holiday trees, a Fashion Show, Gala Dinner, Santa Lunch and Holiday Shopping Boutique. Centennial Committee members volunteered to decorate these unique holiday trees, which were later sold at the Festival Gala on Friday, December 3. A beautiful Centennial tree, decorated in gold and silver, was in front and center as guests walked in the door at the gala. During this event, Torrance Memorial Medical Center raised a record \$14.5 million toward the construction of the new \$450 million patient tower. This has been the largest cumulative donation in the hospital's history. With the aid of volunteers like Centennial Committee members, this year's Holiday Festival achieved unprecedented success.

Fundraising Efforts

The Fundraising Committee is doing an incredible job in securing sponsors for many of the Centennial events. As of December 31, 2011, the Committee has collected \$171,000 from local businesses and supporters. Additional donations are expected in the upcoming quarter.

Time Capsule

The Executive Committee is working on choosing and securing the contents of the time capsule, which has been received. Items will reflect life in Torrance. The Executive Committee expect to complete this task in the upcoming months, with sufficient time before the dedication of the Torrance Centennial Plaza where the time capsule will be buried.

Centennial Promotional Items

T-shirts, sweatshirts, visors, hats, tote bags, pens, lapel pins and postcards are available for purchase. Purchases may be made on-line at www.TorranceCentennial.org, and various locations and venues throughout the City.

Community Outreach

The Public Relations Committee continued to reach out to local residents and businesses. Articles promoting Centennial events were featured in the Daily Breeze, the Torrance Tribune, Torrance Magazine and Visitors Guide, Centennial eNewsletter, and other publications. The Marketing Committee worked on a variety of avenues for promoting enthusiasm and excitement about the upcoming Centennial events and activities.

Upcoming Centennial Events

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

- Valentine Tea and Centennial Fashion Show
- South Bay Quilters Guild 2012 Quilt Show "Twisted on Tradition"
- Torrance Special Needs Sports & Special Olympics
- Thanks for the Memory: 100 Nostalgic Years of Choral Music
- Relay For Life -Torrance
- Meet Louis Zamperini
- The Arts of Torrance in the Past 100 Years
- Art in the Park – A Centennial Celebration of Arts in Torrance
- Veterans' Memorial Wall Rededication

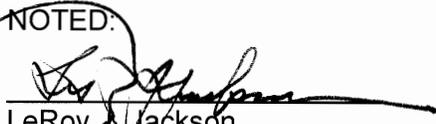
In the next quarter, the Centennial Committee will report on the Valentine Tea and Centennial Fashion Show, Special Needs Olympics, and other related events, as well as update on the Centennial brick sales, sponsorship and outreach efforts.

Respectfully submitted,

CITY COUNCIL CENTENNIAL COMMITTEE


 Laurie Love, Ed.D., Chair

NOTED:


 LeRoy Jackson
 City Manager