

Council Meeting of
April 3, 2012

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

Members of the Council:

**SUBJECT: City Manager- Approve the implementation of Torrance Hometown
Heroes Banner Program. Expenditure: None.**

RECOMMENDATION

Recommendation of the City Manager that City Council approve the implementation of a Torrance Hometown Heroes Banner Program.

FUNDING

None.

BACKGROUND/ANALYSIS

Hometown Heroes banner programs recognizes military service people and exists in several cities in Southern California, including Burbank, Glendale, Lancaster, Long Beach, Huntington Beach and Redlands, as well as many cities across the nation. Although each program is unique, the goal of each program is to recognize service persons serving in the US Armed Forces in their community.

In August 2011, a resident of Torrance contacted the City Manager's Office requesting that staff consider introducing a local Hometown Heroes banner program. The resident had noticed other cities implementing similar programs, and wanted to bring attention to it, since her son serves in the Armed Forces. The Mayor, through City Council orals, requested staff to conduct research on existing banner programs in other cities, and to identify the steps of implementing a similar program in Torrance. Through the outreach to other cities, staff realized that several of the cities had partnered with local veterans groups to promote the program. Staff reached out to the Vietnam Veterans of America, based on their prior active participation with the City's Armed Forces Day Parade to partner in promoting the new banner program.

With your Honorable Body's approval of this item tonight, the Torrance Hometown Heroes Military Service Recognition Program will be created in conjunction with Vietnam Veterans of America. The program will be implemented beginning May 2012, to recognize our community's men and women in uniform serving in an active duty status in the Armed Forces. The first phase of the program will consist of 20 banners to be displayed on the light poles located on Torrance Blvd. at Madrona, directly in front of City Hall. The program's goal is to recognize and honor Torrance residents and their family members who are serving in the United States Armed Forces. Staff from the City Manager's Office will coordinate with the Torrance Police Department to utilize the existing brackets used for the Armed Forces Day Parade to minimize the cost of banners installation. Staff hopes that at least 20 banners will be sponsored and installation will follow with the replacement of the Armed Forces Day Parade banners.

To participate, the service person must be a resident, immediate family member to a resident, or graduate of a Torrance high school. The banners, which are to be paid for by the applicant, will

be displayed for a minimum of 3 months. When the banners are retired, they will be given to the service person, or their family. As an ongoing program, applications will be accepted at any time by those who wish to sponsor a banner.

Location for the display of Hometown Heroes banners will be determined by the City Manager's office, and available space is determined on a first-come, first-serve basis. Visibility of the banners is a priority in determining display locations. Future locations throughout the City may be added based on the level of interest generated from the initial implementation of the program. Applications for the Torrance Hometown Heroes program are included in the brochure and attached to this item.

There is no expenditure for this program for the City. The total cost for the first phase of the program (20 banners) is \$4,007.90. Each banner costs \$220 (printing, installation, maintenance) and will be paid in full by the service person or their family.

Staff will utilize existing social media outlets including the City's website, Nixle, Facebook, Twitter, and the eNewsletter to solicit community participation.

Respectfully submitted,

LeRoy J. Jackson
City Manager

By Domenica Megerdichian
Domenica Megerdichian
Management Aide

Concur:

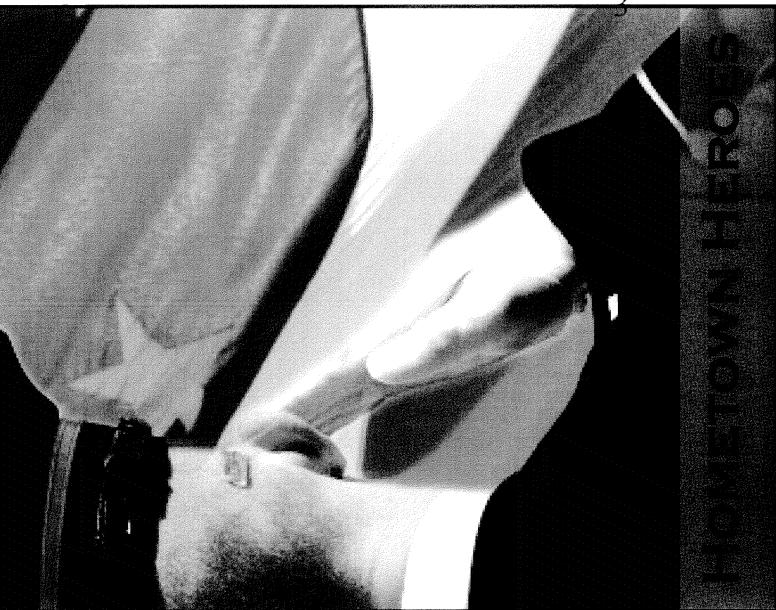


LeRoy J. Jackson
City Manager

Attachment A: Torrance Hometown Heroes Brochure (Draft-Awaiting Final Approval)

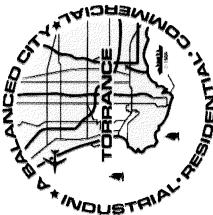
CITY OF TORRANCE

CITY OF TORRANCE



Military Service Recognition Program

DRAFT



City of Torrance

3031 Torrance Blvd.
Torrance, CA 90503
(310) 618-5880
Fax (310) 618-5891
www.TorranceCA.gov



The Hometown Heroes Military Service Recognition Program

Created by the City of Torrance in conjunction with Veterans of America to recognize and honor Torrance residents and their family members who are serving in the United States Armed Forces.

As an ongoing program, applications will be accepted at any time by those who wish to sponsor a banner.

Banners shall be displayed for a minimum of (3) months, at which time the hanging banners will be retired and given to hero or celebrated hero's family.

City Council Members

Frank Scotto, Mayor

Gene Barnett

Tom Brewer

Pat Furey

Cliff Numark

Susan M. Rhilinger

Bill Sutherland



Vietnam Veterans of America

To Participate:

The Hometown Heroes Military Banner Recognition Program recognizes our community's men and women in uniform serving Active Duty in the Armed Forces.

Street banners will be installed honoring individuals, and after being displayed for a minimum of 3 months (or until next phase of banner installment), the banners will be presented to the family. In addition, the City Council will present a proclamation, acknowledging the individual's service to the City and the Nation.

Torrance residents and/or immediate family members: please see the requirements listed below, then complete and submit the attached application form.

Quantity is limited to 1 banner
per service person, and the fee is
\$220 per banner.



Eligibility Requirements:

- ✓ Military personnel must be currently serving on Active Duty in the United States Armed Forces (*Army, Navy, Air Force, Marines or Coast Guard*)
- ✓ Military personnel must be Torrance residents or an immediate family member to a Torrance resident (*Spouse, Father, Mother, Son, Daughter, Brother, Sister*)
- ✓ Residency requirement can be waived if military personnel is a graduate of a high school in Torrance

- ✓ A banner advisory committee will review all applications

For more information on the City of Torrance Hometown Heroes Program, please call (310) 618-5880 or email AChaparyan@TorranceCA.Gov.

Sample Banner:



Locations:

Location for the displaying of Hometown Heroes banners will be determined by the City Manager's Office.
Available space is determined on a first-come, first-serve basis, and all banner locations shall be determined solely by the City. Visibility of the banners is a priority in determining locations.

Banners will be displayed for a minimum of three (3) months, and will be replaced when the next phase of 20 banners are printed.

Application Form ★ ★ ★

Please print/type the name of the service person as it should appear on the banner, and indicate the branch of service on the lines provided.

First Name _____

Last Name _____

Branch of Service
(Marines, Army, Navy, Air Force, Coast Guard)

Sponsor Information

Name of Applicant _____

Relationship _____

Address _____

Phone _____

Email _____

Please include the following:

- ✓ Proof of residency or Graduation from a Torrance High School
- ✓ Proof of Active Duty
- ✓ High Resolution Photograph*

*The sponsor shall provide the official military portrait of the honoree. There must be no additional people or objects in the photo, and it is suggested that the photo have a flag in the background. Digital image with at least 300 dpi resolution suggested.

Check for \$220 made payable to

City of Torrance

Mail Completed Applications To:

City of Torrance
City Manager's Office
3031 Torrance Blvd.
Torrance, CA 90503

City of Torrance Use Only:

Date Received: _____
Resident Verification Received: _____
Service member:
Torrance Resident? Y / N
Graduate of a Torrance high school? Y / N
Active Duty? Y / N

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