

Council Meeting of  
May 1, 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 January 2012 through March 2012.

### **Background/Analysis**

For the past three months, the Centennial Committee has continued with community outreach and fundraising efforts, determining items to go into the time capsule and planning of 2 major events to include the Torrance Centennial Plaza and the Birthday Bash. The following highlights activities of this quarter:

#### **Torrance Centennial Plaza and Beautification of the Torrance Bridge**

On February 28, 2012, Council adopted a RESOLUTION formalizing the City policy not requiring payment of prevailing wages for construction of the Centennial Plaza and maintenance and beautification of the Torrance Bridge. This was a significant milestone that will reduce the cost of the construction of the plaza and beautification of the bridge. The bid for the construction of the Centennial Plaza will be circulated in early May 2012. The Torrance Centennial Plaza, along with the beautification of the Torrance Bridge, will be completed by the dedication date of Sunday, September 16, 2012.

#### **Brick Sales for the Torrance Centennial Plaza**

As of March 31, 2012, the total number of brick sales is 397. The Centennial Committee continued to outreach to businesses, home owners associations, churches and schools to encourage purchase of a Centennial brick. Outreach efforts included: a letter from the Mayor, banners on the bridge over Prairie Avenue and Wilson Park, social media, second CitiCABLE3 promotional commercial and at events around the City of Torrance. Commemorative bricks are being sold for \$150 and were available on-line, by mail, or walk-in at the Community Services – West Annex Counter. The deadline to purchase a Centennial brick is today, May 1, 2012. The revenue will assist in offsetting construction cost for the Torrance Centennial Plaza.

### Fundraising Efforts

The Fundraising Committee is doing an awesome job in securing sponsors for many of the Centennial events. As of March 31, 2011, the Committee has collected \$171,000 from local businesses and supporters, along with the contribution of \$75,000 from the City for a total of \$246,000. Additional donations are expected in the upcoming quarter.

### Time Capsule

The Executive Committee has the time capsule and is working on choosing and securing its contents. Items will reflect life in Torrance. The Executive Committee expects 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.

### Community Outreach

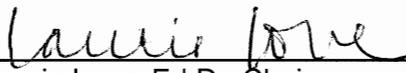
The Centennial Committee attends many community events to promote the Centennial, sell Centennial items and encourage the purchase of commemorative bricks.

### Upcoming Centennial Events

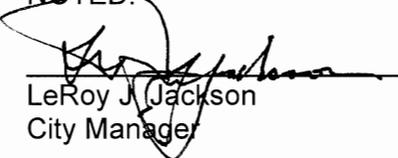
The Centennial Committee will continue to promote the Centennial spirit in the upcoming months. More updates and information can be accessed through [www.TorranceCentennial.org](http://www.TorranceCentennial.org).

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