

Council Meeting of  
June 5, 2012

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

**Members of the Council:**

**SUBJECT: Centennial Committee - Accept and appropriate \$ 49,703.58 in donations to the Torrance Centennial Committee.**

**RECOMMENDATION**

The Centennial Committee recommends that City Council:

- 1) Accept a \$ 250 donation from Law Offices of Paul B. Rorie for the Photo Contest;
- 2) Accept a \$ 100 donation from South Bay Financial Works for the Photo Contest;
- 3) Accept a \$ 500 donation from the Torrance Historical Society for the Photo Contest;
- 4) Accept a \$ 500 donation from Sue Herbers, City Clerk for the Photo Contest;
- 5) Accept a \$ 4,500 donation from Wells Fargo for the Centennial Community Parade;
- 6) Accept \$ 27,853.85 in miscellaneous revenues from Centennial sales of promotional items and bricks;
- 7) Approve transfer of \$16,000 from Community Services Operating Budget to FEAP #739 and
- 8) Appropriate \$ 49,703.58 to the Torrance Centennial Budget – FEAP #739.

Funding

Funding is available from the donations received, sales of promotional items and transfer from Community Services operating budget.

**BACKGROUND/ANALYSIS**

The Torrance Centennial Committee was established May 19, 2009 to plan and recommend fun-filled and educational events in the City to celebrate the City's first 100 years. In order to meet the financial requirements of putting on such a celebration, the City is contributing a total of \$100,000 paid into the Centennial budget over four years. Currently the City's contribution totals \$75,000.

In order to supplement funds provided by the City, the Committee includes a fundraising subcommittee whose role is to seek out additional funds to cover the expenses such as citywide celebrations to include: the Centennial Community Parade, construction of the Torrance Centennial Plaza, dedication of the Torrance Centennial Plaza and the Birthday Bash. Expenses include promotional materials, stationery, shirts, website development, commemorative bricks, a time capsule, event-related costs such as room rentals, food, security, etc. To date, the Centennial Committee has received donations totaling \$253,600.

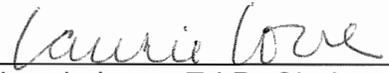
One of the Centennial events is a photo contest which will benefit the City and Historical Society archives. This event was selected as the Leadership Torrance project for this year's class. Leadership Torrance is a Torrance Area Chamber of Commerce Program to engage community leaders in civic involvement. Donations have been collected specifically to support the costs of this photo contest.

In addition, the Centennial Fundraising Committee was instrumental in seeking a generous donation from Wells Fargo Bank. These donations are to support the efforts of the Torrance Centennial Community Parade to be held on Sunday, September 16, 2012 at El Prado Park.

With the Council approval of this item, the total Centennial budget is \$370,140.04.

Respectfully submitted,

CENTENNIAL COMMITTEE

  
Laurie Love, Ed D, Chair

NOTED:

  
LeRoy J. Jackson  
City Manager