

Council Meeting of
July 24, 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 April 2012 through June 2012.

Background

The Centennial Committee continues to focus on the Centennial Community parade, contents for the Centennial time capsule, engraving of time capsule lid, construction of the Centennial Plaza, logistics and program content for the dedication ceremony and planning for a spectacular Birthday Bash celebration. The following highlights activities of this quarter:

April Beautification Month

The month of April was dedicated to the beautification of parks, neighborhoods and schools throughout our community. Debbie Hays is to be commended for an outstanding job in coordinating this event that brought many members of the community together in a concerted effort to maintain a beautiful and clean city. With the outstanding participation of residents and service groups the hope of the Centennial Committee is that this event is held on an annual basis.

Arbor Day

Over 135 years ago, J. Sterling Morton founded Arbor Day. His simple idea of setting aside a special day for tree planting is now more important than ever. Planting trees is an act of optimism and kindness, a labor of love and a commitment to stewardship.

On April 28, 2012, a tree planting ceremony was held at Lago Seco Park commemorating Arbor Day. The Centennial Committee wanted to commemorate Arbor Day and celebrate the spirit of our centennial year. Trees were donated to the City by T-Y Nursery and will be planted in city parks.

Veterans Memorial Wall Rededication

A rededication of the Veterans Memorial Wall was held on May 28, 2012. Over 80 attendees participated in this event to honor Torrance soldiers that have fought for the rights and freedom of this great country. The Centennial Committee would like to recommend that this becomes an annual event in the city.

Torrance Centennial On-line Photo Contest

The Photo Contest is a Torrance Centennial project coordinated by the Torrance Area Chamber of Commerce, Leadership Torrance Program. Collection of photos depicting memories in Torrance over the last 100 years was collected in the month of June. Prizes and recognition will be awarded in three categories: People, Landmarks and Business. An exhibit will be held at the Toyota Automobile Museum on July 22 featuring the contest winners.

“Where’s Jared? Game

The on-line photo game is being held from June 11, 2012 to October 22, 2012. Each week, a new photo will be published that includes our City’s Founder, Jared Sydney Torrance standing in front of a Torrance location. One name will be drawn from all the weekly entries with the correct answer. The winner will be notified by email. Their name will be published on the Centennial website each week. This is a great way to involve the community.

Torrance Centennial Banners

In June, Centennial banners were hung in strategic locations throughout the City to including: Hawthorne Blvd., Torrance Blvd. and Downtown Torrance. This is another method to promote community awareness of the City’s Centennial Celebration.

Torrance Centennial Community Parade

The parade will be a walking event, and it is open to the public. The Torrance Centennial Community Parade will be held in Downtown Torrance and will begin at noon. The parade will be a walking event, and it is open to the public. The parade will lead participants and the public to the new Torrance Centennial Plaza, within El Prado Park, for a dedication event at 2:00 p.m. The Centennial Committee along with City staff are encouraging the restaurants in Downtown Torrance to run “Centennial Specials To Go” for the anticipated crowds.

A Centennial Parade application was developed and circulated throughout the community to service groups, schools, churches, non-profits, rotary clubs, Boy and Girl Scout troops, Homeowners Associations, and Parent Teacher Associations (PTAs). A special outreach was made requesting the local high schools to participate. In addition, notices were mailed to businesses and residents. To date, all 5 local high schools have confirmed participation along with 20 other organizations. More applications are expected prior to the submission deadline of August 16, 2012. All applicants will be notified of placement in the procession by September 6, 2012.

Parade route, shuttle service, parking, traffic control and other pertinent matters are being addressed to ensure a great parade that brings the whole community together.

Brick Sales

As of June 30, 2012, the total number of brick sales is 793. The sale of the commemorative bricks has been extended to July 12, 2012 to ensure that all bricks are installed by the Centennial Plaza Dedication. The revenue will assist in offsetting construction cost for the Torrance Centennial Plaza.

Torrance Centennial Plaza Dedication

Much has been accomplished this quarter on the dedication of the Torrance Centennial Plaza. On May 22, 2012, Council approved the agreement to Green Giant Construction to construct

the Torrance Centennial Plaza. Council approved the inscription for the time capsule lid to read as follows:

Torrance Centennial Time Capsule
Dedicated September 16, 2012
Reopen During Bicentennial 2112

On June 12, 2012, Public Works held a pre-construction meeting with all the stakeholders to discuss project, timeframes, notifications and expectations. Everyone is confident that the Centennial Plaza will be constructed prior to the dedication date of September 16, 2012.

Preparation is underway for the Torrance Centennial Dedication Ceremony Program, logistics, promotion of the event and other preparation items to ensure a very successful event.

Time Capsule Contents

During this quarter, the Centennial Committee has been collecting items for the time capsule. The contents are being organized by the following categories:

- 1) Churches, 2) Restaurants, 3) Schools, 4) Houses, 5) Families and Friends, 6) Transportation, 7) Centennial, 8) Place to Work, 9) City of Torrance, 10) Heroes & Home, 11) Hospitals, 12) Sponsors and 13) Museums

There are sub-categories within the broad categories. For instance, heroes and home will include police and fire. Many items have been received in the various categories.

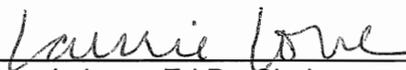
Fundraising Efforts

The Fundraising Committee is doing an awesome job in securing sponsors for many of the Centennial events. As of June 30, 2012, the Committee has collected \$330,246.34 from local businesses and supporters, along with the contribution of \$75,000 from the City for a total of \$405,246.34. A special event is being planned to honor the many sponsors and contributors to the various Centennial celebrations throughout the year.

Upcoming Centennial Events

Some major upcoming events include: The Photo Contest Exhibit to be held on Sunday, July 22, 2012 at the Toyota Automobile Museum, City of Torrance Night at the LA Galaxy Game on Sunday, August 26, 2012, the Centennial Community Parade, the Torrance Centennial Plaza and Torrance Centennial Time Capsule Dedication at El Prado Park is scheduled for Sunday, September 16, 2012 and the Birthday Bash is scheduled for Sunday, October 28, 2012 at Charles H. Wilson Park. More updates and information can be accessed through www.TorranceCentennial.org.

Respectfully submitted,
CITY COUNCIL CENTENNIAL COMMITTEE



Laurie Love, Ed.D., Chair

NOTED:



LeRoy J. Jackson
City Manager