

Council Meeting of
October 26, 2010

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

Members of the Council:

SUBJECT: Centennial Committee Quarterly Report

RECOMMENDATION

Recommendation of the Centennial Committee that City Council accept and file the second quarterly report from the Centennial Committee covering the period of July 2010 through September 2010.

BACKGROUND/ANALYSIS

For the past three months, the Centennial Committee has worked on the following:

- Centennial Promotion
Stationery and envelopes with the Centennial logo has been produced to promote the event and to request sponsorships for many of the Centennial events.
- Centennial fundraiser
The Committee is exploring ideas for a fund-raiser for the Centennial Celebration. This fund-raiser is being planned for the Fall of 2011 to kick-off preparation for Centennial events in the Torrance community. The committee was contemplating a carnival event but upon further exploration the overwhelming costs outweigh potential profit-margins. On September 27, 2010 the committee voted to discontinue further exploration of the Carnival. Other ideas will be explored.
- Centennial Events' Application
The Committee approved the "City of Torrance Centennial Event Application." The application is designed to capture pertinent information of proposed events by members of the community to include: non-profit organizations, civic groups, schools, community organizations, and a host of other community members. Application is available online at:<http://www.TorranceCA.Gov/Centennial>.

- Centennial Committee Shirts
The Centennial Committee members will purchase their own shirts so they are easily distinguished when promoting the Centennial and attending events throughout the City. The shirts have been selected and ordered.
- Sponsorship Update
Centennial sponsorships have already been obtained from Providence Little Company of Mary Hospital and Torrance Memorial Hospital. Both of which will be received in the near future. Additional sponsorships are being sought from many other local businesses. A generic sponsorship letter is being developed to encourage sponsorship of the many Centennial Events.
- Centennial Website
City staff is working with a contractor in developing the Centennial website, which will house the information pertaining to any Centennial-related events and activities. An outline is being developed and design is in the early stages.
- Brick Project
The Committee is exploring honorary bricks. Location, costs, etched/painted wording and installation are being discussed.
- Time Capsule
The Centennial Executive Committee has been exploring the idea of a time capsule. Research is being conducted on the type of time capsule, along with its location, and the items that it will contain.
- Promotional Items
The Committee is looking at a variety of promotional items with pricing for members of the community to purchase as keepsakes/mementos honoring the City's 100 years.
- Other Centennial Events
 - Light Show (Group lighted message/aerial photograph)
 - School Essay Contest
 - Photo Contest for All Ages
 - Torrance Centennial Song Contest
 - Adventures in Art
 - Taste of Torrance with the Farmers' Market
 - Festival of Trees in December 2011
 - Centennial-themed events at Madrona Marsh from Jan 2010 through October 2012

In the next quarter, the Committee will focus on developing a timeline outlining dates, activities and persons responsible for each event. Efforts to seek volunteers with a variety of talents to help with the Centennial will be coordinated throughout the City. The Committee will look at various ways to publicize Centennial events to engage the community at large. The Committee will continue to explore other ideas to include:

- A scavenger hunt throughout the City of Torrance
- A 5k/10k run
- Articles/special publication in the Daily Breeze
- Submission of application for the All America City Award

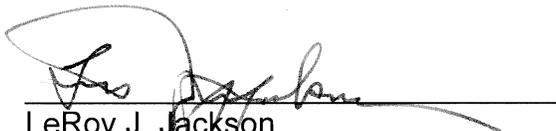
Respectfully submitted,

CITY COUNCIL CENTENNIAL COMMITTEE



Laurie Love, Ed.D., Chair

Noted:



LeRoy J. Jackson
City Manager