

Council Meeting of
April 19, 2011

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 2011 through March 2011.

Background/Analysis

For the past three months, the Centennial Committee has accelerated its efforts in the promotion of the Centennial in the community. The following highlights the activities this quarter:

Centennial Events

To date, a total of 39 Centennial Events have been approved by the Centennial Committee. Centennial Event Applications are being accepted on an on-going basis and all approved by the Committee are submitted to City Council for final approval.

Light Show

Plans are well underway for this Centennial event scheduled for Sunday, November 6, 2011 at Wilson Park. On March 22, 2011 the Centennial Committee met with the City's Special Events team to discuss the event and determine types of City services needed. This event will be the "kick-off" of the Centennial. Thousands of community members will have an opportunity to participate in this event to spell out "*City of Torrance Celebrates 100 Years*" or something similar.

All America City Application

On March 11, 2011, the application for the award was submitted to the National Civic League for consideration. Applicants had to identify three community projects to address local challenges. The three projects described in the application for Torrance included: the Torrance Transit Ambassador Program for Seniors; Torrance as a hub for alternative fuel technology; and Pediatric Therapy Network's program to assist children with special needs. Finalists are asked to send a delegation to Kansas City in June in order to present their case to a jury of national experts from across the United States in order to receive the award. The City of Torrance was last recognized for the All-America City Award in 1956. We would not have reached the level of finalist for this prestigious award without the leadership of Committee member Kristin Matsuda. On April 6th, the National Civic League notified the City of its status as a finalist for this special Award. The Centennial Committee is confident that this will be a winning application.

Outreach

In January 2011 an article promoting the Centennial was published in the Torrance Magazine and Visitors Guide.

Business and Green Expo

On March 17, 2011 the Centennial Committee participated in the Business Expo sponsored by the Torrance Area Chamber of Commerce with a booth promoting the Torrance Centennial. Committee members decorated the booth with banners, balloons, along with commemorative cookies, logo pens and bags, which were given to event attendees. Additionally, businesses had the opportunity to sign up for donations. Sign up was also available for volunteer opportunities.

Besides Centennial banners, postcards for community mailers and handouts, placards for city buses and water bill inserts, are being developed to help promote the Centennial Celebration.

Centennial Promotional items

Items that have been selected to be available for purchase and/or giveaways include: shirts, pins, hats and bags.

Centennial Website

The Centennial website can be accessed at www.TorranceCentennial.org. It is a work in progress. The website will reflect information as planning continues and information and event details become available. Efforts are underway to enhance the website, which allows for access to information on upcoming events, purchase of promotional items, viewing of historical pictures, providing a portal for community input of stories, photos, and videos, as well as other features.

Time Capsule

A local landscape architect designed a rendering, pro-bono, for a Centennial Plaza where a time capsule is proposed to be installed in El Prado Park.

Centennial Fundraising Efforts

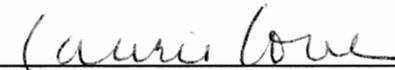
The Fundraising Committee's efforts have brought a total of \$152,535 in donations from the business community. The Committee continues to encourage participation of local business and residents in the celebration.

Centennial Meeting Modification

In March, the Centennial Committee decided to meet twice a month in order to move plans forward more quickly and ensure goals are met.

Respectfully submitted,

CITY COUNCIL CENTENNIAL COMMITTEE



Laurie Love, Ed.D., Chair

NOTED:



LeRoy J. Jackson
City Manager