

Council Meeting of
June 7, 2011

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

Members of the Council:

SUBJECT: Centennial Committee - Accept and appropriate \$ 20,900 in donations for the All-America City Award

RECOMMENDATION

The Centennial Committee recommends that City Council:

- 1) Accept a \$10,000 donation from the Centennial Committee
- 2) Accept a \$ 8,250 donation from Providence Health Services
- 3) Accept a \$ 2,050 donation from Torrance Memorial Medical Hospital
- 4) Accept a \$ 300 donation from Sue Herbers, City Clerk
- 5) Accept a \$ 200 donation from Frank Scotto, Mayor
- 6) Accept a \$ 100 donation from the South Bay Sunrise Rotary
- 7) Appropriate the \$20,900 donation to the All-America City Awards budget

Funding

Funding is available from the donations received.

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. During the summer of 2010, the Media/PublicRelations/Outreach Subcommittee of the Centennial Committee first explored the idea to apply for "The All-America City Award." The City of Torrance last applied and was bestowed this distinction in 1956. The Media/Public Relations/Outreach Subcommittee worked diligently to prepare the All-America City application. This was a voluntary collaborative effort that included businesses, community organizations, education, residents, members of the Centennial Committee and City employees, active and retired. The All-America City Award is the oldest and most prestigious community recognition award sponsored by the National Civic League.

The All-America City Awards application consisted of the following criteria:

- Civic Engagement and Collaboration – comprehensive citizen/resident engagement and collaboration across jurisdictional boundaries among the public, private and nonprofit sectors and key constituencies

- Inclusiveness – recognition and involvement of diverse segments and perspectives in community decision making
- Innovation – creative use and leveraging of community resources
- Impact – demonstrable significant and measurable achievements in the past 5 years.

The application submitted highlighted these three projects:

1. The Torrance Transit Ambassador Program – is an innovative transportation solution for seniors to use public transportation to maintain mobility and independence
2. Alternatives “Fuel” Torrance – is a preferred location for many transportation companies and is working to continue to develop and advanced sustainable technology (i.e. electric, hydrogen, hybrids)
3. Pediatric Therapy Network – helps children with special needs and their families to prepare for life through innovation and collaboration.

On April 6, 2011, the National Civic League announced the finalists for the All-America City Awards. The City of Torrance was one of the 26 finalists. Members of the Centennial Committee and City staff were all elated to have been selected as a finalist. As a finalist, the applicant is required to participate in a three-day competition. A delegation from each community will present its challenges and solutions to a jury of national experts across the United States.

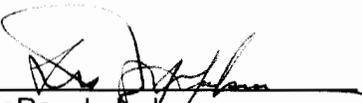
Again, the Centennial Committee along with City staff is working tirelessly on the presentation on June 15-17 in Kansas City, Missouri. In addition, the Committee received donations to significantly offset the expense for the delegation. A separate account has been established specifically for the All-America City Award donations. The total donation to be considered tonight is \$20,900 for the All America City Award.

Respectfully submitted,

CENTENNIAL COMMITTEE


Laurie Love, Ed D, Chair

NOTED:


LeRoy J. Jackson
City Manager