

**HermosaCorps
Centennial Celebration Committee
Hermosa ~100 Years of Beautiful
Co-Chairs- Laura Raymond & Maureen Ferguson**

Committee Members: Lisa Lynn, Christine Hollander, Howard Fishman, Pete Tucker, Rick Koenig, Susan Blaco, Art Yoon, Michael DiVirgilio, open to additional volunteers

Committee Brief:

Purpose:

To harness the experience and energies of a core group of volunteers with the support of city staff and local community groups to plan, fund & produce a 100th birthday celebrations for Hermosa Beach residents that will have a positive and lasting impact on the city.

Proposed Concept:

Hold a celebration of planned programs & events relevant to the history and culture of Hermosa Beach to begin with fireworks & mayor declaration of Hermosa Beach's Centennial year on December 31st, 2006 and culminating in Fall 2007 with a party and parade.

Fundraising Opportunities to include:

Corporate Sponsorship Program (see attached), private donations, banner program, selling logo merchandise, beer garden participation, local merchant participation, designated county funds, sales & advertising of commemorative keepsake magazine

Proposed Calendar Schedule~ (council approval based on funding)~ see attached Strategy~ To work with the city and community and leverage existing events throughout the year with Centennial flavor as well as produce some events that will enhance the celebration.