

March 9, 2006

Honorable Mayor and Members of
the Hermosa Beach City Council

Regular Meeting of
March 14, 2006

**CENTENNIAL CELEBRATION - APPROVAL OF OUTLINE OF EVENTS AND
THE SEVERAL FUNDRAISING ACTIVITIES**

Recommendation:

1. That the City Council approve the recommendations made by the Parks, Recreation and Community Resources Advisory Commission which they approved at their meeting of March 7, 2006. This is the proposed calendar of events and is included as Attachment A;
2. Approve the placement of an additional time capsule to be installed on January 14, 2007 as a fundraising activity. This will involve a donation in order to place an item in the time capsule. This is in addition to a second time capsule to be installed in October 2007 as part of the Taste of Hermosa;
3. Direct staff to immediately launch the several fundraising efforts including sale of bricks, sponsorship packet, birthday capsule, coordinate with possible golf tournament;
4. Direct staff to secure proposals for fireworks and entertainment; and
5. Direct staff to provide an update on Centennial activities each month on the agenda.

Background:

Last year, the City Council authorized a group of residents to develop a series of events and activities to celebrate the City's 100th Birthday. The listing of those activities is attached and provides a number of ways for residents to participate in the celebration.

The proposed program is an ambitious one and the funding efforts need to get started as soon as possible. A copy of the sponsorship packet is attached and will be circulated following City Council approval of the program. The brick sales program can also start right away and, based on our experience with the Millennium Walkway, can be expected to raise around \$25,000. The birthday time capsule can be expected to generate between \$10,000 & \$15,000 depending on the interest. A golf tournament still in the planning stages has a potential of generating \$10,000 to \$15,000. Preferred seating for a beach concert at \$50 could also go a long way to covering the cost of the concert.

There are probably other ideas that will come up during the year, both fundraising and events that the City Council will want to consider. The City Council may wish to consider a Navy Port Call during the year. It might be possible to trim some other costs so we can emphasis the Birthday Celebration such as the New Years' Eve Band.

Being able to make commitments makes it easier to get sponsorships.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'S. Burrell', with a stylized, cursive flourish at the end.

Stephen R. Burrell
City Manager

**CENTENNIAL CELEBRATION
2007 Proposal**

Recommendation

The Parks, Recreation and Community Resources Advisory Commission recommends that Council approve the proposed Calendar of Events 2007 (Attachment A) to include new events:

NEW EVENTS

DATE

- | | |
|---------------------------------------------------------|------------------|
| 1. Centennial Celebration Birthday Party with Fireworks | January 14, 2007 |
| 2. Centennial Sunset Concert with Fireworks | August 5, 2007 |
| 3. "Taste of Hermosa" with Jazz and Time Capsule Burial | Fall 2007 |

To approve proposed fundraising activities:

FUNDRAISERS

1. Sponsorship Packet Distribution (Attachment B)
2. Brick Sales to extend the Millennium Walkway adjacent to Noble Park

Please Note: The fundraising activities mentioned above are ready for immediate implementation. Additional means to generate funds for Centennial activities are in the planning stages:

- Ticket sales for preferred seating at Beach Boys Concert
- Golf Tournament
- Hand Print Wall (mural project)
- Fee to contribute items in Time Capsule
- Centennial merchandise sales

Background

Resident volunteers and several community groups have joined forces with the City to produce a celebratory venue of activities to acknowledge the City's 100th year of incorporation. Beginning February 9, 2005, Leadership Hermosa graduates Maureen Ferguson and Laura Raymond co-chaired monthly committee meetings for the public. The meetings have served to provide an open forum for discussion and consensus building to foster community spirit toward Centennial celebrations.

As noted on the proposed Calendar of Events (Attachment A), many producers of existing City events will participate by adding a Centennial theme to their venues in 2007. The Centennial Committee has proposed two new special events. The first serves to celebrate the January 14, 1907 birthday and the second serves to culminate the Centennial year. The group has also proposed enhancement of the final sunset concert to include a live musical performance by the Beach Boys and small fireworks display.

- January 14, 2007 Birthday Party to include live entertainment, large fireworks display, and birthday cake
- August 5, 2007 Sunset Concert to feature the Beach Boys and small fireworks display
- Fall 2007 Jazz Plaque Installation to include live jazz musicians, time capsule burial, and 'Taste of Hermosa' featuring local restaurants

Accomplishments to date include:

- Centennial website design and implementation www.hermosa100.com
- Centennial seal and logo design selections (Attachment C)
- Sponsorship Packet Development (Attachment B)
- Daily Centennial Countdown on Community Center Theatre Marquee

- Solidified Collaborative Community projects with

Hermosa Beach Chamber of Commerce

- Sponsorship donation \$2,000
- Individual Chamber member donations at \$250 each (three received to date)
- Memorandum of Understanding between City and Chamber (Attachment D)
- Monetary contribution for Beer Garden volunteer participation

Hermosa Beach Kiwanis Club

- Service acts toward 100 Acts of Beatification
- Fund and implement Handprint Wall and Mural Project in collaboration with Hermosa Arts Foundation (HAF)

Hermosa Arts Foundation (HAF)

- Fund and implement Handprint Wall and Mural Project in collaboration with Kiwanis
- Centennial theme to Hermosa Art Walk

Hermosa Beach Historical Society

- Museum Expansion Grand Opening to coincide with January 14 birthday
- Historical Home Tour
- Provide timeline and historical photographs for Centennial website

Hermosa Beach Education Foundation & PTO

- Student projects to include oral histories
- Centennial theme to Hearts of Hermosa annual fundraiser

Public Works Commission

- 100 Acts of Beatification

Hermosa Beach Jazz Alumni Club

- Culminating event in the fall to include plaque installation and jazz concert

Friends of Parks

- Centennial Pet Parade
- Contributions to 100 Acts of Beautification
- Promote Adopt-a-Bench and Adopt-a-Tree programs to beautify the City

Sister Cities

- July 14, 2007 Celebration of Loreto's 310th birthday and 40th anniversary of Hermosa beach sister city relationship with Ballet Folklorica performance in the theatre and Taste of Mexico on the patio

Project Touch

- Centennial theme to John Hales Sand & Strand Race
- Historic oral commentary by race announcer

St. Patrick's Day Weekend Committee

- Centennial theme to Parade

Great Autos of Yesteryear Club

- Centennial theme to annual Car Show
- Provide a vehicle from each decade to the Centennial St. Patrick's day Parade

Attachments:

- A: Calendar of Centennial Events 2007
- B: Sponsorship Packet
- C: Centennial Seal and Logo designs
- D. Chamber MOU

Respectfully submitted,

Lisa Lynn, Community Resources Director

Proposed Calendar of Centennial Events 2007
 Visit our website at www.hermosa100.com for updates!

January

Date	Name	Location	CR Dept	HB Co-Sponsor	Other	Cenn
1/14	Opening Event Concert & Fireworks	Pier Plaza	XXX			XXX
1/14	HBHS Expansion Grand Opening	Comm. Ctr.			XXX	

February

Date	Name	Location	CR Dept	HB Co-Sponsor	Other	Cenn
	John Hales Centennial Sand & Strand Race	Beach/Pier		XXX	XXX	

March

Date	Name	Location	CR Dept	HB Co-Sponsor	Other	Cenn
	St. Patrick's Day Centennial Parade & Festival	Pier Plaza			XXX	
	Centennial Breakfast with Bunny	Clark Bldg.	XXX			
	Centennial Teen Flashlight Egg Hunt	South Park	XXX			

April

Date	Name	Location	CR Dept	HB Co-Sponsor	Other	Cenn
	Centennial Hermosa Reads	TBD			XXX	
	Hermosa Centennial 5K Run & Walk	TBD			XXX	

May

Date	Name	Location	CR Dept	HB Co-Sponsor	Other	Cenn
	Great Autos of Yesteryear Centennial Car Show	Pier Plaza			XXX	
	Centennial Dog Parade & Trick Show	Greenbelt		XXX	XXX	
	Hermosa Beach Centennial Art Walk	Pier Ave			XXX	
	Fiesta Hermosa	Plaza/Pier/Hermosa Ave		XXX	XXX	

June

Date	Name	Location	CR Dept	HB Co-Sponsor	Other	Cenn
	Centennial Summer Celebration	Valley Park	XXX			
	Hermosa Beach Centennial Art Walk	Pier Ave			XXX	
	AVP Hermosa Centennial Open	Beach/Plaza			XXX	

July

Date	Name	Location	CR Dept	HB Co-Sponsor	Other	Cenn
	Hermosa Beach Centennial Art Walk	Pier Ave			XXX	
	Sunset Concert #1	Beach/S. Pier	XXX			
	Sunset Concert #2	Beach	XXX			

August

Date	Name	Location	CR Dept	HB Co-Sponsor	Other	Cenn
	International Surf Festival	Beach/Pier		XXX		
	Centennial Sunset Concert & Fireworks	Beach/S. Pier	XXX			XXX

September

Date	Name	Location	CR Dept	HB Co-Sponsor	Other	Cenn
	Jazz Plaque Installation & Concert Time Capsule Burial	Beach/Pier	XXX			XXX

Proposed 2006 Activities and Events

Centennial Handprint Mural – Other
Centennial Youth Mural – Other
Centennial Golf Fundraiser – Other

Possible 2007 Centennial Tie-ins

Summer Recreation Programs – CR Dept
Education Foundation Fundraiser March – Other
Hermosa Beach Little League – Other
EVP Pro Am Volleyball Tournament June – Other
AAU Beach Volleyball July – Other
Hennessy's Paddleboard July – Other
CBVA Youth Volleyball Tournament August – Other
California Coastal Clean-up August – Other

Centennial Committee 2007 Other Projects

Centennial Bricks - Cenn
Centennial Time Capsule - Cenn
100 Acts of Beautification - Cenn
100 Unique/Fascinating Hermosans - Cenn
Centennial Keepsake Magalog - Cenn

Other 2007 Community Projects

Hermosa Schools Oral History - Other



**City Of Hermosa Beach
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**CENTENNIAL CELEBRATION
Letter of Understanding
Hermosa Beach Chamber**

Sponsorship

- **Electronic mail database of Chamber membership**
- **Centennial flyer distribution in Chamber mailer**
- **Space allocation for booth and Beer Garden participation at Fall Fiesta 2006 and 2007 events.**
- **Display Centennial promotional materials at Chamber booth during Fiesta.**
- **Display Centennial promotional materials in Chamber lobby.**
- **Inclusion of Centennial promotional materials in mailers when deemed appropriate.**
- **One-page advertisement in Chamber directory, per committee design.**
- **Reciprocal links between Chamber and Centennial websites.**
- **Reproduce Centennial logo on Fiesta banners.**

I. Sponsorship Benefits

- a) Unlimited reproduction of Hermosa Beach Centennial seal and logo for utilization in marketing materials and promotional activities for the Hermosa Beach Chamber of Commerce entity. Sales of product or merchandise bearing entity are prohibited.
- b) Prominent logo display as recognized sponsor in the Chamber of Commerce storefront proper.
- c) Honorable mention in commemorative program.
- d) Sponsorship recognition on Centennial website.
- e) Individual Chamber members receive a 'Friends of Chamber' sponsorship level discounted by 50%.

II. Centennial Seal, Logo and Slogan

- a) The Centennial seal, logo and slogan are, and shall remain the City's sole and exclusive property. Sponsor recognizes the goodwill associated with said property and acknowledges that all rights therein belong exclusively to the City.
- b) City trademarks shall not be altered.

III. Term and Termination

- a) This agreement shall commence September 1, 2006 and shall continue until December 31, 2007.

March 8, 2006

Dear City Council Members,

I am unable to attend the City Council meeting on the 14th due to a previous out of town commitment. Despite my absence, I wanted to share some background information with you regarding the Centennial Celebration Committee and our work to date.

It's been 11 months since we came to Council and asked for approval to form a volunteer committee to plan, organize and produce a Hermosa Beach Centennial Celebration for the year 2007. We have accomplished much in this timeframe and we are well positioned to move forward with a fantastic celebration.

Tremendous effort has been made to be as inclusive as possible in our planning and to design a collaborative approach for our celebration. We looked at best practices from other cities celebrating their Centennial and from past anniversary events in Hermosa. We looked at their success and worked to understand what could be done even better.

We held meetings open to the public for the past 13 months and have been respectful of the interests and suggestions expressed in those meetings. It's been inspiring to see the level of commitment and excitement. To every extent possible, we have incorporated the spirit of all ideas generated in these meetings.

We went directly to our community groups and schools to invite their feedback and support. They have responded with enthusiasm and participation. Every group has said yes, we want to be part of the Centennial Celebration. We have also worked closely with city staff to understand their processes and goals and have built an extremely strong and effective partnership.

This collaborative approach has resulted in a plan that will have broad appeal, can be successfully implemented and is much stronger than any one group or individual could design. With all the hard work, support, and enthusiasm dedicated to date, we are ready for a wonderful Centennial Celebration.

While we are asking for your approval to move forward on 3 key events and 2 fundraisers, there are many more components to our plan. With all the wonderful activities that take place in Hermosa each year, we knew our best approach was to work with the city, community groups and event producers to include their events in our celebration.

This approach has worked extremely well and again, every group we contacted has said yes, we want to be part of the celebration. Our community groups continue to come forward with Centennial ideas for their annual activities and event producers that come to Hermosa each year are volunteering to add Centennial elements to their 2007 plans.

We are building into our approach lots of opportunities for people to personalize the Centennial and make it their own. To showcase the individual experience of our residents and community members, we are asking people to share their photos, stories and historical information. We also plan to invite personal essays describing someone who has added to the unique flavor and character of Hermosa. This information will be available on our website for everyone to share.

We are creating opportunities for people to have a hands on Centennial experience with 100 Acts of Beautification. This important element will create projects for residents and community members to work together in creating a lasting legacy of improvements for this city we love. And of course, we have lots of plans for fun and celebration.

Once again, I believe our inclusive planning process, the collaborative approach for celebrating throughout 2007 and the opportunities designed to create your own Centennial experience will result in a Centennial Celebration the whole community can participate in, enjoy, and be proud of for years to come.

Thank you in advance for your consideration and thank you for this opportunity to serve Hermosa Beach.

Sincerely,

Laura Raymond
Cypress Ave., Hermosa Beach

I am unable to attend the City Council meeting due to a conflict with the HBEF Board meeting. My role in the Hermosa Beach Centennial Committee has been as school liaison. To date I have been keeping the school community apprised of the upcoming celebration and I assisted in generating student entries in the logo contest this Fall. I have also met with Laura Raymond to discuss possible roles for student in the Centennial. We hope to develop a project appropriate for all grade levels where the children do interviews, reports, or oral histories of long time residents of Hermosa. The thought is that these could be accessible on the website and would become a part of the Historical Societies collections. I am currently trying to find a parent who can truly spearhead this project. In addition, I believe various school activities can be enriched by awareness of the local centennial. Annual school events, such as the Hearts of Hermosa, can be given the centennial touch.

I know at this point my own three children are enjoying the countdown to the centennial as they watch the marquee at the civic center change on a daily basis.

I am looking forward to continued involvement in the planning process and hope to bring more people from the school community into the process in the near future.

-Jennifer

Jennifer W. Rosenfeld
310-318-2917