

**CENTENNIAL CELEBRATION
2007 Proposal**

Recommendation

To review proposed Calendar of Centennial Events 2007 (Attachment A) and approve new events:

NEW EVENTS

DATE

- | | |
|---|------------------|
| 1. Centennial Celebration Birthday Party | January 14, 2007 |
| 2. Centennial Sunset Concert and 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

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 have 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, many event 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 to celebrate the birthday, January 14, 1907 and to culminate the Centennial year. The group has also proposed enhancement of the final sunset concert to include fireworks and performance by the Beach Boys.

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

Further accomplishments include:

- Centennial website design www.hermosa100.com
- Centennial seal and logo (Attachment C)
- Sponsorship Packet
- Solidified Collaborative Community projects with
 - Hermosa Beach Chamber of Commerce
 - Hermosa Beach Kiwanis Club
 - Hermosa Beach Education Foundation & PTO
 - Hermosa Beach Historical Society
 - Hermosa Beach Woman's Club
 - Hermosa Beach Jazz Alumni Club
 - Hermosa Beach Arts Foundation
 - Friends of Parks
 - Hermosa Beach Lawn Bowling Club
 - Parks & Recreation Commission
 - Public Works Commission

- Project Touch

Attachments:

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

Respectfully submitted,

Lisa Lynn
Community Resources Director