



# City of Carson Report to Mayor and City Council

February 1, 2011  
New Business Consent

**SUBJECT: CONSIDERATION OF THE USE OF THE CITY SEAL FOR THE "PISTAHAN, TIANGGE AT SANTACRUZAN" EVENT IN CARSON**

  
Submitted by Clifford W. Graves  
Interim City Manager

  
Approved by Clifford W. Graves  
Interim City Manager

## **I. SUMMARY**

This item is on the agenda at the request of Mayor Dear.

## **II. RECOMMENDATION**

Mayor Dear requests AUTHORIZATION for the use of the city seal in promoting the event.

## **III. ALTERNATIVES**

DO NOT AUTHORIZE the use of the city seal in promoting the event.

## **IV. BACKGROUND**

Pistahan, Tiangge at Santacruzán is scheduled to take place on May 21 and 22 at the Congresswoman Juanita Millender-McDonald Community Center (Community Center). It is expected to be the Filipino-American celebration of a Philippine Fiesta, and will feature a Filipino-style flea market and a Santacruzán, a traditional procession of women dressed as queens.

Thousands of people are expected to attend the two-day free event, which will also feature live cultural performances by popular Filipino-American celebrities, a kiddie carnival, and food trucks serving Filipino cuisine (Exhibit No. 1).

The event will kick off with a press conference on February 11, also at the Community Center.

Organizers of the event approached Mayor Dear for the possibility of using the city seal on all its marketing materials, including flyers, posters and banners. If approved by the City Council, the city seal will be displayed alongside the logos of other sponsors of the event.

Carson Municipal Code § 4133 prohibits the use of the city seal on any written or printed material for any commercial, business or private purpose unless specifically authorized by the City Council (Exhibit No. 2).

**MAXX  
PROMOS**

**PAE  
Live**



Consulate  
General of the  
Philippines



PHILIPPINE  
DEPARTMENT  
OF TOURISM

PRESENT IN COOPERATION WITH THE FOLLOWING SPONSORS

**ASIAN  
JOURNAL  
PUBLICATIONS**

**ABS-CBN  
FOUNDATION, INC.**



**almeosol**

**bata**

**ABS-CBN  
BANTAY  
BATA**

**Kahabayan  
LA**

# **PISTAHAN TIANGGE & SANTACRUZAN**

**MAY 21 & 22, 2011 • SATURDAY & SUNDAY • 10AM-6PM  
CARSON CIVIC CENTER • 801 E. Carson St., Carson, CA**

featuring

**PINOY CELEBRITY TIANGGE  
sponsored by ABS-CBN FOUNDATION, INC.**

**LIVE PERFORMANCES AND  
SPECIAL APPEARANCES BY  
FIL-AM CELEBRITIES & LOCAL ARTISTS**

**TIANGGE - A FILIPINO BAZAAR with  
VENDORS, MERCHANTS & LOCAL RETAILERS  
SANTACRUZAN - A PARADE OF FIL-AM BEAUTIES**

**PINOY BANDS OPEN JAM**

**KIDDIE KARNIVAL**

**GOURMET FOOD TRUCK SHOWCASE**

## **DON'T MISS THIS EVENT!**

**Admission: \$5  
[www.pistahan.com](http://www.pistahan.com)**

# **PISTAHAN** **TIANGGE & SANTACRUZAN**

**MAY 21 & 22, 2011 • SATURDAY & SUNDAY • 10AM-6PM**  
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## **EVENT CONCEPT**

PISTAHAN, TIANGGE AT SANTACRUZAN will be the largest entertainment and marketing event that targets the Filipino-American community of Southern California. PISTAHAN, TIANGGE AT SANTACRUZAN will be:

- The biggest Filipino-American celebration of a Philippine Fiesta, Pinoy-style flea market and a Santacruzian.
- An annual festival that is designed to captivate both the Filipino community and an international audience with a spectacular line up of talent, energy and musical artistry.
- It has an expected attendance of over 10,000 people from all walks of life and various ethnicities.
- A perfect time and place where mainstream America can discover and interact with the Filipino community and enjoy Filipino charm, culture, and cuisine.

What is PISTAHAN, TIANGGE at SANTACRUZAN?

- PISTAHAN will feature an entertainment spectacle that will spotlight on top-rate talent and performers, many of whom are the most popular Fil-am celebrities and the best US-based Filipino performing artists that will play Pinoy jazz music to acoustic OPM; modern and cultural dance showcase, plus there will be an array of traditional carnival games; to a Gourmet Food Truck Showcase serving not only Filipino, but an array of international cuisine.
- TIANGGE literally means a Pinoy Flea Market -- a shopping haven for the bargain hunters. It's a "tiangge" in the traditional sense -- where everyone can negotiate for deals on used and new goods, haggle for the best prices on various products and services from local and Philippine-based vendors while enjoying the sights and sounds of a full blown tiangge with the PINOY CELEBRITY TIANGGE, presented by ABS-CBN Foundation, as its centerpiece.
- SANTACRUZAN is traditionally held annually in May and is considered to be the "Queen of Filipino Festivals". Beautiful town belles participate in this colorful pageant parade. They are selected not for their looks alone, but for their embodiment of traditional feminine qualities. It is a celebration honoring beautiful Philippine maidens and their handsome escorts under the hand-carried bamboo arc's decorated by fragrant native flowers. At our SANTACRUZAN, we will have a parade of beauties that will feature pretty Filipinas representing the numerous Filipino American organizations and communities.

A WHOLE DAY-OF-FUN FOR THE ENTIRE FAMILY FOR FREE!

- In cooperation with the event corporate sponsors, everyone will get a chance to come and enjoy the event for FREE! All they have to do is shop at designated event sponsors' stores to get FREE tickets.

WHY INVEST YOUR MARKETING DOLLARS ON PISTAHAN, TIANGGE AT SANTACRUZAN?

Through PISTAHAN, TIANGGE AT SANTACRUZAN, corporate sponsors and vendors can:

- Put its brand, products and services in an interactive, multi-activity event where it can effectively reach and engage its target market. This face-to-face opportunity gives you unprecedented market advantage.
- Enjoy a whole day to meet and greet and introduce your products and services in an experiential marketing setting to your prospective customers.
- Reach your target market with a two-prong advertising and promotions campaign:
  - Pre-event exposure via print and broadcast media ads, internet, merchandisers, banners, etc,
  - On-site exposure via vendor booths, stage presentations, banner displays, live mentions, etc.

PISTAHAN, TIANGGE AT SANTACRUZAN offers corporate America an excellent opportunity to reach this massive and desirable market who would not want to miss this event because it is a treat and people can get their admission for FREE! Don't miss this event. Be a part of it!

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**MAY 21 & 22, 2011 • SATURDAY & SUNDAY • 10AM-6PM**  
**CARSON CIVIC CENTER • 801 E. Carson St., Carson, CA**

## **EVENT HIGHLIGHTS**

### **LIVE PERFORMANCES & SPECIAL APPEARANCES BY FIL-AM CELEBRITIES & LOCAL ARTISTS**

Providing continuous live entertainment onstage are top-rate U.S.-based Filipino-American artists, musicians and performers while Fil-am celebrities will make special appearances.

### **PINOY CELEBRITY TIANGGE sponsored by ABS-CBN FOUNDATION, INC.**

The first ever Pinoy Celebrity Tiangge presents merchandise and food products endorsed by top celebrities from the Philippines, including Martin Nievera, Piolo Pascual, Ann Curtis and Pokwang. This is to help raise funds for BANTAY BATA (Child Watch), the flagship project of ABS-CBN Foundation, Inc., and their other various charitable causes.

### **TIANGGE - A FILIPINO BAZAAR with VENDORS, MERCHANTS AND LOCAL RETAILERS**

Event sponsors, local and overseas vendors, merchants and retailers will be selling their products and services at bargain prices, as well as give away product samples and information.

### **SANTACRUZAN - A PARADE OF FIL-AM BEAUTIES**

As it is traditionally done in the Philippines, a Santacruzán will feature pretty Filipinas and beauty queens representing the numerous Filipino-American civic and business organizations from various Fil-Am communities in the Southern California area..

### **PINOY BANDS OPEN JAM**

The leading Filipino-American bands will entertain us with their musical artistry in various genres that can range from Pinoy pop, rock, R&B, acoustic, jazz and/or original Pilipino music (OPM).

### **KIDDIE KARNIVAL**

Kids of all ages will get to enjoy a carnival of giant inflatables and bouncers to magic shows, face painting, and costumed cartoon character.

### **GOURMET FOOD TRUCK SHOWCASE**

A showcase of the the most popular mobile food trucks serving gourmet Filipino and various cuisines from around the world, plus, special Pinoy drinks and refreshments will be available.

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## **ADVERTISING & PROMOTION**

### **FULLY INTEGRATED MARKETING CAMPAIGN**

The innovative usage of print and broadcast media as combined with colorful merchandisers, point-of-sale materials and internet marketing will make this event the most talked about event ever to hit the Filipino-American communities of Southern California.

#### **PRINT ADVERTISEMENTS**

Over 70,000 copies per week of Asian Journal – the widest circulated Fil-am newspaper will feature full and half page ads of the event, as well as press and photo releases.

#### **INTERNET MARKETING**

The internet social networking sites like YouTube, Facebook, BakitWhy.com, etc. and the event website will be the center of various internet marketing activities and the main source of event information.

#### **TV ADVERTISEMENTS**

Over 100,000 daily viewers of TFC (The Filipino Channel) and the only daily local TV Program "Kababayan L.A" will get to see event TV ad spots and plug-ins.

#### **EMAIL BLASTS**

An email list of about twenty thousand Filipino-Americans who are regular patrons of Filipino events will become recipients of regular email blast campaigns.

#### **MERCHANDISERS**

Over ten thousand (10,000) full color postcards, invites, plus stickers and table standees will be distributed to generate constant event awareness.

#### **OFFICIAL EVENT PROGRAM**

One Thousand (1,000) copies of the Official Event Program will be circulated at super-market chains, stores and leading high-traffic Filipino establishments.

#### **GIANT POSTERS**

One thousand (1,000) giant posters will be displayed at major supermarkets, retail stores, groceries and restaurants.

#### **COMMUNITY OUTREACH**

Community organizations, student and youth groups will be invited to participate to generate huge group ticket sales.

#### **CROSS PROMOTIONS TIE-INS**

High-response promotional tie-ins will be organized with corporate sponsors to create maximum enthusiasm and excitement on the event, artists and sponsors, such as ticket give-away contests, in-store raffles and premium incentive program.

shopping basket or other similar device which has been removed from the owner's premises upon any public street, alley, sidewalk, parkway or other public place, nor upon any private property except that of the owner of such cart, basket or device.

C. Possession. No person shall have in his possession any shopping cart, shopping basket or other similar device which has been removed from the premises of any business establishment operated by the owner of said cart, basket or device and which has permanently affixed to it a sign identifying it as belonging to the operator of a business establishment and a notification to the effect that such cart, basket or device is not to be removed from the premises of said establishment. (Ord. 2, § 4129)

#### **§ 4130 Repealed.**

Repealed by Ord. 86-754.

#### **§ 4131 Use of City Seal – Restrictions.**

No person shall place the City seal or any copy, facsimile or reproduction thereof on any written or printed material supporting or opposing any candidate or candidates for any elective public office or supporting or opposing any state or federal legislation or any local or statewide referendum, initiative or other ballot measure, and no person shall circulate or distribute any such written or printed material containing or bearing the City seal or any copy, facsimile or reproduction thereof, except only as provided in CMC 4132. (Ord. 80-524, § 1)

#### **§ 4132 Use of City Seal – Exceptions.**

CMC 4131 shall not prohibit:

(a) Use of the City seal or a copy, facsimile or reproduction thereof on written material in support of or in opposition to any state or federal legislation or statewide referendum, initiative or other ballot measure when specifically authorized by the City Council;

(b) Use of the City letterhead bearing the City seal by a member of the City Council for individual correspondence, or the reproduction and distribution of a City Councilmember's letter by the recipient thereof, at no cost to the City of Carson.

This Section shall not be construed so as to authorize any mass production, mailing or distribution of any such letter or written material on City stationery or otherwise at City expense, or any use of public funds in connection with any political campaign or issue. (Ord. 80-524, § 1)

#### **§ 4133 City Seal – Commercial Use of.**

No person shall place the City seal or any copy, facsimile or reproduction thereof on any written or printed material other than that specified in CMC 4132, for any commercial, business or private purpose unless specifically authorized by the City Council. (Ord. 80-524, § 1)

#### **§ 4134 Imitation of City Seal Prohibited.**

No person shall place any imitation of the City seal on any written or printed material which is designed, calculated, intended or likely to confuse, deceive or mislead the public or cause the reader of such written or printed material to believe it to be an official City publication, and no person shall circulate or distribute any such written or printed material in the City of Carson. (Ord. 80-524, § 1)