



City of Carson Report to Mayor and City Council

November 7, 2012
Unfinished Business

SUBJECT: CONSIDERATION OF ANNUAL LIST OF EVENTS SEEKING FUNDING FROM BUSINESSES

Submitted by Clifford W. Graves
Director of Community Development

Approved by David C. Biggs
City Manager

I. SUMMARY

This item was continued from October 16, 2012.

Pursuant to Standard Management Procedure 1.68 (Exhibit No. 2), starting this year, the City will prepare a list of expected events that seek funds from businesses. The purpose of the list is to help businesses plan and budget for any financial assistance they can provide.

II. RECOMMENDATION

TAKE the following actions:

1. APPROVE the list of anticipated events.
2. DIRECT staff to transmit the list to the Chamber of Commerce and interested businesses.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

Due to cuts in funding, the City sponsors fewer events than in the past. Many of the remaining events are funded in part through the generosity of businesses in the Carson community. Last year, the Economic Development Commission proposed providing businesses with a list of events seeking funds. In the past, businesses have expended their promotional budgets early in the year only to learn about other important events in later months. Providing the list will help them to budget and schedule their contributions.

The list was compiled by the Public Information Office with the help of other City departments (Exhibit No 1).

V. FISCAL IMPACT

None.

VI. EXHIBITS

1. Draft list of events. (pg. 3)
2. SMP 1.68. (pgs. 4-5)

Prepared by: Barry Waite, Business Development Manager

TO: Rev09-04-2012

Reviewed by:

City Clerk	City Treasurer
Administrative Services	Public Works
Community Development	Community Services

Action taken by City Council

Date_____ Action_____

DATE	NAME OF EVENT	LOCATION
January	Dr. Martin Luther King, Jr. Day	Community Center
February	Annual Distinguished Service Awards	Community Center
March	Tribute to Cesar Chavez	SouthBay Pavilion
April	Parent Workshop (<i>Human Relations Commission</i>)	Community Center
April	City of Carson Youth Conference (<i>Youth Commission</i>)	Community Center
April	Carson Chamber of Commerce Employee Appreciation Fashion Show	Community Center
April	City of Carson Children's Day	SouthBay Pavilion
April	Special Olympics Area Games	Veterans Park
April	The Great American Clean Up	Varies
April	Earth Day	City Parks
May	Memorial Day Celebration	Community Center
May	Cinco De Mayo Celebration	SouthBay Pavilion
May	Public Works Week	Community Center Parking Lot
May	City of Carson Memorial Day Tribute (<i>Veterans Commission</i>)	Veterans Park
May	Annual Stroke Center Reunion	Community Center
May	Women's Symposium (<i>Women's Issues Comm.</i>)	Community Center
June	City of Carson Annual Business Awards	Varies
June	Philippine Independence Day	SouthBay Pavilion
June	Crime Prevention Fair	Mills Park
June	Dominguez Channel Cleanup	Dominguez Channel
June	Juneteenth Celebration	Mills Park
June	City of Carson Early Childhood Program Graduation	Community Center
June	Carson Women's Club Scholarship Luncheon	Community Center
July	4 th of July – Viewing of Fireworks (<i>Mayor Dear</i>)	Home Depot Center
July	Veterans Job Fair	Veterans Park
July	Treasure Island Day	Dominguez Aquatic Center
August	5K for Diabetes	Streets of Carson (TBD)
August	New CCEB Event (as yet untitled)	Community Center
August	Community Night Out	Carson Sheriff's Station
August	Samoan Flag Day	Victoria Golf Course
September	City of Carson 9/11 Anniversary Tribute (<i>Public Relations Commission</i>)	Community Center
September	City of Carson Leadership Workshop & Ethics Training	Community Center
September	Prostate Cancer Awareness Event	TBD
September	Mexican Independence Day	SouthBay Pavilion
October	State of the City Address	Community Center
October	Red Ribbon Week	City Hall, SouthBay Pavilion
October	Tri-Carson (Triathlon)	CSUDH Campus
October	Breast Cancer Awareness Event	TBD
October	Filipino-American History Month/Larry Itliong Day	SouthBay Pavilion
October	Halloween Carnival	SouthBay Pavilion
October	Jazz Festival	Anderson Park
October	Senior Wall of Loving Memories	Community Center
November	Senior Holiday Luncheon	Community Center
November	Carson Women's Club Black & White Ball	Community Center
November	City of Carson Veterans Day Celebration (<i>Veterans Affairs Commission</i>)	Veterans Park
November/ December	City of Carson "Why I Like Carson" Awards Ceremony (<i>Public Relations Commission</i>)	Community Center
December	Stroke Center Holiday Party	Community Center



POLICY/PROCEDURE

NUMBER: 1.68

SUBJECT

SOLICITATION OF
FUNDS FROM LOCAL
BUSINESSES FOR CITY
AND COMMUNITY
PROGRAMS

ORIGINAL ISSUE:

EFFECTIVE:

New

CURRENT ISSUE:

EFFECTIVE:

1/17/2012

1/17/2012

CATEGORY

CITY COUNCIL POLICY

SUPERSEDES

I. PURPOSE AND SCOPE

To establish a standard policy for solicitation of funds from businesses to support city and community events and programs.

II. GENERAL

Many businesses generously support events and programs put on by the city and by other organizations. Because they do not know of all the requests they will receive, it is difficult for them to budget or prioritize. They may utilize all their available funds early in the year and be unable to support important programs later. To allow them to budget more precisely, the city will provide a list of events and programs to local businesses to allow them to budget for contributions.

It is not expected that the list will be all-inclusive. There will be unexpected or new programs in addition to one-time events. The list serves only as a budgetary planning tool for Carson businesses.

III. PROCEDURE

A. In October of each year, the City Manager will ask Council members, community organizations and city departments for a list of planned events and programs needing sponsors for the following year.

B. Public information staff will compile the list and prepare a City Council staff report.

C. At the second meeting in November of each year, the City Council will receive a list of the anticipated events and finalize the list.

D. By December 1 of each year, the city will provide the list to the Chamber of Commerce and any businesses who have expressed an interest.

E. Over the course of the year, Recreation staff will note community or city activities or programs to include for the following year.

IV. EXCEPTIONS

Not applicable.

V. AUTHORITY

By authority of the City Council.

David C. Biggs

David Biggs
City Manager

1/25/12

Date