

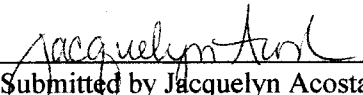


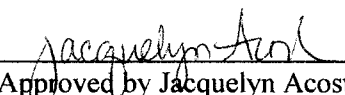
# City of Carson

## Report to Mayor and City Council

October 1, 2013  
New Business Consent

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

  
Submitted by Jacquelyn Acosta  
Acting City Manager

  
Approved by Jacquelyn Acosta  
Acting City Manager

### **I. SUMMARY**

Pursuant to Standard Management Procedure 1.68 (Exhibit No. 2), the City will prepare a list of anticipated events that seek funds from businesses. The purpose of the list is to help businesses plan and budget for any financial assistance they may want to 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 budget cuts, 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. In the past, businesses have expended their promotional budgets early in the year only to learn about other important events in later months. The Economic Development Commission proposed providing businesses with a list of events for which funding is needed. The City Council adopted a policy to create and distribute a list of anticipated events each year. Providing the list will help businesses to budget and schedule their contributions as desired.

The anticipated events list was compiled by the Public Information Office with the help of other City departments (Exhibit No 1). After approval by the City Council, the events list will be distributed to the Chamber of Commerce and business that have expressed an interest.

### **V. FISCAL IMPACT**

None.

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## VI. EXHIBITS

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

M:\Agenda Titles & Recommendation\2013\10-1-13 special events.docx

Prepared by: Barry Waite, Business Development Manager

TO: Rev09-05-2013

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
February	Black History Program	Community Center
March	Tribute to Cesar Chavez	SouthBay Pavilion
March	Youth Conference ( <i>Youth Commission</i> )	Community Center
April	Parent Workshop ( <i>Human Relations Commission</i> )	Community Center
April	Employee Appreciation Fashion Show ( <i>Carson Chamber of Commerce</i> )	Community Center
April	Children's Day	SouthBay Pavilion
April	Citywide Spelling Bee	Community Center
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	Memorial Day Tribute ( <i>Veterans Commission</i> )	Veterans Park
May	Annual Stroke Center Reunion	Community Center
May	Women's Symposium ( <i>Women's Issues Commission</i> )	Community Center
June	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	Early Childhood Program Graduation	Community Center
June	Carson Women's Club Scholarship Luncheon	Community Center
June	Country Western Fair	Dominguez Park
July	4 <sup>th</sup> of July – Viewing of Fireworks	StubHub Center
July	Filipino Friendship Day	Veterans Park
July	Veterans Job Fair	Veterans Park
July	Treasure Island Day	Dominguez Aquatic Center
August	5K for Diabetes	Streets of Carson (TBD)
August	5,000 lb Weight Loss Challenge/Zumbathon	Community Center E. Parking Lot
August	Community Night Out/March Against Violence & Crime	Carson Sheriff's Station
August	Samoan Flag Day	Victoria Golf Course
September	9/11 Anniversary Tribute ( <i>Public Relations Commission</i> )	Community Center
September	Leadership Workshop & Ethics Training	Community Center
September	Prostate Cancer Awareness Event	TBD
September	Mr. and Ms. Carson Scholarship Pageant	Community Center
September	Mexican Independence Day	SouthBay Pavilion
September	Block Captains' Barbecue	Dominguez Rancho Adobe
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	Carson Women's Club Black & White Ball	Community Center
November	Veterans Day Celebration ( <i>Veterans Affairs Commission</i> )	Veterans Park
November/ December	"Why I Like Carson" Awards Ceremony ( <i>Public Relations Commission</i> )	Community Center
November	Senior Holiday Luncheon	Community Center
December	Christmas Tree Lighting Ceremony/Winter Recital	Community Center
December	Stroke Center Holiday Party	Community Center



## POLICY/PROCEDURE

NUMBER: 1.68

ORIGINAL ISSUE:

New

EFFECTIVE:

SUBJECT

SOLICITATION OF  
FUNDS FROM LOCAL  
BUSINESSES FOR CITY  
AND COMMUNITY  
PROGRAMS

CURRENT ISSUE:

1/17/2012

EFFECTIVE:

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**