


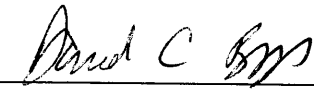


City of Carson Report to Mayor and City Council

December 20, 2011
New Business Consent

SUBJECT: CONSIDER A SYSTEMATIC APPROACH TO REQUESTING EVENT SPONSORSHIPS FROM LOCAL BUSINESSES


Submitted by Clifford W. Graves
Economic Development General Manager


Approved by David C. Biggs
City Manager

I. SUMMARY

With public resources limited, the business community has been asked to shoulder a larger portion of community programs. It can be difficult for companies to plan their giving. The Economic Development Commission (EDC) is asking that the City Council consider setting up an annual list of activities and their costs to help businesses plan their giving (Exhibit No. 1).

II. RECOMMENDATION

REFER the matter to the City Council Policy Subcommittee.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

While in the past the city events were paid from city funds, deep cuts in recent years have forced the community to ask Carson businesses to fill the gap to allow programs to continue. Because there is no master list of programs and events, companies have expended their resources early in the year and then found they were not able to support activities later in the year that they found important but had been unaware of earlier.

The EDC represents some of the businesses most often asked for assistance. The members felt their organizations could do a better job of assisting activities if they had a list each calendar year, preferably prioritized by the Council. They could direct their money throughout the year or perhaps even provide the city a lump sum to be divided among programs. If it was apparent the need for funds exceeded what they had budgeted, they would have time to seek additional resources within their organizations.

It would help the city by providing much earlier warning of programs that have not been able to secure outside funding, allowing time to scale back or combine programs to ensure the community receives the highest quality possible with the available resources. Currently, Council members spend quite a bit of time and energy trying to find last-minute funding to make an event happen. The EDC

energy trying to find last-minute funding to make an event happen. The EDC believes an annual activity list would improve the process for the city and contributing businesses.

An additional suggestion of the commission is to ask community organizations to include their programs on the list as well. A sample list is attached as Exhibit No. 2.

V. FISCAL IMPACT

None at this time.

VI. EXHIBITS

1. October 6, 2011, EDC minutes. (pg. 3)
2. Preliminary list of events and programs. (pg. 4)

Prepared by: Barry Waite, Business & Employment Development Manager

TO:Rev091911

Reviewed by:

City Clerk	City Treasurer
Administrative Services	Development Services
Economic Development	Public Services

Action taken by City Council

Date _____ Action _____

CITY OF CARSON
ECONOMIC DEVELOPMENT COMMISSION MEETING
1 Civic Plaza, Suite 500
Carson, CA 90745

MINUTES
October 6, 2011 – 8:00 a.m.

CALL TO ORDER: Meeting called to order by Chairperson Walter Neil at 8:05 a.m.

ROLL CALL:

Present Members: Chairperson Walter Neil, Vice Chairperson Ray Aldridge, Commissioners Chris Childers, Joey Cinco, Dobard, Pilar Hoyos, Tom Love, Katie Pandolfo, and Ken Phillips

Non- Present Members: Commissioners Larry Saward and Brian Raber

Also Present: Michael Stewart, Grumpy Old Men
RaeShawn Aldridge, Carson Resident

Staff Members: Cliff Graves, Economic Development General Manager; Barry Waite, Business and Employment Development Manager; Denise Marrufo, Business Development Analyst; Cecil Flournoy, Redevelopment Project Manager; LaToya Butler, Business and Employment Development Assistant; Angie Jackson, National Urban Fellow

APPROVAL OF MINUTES: Unanimously approved

APPROVAL OF AGENDA: Unanimously approved

CHAIRMAN'S REPORT: Business and Employment Development Manager Barry Waite reported on the city of Carson is a finalist for the 2011 EDDY award for the "Most Business Friendly City. The awards will be held in Beverly Hills, Thursday, November 3, 2011.

OLD BUSINESS: **Draft Policy on Soliciting Contributions from Businesses:**
Business and Employment Development Manager Barry Waite reported staff drafted a policy for soliciting funds for city sponsored and key community events.

Commissioner Ken Phillips moved to recommend council adopt the policy for soliciting funds from businesses that would include city sponsored and key community events, seconded by Vice Chairperson Ray Aldridge and unanimously carried.

DATE	NAME OF EVENT	LOCATION
Feb. 16	Annual Distinguished Service Awards	Community Center
Feb. 26	Parent Workshop (<i>Human Relations Commission</i>)	Community Center
Mar. 31	Tribute to Cesar Chavez	SouthBay Pavilion
Apr. 2	City of Carson Youth Conference (<i>Youth Commission</i>)	Community Center
Apr. 27	Carson Chamber of Commerce Employee Appreciation Fashion Show	Community Center
Apr. 30	City of Carson Children's Day	SouthBay Pavilion
May	Cinco De Mayo Celebration	SouthBay Pavilion
May	City of Carson Memorial Day Tribute (<i>Veterans Commission</i>)	Veterans Park
Jun. 9	City of Carson 22 nd Annual Business Awards	CSUDH Campus
Jun. 11	Philippine Independence Day	SouthBay Pavilion
Jun. 16	Crime Prevention Fair	Mills Park
Jun. 18	Dominguez Channel Cleanup	Dominguez Channel
Jun. 18	Juneteenth Celebration	Mills Park
Jun. 24	City of Carson Early Childhood Program Graduation	Community Center
Jun. 25	Carson Women's Club Scholarship Luncheon	Community Center
Jul. 4	4 th of July – Viewing of Fireworks (<i>Mayor Dear</i>)	Home Depot Center
Jul. 30	Treasure Island Day	Dominguez Aquatic Center
Aug. 10	Community Night Out	Carson Sheriff's Station
Aug. 7-13	Samoan Flag Day	Victoria Golf Course
Sep. 9	Business Appreciation Mixer and Soccer Game (<i>Economic Development Commission</i>)	Home Depot Center
Sep. 11	City of Carson 9/11 10 th Anniversary Tribute (<i>Public Relations Commission</i>)	Community Center
Sep. 17	City of Carson Leadership Workshop and Ethics Training	Community Center
Sep. 17	Mexican Independence Day	SouthBay Pavilion
Oct. 1	Jazz Festival	Anderson Park
Oct. 3	Senior Wall of Loving Memories	Community Center
Oct. 9	Foreclosure Prevention Fair	United Samoan Christian Church
Oct. 20	State of the City Address	Community Center
Week of Oct. 18	Red Ribbon Week	City Hall, SouthBay Pavilion
Oct. 23	Tri-Carson (Triathlon)	CSUDH Campus
October	Halloween Carnival	City park
Nov. 5	Rizal Monument Ground-breaking	International Sculpture Garden
Nov. 6	Carson Women's Club Black & White Ball	Community Center
Nov. 11	City of Carson Veterans Day Celebration (<i>Veterans Affairs Commission</i>)	Veterans Park
Dec. 6	City of Carson "Why I Like Carson" Awards Ceremony (<i>Public Relations Commission</i>)	Community Center