


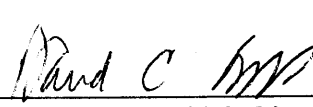


City of Carson Report to Mayor and City Council

January 17, 2012
Unfinished Business

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 over the course of the year and budget appropriately. The Economic Development Commission (EDC) is asking that the City Council consider setting up an annual list of activities and their costs (Exhibit No. 1) to help businesses plan their giving. A draft Council policy is attached (Exhibit No. 2).

This item was previously discussed at the City Council meeting of December 20, 2011. The Council voted unanimously to dissolve the policy subcommittee but otherwise took no action (Exhibit No. 3).

II. RECOMMENDATION

APPROVE the proposed Council policy.

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 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. A sample list is attached as Exhibit No. 1.

V. FISCAL IMPACT

None at this time.

VI. EXHIBITS

1. Preliminary list of events and programs. (pg. 3)
2. Draft Council policy. (pgs. 4-5)
3. Draft minutes from December 20, 2011, City Council meeting (pg. 6)

M:\Agenda Titles & Recommendation\2012\fund solitication policy2.docx

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 _____

DATE	NAME OF EVENT	LOCATION
February	Annual Distinguished Service Awards	Community Center
February	Parent Workshop (<i>Human Relations Commission</i>)	Community Center
March	Tribute to Cesar Chavez	SouthBay Pavilion
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
May	Cinco De Mayo Celebration	SouthBay Pavilion
May	City of Carson Memorial Day Tribute (<i>Veterans Commission</i>)	Veterans Park
June	City of Carson 22 nd Annual Business Awards	CSUDH Campus
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	Treasure Island Day	Dominguez Aquatic Center
August	Community Night Out	Carson Sheriff's Station
August	Samoan Flag Day	Victoria Golf Course
September	Business Appreciation Mixer and Soccer Game (<i>Economic Development Commission</i>)	Home Depot Center
September	City of Carson 9/11 10 th Anniversary Tribute (<i>Public Relations Commission</i>)	Community Center
September	City of Carson Leadership Workshop and Ethics Training	Community Center
September	Mexican Independence Day	SouthBay Pavilion
October	Foreclosure Prevention Fair	United Samoan Christian Church
October	State of the City Address	Community Center
October	Red Ribbon Week	City Hall, SouthBay Pavilion
October	Tri-Carson (Triathlon)	CSUDH Campus
October	Halloween Carnival	City park
October	Jazz Festival	Anderson Park
October	Senior Wall of Loving Memories	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	Rizal Monument Ground-breaking	International Sculpture Garden
December	City of Carson "Why I Like Carson" Awards Ceremony (<i>Public Relations Commission</i>)	Community Center


CITY OF CARSON
POLICY/PROCEDURE

NUMBER: 1.XX

SUBJECT

 SOLICITATION OF
 FUNDS FROM LOCAL
 BUSINESSES FOR CITY
 AND COMMUNITY
 PROGRAMS

ORIGINAL ISSUE:

EFFECTIVE:

New

CURRENT ISSUE:

EFFECTIVE:

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. Recreation 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.

EXHIBIT NO. 02



V. AUTHORITY

By authority of the City Council.

David Biggs
City Manager

Date



**ITEM NO. (10) CONSIDER A SYSTEMATIC APPROACH TO REQUESTING EVENT SPONSORSHIPS
FROM LOCAL BUSINESSES (ECONOMIC DEVELOPMENT)**

Item No. 10 was heard After Item No. 4.

RECOMMENDATION for the City Council:

1. REFER the matter to the City Council Policy Subcommittee.

ACTION: It was moved to abolish the City Council Policy Subcommittee on motion of Davis-Holmes, seconded by Gipson and unanimously carried by the following vote:

Ayes: Mayor Dear, Mayor Pro Tem Ruiz-Raber, Council Member Davis-Holmes,
Council Member Gipson, and Council Member Santarina

Noes: None

Abstain: None

Absent: None

