



City of Carson Report to Mayor and City Council

October 7, 2014
New Business Consent

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

Submitted by Barry M. Waite
Acting Director of Community Development

Approved by Nelson Hernandez
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

Many community events are funded in part through the generosity of Carson businesses. 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 businesses that have expressed an interest.

V. FISCAL IMPACT

None.

VI. EXHIBITS

1. Draft list of events. (pg. 3-4)
2. SMP 1.68. (pgs. 5-6)

Prepared by: Barry Waite, Acting Community Development Director

TO: Rev07-02-2014

Reviewed by:

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

Action taken by City Council

Date_____	Action_____

Date of Event	Event	Location
January	Semper Fidelis All American Bowl	Carson Park/StubHub! Center
January	A Tribute to Dr. Martin Luther King, Jr.	JMM Community Center
February	Annual Distinguished Service Awards	JMM Community Center
February	Black History	JMM Community Center
February	Heart Chase Event	StubHub! Center
March	5,000lb Challenge Culmination & Health Fair	Veterans SportsComplex
March	Women's Veterans Symposium	JMM Community Center
March	Youth Conference	JMM Community Center
March	Tribute to Cesar E. Chavez	CSU Dominguez Hills
April	Nate Riddick Volunteer Banquet	JMM Community Center
April	Parent Workshop (Human Relations Commission) Employee Appreciation Fashion Show (Carson Chamber of Commerce)	JMM Community Center
April	Autism Awareness Day	Mills Park
April	Teen Camping Trip	Leo Carrillo State Beach
April	Special Olympics Spring Tourney	Veterans Park
April	Carson Relay Races	Rancho Dominguez Prep
April	The Great American Clean Up	Varies
April	Earth Day	City Parks
April	Children's Day	Gardena-Carson Family YMCA
April	City-Wide Spelling Bee	Carson Park
May	Cinco de Mayo Celebration	Carson Park
May	Public Works Week	JMM Community Center
May	Tour de Carson	JMM Community Center
May	Stroke Center Reunion Lunch	JMM Community Center
May	5K Lupus Awareness Walk	Veterans SportsComplex
May	Women's Symposium (Women's Issues Commission)	JMM Community Center
May	Memorial Day Tribute	JMM Community Center
May	Early Childhood Prom	JMM Community Center
June	Philippine Independence Day	Veterans Park
June	Annual Business Awards	Varies
June	Crime Prevention Fair	Mills Park
June	Carson Women's Club Scholarship Luncheon	JMM Community Center
June	Early Childhood Program Graduation	JMM Community Center
June	Juneteenth Celebration	Mills Park
July	Annual 4th of July Fireworks Cel	StubHub! Center
July	Filipino Friendship Day	Veterans Park
July	Special Olympics Host Town	Various
July	Treasure Island Day 10th Annual Community Night Out/ March and Rally	Dominguez Aquatic Cent
August	Against Crime & Violence	Carson Sheriff Station
August	5k for Diabetes	Streets of Carson
August	Samoan Flag Day	Victoria Park
August	Kaboom! Community Build Day	Scott Park
August	Drama Under the Stars	JMM Community Center

August	Relay for Life	StubHub! Center
August	Senior "We Got Talent" Show	JMM Community Center
August	Block Captains Barbecue	Dominguez Rancho Adobe
September	Dominguez Channel Cleanup	183rd Street
September	9/11 Anniversary Tribute (Public Relations Commissions)	JMM Community Center
September	Leadership Workshop & Ethics Training	JMM Community Center
September	Mexican Independence Day	SouthBay Pavilion
September	Hispanic Heritage Month Celebration	Carson Park
September	Carson Jazz Festival	Anderson Park
October	Annual Veterans Job Fair	Stub Hub Center
October	Breast Cancer Awareness Event	
October	Senior Recognition Banquet	JMM Community Center
October	Mr. & Mrs. Carson Pageant	JMM Community Center
October	Country-Western Fair	Dominguez Park
October	Think Pink Cancer Walkathon	Veterans Park
October	State of the City Address	JMM Community Center
October	Red Ribbon Week	
October	Larry Itlion Day Celebration	JMM Community Center
October	Filipino-American History Month	SouthBay Pavilion
October-Nov	Halloween Carnival	JMM Community Center
November	Halloween Carnival - Continue	JMM Community Center
November	Carson Women's Club Black & White Ball	JMM Community Center
November	Tri-Carson	CSU Dominguez Hills
November	"Why I Like Carson" Awards Ceremony	JMM Community Center
November	Veterans Day Celebration	Veterans Park
December	Senior Holiday Luncheon	JMM Community Center
December	5,000 Lb Challenge Kick-off	SportsComplex
December	Christmas Tree Lighting	JMM Community Atrium
December	Winter Showcase Toy Drive	JMM Community Center
December	Stroke Center Holiday Party	JMM Community Center



POLICY/PROCEDURE

SUBJECT

SOLICITATION OF
FUNDS FROM LOCAL
BUSINESSES FOR CITY
AND COMMUNITY
PROGRAMS

CATEGORY

CITY COUNCIL POLICY

NUMBER: 1.68

ORIGINAL ISSUE:

New

EFFECTIVE:

CURRENT ISSUE:

1/17/2012

EFFECTIVE:

1/17/2012

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