

RECEIVED

Item No. 5

APR 6 2021

CITY OF SOUTH GATE
OFFICE OF THE CITY MANAGER

8:00am

City of South Gate
CITY COUNCIL

AGENDA BILL

For the Special Meeting of: April 20, 2021
Originating Department: Parks & Recreation

Interim Director: Steve Costley/Int Interim City Manager: Chris Jeffers
Steve Costley Chris Jeffers

SUBJECT: AD HOC PLANNING COMMITTEE FOR THE CITY'S 100TH ANNIVERSARY CELEBRATION

PURPOSE: This item was continued from the regularly scheduled City Council Meeting of March 9, 2021. The purpose of this item is to consider establishing a committee to begin planning the City's 100th Anniversary Celebration.

RECOMMENDED ACTIONS: The City Council will consider adopting a Resolution establishing the "Centennial Celebration Planning Ad Hoc Committee" to begin making plans for the City's upcoming 100th Anniversary Celebration and appointing members to serve on this Ad Hoc Committee; and

- a. Each City Council Member will appoint two community members to serve as Ad Hoc Committee Members, subject to a majority vote of the City Council; and
- b. Appoint the Director of Parks & Recreation and the Management Analyst from the City Manager's Office as the staff liaisons.

FISCAL IMPACT: There is no fiscal impact. Creation of the Ad Hoc Committee does not require any additional funding or commit the City to any expenditures. All proposed costs and expenditures related to the activities of the Ad Hoc Committee and the proposed 100th Anniversary Celebration will first be approved by the City Council.

ALIGNMENT WITH COUNCIL GOALS: This action will support the City Council's goals to Increase Civic Engagement, Encourage Economic Development and Creating Stronger Neighborhoods.

ANALYSIS: The City will have its 100th anniversary of incorporation on January 20, 2023. Most cities that reach this landmark use the event as an opportunity for celebration, to draw attention to achievements of the City since its incorporation, and to look ahead at the potential opportunities that the future may bring. Such celebrations, if properly planned, can improve City spirit and morale, and provide a platform for promoting the "brand" of the City with developers, employers and potential residents.

In order to plan a successful event of this magnitude, a committee of involved and interested community members should begin the planning process at least two years prior to the actual event. More time allows for greater promotional opportunities and greater opportunities to secure sponsors and contributions to reduce the cost of the event to the City. With the current City Council Members being in office for the

next two years, now is an ideal time to establish the planning committee and begin recruiting and appointing interested members.

In checking with area agencies that have also had Centennial Celebrations, staff found that there were a variety of methods used to determine those who planned the events with several agencies using City Employees as essential to the process. Most cities used a combination of City general fund budget along with outside sponsorships to pay for events. Overall, there were several special events planned into most City's celebration but almost all of them used upgraded versions of their regular programs/events to promote the Centennial in their City.

BACKGROUND: South Gate's 100th Anniversary will soon be upon us and considering all the extraordinary changes in our community, this event creates an excellent opportunity to share, promote and celebrate our City's growth and evolution as a leader in the South East Los Angeles region, and as an example of good government. In order to properly plan such a celebration and take best advantage of this unique opportunity, staff is requesting that the City Council authorize the formation of a Centennial Celebration Planning Ad Hoc Committee to assist staff in planning this exciting event.

Staff is recommending that each City Council Member appoint two community members representing local businesses and organizations. This will result in an eleven member committee which appointments will be subject to a majority vote by the entire City Council. Staff will return to the City Council at least quarterly with updates and for approval of plans for the events, event budgets and schedules.

The event will be designed to highlight South Gate's recent achievements as well as its history. Local projects recently completed will hopefully be ready to be the stars of the show. Other local advancements such as the new Community College Campus will also be included as well as future opportunities such as the West Santa Ana Branch Rail Station. Every opportunity to include and promote our local business partners will also be included.

Part of the ceremonies should include the opening of a time capsule buried in front of City Hall as part of the 50th Anniversary Celebration which was intended to be opened and revealed at the 100th Anniversary Celebration in 2023. Sections of the sidewalk will need to be removed to reach the time capsule. The Ad Hoc Committee is also recommended to create and secure a new time capsule to be opened and revealed at the City's 200th Anniversary Celebration, if they wish.

Most importantly, this event should be a celebration of people, family, employees, businesses and organizations. Staff and the Ad Hoc Committee will plan and organize a number of social and recreational events that will bring our community and our residents together to enjoy 100 years of successes and to look forward to an even brighter future in South Gate.

ATTACHMENTS: Proposed Resolution
Centennial Survey

RESOLUTION NO. _____

**CITY OF SOUTH GATE
LOS ANGELES COUNTY, CALIFORNIA**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SOUTH GATE,
CALIFORNIA, ESTABLISHING THE “CENTENNIAL CELEBRATION
PLANNING AD HOC COMMITTEE” TO BEGIN MAKING PLANS FOR
THE CITY’S UPCOMING 100TH ANNIVERSARY CELEBRATION AND
APPOINTING MEMBERS TO SERVE ON THIS AD HOC COMMITTEE**

WHEREAS, the City of South Gate (“City”) was incorporated on January 20, 1923, and January 20, 2023 will mark the City’s 100th Anniversary;

WHEREAS, the City has grown, prospered and become a leader in the South East Los Angeles region over the past 100 years;

WHEREAS, the City has many accomplishments, a colorful history and a bright future to celebrate and which to share with its residents, businesses and surrounding communities;

WHEREAS, the City endorses and encourages the community’s participation and contributions to commemorate this centennial celebration, to recognize its history and honor the various individuals, organizations, schools and businesses that have contributed to the community, making it what it is today and leading it into what it can be in the future; and

WHEREAS, the City Council recognizes that the City’s 100th anniversary milestone is a deserving celebration of people, family, employees, businesses and organizations.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SOUTH GATE DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The City Council does hereby establish the Centennial Celebration Planning Ad Hoc Committee (“Ad Hoc Committee”) comprised of community members, the Director of Parks & Recreation and the Management Analyst from the City Manager’s Office.

SECTION 2. The City Council does hereby charge this Ad Hoc Committee with the planning and execution of an appropriate celebration of the City’s 100th Anniversary; shall identify milestones of South Gate that serve the residents, businesses and organizations, historical buildings, and historical events; shall establish a format for selecting those events that offer the best value, in terms of cost, memorable experience, and widest public interest; and provide regular updates to the City Council. This Ad Hoc Committee is not expected to be the central body to run every event, but to identify community partners to lead and assist in planning, funding, and executing events.

SECTION 3. The City Council does hereby authorize each City Council Member to appoint two community members to serve on this Ad Hoc Committee, subject to a majority vote by the City Council, until such time they are replaced by the appointing City Council Member.

SECTION 4. The City Council does hereby appoint the Director of Parks & Recreation and the Management Analyst from the City Manager’s Office as the City’s staff liaisons assigned to work with the Ad Hoc Committee Members as identified in Exhibit “A” attached hereto.

SECTION 5. This Ad Hoc Committee is a volunteer group of community leaders that will plan and organize events, and motivate residents to participate in the 100th Anniversary Celebration.

SECTION 6. This Ad Hoc Committee shall meet as needed to discuss matters. The Chairperson of this Ad Hoc Committee may call a meeting as necessary.

SECTION 7. This Ad Hoc Committee is effective April 20, 2021, and will terminate on January 31, 2024.

SECTION 8. The City Clerk shall certify to the adoption of this Resolution which shall be effective upon its adoption.

PASSED, APPROVED and ADOPTED this 20th day of April 2021.

CITY OF SOUTH GATE:

By: _____
Al Rios, Mayor

ATTESTED:

By: _____
Carmen Avalos, City Clerk
(SEAL)

APPROVED AS TO FORM:

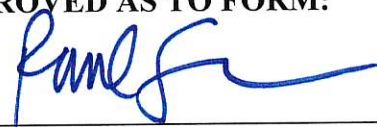
By:  _____
Raul F. Salinas, City Attorney

Exhibit "A"

Centennial Celebration Planning Ad Hoc Committee

Established: April 20, 2021 by Resolution No. 2021- -CC.

City Staff: Director of Parks & Recreation and Management Analyst from the City Manager's Office.

Name: Address: Phone #: Email: Appointed: By: Mayor Al Rios	Name: Address: Phone #: Email: Appointed: By: Mayor Al Rios
Name: Address: Phone #: Email: Appointed: By: Vice Mayor Maria del Pilar Avalos	Name: Address: Phone #: Email: Appointed: By: Vice Mayor Maria del Pilar Avalos
Name: Address: Phone #: Email: Appointed: By: Council Member Maria Davila	Name: Address: Phone #: Email: Appointed: By: Council Member Maria Davila
Name: Address: Phone #: Email: Appointed: By: Council Member Denise Diaz	Name: Address: Phone #: Email: Appointed: By: Council Member Denise Diaz
Name: Address: Phone #: Email: Appointed: By: Council Member Gil Hurtado	Name: Address: Phone #: Email: Appointed: By: Council Member Gil Hurtado

**CITY OF SOUTH GATE
CENTENNIAL CELEBRATION SURVEY OF CITIES**

	CITY OF MONTEBELLO	CITY OF BURBANK	CITY OF EL MONTE
SPECIAL COMMITTEE	Department Heads were the committee.	Residents & employees selected by the Parks & Recreation Director.	Event was held in 2011. Awaiting additional information.
STRUCTURE	Parks & Recreation took the lead.	Parks & Recreation took the lead.	
BUDGET AMOUNT/ FUNDRAISING	City budget, no fundraising.	Some fundraising; sold centennial memorabilia. Had sponsorships for memorabilia items and events.	Had sponsorships.
PROFESSIONAL HELP	All in house.	In house.	
TYPES OF EVENTS	Caravan throughout City. All other events were virtual: opening ceremony, photos of then & now, Mayor's speech.	Tickets were sold for all events, nothing was free. Formal gala with sit down dinner, a choir comprised of employees sang at the events. Social party event moving to different buildings in the City on different days; on the last day held a tea party recognizing a centennial resident.	Virtual events: Family puzzle. Monthly events.

All cities put a historical video or picture slide show on their website. Almost all piggybacked on their regular annual events.

**CITY OF SOUTH GATE
CENTENNIAL CELEBRATION SURVEY OF CITIES**

	CITY OF SANTA ANA	CITY OF GLENDORA	CITY OF EL CAJON
SPECIAL COMMITTEE	The Community Development Director hand picked City employees, 1 or 2 from each City Department.	Consisted of service clubs, schools, colleges, community-based organizations, churches, businesses, and residents, such as South Gate's Azalea Festival, different groups were in charge of events.	The City Council nominated 3 community members and a Council Member was selected as the Chairperson.
STRUCTURE	The Community Development Department took the lead.	The City Manager & Department Heads with subcommittees: Historical; Special Events; Marketing/Promotion/theme; and Sponsorships.	All City Departments helped and the Chairperson of the committee took the lead.
TYPICAL BUDGET/ FUNDRAISING	\$150,000 from the City Council; no fundraising; had sponsorships.	City Budget & sponsorships.	Budget was proposed by Parks & Recreation: \$43K for events and total budget was approximately \$57K. No fundraising.
PROFESSIONAL HELP	In house.	In house.	In house.
TYPES OF EVENTS	Piggybacked on regular City events. Displayed pictures of City's history on their website. Had one major event per month; photo exhibit at museum; 4th of July fireworks (no carnival); breakfast on main street; carnival with fireworks, bands, & dance groups; Blessing of the City at City Hall; Pool Party; Mariachi Festival; 5K; time capsule.	Historical video; newspaper printed City's historical information, old and current pictures, etc.; carnival with bands, dance groups, arts & crafts, etc. Food walk with entrance fee (as the Taste of South Gate).	Musical entertainment; a marketplace; vintage cars for each decade; a reunion of Stock Car Racers from days of the Cajon Speedway. There was kids crafts, pony rides, a petting zoo, a rock climbing wall, and a cowboy boot camp. A special dedication ceremony took place during the Centennial Celebration Kick-Off Event.

**CITY OF SOUTH GATE
CENTENNIAL CELEBRATION SURVEY OF CITIES**

	CITY OF EAST FERRIS	CITY OF EL CERRITOS	CITY OF SAN GABRIEL
SPECIAL COMMITTEE		Awaiting call from the Assistant City Manager.	A Centennial Executive Committee consisted of the City Council, City Manager & community members - total of 8. Subcommittee Chairpersons consisted of department heads & community members - total of 16.
STRUCTURE			Handled by Co-Chairpersons.
TYPICAL BUDGET/ FUNDRAISING	Sponsorships.		Centennial lunch held a year before for fundraising. The amount raised through fundraising is unknown and what was subsidized by the City.
PROFESSIONAL HELP	In house.		In house.
TYPES OF EVENTS	Piggybacked with regular events each month; annual clean-up day, bat house building workshop, heritage painting workshops, annual church picnic, youth coloring design contest, and house lighting decorating contest.		Centennial breakfast; dinner; time capsule and rose float; the City included the Historical Association with the planning of the event.

**CITY OF SOUTH GATE
CENTENNIAL CELEBRATION SURVEY OF CITIES**

	CITY OF TORRANCE	CITY OF LYNWOOD
SPECIAL COMMITTEE	Awaiting a call.	Awaiting email/call back. Lynwood staff thinks Parks & Recreation and Public Relations is handling.
STRUCTURE		
TYPICAL BUDGET/ FUNDRAISING		
PROFESSIONAL HELP		
TYPES OF EVENTS		