



Agenda Item #: \_\_\_\_\_

# Staff Report

## City of Manhattan Beach

**TO:** Honorable Mayor Montgomery and Members of the City Council

**THROUGH:** Richard Thompson, Interim City Manager

**FROM:** Lindy Coe-Juell, Centennial Liaison

**DATE:** November 16, 2010

**SUBJECT:** Centennial Celebration Events Status Report

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### **RECOMMENDATION:**

Staff and the Council Centennial Subcommittee, Mayor Montgomery and Mayor Pro Tem Tell, recommend that the City Council receive and file this status report on the development of the 2012 Centennial celebration events.

### **FISCAL IMPACT:**

The recommendation before the City Council this evening carries no fiscal impact for the City. The Centennial Committee is planning to undertake a private fundraising effort in 2011 to raise the money needed to implement the 2012 Centennial Celebration events.

### **BACKGROUND:**

Earlier this year, the City Council appointed a 10-member Centennial Committee to develop plans for celebrating the City's Centennial in 2012. The Centennial Committee holds regular meetings at 5:00pm on the fourth Monday of each month in the Public Safety Facility Conference Room. To date, the Committee has facilitated the creation of a Centennial theme and logo, established a non-profit foundation for their fundraising efforts, initiated the development of a website ([www.mb100.org](http://www.mb100.org)), sold t-shirts at the Hometown Fair and Pumpkin Races and is developing a plan for offering additional Centennial merchandise. The Committee has also been working to develop an outline for the Centennial celebration events to be held during 2012.

### **DISCUSSION:**

After considering the current calendar of annual community events, gathering input from planning experts and holding multiple iterative planning discussions, the Committee has created a list of Centennial Celebration events with four that are new and unique. These events will be held at locations that showcase the City, include meaningful historical references and provide a range of opportunity for all people interested in the Centennial to participate in the celebration.

Beyond the events unique to the Centennial year, the Committee anticipates that many other annual community events will incorporate a Centennial theme in 2012 (examples could include the Little League Parade, Grand Prix, Manhattan Beach Open Pumpkin Races, etc). Additionally, the Committee plans to create a packet of information that can be used by any organization that would like to hold its own Centennial event.

In the coming months, the Centennial Committee will develop detailed event plans as well as the budget and fundraising plan to support the 2012 celebration events. Establishing the list of 2012 Centennial Celebration events at this time is critical related to the timing of developing budgets, creating a marketing/outreach plan and conducting the fundraising effort. The Committee will return to the City Council at a later date with a budget and fundraising status report.

### Centennial Celebration Events

Date	Event	Overview
January 28, 2012  Saturday	Metlox Kick-Off Party	This ticketed event will be held on and adjacent to the Metlox property (a tented section would likely be placed on 13 <sup>th</sup> street where the Farmer’s Market is held) and will feature cuisine from local restaurants. Historic photography would be displayed at the event and guests may be entertained by a musical performance.
March 2012 (date TBD)	Nostalgia Walk	A nostalgia walk featuring historical sites in Manhattan Beach will be developed building from the walking tours that have already been established by the Historical Society. This walk may be guided by local historians or developed for self-guided tours.
May 2012 (date TBD)	Celebration on the Pier	This community event will feature large framed photographs placed along the Pier forming a virtual timeline with early pictures starting at the base of the Pier and recent pictures at the end. A local band will provide musical entertainment and light refreshments will be served.
July 2012 (date TBD)	Centennial Festival	The Centennial Festival will be held along Valley Drive and the adjacent park and ball fields (similar to the footprint of the Hometown Fair). The festival will include a parade classic cars and community elements surrounding the theme of “100 Years of Manhattan Beach.” An old-fashioned picnic will also take place during the day with food, musical entertainment and family friendly games and activities. A main attraction of the festival will be a Concourse showcasing different classes of cars from woodies to convertibles.
September 2012 (date TBD)	Gala on the Sand	This formal ticketed event will celebrate the 100 <sup>th</sup> Birthday of Manhattan Beach. A tent and formal dining setting will be created on the sand adjacent to the Pier. Black and white photo boards will hang throughout the tent reflecting the history of Manhattan Beach throughout the years. A fine meal will be served in a unique beach setting with musical entertainment and dancing to round out the evening of celebration.
December 9, 2012  Sunday	Fireworks Closing	An expanded fireworks show will showcase the Centennial and close the year of celebration.