



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Montgomery and Members of the City Council

THROUGH: David N. Carmany, City Manager

FROM: Richard Thompson, Community Development Director
Richard Gill, Parks and Recreation Director
Liza Tamura, City Clerk
Lindy Coe-Juell, Part-Time Assistant to the City Manager

DATE: April 19, 2011

SUBJECT: Update on Centennial Celebration Plans Including Proposed Fundraising Activities, Street Pole Banners and Outreach and Awareness Efforts

RECOMMENDATION:

Staff and the Council Centennial Subcommittee, Mayor Montgomery and Mayor Pro Tem Tell, recommend that the City Council:

1. Approve the sale of reserved seating and parking at the events named in this report in order to raise funds for the Centennial,
2. Approve the Centennial Street Pole Banner program, and
3. Receive and File this update on the Centennial Committee's outreach and awareness efforts.

FISCAL IMPACT:

The recommendation before the City Council this evening carries no fiscal impact for the City.

BACKGROUND:

In 2010, the City Council appointed a 10-member resident-volunteer Committee to develop plans for celebrating the City's Centennial in 2012 and tasked them to raise the funds necessary to implement these plans. The Centennial Committee, which is chaired by Mayor Montgomery and Mayor Pro Tem Tell, holds regular public meetings at 5:00pm on the fourth Monday of each month in the Public Safety Facility Conference Room.

Of importance to note, the Centennial Committee formed a non-profit organization in 2010 called the MB Centennial Foundation that is a separate entity from the City to raise the funds needed to host official 2012 Centennial celebration events. The MB Centennial Foundation has committed through its record of incorporation to invest any excess funds raised back into the community through other Manhattan Beach non-profit organizations.

The Centennial Committee is currently soliciting corporate sponsors, accepting individual donations, implementing fundraising activities, developing the details for the 2012 celebration event plans and conducting an outreach and awareness campaign. More information about the

Centennial Committee, including the 2012 list of official celebration events, how to donate, how to volunteer for the Centennial and how to organize a Centennial event is available at www.mb100.org.

DISCUSSION:

Reserved Seats and Parking to Raise Funds for the Centennial

A key component of the assignment to the Centennial Committee is to raise the funds that will be needed to hold the official celebration events in 2012. The target budget for the events in 2012 is \$500,000 based on a preliminary review by Committee members. Committee members and staff have also gathered information from other cities that recently celebrated their Centennial, such as Huntington Beach, for budget and event cost comparison and found the projection of \$500,000 to be in line with their experience. The ultimate detailed plans for the 2012 celebration events and the associated budget will be adjusted based on the results of the Committee's fundraising activities. The Committee has been working to raise funds by seeking corporate sponsors, selling Centennial merchandise and creating a plan to sell reserved seats and parking at three events in 2011.

The sale of reserved seats and parking are planned to be offered at the 2011 summer Concerts in the Park series, Manhattan Beach Open and December Fireworks. Part of the appeal of this plan is that it takes advantage of currently scheduled City events to raise funds for a once in a lifetime occasion—the Manhattan Beach Centennial—without adding additional fundraising events, their associated costs and inconveniences to the community.

The 2011 Summer Concert series at Polliwog Park (11 concerts in total) will begin on Sunday, June 26th and be held each following Sunday through the summer with the last concert on September 4th. The Parks and Recreation Department manages the Summer Concerts program and has been involved with Centennial Committee in helping to develop the reserved seating and parking plan.

The number of reserved spaces to be offered will be limited to 52 at each concert in three rows of the terraced seating area (see seating map – attachment 1). These reserved seating spaces are 6.5' squared and will accommodate 4-6 people. Only the spaces of those 52 offered that sell in advance of each particular concert will be reserved, the others will be open for first-come, first-taken seating. Each reserved space will be offered for sale through the Centennial website at \$100 per concert and will come with a reserved parking space. Up to 50 reserved parking spaces will also be offered separately from the seating for \$50 per space, per concert. Parks and Recreation is working out the details of the location of the parking spaces which may be accommodated on Manhattan Beach Boulevard, at the Creative Arts Center, or in the parking lot at Begg Field.

In total, if all 52 reserved seats and 50 parking spaces are sold at each of the 11 concerts, the potential funds raised would be \$84,700 [(\$100 x 52 x 11 = \$57,200) + (\$50 x 50 x 11 = \$27,500)]. However, the Centennial Committee and staff believe that in order to realize this fundraising potential the Committee must conduct a swift campaign of advertising and outreach.

The other two events that hold potential for sales of reserved seating and parking are the 2011 Manhattan Beach Open volleyball tournament tentatively scheduled for August 26-28 and the December 11th Fireworks show. The Centennial Committee and the Parks and Recreation Department have begun to develop initial plans for offering seats and parking at these two events, and the details will be worked out in the coming weeks. As an overview, approximately 30

courtside seats and parking may be offered at the men's and women's championship MBO games for approximately \$50 each for a total potential of \$3,000 funds raised for the Centennial (60 seats between the two games x \$50 = \$3,000). For the Fireworks show, reserved seating spaces could be offered on Manhattan Beach Boulevard between Ocean and the Strand. The number of spaces and sales price are still to be determined, however, this event has the potential to raise approximately \$8,000.

Centennial Street Pole Banners

As a part of their awareness and outreach campaign, the Centennial Committee has developed a street pole banner design and program for the banners to be hung in City approved locations throughout Manhattan Beach in order to raise awareness and generate excitement about the upcoming Centennial. The banners will also serve the purpose of raising funds through sponsorship advertisement. The banners will be produced and installed by the Centennial Committee at no cost to the City.

By way of background, in September 1997 the City approved the locations where street pole banners may hang (see Citywide Banner map – attachment 2). In recent years, there were four seasonal street pole banner designs that were installed throughout the year in those approved locations. Three years ago, due to budget constraints the program was reduced to one set of banners that have a holiday theme and are hung just prior to the Open House in mid-November and displayed through December.

The Centennial street pole banners will be located on 27 poles in the downtown, on and adjacent to Manhattan Beach Boulevard between the Strand and Valley Drive, and will also be hung in 57 approved locations along Sepulveda Boulevard. These banners are proposed to be hung after the 4th of July weekend this summer (2011), taken down prior to the holiday banners going up in mid-November, and will go back up in January 2012 for duration of the Centennial year. The design of the Centennial street pole banners (see attachment 3) features a simplified version of the original Centennial Logo, created by the winning artist, on one side of the banner and the mb100 website graphic on the other side. The mb100 graphic has been developed by the Centennial Committee and will be used on various materials to promote and advertise the Centennial website.

The Centennial street pole banner program also allows for a sponsorship advertising and fundraising opportunity. The Centennial Committee will offer local businesses and organizations the opportunity to purchase sponsorship space on the banners. Their company name or logo will be displayed at the bottom of the banner. The sponsorship cost for the banners will be \$1,000 for downtown locations and \$500 for Sepulveda. The banners and the associated sponsorship advertising will be sold on a first response basis with the option of locating close to the business that purchased the banner if that space is available. The overall fundraising potential from the street pole banner program is approximately \$55,500 (27 x \$1,000 = \$27,000) + (57 x \$500 = \$28,500) minus the cost for production and installation that is projected to be approximately \$15,000.

Centennial Outreach and Awareness Campaign

The Centennial Committee has started, and will continue, to raise awareness about the Centennial with an outreach campaign to local organizations, businesses, and schools. The Committee is working with local businesses that will help to promote the Centennial programs through the


distribution of postcards and flyers, with display of Centennial materials in their stores and through email notification to their customers. The Committee will also continue its outreach to community organizations, clubs and schools through in-person presentations and mailed letters. Part of the outreach to these groups will include promoting the idea for each individual organization to hold its own event to celebrate the Centennial in 2012. There is currently an application on the Centennial website that allows an organization to submit a description of their event for review and recognition by the Centennial Committee including being listed on the Centennial website calendar of events.

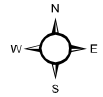
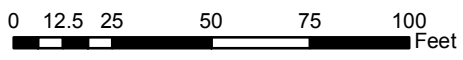
City Staff also plan to support the outreach and awareness campaign for the Centennial through several methods including having the Centennial logo appear on all City email as a part of the signature line, applying a Centennial logo decal to City vehicles, promoting Centennial programs and events in Manhappenings, sending notice of Centennial programs and events through e-notification, promoting Centennial events and programs as notices in the utility bills and creating Centennial displays in the Parks and Recreation display cases.

CONCLUSION:

The City Council Subcommittee, the Centennial Sub-Committee and City Staff recommend that the City Council approve the reserved seats fundraising program, the street pole banner program and endorse the outreach and awareness campaign. This approval and endorsement will allow the Centennial Committee to move forward with their assignment of raising funds to pay for the Centennial events in 2012 and will help to create a wonderful celebration for the entire community that will mark this very special – once in a lifetime – occasion...the Manhattan Beach Centennial.



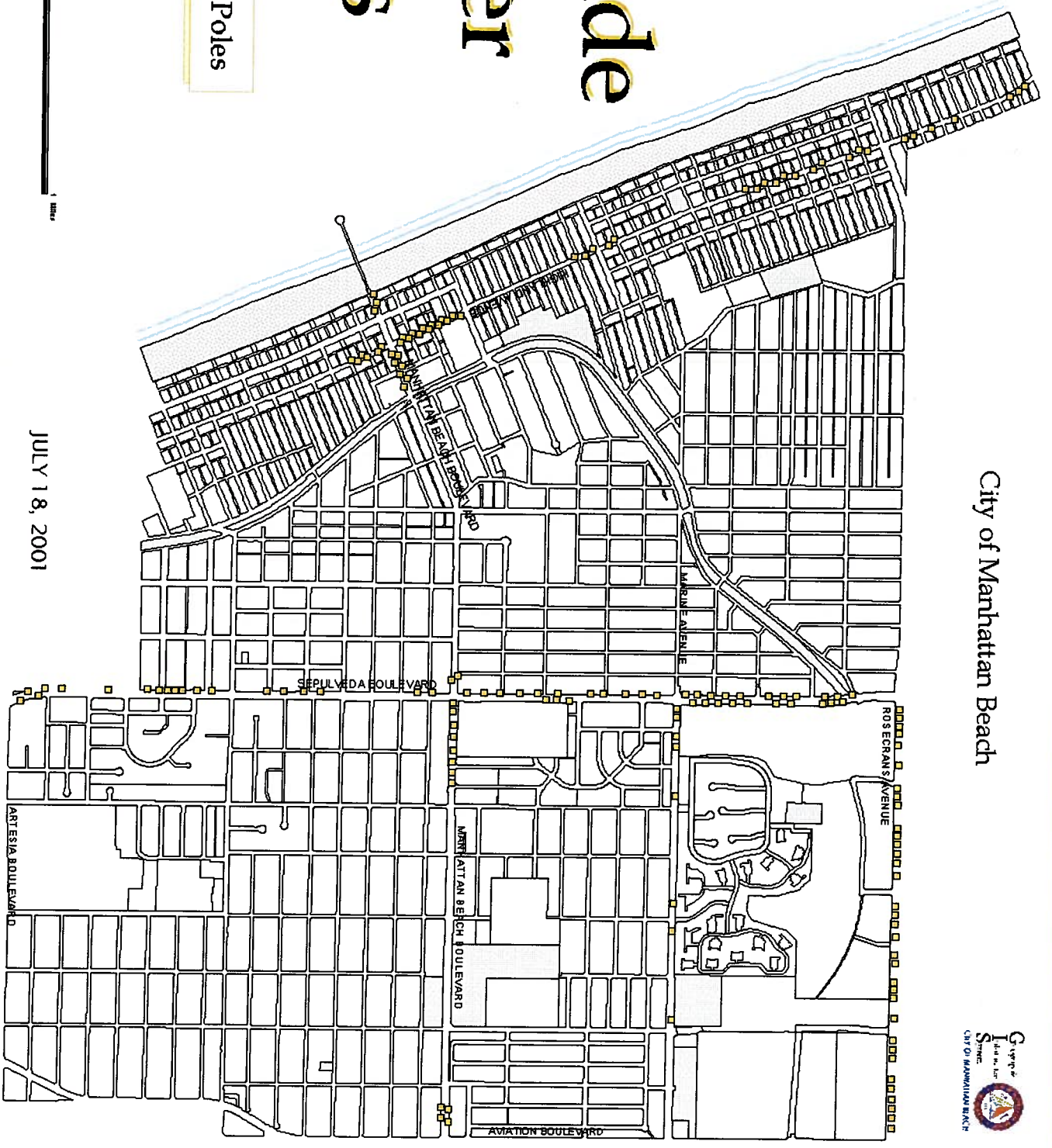
 = 6.5' x 6.5'
Total = 52 spaces





Citywide Banner Poles

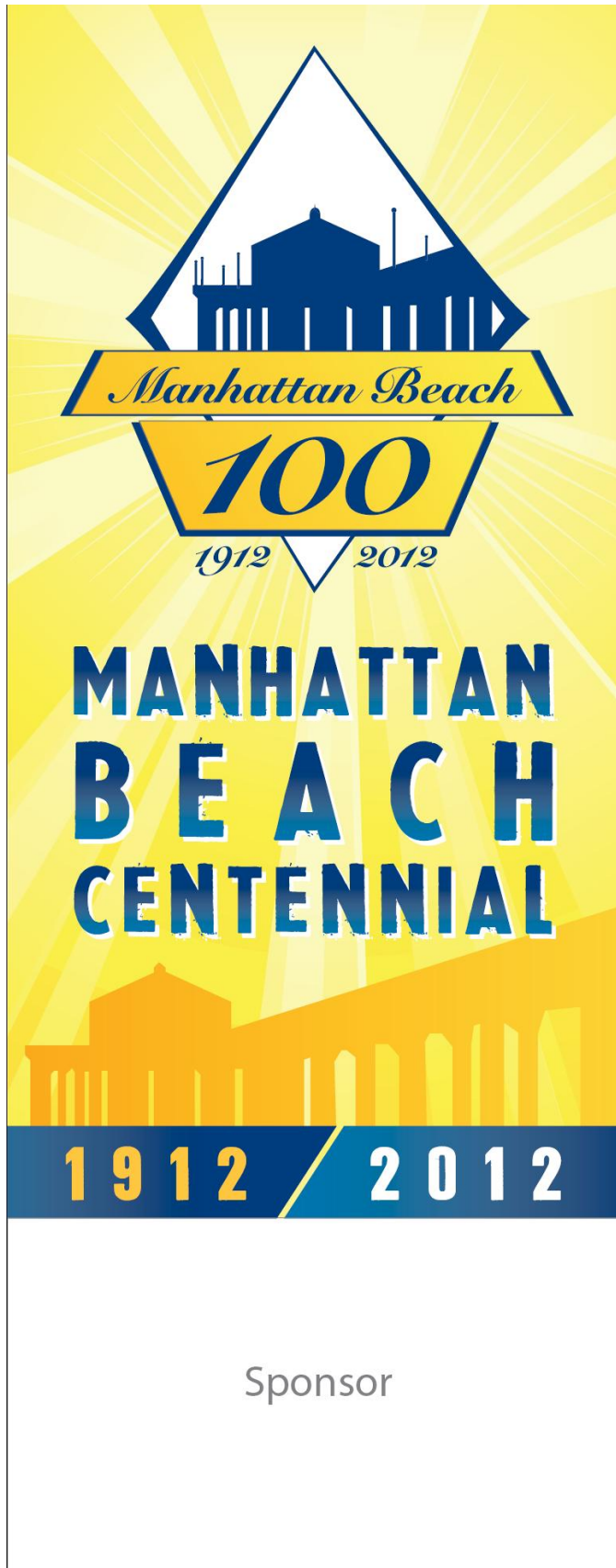
■ 160 Banner Poles



JULY 18, 2001

Centennial Street Pole Banner Design

Side 1



Side 2

