



staff report

TO: Honorable Mayor and Members of the City Council

ATTENTION: Jeffrey L. Stewart, City Manager

FROM: P.J. Mellana, Director of Parks and Recreation

SUBJECT: Consideration and possible action to approve the proposed 2017 Special Events Schedule and Conceptual Plan for the City's 60th Anniversary Event and direct staff to prepare the necessary budget amendment.

DATE: December 12, 2016

EXECUTIVE SUMMARY

In consideration of 2017 being the City of Bellflower's 60th anniversary of incorporation, staff has developed a schedule of special events and a proposed conceptual plan for an anniversary event for the City Council to consider.

RECOMMENDATION TO CITY COUNCIL

- 1) Approve the proposed 2017 Special Events Schedule and Conceptual Plan for the City's 60th Anniversary Event and direct staff to prepare the necessary budget amendment; or
- 2) Alternatively, discuss and take other action related to this item.

FISCAL IMPACT

For the current fiscal year 2016-2017, staff is requesting that \$7,750 be added for one Streetfest to take place prior to July 1, 2017. This cost will be offset in the subsequent fiscal cycle of 2017-2019 with one less Streetfest to account for as a result of the 2017 special events calendar adjustment.

Additionally, the current fiscal year 2016-2017 has approximately \$25,000 budgeted for the 60th Anniversary Event. Should City Council approve the proposed schedule, staff is requesting this amount to be reduced to \$5,000 in the current fiscal year and these funds will be used for boulevard banners and marketing; the remaining \$20,000 would then be moved to the 2017-2018 budget request with the event proposed for October of that year.

DISCUSSION

- 1) **2017 Special Events Schedule** - The proposed schedule provides the City's typical eight consecutive weeks of special events during the summer, alternating between the popular Movie Night and Streetfest events. Due to the 4th of July holiday falling on a Tuesday in 2017, staff proposes beginning the events the week prior to 4th of July week, which is a change from the past few years. Starting times for all summer events will be 6:30 p.m. Movie Nights will be scheduled on the Fridays when City Hall is open and Streetfest events will be scheduled on the Thursdays preceding City Hall closures on Fridays.

Staff is proposing for the City to offer the 60th Anniversary Event on Saturday, October 14 on the day that has traditionally been recognized as the City's birthday in the past, also known as Liberty Day. The tentative event time would be from 4:00 to 8:00 p.m. on that date.

In the schedule below, I've also provided a few other key events that are taking place throughout 2017 to provide a big picture overview of the year.

Below is the recommended 2017 Special Events Schedule:

- a. Thursday, February 9, 2017 – BRAVO Awards
- b. Thursday, February 23, 2017 – State of the City
- c. Tuesday, March 7, 2017 - Election
- d. Monday, April 10, 2017 – City Council Oath-of-Office Ceremony and Reorganization
- e. Monday, April 24, 2017 – Outgoing Mayor's Ceremony
- f. Thursday, May 18, 2017 – Volunteer Recognition Event (tentative date)
- g. Saturday, May 20, 2017 – Community Shredding Event (tentative date)
- h. Thursday, June 29, 2017 – Streetfest
- i. Friday, July 7, 2017 – Movie Night
- j. Thursday, July 13, 2017 – Streetfest
- k. Friday, July 21, 2017 – Movie Night
- l. Thursday, July 27, 2017 – Streetfest
- m. Friday, August 4, 2017 – Movie Night
- n. Thursday, August 10, 2017 - Streetfest
- o. Friday, August 18, 2017 – Movie Night
- p. Saturday, October 7, 2017 – Car Show (tentative)
- q. Tuesday, October 10, 2017 – Mayor's Prayer Breakfast
- r. Thursday, October 12, 2017 – Joint Service Club Luncheon
- s. Saturday, October 14, 2017 – Bellflower's 60th Anniversary Event
- t. Date TBD (Late 2017) – Events Center and Fire Museum Grand Opening
- u. Friday, December 1, 2017 – Tree Lighting Ceremony

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2) **60th Anniversary Event Conceptual Plan** – Staff is proposing an enhanced version of our Streetfest events to take place on Saturday, October 14, 2017, between the hours of 4:00 and 8:00 p.m. Bellflower Boulevard would be shut down from Flower Street to Oak Street for the festivities. In addition to the typical Streetfest activities, below are the enhancements that would take place:

a. **Entertainment** - Two bands would be scheduled as opposed to one. The first performance would be either a Beatles, Beach Boys, or Everly Brothers cover band and then we would close with an 80's themed cover band. Richard Blade, 80's radio legend, would be in attendance for photos and autographs, and possibly provide some DJ services during the transition of bands. By far the Streetfest "80's Night" has been the most popular and well attended events over the past several years, so we want to leverage that success with this event.

Either the Laker Girls or Rams Cheerleaders would be in attendance for photos and autographs as well, which has been another popular attraction at events over the past several years.

b. **Cake Cutting Ceremony** – During the transition of bands, a birthday cake cutting ceremony would be conducted with a few remarks from the Mayor and cupcakes and punch would be provided to attendees while supplies last.

c. **Family Fun Zone** – In addition to the typical arts/crafts areas and the B.R.I.M. program, a Family Fun Zone would be offered as activities and entertainment for children and families to participate. This area would include inflatable obstacle courses, sports games, rock climbing, game truck, etc.

d. **Food and Eating Area** – Food vendors and possibly food trucks will be available and an area with extra "picnic" tables will be provided for attendees to sit down on the boulevard, relax, and enjoy their food.

e. **Marketing** – The event will be marketed throughout the year in all three Parks and Recreation seasonal brochures, and postcard invites will be mailed out to residents a few weeks prior to the event. Additionally, commemorative 60th Anniversary pins will be distributed at events throughout the year and 60th Anniversary street pole banners will be displayed along Bellflower Boulevard throughout the year.