


**City of Yuba City
Administration
Staff Report**

Date: November 7, 2006
To: Honorable Mayor and Members of the City Council
From: Steven Jepsen, City Manager 

Summary

Subject: Yuba City Centennial Celebration

Recommendation: Staff recommends that to form a Yuba City Centennial Celebration Steering Committee the City Council solicit interest from Yuba City residents for serving on such a committee. The Mayor and the Vice Mayor shall forward names for City Council consideration in forming this committee at the December 5 or 19, 2006 meeting.

Alternative:

1. The Yuba City Centennial Celebration Steering Committee could be formed by each Councilmember recommending two individuals to serve on such a committee.
2. Request that the Sutter County Historical Museum take the lead on the Centennial Celebration.

Fiscal Impact: It is assumed that the Yuba City Centennial Celebration Steering Committee will require some level of seed funding to pay up front costs for printing, materials and advertising. It is anticipated that fundraising will be an important aspect of the event planning and the size and scope of the celebration efforts.

Additional funding for special projects, such as a local history book, would be pending recommendations from the Committee. It is estimated \$6,000 seed money be budgeted in support of the Steering Committee's work.

Details

Background:

City staff was contacted by Julie Stark with the Sutter County Museum regarding City plans for a community centennial celebration in 2008, to recognize the founding of Yuba City on the banks of the Feather River in 1908. It was further suggested that the City

may wish to sponsor a committee to plan for this event and possibly assist the museum with the funding of a book to document Yuba City's history. There are many important elements in providing for a successful community centennial celebration as outlined below.

1. Start early
2. Form a Steering Committee – select chair
3. Frame goals and themes
4. Plan the events and activities
5. Pursue fundraising possibilities
6. Develop and conduct a publicity program

A more detailed discussion of these elements is attached to this report for information, along with event ideas provided by Mr. William Fuller.

The most important of these work program elements is the selection of the Steering Committee members and a committed energetic chairperson to help lead the effort. It is important that the effort to form the Steering Committee and planning move forward as soon as possible. The community has very limited time to determine the support events for the Centennial Celebration and establish a community calendar to coordinate events. The size and scope of the Centennial Celebration would mirror the level of support provided by the community.

Additional participation from various community groups and/or agencies should include: the Sutter County Historical Museum, Chamber of Commerce, School District, and various churches and civic organizations.

It is proposed that the Yuba City Centennial Celebration Steering Committee not include any City Councilmembers. This will allow the Steering Committee to schedule meetings as necessary to advance the various elements of the planning work.

SJ:cw

PLANNING AND PRODUCING A COMMUNITY CENTENNIAL CELEBRATION

The planning and coordination of a community Centennial Celebration is a large effort that requires a significant amount of time. It is important to find an organization and/or individuals in the community that can bring forth the energy and commitment to make such a celebration a success. In addition, it will be necessary to identify community resources to forward such an effort and to pay for the staging of the special community events or projects.

The local Historical Society could play a major role in developing and producing Yuba City's centennial celebration. The following information discusses the various aspects of coordinating a major community celebration such as a Centennial Celebration.

Start Early

A community centennial requires a head start of at least two years. The necessary fundraising for seed money takes more time than you think it will. Organizing committees and getting them moving is often a matter of overcoming inertia ("A body at rest tends to stay at rest"). Effective publicity programs require long lead times to produce materials and to get them into the hands of the media in time to meet deadlines which can be as much as months in advance of dates of publication.

Bill Fuller has already been thinking along these lines. Attached is his list of Possible Projects and sponsorship ideas.

Form a Steering Committee

A good steering committee and energetic working committees are essential to a successful major event. The steering committee for a community celebration needs to have representation from all areas of the community. Local government, schools, senior citizens, civic organizations, hospitals, the chamber of commerce, and churches should all participate in some way.

On the other hand, a steering committee should not be too large in number. A committee of more than twenty-five members can become unwieldy, twelve to fifteen members would be a more workable group. As the steering committee is being formed, select an enthusiastic chairperson capable of guiding and motivating the group and delegating responsibility. This person will be the key player in the game. It is essential that he or she be fully committed to the task, prepared to see it through to its conclusion.

Frame Goals and Themes

First priority of the steering committee must be to establish the overall goal or goals of a celebration or special event. A goal of educating the public might call for a publication,

whereas a goal of including everyone in the community in the celebration might indicate a parade or picnic. Examples of community goals for a centennial celebration are shown below:

Example of Goals for a Centennial Celebration

1. Increase community awareness of community heritage.
2. Increase the public's awareness of what is available in our community merchants, schools, cultural activities, etc.
3. Update school materials on local history.
4. Publish a new local history.
5. Plan activities that will interest all age groups and income levels. Involve as many people as possible in events so as to augment hometown pride.

Naming a Theme

Naming a theme is often an essential step in tying together all of the elements of a celebration. Singularly, a logo is often useful in identifying components of a major event.

The theme should be specific, such as: "YUBA CITY - A Century of Hometown Pride." This tells the public exactly what the celebration is all about. A theme or logo should be used on all publicity. Whenever it is seen, people will be reminded of the celebration.

Plan the Events and Activities

Select from the myriad possibilities events and activities that will complement the chosen goals. Ask the organizers of existing annual events in your community to adopt your theme for one year. For example, annual Independence Day parades and fireworks displays can fit right into a centennial celebration, as can an annual tour of homes. Both of these types of programs can be integrated into the centennial celebration.

It is important that the interpretation of history is given a primary role. What is unique about our community or civic organizations? Is your event going to commemorate a specific date or anniversary? Has there been a historic first in our community? Who are the famous person(s) in our local history? Do we have well known products or services in our area? First families can provide interesting characters to portray in a special event or celebration, and interesting architecture can make historic buildings, churches and homes focal points. Our community has its own unique combination of personalities, events, and local traditions to draw upon. We need to use them in our planning.

The celebration should be entertaining as well as educational. Events should get the public to really feel history through theatrics, reenactments, and first-hand experiences

such as dressing up. Possibly hosting a centennial pageant or a musical salute to the community.

Set up Subcommittees and Enlist Recruits

Each activity or event in the celebration requires a subcommittee. Each subcommittee needs to have a chairperson. Ideally, each subcommittee chairperson will be a member of the steering committee. An example of a subcommittee structure is provided in Table A at the top of the next page.

A large community-wide celebration requires a public meeting so that all members of the community have an opportunity to get involved if they would like to. The overall plan should be presented to the community at the meeting and, then, the meeting should be broken up into subcommittee interest groups. Those in attendance can select the area in which they would like to work.

Each subcommittee could gather community volunteers who would have ownership in the individual events. The subcommittees worked independently of the other subcommittees for the most part (except for publicity and funding), keeping the steering committee apprised of its actions through its chairperson.

The cultural exhibit subcommittee can work with many of the community's clubs and organizations to mount exhibits of their histories to complement the community exhibit material contributed by the historical society.

Centennial Commission Steering Committee

_____ Chairperson(s)

Subcommittees

- Fundraising
- Publicity and promotions
- School and youth involvement
- Parade
- Physical Arrangements
- Special; event coordination/calendaring of events
- Centennial dance and/or banquet
- Cultural exhibits
- Hometown pride week
- Theatrical Productions

Pursue Fundraising Possibilities

A community event usually requires fundraising. Once the activities have been selected and the subcommittees formed, a budget should be established. What will each of the planned activities cost? Each subcommittee submits its estimate, including any notation of possible revenue sources such as admission charges that may partially or wholly offset

the planned expenses. The resulting figures give the steering committee and the fundraising and finance committee an approximation of the total amount needed.

Fundraising for community events can take many forms: going after grants from corporate entities with an interest in the community, making appeals for donations from individuals, admission charges, sales of souvenirs, charges to concessionaires, sales of advertising in printed programs. For a community-wide event, it is a good idea to make it possible for everyone in the community to contribute if they would like to. It is important to keep in mind that people give to get something in return--their names in a program as patrons or sponsors, or tickets to a particular event.

For a Centennial Celebration, the steering and fundraising committees will likely need to be given an initial planning grant from the City. Other fundraising ideas could include:

Printing copies of a program book to be used throughout the centennial and distributed free of charge to attendees. The fundraising committee could sell advertising in the program book to companies doing business in the area.

Determine the number of items that might be sold as souvenirs and obtain advice from the most likely market. The fundraising logo could be imprinted onto t-shirts, sweat shirts, and baseball caps.

Also, sponsorships could be solicited from businesses and individuals in the community. Contributors could be given a centennial decal they could place in their shop or car window.

Conduct a Publicity Program

Audiences do not automatically show up, no matter how well the event is planned. Publicity is always an important ingredient in the success of any type of program. Local media need to be utilized to their fullest potential. It does not hurt to have a newspaper editor or a radio or television station manager on the steering committee.

The publicity subcommittee should establish which facets of the program are to be publicized, how they are to be publicized, and when. This is extremely important as media deadlines are almost always earlier than one would think, and it almost always takes longer to gather and arrange the necessary information than expected.

The publicity committee should expect to prepare customary press releases, public service announcements, and displays in merchants' windows.

The publicity committee should schedule interviews for the chairperson of the steering committee, the director of the various events, and the author of the new history book, with the local cable television station.

The committee should also see that relevant items about the observance are placed with newsletters of organizations of all types in the community including those of the Kiwanis Club, PTA, hospitals, and city employees.

The City could arrange to have centennial banners hung all around the city.

Document the Hard Work and Wrap It Up

Historical organizations know the importance of collecting the ingredients of a celebration and finding a proper repository for them. Important things to save are photographs, videotapes, minutes, correspondence, clippings, and souvenir items. Good records will influence future projects and set a precedent for organization of future events.

Thanking all of the participants is a warm way to conclude a celebration. An expression of gratitude for a job well done should go to the individuals who contributed to the program's success. Public acknowledgment, such as a letter to the editor in the local paper, should be made of the services rendered by both individuals and city departments.

And finally, get the whole steering committee together to congratulate each other and celebration the success of the centennial work efforts.

Possible Projects by Other City Departments & Community

1. Parks & Recreation Department produces a brochure regarding a tour of community trees – the best examples of the different varieties and “heritage” trees.
2. Parks & Recreation Department plants 100 trees as part of the annual Arbor Day observance.
3. Open House tours of City facilities
4. Recognition of Town Council’s decision to create City Water Works and the subsequent 100 years of City Water system.
5. City-sponsored clean-up of the west Feather River riverbottoms and levee.
6. Develop a “Leave Your Legacy” wish list catalog where people can donate benches, picnic tables, park amenities, trees, public art, etc. Become a sponsor to the Dog Park. Donate heritage/nature signage for placement on the levee bike trail. Donate towards West Feather River habitat restoration. Use the theme: Leave a lasting message and memory for the next generation of Yuba City residents, just as we have been blessed by those who settled YC.
7. Conduct a YC Heritage Art Contest with art to be displayed in City and community facilities and on the City budget.
8. Develop a **Community Centennial Project** and hold fund-raisers to pay for it. Have the Friends of Yuba City Parks & Recreation Foundation sponsor a Centennial Golf Tournament. Sell sponsorship brick to fund the creation of a Centennial Plaza at the new Aquatics Facility in Gauche Park.
9. Conduct a Historic Home Tour of historic homes (i.e., Second Street/B Street/C Street & and others) and hold a Heritage High Tea at one of the homes.
10. Produce a Historical Walking Tour Guide .
11. Hold the Cultural Celebration with a Centennial theme. Hold Taste of Yuba City to highlight the various cultures that make up the Yuba City area.
12. Create a community rose garden with the planting of 100 donated rose bushes at a City or County facility. Could be done in coordination with the Sutter Buttes Garden Club.
13. Conduct a Historic YC Photo Contest.

14. Hold a Rubber Ducky Race on the Feather River with proceeds going to support local athletic programs at Yuba City High School and River Valley High School. Work in conjunction with the YCUSD.
15. Hold a Centennial Parade down Plumas Street ending at the Town Center with a Centennial Day Celebration. The theme could be "Turn Back The Clock", with people dressed like turn of the century, period music, carriage rides, trolley bus rides, etc. End the day's event with fireworks. Sponsor an antique car, tractor and truck show in the Town Center area, and include them in the parade
16. Have the YC Senior Center create a Centennial Memory Book where community residents, especially our senior residents, can write a letter about their life in YC and the way things were. What made YC a great place to live? Describe a special event that took place in YC?
17. Sponsor local history-themed murals being painted around town on the walls of local buildings.
18. Hold music concerts throughout the Spring, Summer, and Fall. Sponsor a classic car show as part of one of the concerts.
19. Develop a historic guide to the YC Cemetery to highlight the lives of YC's founding fathers and mothers. Fund aesthetic enhancements to the YC Cemetery.
20. Ask for donations of photos of YC's historic past: schools, community life, local businesses, personalities, events, transportation modes, churches, etc. for display and preservation.
21. Have the Sister Cities Association coordinate their annual exchange program to highlight and involve Japanese students and visitors.
22. Host a leadership/community visioning event with speakers who will challenge local government and business leaders to take steps to set the groundwork for the next 100 years. Event could be co-hosted/sponsored by the City, the Yuba-Sutter Chamber of Commerce, the Bi-County Economic Development Corporation, or other community organizations.
23. Put together a community time capsule to be opened at sometime in the future.
24. Create a traveling YC Centennial exhibit that can be taken to community events for display, such as at the Summer Stroll, Christmas Stroll, the Tomato Festival, Community Heritage Day at the Mall, the County's State Fair exhibit, etc.

25. Create a Centennial logo that can be used as a linkage to all sponsored events and on City vehicles and City stationery and mailings. Create a theme/statement that can be used with the logo, such as “ A Century of Community Pride & Spirit” or similar theme. Create commemorative T-shirts to be sold at community events and pre-sale order. Create a commemorative Centennial pins with proceeds going to fund Centennial activities.
26. Use the Centennial as a way to involve local businesses and community organizations in sponsorships/partnerships/buy-ins to establish the “roots” for involving them in future problem-solving/community-building events in the future. Take opportunities to “highlight” the history and contribution of local businesses in the growth and development of YC. Consider working with a book publisher to create a history of YC within which local businesses could purchase pages to highlight the history of their firms and their contributions to the area.
27. Each City Department should compile and produce a history of their department that can be distributed to the public and displayed on the City & Department website.
28. Sponsor the compiling of a Centennial Cookbook.
29. Develop a 2008 Centennial Yuba City calendar using historic photographs of the area and highlight historic dates on the calendar (i.e., first water works approved, Gauche Park dedicated, etc. Proceeds to go towards **Community Centennial Project**.
30. Have the Senior Center create Centennial quilts to be sold off with proceeds going to support activities at the Senior Center.
31. Encourage local businesses and community organizations to join in the Centennial Celebration sponsorship. The Chamber of Commerce could partner with the City on the Centennial celebration by handling business’s involvement/highlighting the history and community commitment/involvement of local businesses.
32. School District could run an essay contest with the theme of Yuba City – Past, Present & Future. The winners could place their essays in a time capsule that the City could make a part of the new City Aquatics Facility.
- 33.