

**REPORT TO PIEDMONT CITY COUNCIL
BY THE PIEDMONT CENTENNIAL COMMITTEE
April 21, 2008**

I. Introduction.

The Piedmont Centennial Committee was charged with the task of organizing and implementing the celebration of the City of Piedmont's centennial. The Committee started its planning in April, 2005 and continued its work until March, 2008. The Committee coordinated its activities with many other organizations and groups including the Piedmont 4th of July, CIP and Harvest Festival committees, PAAC, Piedmont Historical Society, and Piedmont League of Women Voters.

The celebration included all Piedmonters and appealed to a broad cross-section of the community. Events took place throughout the city.

II. Review of Centennial Events.

January 31	Centennial Luncheon Passport to History Trail Opening 100 Year Rave Birthday Party Laser Light Show with music by Stephen Main
April 28	Walking Tour-Artistic Piedmont
May 12	Walking Tour-Cottages and Castles
June 2	Bagpipe Tattoo, Community Photo and 100 Ft Birthday Cake
June	Alameda County Fair Parade
July 4	4 th of July Parade and Celebration
August 25	Concert in the Quarry
September 22	Walking Tour-Wildwood and the Highlands
September 23	Oakland Avenue Bridge Lighting and Autumn Moon Festival
September 29	Harvest Festival
October 7	Tea in the Teahouse
October 20	Walking Tour-Mt. View Cemetery

Nov. 3-Dec. 16 Footloose in Arcadia Art Exhibit
 December 9 Centennial Vase Tour
 February 10, 2008 Sale of the Century

Other accomplishments:

City-wide mailing of Centennial calendar
 Creation of Centennial logos
 Creation of Centennial website
 Centennial banners
 Creation of historical kiosk for Piedmont schools
 Creation and production of Centennial badges for Piedmont police and fire personnel
 Recognition of native sons and daughters
 Assisted with Art Is Education Month celebration
 Award of centennial gifts and special ribbons at Harvest Festival
 Constructed Centennial float for parades
 Publication of Then & Now photos in the Piedmont Post
 Sale of Centennial merchandise
 Publication of Cottages and Castles by Ann Swift
 Recognition of Centennial homes
 Creation of Centennial video
 Supported Song for a Centennial

III. Financial Report.

We worked hard to meet the goal of covering our expenses and delivered 80% of the overall costs. A spreadsheet showing the details of centennial expenses is attached. The following is a synopsis.

Funding Provided by City	\$ 132,000
Income from Centennial events, sales, donations	<u>\$ 209,099</u>
Revenue Sub-total	\$ 341,099
Expenses	\$ 426,888
Balance	\$ (85,789)

The Centennial Committee **raised \$78,000 for the History Trail & Grotto Restoration Project**, a public/private partnership to celebrate the centennial. The restoration of the springs grotto had been part of the city's master plan for Piedmont Park and is a permanent improvement which will be enjoyed for years to come. The addition of interpretive markers makes the park's history accessible to all who visit there.

In addition, over the course of the centennial year more **than 75 individual donors contributed a total of \$21,873** to help defray the cost of the city's celebrations.

Corporate gifts totaled an additional \$10,500.

The Centennial Committee selected a variety of memorabilia which was sold throughout the year. Due to lower than anticipated sales on several items, the memorabilia is expected to break even but not to make a profit.

Although *Cottages & Castles* currently shows a negative fund balance, it is expected to generate a positive revenue flow in calendar year 2008 and 2009, eventually contributing \$5-10,000 to offset the centennial expenses.

The brass house markers for centennial homes will break even by June 2008.

Staff estimates that more than **6,000 members of the community have attended one or more of the centennial events.**

The total centennial deficit as of April 15, 2008 is \$85,789 or approximately \$7.80 per resident. As explained above, some revenue will continue to be generated over the next 12-18 months to reduce this shortfall.

IV. Recommendations for Future Activities.

Based on positive community response to the Centennial events, the committee recommends that the following be implemented by the City:

1. Use the banner hardware for the display of new banners.
2. Arrange for the display of public art.
3. Continue historical walking tours.
4. Hold *Concert in the Quarry* on an annual basis.
5. Extend the necklace of lights on the Oakland Avenue Bridge.
6. Repeat the *Passport to History* program for school children.

V. Conclusion.

As documented in our centennial video, we believe that Piedmont had a wonderful year. The events not only celebrated Piedmont's history, they united the residents in a celebration of our community.

Respectfully Submitted,

Michael Bruck, Chair
Billy Allen
Mary Ann Benson
Gail Lombardi
Susan Hill
Jukka Valkonen

Michael Koved
Nancy Lehrkind
Terry London
Shirley Price
Karen Sullivan

Piedmont Centennial Budget

4/15/2008

	Expense	Amount	Income	Amount
Jan 31 - Centennial Luncheon	Invitation		Ticket Sales	\$ 25,919
	Design	\$ 1,480	Floral arrangement sales	\$ 220
	Printing	\$ 6,672	Apron sales	\$ 200
	Postage	\$ 1,497	Donations	\$ 8,450
	Sub-Total	\$ 9,649		
	Catering	\$ 11,500		
	Music & piano	\$ 900		
	Floral arrangements	\$ -		
	Candy jars	\$ 3,300		
	AV	\$ 7,790		
	Tenting	\$ 13,419		
	Misc.	\$ 3,846		
	Sub-Total	\$ 50,404	Event Revenue	\$ 34,789
Jan 31 - History Trail Opening	Food	\$ -		
	Passport for kids	\$ 640		
	Candy bags (1000)	\$ 1,545		
	Passport stamps	\$ 685		
	Sub-Total	\$ 2,870	Event Revenue	
Jan 31 - 100 Year Rave	Food	\$ 1,833		
	Water bottles	\$ 2,738		\$ 84
	Musicians - Panda	\$ 200		
	Poster Design	\$ 126		
	Sub-Total	\$ 4,897	Event Revenue	\$ 84
Jan 31 - Birthday Celebration	Food - Cupcakes	\$ 1,359		
	Kitchen staff	\$ 162		
	Flowers	\$ 500		
	In Their Own Words	\$ 1,633		
	Paper goods	\$ 104		
	Balloons	\$ 489		
	Glasses & linens	\$ 502		
	Poster Design	\$ 126		
	Printing	\$ 86		
	Sub-Total	\$ 4,961	Event Revenue	
Jan 31 - Laser Light Show	Laser Show	\$ 10,250	Wells Fargo	\$ 5,000
	Hotel	\$ 444		
	Generator	\$ 784		
	Lifts	\$ 953		
	Musical composition	\$ 1,000	Composition reimbursements	\$ 1,000
	Sub-Total	\$ 13,431	Event Revenue	\$ 6,000
Program	Printing	\$ 4,099		
	Design	\$ 84		
	Sub-total	\$ 4,183		
GRAND OPENING EVENTS	Total Expense	\$ 90,395	Total Revenue	\$ 40,873
Piedmont History Trail & Grotto Restoration Project	Grotto Restoration	\$ 128,000	CIP Fund FY 05-06	\$ 50,000
	Signage	\$ 46,445	CIP Fund FY 06-07	\$ 50,000
	Design	\$ 12,000	General Fund Appropriation 06-07	\$ 28,000
	Map Conversion	\$ 300	Historical Society	\$ 30,000
	Mounting	\$ 18,883	PBF	\$ 30,000
			S. D. Bechtel Jr. Foundation	\$ 7,500
			Piedmont Garden Club	\$ 10,000
	Total Expense	\$ 205,628	Event Revenue	\$ 205,500
Walking Tours	Brochure Design	\$ 546		
	Printing	\$ 669		
	Total Expense	\$ 1,215	Event Revenue	\$ -
Bagpipe Tattoo & Birthday Cake	Tattoos	\$ 99		
	Paper Goods	\$ 154		
	Poster	\$ 44		
	Program	\$ 579		
	Supplies	\$ 97		
	Hand stamps	\$ 686		
	Graphic Design	\$ 252		
	Photography	\$ 1,030		
	Bagpipe Bands	\$ 2,500		
	Ice Cream & Carts	\$ 1,039		
	Total Expense	\$ 6,479	Event Revenue	

Concert in the Quarry	Poster design	\$ 315			
	Poster printing	\$ 256			
	Music costs	\$ 120			
	Stage	\$ 290			
	Sound	\$ 625			
	Total Expense	\$ 1,606		Event Revenue	\$ -
Harvest Festival	Design	\$ 270			
	Printing	\$ 60			
	Total Expense	\$ 330		Event Revenue	
Centennial Vase Project	Molds	\$ 4,810	Vase sponsorships	\$ 6,000	
	Brochure printing	\$ 440			
	Map printing	\$ 210			
	Total Expense	\$ 5,460		Event Revenue	\$ 6,000
Footloose in Arcadia	Gala Opening	\$ -	Ticket Sales	\$ -	
	Exhibition catalog	\$ 4,630	Exhibition Catalog (at Gallery)	\$ 2,004	
	Contribution	\$ 3,683	Exhibition Catalog (Piedmont)	\$ 210	
	Transportation	\$ 1,479	Grant from Piedmont Historical	\$ 3,000	
	Total Expense	\$ 9,792		Event Revenue	\$ 5,214
Sale of the Century	Invitation	\$ -	Ticket Sales	\$ 1,750	
	Printing	\$ 4,053	Auction	\$ 6,325	
	Postage	\$ 1,600			
	Total Expense	\$ 5,653		Event Revenue	\$ 8,075
COMMEMORATIVE GIFTS					
T-Shirts		\$ 2,279		Revenue	\$ 2,685
Coffee cups		\$ 580		Revenue	\$ 990
Pens		\$ 1,976		Revenue	\$ 500
Bronze Centennial Paperweight (100)		\$ 9,037		Revenue	\$ 5,721
Notecards (500 units)	Printing	\$ 1,902			
	Boxes	\$ 314			
	Ribbon	\$ 200			
	Expense	\$ 2,416		Revenue	\$ 6,405
Centennial Vase	Base	\$ 496		\$ 200	
	Glass			\$ 900	
	Expense	\$ 496		Revenue	\$ 1,100
Cottages & Castles	Layout & design	\$ 10,395	Donations	\$ 9,131	
	Drawings	\$ 2,460	Book revenue	\$ 16,380	
	Photography	\$ 1,215			
	Printing & binding	\$ 18,177			
	Misc.	\$ 12			
	Expense	\$ 32,259		Revenue	\$ 25,511
Plaid Scarf (500 units)	Expense	\$ 5,940		Revenue	\$ 4,875
Centennial Video	Expense	\$ -		Revenue	\$ 450
Publicity for Gifts					
Order form	Printing	\$ 355			
	Design	\$ 126			
Piedmont Post flyer	Printing	\$ 660			
	Newspaper	\$ 300			
Gift Bags		\$ 171			
	Publicity Expense	\$ 1,612			
	Total Gift Expense	\$ 56,595		Total Gift Revenue	\$ 48,237
In Their Own Words	Design	\$ 504			
	Printing	\$ 956			
	Total Expense	\$ 1,460		Revenue	\$ -
Banners	Hardware	\$ 4,625			
	Flags - 72"	\$ 4,234			
	Installation	\$ 2,050			
	Removal	\$ 2,050			
	Magnolia Banner	\$ 3,468			
	Fabric banners	\$ 1,147			
	Total Expense	\$ 17,574		Revenue	\$ 910

Centennial Calendar	Design	\$ 672			
	Printing	\$ 3,296			
	Mailing	\$ 3,025			
	Total Expense	\$ 6,993		Revenue	\$ -
Centennial House Markers	Expense	\$ 21,587		Revenue	\$ 18,275
Public Safety Badges	Expense	\$ 2,315		Revenue from Lindenmeyer	\$ 2,315
				General Fund FY 05-06	\$ 5,000
				Citibank	\$ 500
				Unappropriated Grants/Gifts	\$ 5,500
TOTAL		\$ 426,888			\$ 341,099
					\$ 85,789