

# Agenda Report

**TO:** CITY COUNCIL  
THROUGH FINANCE COMMITTEE

**DATE:** NOVEMBER 15, 1999

**FROM:** CYNTHIA J. KURTZ, CITY MANAGER

**SUBJECT:** APPROVAL OF FUNDING AND STAFF ASSIGNMENT FOR CITY OF PASADENA MILLENNIUM CELEBRATION

**RECOMMENDATION:**

It is recommended that the City Council approve a journal voucher appropriating \$33,250 for the City of Pasadena Millennium Celebration from the Unappropriated General Fund Balance to the City Manager's budget account #141000.

**BACKGROUND:**

Pasadena is world-renown for its Tournament of Roses Parade each New Year's Day. This coming New Year's Day will be more notable, since it marks the approach of a new millennium. Throughout the country, cities and communities have made plans to celebrate the millennium, and many are focusing on the President's theme: "Honor the Past – Imagine the Future." Early this year, The First Lady sent a letter acknowledging Pasadena as a Millennium Community.

Recently, several members of the City Council requested staff begin formalizing plans centered on a theme of wellness, health and fitness and focused on youth. The general theme would be to coordinate a group of activities that model our desire to strengthen, preserve and improve our community's well-being and create a momentum toward a healthier future for our children.

Staff from the City Manager's Office, the Public Health Department, the Information Services Department and Human Services, Recreation and Neighborhoods have been working together to sketch out a plan for a week of health and fitness activities designed to stimulate youth and adult participation. Although staff has drafted the general concept, a professional consultant will be hired to develop the concept fully, coordinate the project and ensure involvement of Pasadena's wealth of community groups, agencies and institutions that contribute to the well-being of all residents.

CITY COUNCIL  
Millennium Celebration  
November 15, 1999

Pasadena's millennium celebration will include a kick-off event the week of December 12th and a full week of activities beginning January 18. The week in January will culminate in a half-day health and fitness fair in which youth, in particular, will be invited and encouraged to participate. The celebration will offer an array of opportunities for involvement with gifts and prizes as additional motivators. The Central Library will coordinate health-related exhibits in the display cases and incorporate health, fitness, sports and nutrition themes in the classes sponsored. Special bookmarks will be printed. HSR&N will sponsor a student essay and other artistic expression contest in collaboration with the schools. The contest will be announced in December with winners announced in January. Other activities may include a mock City Council meeting run by youth and featuring youth health concerns, healthy food tasting, and much more.

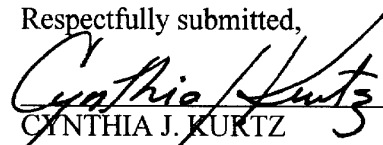
The \$33,250 estimated budget for this event (attached) includes funds for materials, printing, prizes, food, and miscellaneous. Part of the projected budget, \$9,000 is to cover the cost of the consultant who will be an event planner who can coordinate all planning and staging elements of the program. Some cost components may change once the consultant has been hired and as plans develop further. City Departments will make in-kind contributions and community agencies and organizations will be invited to co-sponsor the celebration and contribute to its success.

By hosting this millennium celebration, the City of Pasadena will provide opportunities for our residents to come together and focus on honoring the importance of health in a "world class city" and letting our youth lead us into a healthier new millennium and future wellness.

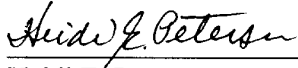
**FISCAL IMPACT:**

This action by City Council will reduce the Unappropriated General Fund Balance by \$33,250 and increase the City Manager's budget account #141000 by \$33,250.

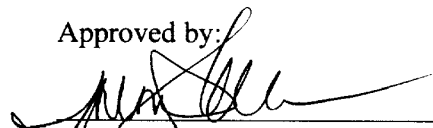
Respectfully submitted,

  
CYNTHIA J. KURTZ  
City Manager

Prepared by:

  
Heidi E. Petersen  
Acting Management Analyst V

Approved by:

  
Wilma J. Allen  
Acting Director of Public Health