

# PASADENA FORWARD!

*Providing leadership and initiative  
through business and community  
resources to promote Pasadena*

August 3, 1998

Mayor Chris Holden  
City of Pasadena  
100 North Garfield Avenue, Room 237  
Pasadena, CA 91109

Dear Mayor Holden:

Pasadena Forward has a successful history of developing and delivering high profile, high quality marketing and promotional programs for the City of Pasadena. Our organization, comprised of representatives of the key civic and business entities in Pasadena, developed the Pasadena Emmys Promotional Program, played a key role in world Cup Soccer '94, and has advised key City staff on a variety of promotional and marketing topics.

***As an organization concerned with the continued development of Pasadena as a destination for business, tourism, and entertainment, we urge your consideration of establishing a Special Events Liaison position and a coordinated effort for Millennium Celebration Events in the city.***

## ***Special Events Liaison***

The process of holding an event in Pasadena is often frustrating and cumbersome for coordinators and promoters. Lack of centralized information on Pasadena permit requirements and process, as well as the time necessary to obtain all required approvals, impedes the potential marketing and financial success of many events. A dedicated staff person to guide event coordinators and promoters through the process, maintain a master calendar of special events, and oversee activity between the City and special event productions is needed. The addition of this position, similar to the Film Liaison, would result in retaining and attracting high quality events in Pasadena.

## Chair

Ray Considine  
Considine & Associates

Denise Nelson Nash  
California Institute of Technology

Roger Smith  
Pasadena Center Operating  
Company

Yvonne Walkup  
Southern California Edison

Linda Brown  
Pasadena Convention & Visitors  
Bureau

Rick Barr  
Pasadena Civic Auditorium

Lynne Hess  
Pasadena Chamber of Commerce

Ann Hight  
Dean Witter Reynolds Inc

Robert O'Rourke  
California Institute of Technology

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Art Center College of Design

Mary Wilson  
Pasadena Federal Credit Union

Kevin LaPresle  
Pasadena Fire Department

Kate Klimow  
Disney Imagineering

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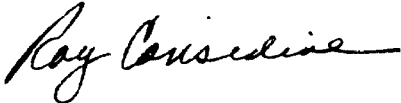
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*Millennium Celebration Events*

Worldwide attention is being focused on the year 2000. Pasadena has the opportunity to reinforce the civic pride of Pasadenans and to further enhance the worldwide awareness of Pasadena as a center of world class cultural, educational, business, and residential resources. A coordinated effort is needed to encourage and maximize Pasadena's opportunities to capitalize on this time period. We recommended the formation of a Task Force that will assist the City in determining the most effective combination of events, lead a coordinated marketing effort, and identify priority projects for City assistance.

Pasadena Forward is ready to assist and support the City in the above-outlined efforts. We encourage the City Council and City Manager's Office to review our recommendations and contact us if additional information is needed. We have an extraordinary window of opportunity, let's work together to strengthen our position as a World Class City.

Sincerely,



Raymond Considine  
Chairman

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## WHITE HOUSE MILLENNIUM COUNCIL

We stand at the convergence of a new century and the next millennium—a milestone in human history. That is why the President and First Lady created the White House Millennium Council—to set some themes, engage the federal agencies and invite all Americans to participate in meaningful activities through the year 2000.

The overall theme of the White House millennium activities is "Honor the past; imagine the future." The President and First Lady are inviting states, communities, nonprofit organizations, federal agencies, youth groups and all citizens to participate in activities that strengthen our democracy, improve communities and give lasting gifts to the future. The President has invited governors, mayors and other elected officials to involve citizens in marking the Millennium; many cities and towns are creating "Year 2000" committees to plan events. The Council works with Federal agencies, which are creating millennium projects consistent with their missions.

One of the best ways to imagine the future is to preserve what we value of our past for the new millennium. The President has proposed a Millennium Fund to "Save America's Treasures"—a public-private partnership to preserve the nation's documents, artifacts, monuments and historic sites most in danger of deterioration. The President has also proposed funds to re-encase the Declaration of Independence, the Constitution and the Bill of Rights before those precious founding documents are at serious risk. The restoration of the Star-Spangled Banner is the highest priority millennium project at the Smithsonian Institution.

The Millennium Evenings at the White House are a series of lectures and cultural showcases that highlight creativity and inventiveness through our ideas, art and scientific discoveries. The lectures present prominent scholars, creators and visionaries and are accessible to the public via broadcast and cybercast. As the oldest, continuous venue of significance for the arts in America, the White House will continue to showcase the nation's recognized masters and our new talent.

The year 2000 also coincides with some important American anniversaries: the 200th anniversary of the White House; the 200th anniversary of the first meeting of Congress in the new Capitol, the establishment of Washington D.C., and the bicentennial of the Library of Congress.

Although the White House Millennium Council celebrates American achievements, it will also mark the international significance of the millennium. To further international communications and understanding, the President has announced that the United States will participate in Expo 2000, the World's Fair in Hannover, Germany. The White House Millennium Council communicates with other countries about their programs, identifying common ideas and projects, and encouraging the opportunity to explore the state of democracy around the world at the end of the 20th century.

## **White House Millennium Council Question and Answer**

### **When was the Council established and why?**

The White House Millennium Council was established in August, 1997 by President and Mrs. Clinton to commemorate this milestone in human history. The Council sets themes, involves the federal government, and invites the American people to engage in meaningful activity to mark this historic time.

### **What is the White House Millennium Council?**

The White House Millennium Council is an inter-agency task force made up of White House personnel, and representatives from various federal agencies such as the U.S. Department of Education. It works with the agencies, state and local elected officials, non-profit organizations, foundations, corporations and citizens' groups to stimulate programs to mark the millennium.

### **Does the Council have a theme?**

The theme for the Council activities is: "Honor the past, imagine the future."

### **When is the new millennium?**

Most scientists would say that the first year of the new millennium begins January 1, 2001; however, much popular attention is being paid to the transition from 1999 to 2000. The White House embraces the opportunities for reflection and anticipation during the full range of time from 1999 to 2001.

### **What are the President and First Lady doing to commemorate the millennium?**

The President has proposed a Millennium Fund to "Save America's Treasures" -- a public-private partnership to preserve the nation's documents, artifacts, monuments and historic sites most in danger of deterioration. Mrs. Clinton serves as the honorary chair of that partnership.

The President has proposed funds to re-encase the Declaration of Independence, the Constitution and the Bill of Rights before those precious founding documents are at serious risk. The restoration of the Star-Spangled Banner is the highest priority millennium project at the Smithsonian Institution.

The President and First Lady initiated and host Millennium Evenings at the White House which are a series of lectures and cultural showcases that highlight creativity and inventiveness through ideas, the arts and scientific discoveries. The lectures present prominent scholars, creators and visionaries and are accessible to the public via satellite broadcast and internet cybercast.

They continue to work with both public and private partners to develop opportunities for Americans to honor their past and imagine their future.

### **Are other important commemorations taking place in the year 2000?**

The year 2000 also coincides with important American anniversaries such as the 200th anniversary of the White House; the 200th anniversary of the first meeting of Congress in the

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new Capitol; and the bicentennial of the Library of Congress.

The year 2000 also will include the granting of the 6 millionth patent by the Patent and Trademark Office of the U.S. Department of Commerce, the anniversary of President Truman's integration of the Armed Services, and the 150th anniversary of the National Park Service.

**Is the United States doing anything internationally to commemorate the millennium?**

To further international communications and understanding, the President has announced that the United States will participate in Expo 2000, the World's Fair in Hannover, Germany. The White House Millennium Council communicates with other countries about their programs, identifying common ideas and projects. The promise of a new millennium offers nations the opportunity to reflect on the state of democracy around the world and the Council will encourage that exploration.

**What's the budget of the White House Millennium Council? Does it make grants?**

The Council has a small operating budget for events, publications and administration. It is not a grant-making agency; however, the council works closely with granting agencies on millennium projects.

The "Save America's Treasures" program, if approved, will provide federal funds for historic preservation projects and stimulate further private support through partnerships to restore our nation's heritage.

**How can the public participate?**

The President and First Lady are inviting states, communities, non-profit organizations, youth groups, faith communities and all citizens to participate in activities that strengthen our democracy, preserve and improve communities, and give lasting gifts to the future. Some ideas include: setting up millennium committees to guide local activity; identifying and preserving local treasures; hosting Millennium Evening watch sites; establishing exhibit spaces to display children's images of the future or to highlight millennium projects; commemorating important local anniversaries; developing millennium trails, either natural or historic; and many more potential projects which will grow from the unique context of each community.

For more information on these and other activities, visit the White House Millennium Council website at [www.whitehouse.gov/Initiatives/Millennium](http://www.whitehouse.gov/Initiatives/Millennium) or contact the Council at 708 Jackson Place, Washington, D.C. 20503, 202-395-7200.

**Draft****Proposed Guidelines for Millennium Celebration Events****Task Force Mission**

To facilitate the coordination and execution of a year long Pasadena celebration of the new millennium. The purpose of the celebration is to reinforce the civic pride of Pasadenans and to further enhance the worldwide awareness of Pasadena as a center of world class cultural, educational, commercial and residential resources.

**Millennium Celebration Events**

The Task Force will recommend City support of the permit costs (street closure, public works, public safety and health fees) associated with presenting events in public spaces. The Task Force will produce a limited quantity of marketing materials, which will include all supported events. Priority areas of funding include:

- Local arts organizations and cultural activities
- Civic organizations and projects
- Nonprofit organization projects

All proposed projects must take place within the incorporated boundaries of Pasadena during the Millennium Celebration time period, December 1999 through December 2000. All events must be open to the general public.

**Criteria for Support and Inclusion**

Clarity of Purpose of proposed Program  
Sound Fiscal and Management Practices  
Demonstrated Collaborative Nature  
Fund-raising Capacity  
Involvement of Pasadena residents

**Ineligible for Support**

For Profit Events  
Fund-raising Events  
Athletic Events or Leagues  
Retail or Commercial Events  
Benefit or Raffle Events  
Media Productions (TV, Radio or Film Projects)  
Conferences, Conventions or Meetings

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**Exclusive Membership Organizations or Events  
Political Parties, Organizations, Candidates or Activities**

**How to Apply for Support**

Applicants are required to complete the cover sheet and answer the following questions listed below in the order shown. All instructions must be followed for consideration.

***Instructions***

1. Type and single-space all proposals. Font size must be between 10 and 14 pt.
2. Answer all questions briefly and succinctly in the order listed, typing the number and question followed by your answer.
3. Proposals longer than 3 pages **will not** be considered.
4. Do not include any materials other than those specifically requested.

***Questions***

1. Briefly describe the proposed project including goals, objectives, timeline, staffing and target audience.
2. Briefly describe the history and mission of your organization, group or effort, including key individuals and their qualifications.
3. Briefly describe collaborative efforts with other agencies, groups, etc.
4. Include a line item budget showing project costs as well as the description of how the organization will secure funding for the project.

***Attachments***

*Please label all attachments and indicate dates each document covers:*

- Copy of the most recent IRS letter indicating your agency's status
- List of current officers and board of directors, including their professional affiliations
- Staff list including position titles and indication of part-time or full-time and their qualifications
- Financial Statement of income and expense for the most recently completed fiscal year
- Budget narrative – explain any significant changes in revenues or expense
- List agency's funders and amount received from each during the previous fiscal year
- List sources you are soliciting for this project
- Attach up to a maximum of three items, brochures, announcements, newspaper articles, etc, which support your proposed project or organization