Atascadero City Council  
Agenda Report – Community Services Department  

Celebrating Atascadero’s Centennial  

RECOMMENDATION:  

Council provide direction regarding the Centennial planning process as appropriate.

DISCUSSION:  

In 2013, Atascadero will celebrate the founding of the Atascadero Colony by Edward Gardner Lewis. There has already been a lot of excitement expressed by individuals and organizations about a potential Centennial celebration, including public engagement activities, events, marketing, etc., that could occur to celebrate Atascadero’s Centennial. There is great potential for many partnerships to be created to plan and carry out a positive and memorable community celebration of the Centennial.

City staff has had discussions with Steve Martin, the City’s marketing consultant, to sketch out a planning timeline and some preliminary ideas about how to get the community involved in the planning and organizing of the Centennial.

At the City Council meeting of April 26th, 2011, Mr. Martin will make a presentation to the City Council regarding some of the planning ideas that have been developed for the Council’s consideration. Staff and Mr. Martin will be seeking direction and input from the Council before launching formal planning meetings for the Centennial.

FISCAL IMPACT:  

None at this time. It is anticipated that sponsors and private financial contributions will be sought to fund many of the Centennial’s activities. Some of the events will likely provide economic benefits to Atascadero businesses.

ATTACHMENTS: None.