



**STAFF REPORT**  
**7/28/2021**

**TO:** Honorable Mayor and City Council Members

**FROM:** Maritza Martinez, Public Works Director

**SUBJECT:** Sponsorship of Run with Los Muertos Event:

- 1) Sponsorship request from Eventscape International, Inc. for \$25,000.00 for the 2021 Run With Los Muertos Event;
- 2) Approval for operation of a beer garden by Eventscape International Inc. on November 6, 2021, in Downtown on Sixth Street from 5:00 p.m. to midnight; and
- 3) Authorize appropriation of Run With Los Muertos event budget of \$40,000.00 from undesignated City General Fund Reserves.

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**STAFF RECOMMENDATION:**

Provide staff direction regarding: 1) sponsorship request from Eventscape International, Inc. for \$25,000.00 for the 2021 Run With Los Muertos Event, 2) approval for operation of a beer garden by Eventscape International Inc. on November 6<sup>th</sup> in Downtown on Sixth Street from 5pm to midnight and 3) authorize appropriation of Run With Los Muertos event budget of \$40,000.00 from undesignated City General Fund Reserves.

**EXECUTIVE SUMMARY:**

On July 20, 2021, staff received the attached \$25,000.00 sponsorship request by Eventscape International, Inc., (Eventscape) for the 2021 Run With Los Muertos Event. This year's event has been submitted to occur on Saturday, November 6<sup>th</sup>. Eventscape has identified the event will include a beer garden, which is proposed to operate in Downtown Sixth Street from 5pm to midnight. This event has been a City co-sponsored event since 2013. Annually this event has been provided city in-kind services for traffic control, public safety and funded the actual costs of all traffic control and lighting rental expenses; these hard costs total \$15,000.

The last year this event took place was in 2019, due to COVID. In 2019, Eventscape International Inc. requested a sponsorship from the City, in the amount of \$25,000 and Council approved the sponsorship request. If City Council approves the requested sponsorship for a 2021 event, the event budget will need to be appropriated totaling \$40,000 (\$15,000 city's hard costs and \$25,000 sponsorship request).

**FISCAL IMPACT:**

If Council approves the request as submitted, an appropriation of \$40,000 from undesignated General Fund reserves will be required to allow for: 1) sponsorship award in the requested amount of \$25,000 and 2) the city's hard costs to deliver the event of \$15,000. If approved the appropriation will be made to the event expenditure account 101-11-160-90-801-013.

Attachment: Sponsorship Request