



STAFF REPORT
10/9/2019

TO: Honorable Mayor and City Council Members

FROM: Maritza Martinez, Public Works Director

SUBJECT: Provide staff direction on request from Eventscape International, Inc. for a \$25,000.00 sponsorship of the 2019 Run With Los Muertos Event.

STAFF RECOMMENDATION:

Provide staff direction regarding request from Eventscape International, Inc. for a \$25,000.00 sponsorship for the 2019 Run With Los Muertos Event.

EXECUTIVE SUMMARY:

On October 1, 2019, staff received the attached \$25,000.00 sponsorship request by Eventscape International, Inc., for the 2019 Run With Los Muertos Event. This event is a City co-sponsored event and has been since 2013. Annually this event has provided the 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. Last year the City also provided a \$15,000 sponsorship above the in-kind and traffic equipment rental costs; bringing the City's funding for the 2018 event to \$30,000. Last year this event had 540 total registered runners and attracted an estimated 3,500-4,500 people to the City's Downtown. As the requested sponsorship is above the event's budgeted allocation staff is requesting direction regarding approval of this request. If approved the event budget will need to be augmented in the amount of \$10,000.

ALTERNATIVES:

1. Approve City Manager to process sponsorship request in the amount of \$25,000 and authorize allocation of \$10,000 from undesignated City General Fund reserves for sponsorship request.
2. Approve City Manager to process sponsorship request in an amount below \$15,000.
3. Decline sponsorship request submitted by Eventscape International, Inc.
4. Provide alternate direction to staff.

FISCAL IMPACT:

If Council approves request as submitted, an allocation of \$10,000 from undesignated General Fund reserves will be required to allow for sponsorship award in the requested amount of \$25,000 to the event expenditure account 101-11-160-90-801-013.

Attachment: Sponsorship Request