



STAFF REPORT
2/28/2024

TO: Honorable Mayor and City Council Members

FROM: Maritza Martinez, Public Works Director

SUBJECT: Approve City Manager to process sponsorship request received from Celebration Nation Inc for the 2024 Farmchella event, in the amount of \$12,000.

STAFF RECOMMENDATION:

Approve City Manager to process the sponsorship request received from Celebration Nation Inc for the 2024 Farmchella event, in the amount of \$12,000.

EXECUTIVE SUMMARY:

On February 7, 2024, staff received the attached \$30,000.00 sponsorship request from Celebration Nation Inc. for the 2024 Farmchella Event. This year's event will be held at Veterans' Memorial Park and is a free event. The Farmchella Festival event is focused at recognizing and celebrating the many contributions of farm workers to our local, state and federal economy and culture.

After further review of the sponsorship request budget line items Celebration Nation Inc was agreeable to reduce the sponsorship amount to \$12,000. The line items reduced or removed were items Celebration Nation Inc identified it could be provided for by another donor or reduced without impacting the overall event. The \$12,000 sponsorship will help to cover costs corresponding to event staging, primarily tenting needs, to allow for the shade and various vendor activities/distribution of free household products and local produce. The sponsorship amount requested of \$12,000 would will include on-stage acknowledgements, media advertisement, and logo displays.

ALTERNATIVES:

1. Approve City Manager to process sponsorship request of \$30,000 and authorize allocation of \$30,000 from undesignated City General Fund reserves for sponsorship request.
2. Decline sponsorship request submitted by Celebration Nation Inc.
3. Provide alternate direction to staff.

FISCAL IMPACT:

If Council approves staff recommendation, an allocation of \$12,000 from undesignated General Fund reserves will be required to allow for sponsorship award in the requested amount of \$12,000 to the General Fund Government Fund.

Attachment: Sponsorship Request