



STAFF REPORT
7/22/2026

TO: Honorable Mayor and City Council Members

FROM: Gustavo J. Romo, City Manager

PREPARED BY: Andrew Simmons, P.E., Public Works Director/City Engineer

SUBJECT: Approve a Sponsorship Request from the Codex Creation Committee for the 2026 Run With Los Muertos Event in the Amount of \$45,000 and Authorize the Operation of a Beer Garden on November 7, 2026 in Downtown Sixth Street from 4:00 PM to 12:00 PM.

STAFF RECOMMENDATION:

Staff recommends that the City Council consider approving a sponsorship request from the Codex Creation Committee for the 2026 Run With Los Muertos Event in the amount of \$45,000 and authorize the operation of a Beer Garden on November 7, 2026 in downtown Sixth Street from 4:00 PM to 12:00 PM.

BACKGROUND:

The Run With Los Muertos event began in 2013 and has since flourished into a full-scale block party featuring a procession, a 5K run/walk, vendor village, food, a beer garden, and multiple stages featuring live entertainment.

DISCUSSION/ANALYSIS:

Staff received the attached \$45,000-dollar sponsorship request from Codex Creation Committee for the 2026 Run With Los Muertos Event. This year's event is scheduled for Saturday, November 7, 2026. The event will feature: entertainment, staging, the 5K run/walk, beer garden, procession, awards, food and beverages. Through the years, the City has provided in-kind support for traffic control, public safety, and has funded all lighting rental expenses for a total value of approximately \$21,000 as detailed below:

Traffic Control	\$5,000
Trash Cans + Dumpster	\$2,000
<u>Temporary Lighting</u>	<u>\$12,000</u>
Total	\$19,000

2026 Run With Los Muertos Event - Projected Costs	
Entertainment	\$15,000.00
Security	\$9,500.00
Staging	\$20,000.00
Outside Service	\$13,500.00
Equipment/Supplies	\$9,500.00
Outside Services	\$13,500.00
Permits + Insurance	\$3,000.00
Video Production	\$8,500.00
Admin/Management	\$22,000.00
Staff/Volunteers	\$19,500.00
Promotions	\$12,500.00
Media Services	\$9,500.00
Awards/Recognitions	\$5,500.00
Health Programming	\$7,500.00
Rentals	\$3,500.00
TOTAL	\$159,000.00

[Projected Costs provided by the event organizers, the Codex Creation Committee]

FISCAL IMPACT:

The City's fiscal contribution, including the sponsorship of \$45,000 and in-kind services including: traffic control, trash service, and light rentals of \$19,000 for an estimated total of about \$64,000. No fiscal impact, this has been included in the FY 26/27 budget.

ATTACHMENT(S):

Sponsorship Request Letter