



STAFF REPORT
8/25/2021

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; and
2. Approval for operation of a beer garden by Raices Culturas on November 6, 2021 in Downton 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.

STAFF RECOMMENDATION:

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 Raices Culturas on November 6, 2021 in Downton Sixth Street from 5pm to midnight and
- 3) Authorization for 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 6th. Eventscape has identified the event will include a beer garden, which is proposed to operate in Downton Sixth Street from 5pm to midnight by Raices Culturas. 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.

Due to COVID restrictions, the last year this event took place was in 2019. 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 that will need to be appropriated is \$40,000 (\$15,000 city's hard costs plus \$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