



STAFF REPORT
7/9/2025

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Director of Economic Development

SUBJECT: Approve a Sponsorship Request from the Codex Creation Committee for the 2025 Run With Los Muertos Event in the Amount of \$45,000 and Authorize the Operation of a Beer Garden on November 1, 2025 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 2025 Run With Los Muertos Event in the amount of \$45,000 and authorize the operation of a Beer Garden on November 1, 2025 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 2025 Run With Los Muertos Event. This year's event is scheduled for Saturday, November 1, 2025. 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 of approximately \$18,000.

2025 PROJECTED COST	
ENTERTAINMENT	13843.39
STAGING	20091.95
OUTSIDE SERVICE	9777.53
EQUIPMENT/SUPPLIES	6960.97
PERMITS AND INSURANCE	1869.27
VIDEO PRODUCTION	16718.5
ADMIN/MANAGEMENT	22000
START/FINISH LINE BUILDOUT	4950
CANTINA BUILDOUT	16148.22
PASEO BUILDOUT	10450
PRODUCTION STAFF	19088.7
PRINTING	1145.01
5K	9863.59
PHOTOGRAPHY	1248.5
PROCESSION	2750
AWARDS	1815
FOOD AND BEVERAGE	1046
	\$ 159,766.63

[Projected Costs provided by the Codex Creation Committee]

FISCAL IMPACT:

The requested action will fiscally impact the General Fund through the budget process for FY 25-26 in the amount of \$45,000.

ATTACHMENT:

1. Sponsorship Request Letter