



STAFF REPORT
9/9/2026

TO: Honorable Mayor and City Council Members

FROM: Andrew R. Simmons, Director of Public Works/City Engineer

PREPARED BY: Andrew R. Simmons, Director of Public Works/City Engineer

SUBJECT: Approve Sponsorship and in-kind services request for the 2026 Synergy Zine and Live Art Festival by Culturas Music and Arts in the Amount of \$25,000.

PROJECT DESCRIPTION:

Synergy Music and Arts Festival was established in 2012 with the unveiling of the Shady Lane Mural. Since then, the Synergy Festival has been convening artists, musicians, and the community to celebrate culture by featuring live music performances, a low-rider car show, art created by local artists, and other creative activities for all ages.

STAFF RECOMMENDATION:

Staff recommends that the City Council considers approving a sponsorship request for the Synergy Zine and Art Festival by Culturas Music and Arts in the Amount of \$19,000 and provide approximately \$6,000 of in-kind support services for a total event contribution of \$25,000, which is in line with the approved budgeted allocation for this event. This total does not include staff overtime expenses which are budgeted under salaries and benefits and are not billed directly to the event. The total estimated cost of overtime for staffing the event is approximately \$4,000.

FISCAL IMPACT:

No Fiscal Impact. The Synergy Zine Festival has been included in the approved 26/27 fiscal budget funded from the General Fund. The City has budgeted \$25,000 in funds for the Synergy Zine Festival in the approved 26/27 fiscal year budget. A proposed Sponsorship of \$19,000 with approximately \$6,000 in estimated support services will total \$25,000 in total event expenses, in accordance with the approved budget.

DISCUSSION/ANALYSIS:

This year's Synergy Zine and Live Art Festival is taking place on Saturday, November 14, 2026 from 10:00 am until 6:00 p.m. at Dateland Park and will feature live bands, a music disc jockey, food vendors, art displays, merchandise vendors, and car show (this year's event will not have a beer garden).

Culturas Music and Arts is also requesting the following “in-kind” items, which have an approximate total value of \$6,000:

1. Road closures along Shady Lane between Bagdad Street and Avenue 52 - \$3,000
2. Five (5) Portable Bathrooms with Wash Stations - \$1,500
3. Trash Bins - \$500
4. Two (2) Small Generators for DJ and Car Show - \$1,000
5. City support Staff – (Overtime costs for events are covered in annual salary estimates and are not billed directly to the event)

Additionally, Culturas Music and Arts is also requesting that the City supply a stage and sound system for the event this year which was not included in the annual proposed budget. The additional cost for these items is estimated to be about \$15,000.

Culturas Music and Arts has requested a total sponsorship of \$20,200 and their in-kind requests are an additional \$21,000. The total request from Culturas Music and Arts, is in excess of \$45,000 when combined with the expected overtime costs for the event. Staff does not recommend this level of contribution since it is in excess of the approved annual budget for the event.

CONCLUSION:

City Staff recommends approving sponsorship and in-kind services for a total amount of \$25,000 for the Synergy Zine Festival, which includes a \$19,000 sponsorship and \$6,000 of in-kind services.

Alternatively, City council could sponsor the full cost of the event and all requested in-kind services including procurement of a stage and sound system at a total cost of \$41,200. This level of sponsorship would require an additional General Fund allocation of \$16,200.

ATTACHMENT(S):

Synergy Music and art Festival – Sponsorship request.