



STAFF REPORT
8/6/2025

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 value of approximately \$21,000 as detailed below:

Traffic Control	\$10,900
Trash Cans + Dumpster	\$1,800
Temporary Lighting	\$2,300
City staff over-time	\$6,000
Total	\$21,000

2025 Run With Los Muertos Event - Projected Costs	
Entertainment	\$13,843.39
Staging	\$20,091.95
Outside Service	\$9,777.53
Equipment/Supplies	\$6,960.97
Permits + Insurance	\$1,869.27
Video Production	\$16,718.50
Admin/Management	\$22,000.00
Start/Finish Line Buildout	\$4,950.00
Cantina Buildout	\$16,148.22
Paseo Buildout	\$10,450.00
Production Staff	\$19,088.70
Printing	\$1,145.01
5K	\$9,863.59
Photography	\$1,248.50
Procession	\$2,750.00
Awards	\$1,815.00
Food and Beverage	\$1,046.00
TOTAL	\$159,766.63

[Projected Costs provided by the event organizers, 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 plus \$21,000 for a total amount of \$66,000.

ATTACHMENT:

1. Sponsorship Request Letter