



## **STAFF REPORT**

**8/6/2025**

**TO:** Honorable Mayor and City Council Members

**FROM:** Celina Jimenez, Director of Economic Development

**SUBJECT:** Approve a Sponsorship Request for the 2025 Synergy Zine and Live Art Festival by Culturas Music and Arts in the Amount of \$20,100

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### **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 \$20,100.

### **BACKGROUND**

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.

### **DISCUSSION/ANALYSIS:**

This year's Synergy Zine and Live Art Festival is taking place on Saturday, November 8, 2025 from 10:00 am until 12:00 midnight 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). Additionally, Culturas Music and Arts is also requesting the following "in-kind" items, which have an approximate total value of \$10,000:

1. Road closures along Shady Lane between Bagdad Street and Avenue 52 - \$3,500
2. Four (4) Portable Bathrooms with Wash Stations - \$2,000
3. Trash Bins - \$500
4. Two (2) Small Generators for DJ and Car Show - \$1,000
5. City staff over-time - \$3,000

**FISCAL IMPACT:**

The received sponsorship request is for \$20,100. The in-kind request has an approximate value of \$10,000 bringing the total sponsorship request to \$30,100 from the General Fund.

**ATTACHMENT(S):**

1. Sponsorship Request