



STAFF REPORT
9/14/2022

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 \$35,000.00 for the 2022 Run With Los Muertos Event; and
2. Approval for operation of a beer garden by Raices Culturas on November 5, 2022 in Downton Sixth Street from 3pm to midnight.

STAFF RECOMMENDATION:

Sponsorship of Run With Los Muertos Event:

- 1) Sponsorship request from Eventscape International, Inc. for \$35,000.00 for the 2022 Run With Los Muertos Event,
- 2) Approval for operation of a beer garden by Raices Culturas on November 5, 2022 in Downton Sixth Street from 3pm to midnight.

EXECUTIVE SUMMARY:

On August 21, 2022, staff received the attached \$35,000.00 sponsorship request by Eventscape International, Inc., (Eventscape) for the 2022 Run With Los Muertos Event. This year's event has been submitted to occur on Saturday, November 5th. Eventscape has identified the event will include a beer garden, which is proposed to operate in Downtown Sixth Street from 3pm 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-\$18,000.

FISCAL IMPACT:

The requested actions is included in the current budget and will not have a fiscal impact.

Attachment: Sponsorship Request