



STAFF REPORT
2/28/2024

TO: Honorable Mayor and City Council Members

FROM: Maritza Martinez, Public Works Director

SUBJECT: Provide staff direction on sponsorship request received from Celebration Nation Inc for the 2024 Farmchella event, in the amount of \$30,000.

STAFF RECOMMENDATION:

Provide staff direction on sponsorship request received from Celebration Nation Inc for the 2024 Farmchella event, in the amount of \$30,000.

EXECUTIVE SUMMARY:

On February 7, 2024, staff received the attached \$30,000.00 sponsorship request from Celebration Nation Inc. for the 2024 Farmchella Event. This year's event will be held at Veterans' Memorial Park and is a free event. The Farmchella Festival event is focused at recognizing and celebrating the many contributions of farm workers to our local, state and federal economy and culture.

The sponsorship will help to cover costs corresponding to marketing, live music performances, staging costs, cultural dance showcases, interactive workshops, free local produce and children's activities. The sponsorship amount requested of \$30,000 would will include on-stage acknowledgements, media advertisement, and logo displays.

ALTERNATIVES:

1. Approve City Manager to process sponsorship request of \$30,000 and authorize allocation of \$30,000 from undesignated City General Fund reserves for sponsorship request.
2. Decline sponsorship request submitted by Celebration Nation Inc.
3. Provide alternate direction to staff.

FISCAL IMPACT:

If Council approves request as submitted, an allocation of \$30,000 from undesignated General Fund reserves will be required to allow for sponsorship award in the requested amount of \$30,000 to the General Fund Government Fund.

Attachment: Sponsorship Request