



**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 Culturas Music-Arts for their 11<sup>th</sup> Annual Women Rising event, in the amount of \$5,000.

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**STAFF RECOMMENDATION:**

Provide staff direction on sponsorship request received from Culturas Music-Arts for their 11<sup>th</sup> Annual Women Rising event, in the amount of \$5,000.

**EXECUTIVE SUMMARY:**

On February 9, 2024, staff received the attached \$5,000.00 sponsorship request from Culturas Music-Arts for their 11<sup>th</sup> Annual Women Rising Event. This year's event will be held at Spotlight 29 Casino and will run from 11am- 3pm. The event will be representative of a Rebozo Festival and celebrate women's achievement in politics, social justice, business, the arts and more.

The sponsorship will help to cover costs corresponding to music performances, speakers, art displays and vendors. The sponsorship amount requested of \$5,000 would qualify the City as a Chiapas Sponsor and will include two reserved tables of ten (10) at the event, on-stage acknowledgements, media advertisement, logo displays and an art piece.

**ALTERNATIVES:**

1. Approve City Manager to process sponsorship request of \$5,000 and authorize allocation of \$5,000 from undesignated City General Fund reserves for sponsorship request.
2. Decline sponsorship request submitted by Culturas Music-Arts.
3. Provide alternate direction to staff.

**FISCAL IMPACT:**

If Council approves request as submitted, an allocation of \$5,000 from undesignated General Fund reserves will be required to allow for sponsorship award in the requested amount of \$5,000 to the General Fund Government Fund.

Attachment: Sponsorship Request