



**STAFF REPORT**  
**9/8/2021**

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

**FROM:** Dr. Gabriel D. Martin, City Manager  
Celina Jimenez, Grants Manager

**SUBJECT:** Sponsorship of Raices Cultura for 2021 Dia de los Muertos Celebration in the Amount of \$15,000

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**STAFF RECOMMENDATION:**

Staff recommends that the City Council consider approving a sponsorship request for Raices Cultura in the amount of \$15,000 to be the Presenting Sponsor of their Dia de los Muertos celebration on November 6, 2021.

**EXECUTIVE SUMMARY:**

Since 2004, the Dia de los Muertos celebration event by Raices Cultura has grown year after year and the 2019 event brought more than 4,000 attendees together to celebrate art, culture, and community health with the main event partner's Run with Los Muertos 5k Race. Funding from Raices Cultura sponsors supported unique art displays from large-scale Calaveras painted by local artists, to the traditional 'ofrendas' built by intergenerational family members, artists, and community organizations; the community art gallery featured over a dozen visual artists, a special commission of two over-sized 'titeres' - La Catrina y El Viejito - by expert puppet-makers for the procession, the doubling of its thematic community-based art workshops, an interactive art installation photo op area, and a new curated Mercadito de Arte vendor area.

**FISCAL IMPACT:**

Should the City Council approve the request as submitted, an appropriation of \$15,000 from Undesignated General Fund Reserves will be required to allow for sponsorship award in the requested amount of \$15,000. If approved the appropriation will be made from the General Fund (101).

**ATTACHMENT:**

Sponsorship Request