



STAFF REPORT
9/13/2023

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 2023 Run With Los Muertos Event; and
2. Approval for operation of a beer garden on November 4, 2023 in Downton Sixth Street from 4pm to midnight.

STAFF RECOMMENDATION:

Sponsorship of Run With Los Muertos Event:

- 1) Sponsorship request from Eventscape International, Inc. for \$35,000.00 for the 2023 Run With Los Muertos Event,
- 2) Approval for operation of a beer garden on November 4, 2023 in Downton Sixth Street from 4pm to midnight.

EXECUTIVE SUMMARY:

Staff received the attached \$35,000.00 sponsorship request by Eventscape International, Inc., (Eventscape) for the 2023 Run With Los Muertos Event. This year's event has been submitted to occur on Saturday, November 4th. Eventscape has identified the event will include a beer garden, which is proposed to operate in Downtown Sixth Street from 4pm to midnight. 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 \$18,000.

FISCAL IMPACT:

The requested actions will not have a negative fiscal impact.

Attachment: Sponsorship Request