



STAFF REPORT
1/22/2025

TO: Honorable Mayor and City Council Members

FROM: Celina Jimenez, Director of Economic Development

SUBJECT: Authorize a Sponsorship Grant to Danza Azteca Citlaltonac in the Amount of \$5,000 to Support Events that Cultivate Resilience and Cultural Understandings

STAFF RECOMMENDATION:

Staff recommends that the City Council considers awarding a sponsorship grant to Danza Azteca Citlaltonac in the amount of \$5,000 to support events that cultivate resilience and cultural understandings.

BACKGROUND:

Danza Azteca Citlaltonac or “Aztec Circle Citlaltonac” is a traditional ceremonial group and organization that aims to preserve and promote Mexican heritage by focusing on ceremonial traditions. It welcomes individuals who are interested in learning about the native customs and practices of the Anahuac people, which includes natural medicine. By engaging in activities such as ceremonial dancing and Indigenous talking circles, both of which have been handed down through generations, this initiative creates a secure environment for participants to discover their sense of belonging, find balance in their daily lives, and establish connections with others.



DISCUSSION/ANALYSIS:

For the past several years, each gathering has become more than just a tool to bring their community together. It is about learning a new language, the poetry behind the songs, the medicinal properties and the use in everyday herbs, the structure, and discipline of being a part of a circle. Danza Azteca Citlaltonac is requesting funding support in the amount of \$5,000 to facilitate a myriad of events that will cultivate resilience and cultural understandings. Events include: the Womens' March, Indigenous Talking Circles, Advocacy Circles, and other events that promote collaboration and community.

ALTERNATIVES:

1. Authorize a Sponsorship Grant to Danza Azteca Citlaltonac in the Amount of \$5,000 to Support Events that Cultivate Resilience and Cultural Understandings
2. Not authorize the sponsorship request

FISCAL IMPACT:

Should the City Council approve the request as submitted, an appropriation of \$5,000 from the General Fund will be required to allow for sponsorship award.