



STAFF REPORT

MEETING DATE: October 9, 2024

PRESENTER: John Jansons, City Manager

SUBJECT: Dia De Los Muertos Parade Request(s) (JAJ)

RECOMMENDATION: City Council consider a resolution approving a request by Kerman Rotary Club to conduct a parade in conjunction with Rotary's Dia De Los Muertos Day festival and waive up to \$1000, or an amount to be determined by City Council of in-kind staff and equipment costs - with possible direction to staff.

EXECUTIVE SUMMARY:

In 2023, the Kerman Rotary Club produced a local festival in recognition of Dia De Los Muertos.

This year on November 2, 2024 the Kerman Rotary Club proposes to expand the festival with longer hours, greater participation and a proposed parade. It was demonstrated with the smaller event last year that the event was very successful and delivered significant community benefit by providing a cultural and family-friendly event honoring Hispanic heritage.

The City has reserved Kerckhoff Park for the Rotary Club's use, but the request to add a parade requires City permission, permits and greater coordination. The proposed parade is estimated to have up to 50 entries representing car clubs, motorcycle clubs, walkers, bands and floats from throughout Fresno County.

Coordination of a parade involves greater city involvement and potential resources. Public safety, traffic control and public inconvenience all need to be taken into consideration. It is recommended that city staff be involved to ensure public safety and it is estimated that traffic control equipment and staff time for support may total \$2,000. Of that amount, staff recommends that the City Council adopt a resolution, **Attachment 'A'**, to waive up \$1,000 of those costs or an amount as determined by City Council, with Rotary Club of Kerman reimbursing the City for the remaining balance of City expenses.

The proposed parade route is shown in **Attachment 'B'**.

Representatives of the Kerman Rotary Club have been invited to attend the October 9, 2024 City Council meeting to provide further detail on the proposed parade and address questions of the City Council.

ATTACHMENT:

- A. Resolution
- B. Proposed Parade Route Map

RESOLUTION NO. 24-___

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF KERMAN WAIVING FEES IN THE AMOUNT OF _____ ASSOCIATED WITH FACILITATING A COMMUNITY PARADE IN CONJUNCTION WITH DIA DE LOS MUERTOS EVENT ON NOVEMBER 2, 2024

WHEREAS, the City encourages family-friendly cultural, entertainment and community events to enrich the lives of Kerman residents, support Kerman community organizations and businesses and promote the quality of life in Kerman.

WHEREAS, the City has long successfully partnered with the Kerman Rotary Club to enrich the lives of Kerman residents; and

WHEREAS, many events require the expertise and assistance of City staff and resources to make them successful and safe; and

WHEREAS, many events are designed to raise funds for worthwhile causes and projects, supporting Kerman students and residents; and

WHEREAS, a proposed parade in conjunction with a Dia De Los Muertos Day festival, which the City wishes to support, will be a benefit to Kerman.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Kerman resolves as follows:

Section 1. The above recitals are true and correct and incorporated herein by reference.

Section 2. That the Rotary Club of Kerman will obtain all necessary permits and insurance coverages as required by the City or other Agencies.

Section 3. The City Council approves a waiver of City fees and costs associated with facilitating a parade in the amount of \$____.

Section 4. That this resolution is effective upon its adoption.

The foregoing resolution was adopted by the City Council of the City of Kerman at a regular meeting held on the 9th day of October 2024, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

The foregoing resolution is hereby approved.

Maria Pacheco
Mayor

ATTEST:

Josie Camacho
City Clerk