



Legislation Details (With Text)

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Title: RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO APPROVING SPONSORSHIP IN THE AMOUNT \$5,000 FOR NORTH RICHMOND SHORELINE FESTIVAL ON SATURDAY, OCTOBER 6, 2018

Sponsors:

Indexes:

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Attachments: 1. RESO 2018-095 Sponsorship No. Richmond Shoreline Festival, 2. City Council Fee Waivers & Sponsorships.pdf, 3. 070218 NRSF October 6, 2018 REQ

Date	Ver.	Action By	Action	Result
7/3/2018	1	City Council	adopted	Pass

PREPARED BY: LATANYA FISHER

DATE OF MEETING: 07/02/18

SUBJECT:

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO APPROVING SPONSORSHIP IN THE AMOUNT \$5,000 FOR NORTH RICHMOND SHORELINE FESTIVAL ON SATURDAY, OCTOBER 6, 2018

CITY MANAGER RECOMMENDATION

Adopt Resolution

COMPLIANCE STATEMENTS

Fiscal Resiliency Policies: Spending Cap & Facility Use Policy for Maple Hall Waivers and Spending Cap & Special Event Sponsorship (Discretionary Spending) are adopted policy items under the FY 2018-21 Council Priority Workplan, effective November 1, 2017. The event includes healthy outdoor activities consistent with the Workplan’s Healthy Eating Active Living Initiatives.

CEQA Compliance Statement

This is not a project as defined by CEQA

BACKGROUND

On May 24, 2018 the City Manager’s Office received an email and letter from Ms. Lana Martarella, Festival Coordinator, requesting support for their 15th Annual North Richmond Shoreline Festival (NRSF) on Saturday, October 6, 2018. Because sponsorship funds were exhausted for the FY2017/18 budget cycle, the City Manager requested staff to place this funding request on the July 2, 2018 City Council agenda for consideration when the FY 2018/19 budget funds are available.

The free Open Space Celebration and Education event that previously attracted 800-1,000 community participants and now has increased to more than 1,600 people. Due to consistent

increased participation the organizers request a City's sponsorship of \$5,000. The NRSF Committee donates most of their time to make the event successful and although the attendance has increased, their food budget remained the same. San Pablo sponsorship along with other sponsorships will cover the cost of healthy lunches, music, games and children's entertainment for all local citizens and visitors to Pt. Pinole Park. The festival is free to all participants due to many supporters and sponsorship funds.

The free event was founded by Ms. Whitney Dotson of the East Bay Regional Park District as a way to educate the community about the benefits of open space as well as provide information on ways members of the public can work together to support the parks and healthy lifestyle.

FISCAL IMPACT

A total of \$30,000 has been budgeted and earmarked for Event Annual Sponsorship for FY 2018/19 under the Adopted FY 2018-21 Quadrennial Operating Budget - City Council Division (100-1110-44050). The authorized sponsorship in the amount of \$5,000 will be deducted from this expense balance leaving a remaining balance of \$25,000 for the remainder of FY 2018/19 period for future sponsorships by the City Council.