

Legislation Details (With Text)

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Title: RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO AUTHORIZING EVENT SPONSORSHIP IN THE AMOUNT OF \$5,000 FOR THE NORTH RICHMOND SHORELINE FESTIVAL ON SATURDAY OCTOBER 7, 2017 AT THE POINT PINOLE REGIONAL SHORELINE PARK

Sponsors:

Indexes:

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Attachments: 1. RESO 2017-165 North Richmond Shoreline Festival 100717, 2. Sponsorship request North Richmond Shoreline Festival 100717, 3. FY17-18 Fee Waivers Sponsorships.pdf

Date	Ver.	Action By	Action	Result
8/8/2017	1	City Council	adopted	Pass

PREPARED BY: LATANYA FISHER

DATE OF MEETING: 08/07/17

SUBJECT:

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO AUTHORIZING EVENT SPONSORSHIP IN THE AMOUNT OF \$5,000 FOR THE NORTH RICHMOND SHORELINE FESTIVAL ON SATURDAY OCTOBER 7, 2017 AT THE POINT PINOLE REGIONAL SHORELINE PARK

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 2015-17 Council Priority Workplan, effective October 1, 2016. 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 June 13, 2017 the City Manager's Office received an email and letter from Ms. Lana Martarella, Festival Coordinator, requesting support for their 14th Annual North Richmond Shoreline Festival (NRSF) on Saturday, October 7, 2017.

The event is a 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. NRSF will receive contributions from other organizations to cover staff costs, printing and serving utensils from East

Bay Regional Parks District. 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. The festival intends to invite, involve and support parent and children as they explore the park, where they will learn to care about the eco-system and how to become eco-stewards.

The Event embraces healthy outdoor activities and includes a healthy lunch, music, games and children's entertainment for all local citizens and visitors to Point Pinole Park. Everything at the Festival has been free due to the generosity of sponsors. The festival has grown to include a focus on healthy eating, activating living and sustainability. The NRSF Committee has also given presentations to the parent groups at all San Pablo elementary schools, Helms Middle School and Richmond High School. The event allows citizens to enjoy the park land and the natural environment. The North Richmond Shoreline Open Space Alliance is a non-profit and the Environmental Justice Coalition for Water, 501(c) (3) serves as their fiscal agent.

FISCAL IMPACT

A total of \$30,000 has been budgeted and earmarked for Event Annual Sponsorship for FY2017/18 under the Adopted FY 2018/21 Quadrennial Operating Budget - City Council Department (100-1110-44050). The authorized sponsorship in the amount of \$5,000 will be deducted from this expense balance leaving a remaining balance of \$17,100 for the remainder of FY 2017/18 period for future sponsorships by the City Council.