

Legislation Text

File #: #19-408, Version: 1

PREPARED BY: LATANYA FISHER

DATE OF MEETING: 09/16/19

SUBJECT:

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO APPROVING A SPONSORSHIP IN THE AMOUNT \$5,000 FOR NORTH RICHMOND SHORELINE FESTIVAL ON SATURDAY, OCTOBER 12, 2019

CITY MANAGER RECOMMENDATION

Adopt Resolution

COMPLIANCE STATEMENTS

Enhance Community Resilience: 205. Civic Engagement is an adopted policy item in the FY 2019-21 City Council Priority Work plan, effective March 1, 2019.

CEQA Compliance Statement

This is not a project as defined by CEQA

BACKGROUND

On August 13, 2019, the City Manager's Office received an email and letter from Mr. Diego Garcia, Shoreline Festival Coordinator, requesting support for their 16th Annual North Richmond Shoreline Festival (NRSF) on Saturday, October 12, 2019, from 11am to 4 pm, at Point Pinole Park, sponsored annually by the City of San Pablo, the City of Richmond, the East Bay Regional Park District, the California, and the California Coastal Conservancy. NRSF is requesting \$5,000 sponsorship to cover the rising costs of meals provided, educational experiences, music, games, and entertainment for attendees. The festival is free of charge to all participants due to many supporters and sponsorship funds, and educates the community about the eco-system and how they can become eco-stewards of the natural surroundings. The festival has attracted over 1,600 locals and visitors in the past few years, with more than 400 participants from San Pablo.

The event is a combined celebration of Bay Day as well as a new event, Citizens for Eastshore Parks, which will educate the community about sea level rise and the impact that will have on the cities and shoreline. The 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 2019/20 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 \$11,400 for the remainder of FY 2019/20 period for future

sponsorships by the City Council.