

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: ERIN MORRIS, CITY MANAGER FELLOW  
CITY MANAGER'S OFFICE

SUBJECT: SESQUICENTENNIAL CELEBRATION

AGENDA ACTION: RECOMMENDATION TO CITY MANAGER TO AMEND THE  
EXISTING CONTRACT WITH THE SANTA ROSA CHAMBER OF  
COMMERCE TO ADD UP TO \$23,000 FOR  
SESQUICENTENNIAL CELEBRATION EVENT PLANNING

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RECOMMENDATION

It is recommended by the City Manager's Office that the Council, by motion, recommend that the City Manager amend the contract with the Santa Rosa Chamber of Commerce to provide event coordination services for the Sesquicentennial Celebration in an amount not to exceed \$23,000.

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EXECUTIVE SUMMARY

In 2018, Santa Rosa will celebrate its 150<sup>th</sup> Birthday, also known as the City's Sesquicentennial. An ad hoc group comprised of the Mayor, two Council Members, and community members has been meeting since 2015 to discuss how Santa Rosa will celebrate its birthday in September 2018.

The committee envisions an all-day, family-oriented community event on Sunday, September 9, 2018. The event would include placement of new time capsules in Courthouse Square, entertainment, and an outdoor community dinner on Fourth Street.

In order to move forward, the committee has identified the need for a part-time event coordinator. Major event funding is expected to be contributed by private sponsors, and volunteer support will be critical. The group will bring forward a larger funding request as part of the FY 2017-2018 budget, but this initial request is to allow the event planning to commence immediately. The City's in kind services for large downtown events will be needed and will be requested in the 2018/2019 annual budget process.

At this time, the group is requesting \$23,000 of funding to allow an event coordinator to be hired to begin planning work. The group will bring forward an additional funding

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request as part of the FY 2017-2018 budget. The Chamber of Commerce is recommended as the contractor that would hire the event coordinator and manage the coordinator's contract.

BACKGROUND

In 2016, the City Manager entered into a contract for \$6,375 with Link Creative Inc. to prepare an event logo. The logo was created and approved by the committee.

On March 7, 2016, the City Manager entered into a contract with the Santa Rosa Chamber of Commerce to act as a Downtown Merchant Association by providing event production, beautification efforts, selling parking validation vouchers, and creating an informational kiosk to service downtown visitors. The total amount of the contract was \$28,440.

On January 17, 2017, the contract was amended to allow the Chamber to promote downtown businesses and address downtown merchant needs during the holiday season and Courthouse Square reunification construction. The amendment increased the contract amount by \$25,000, bringing the contract total to \$53,440.

PRIOR CITY COUNCIL REVIEW

Not applicable.

ANALYSIS

The proposed contract amendment would allow event planning for the Sesquicentennial to be spearheaded by a professional event planner who will work with community volunteers to create a memorable celebration of Santa Rosa's 150<sup>th</sup> birthday. The initial funding of \$23,000 would allow the work to commence in the near term, and then a separate request will be made to fund ongoing coordination work over the second half of 2017 and 2018 leading to the event in September 2018.

The Chamber is recommended as the contractor that would hire the part-time event coordinator, due to the Chamber's expertise with this type of work. If the Council approves this request, staff will amend the existing contract with the Chamber to add event coordination services.

FISCAL IMPACT

The \$23,000 cost of the event coordinator would be funded out of the City Manager's budget as a one-time expense. Future funding proposals would be brought forward as part of the annual budget process.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it

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is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guidelines section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment 1 – Event Logo
- Attachment 2 – List of Sesquicentennial Committee Members

CONTACT

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