

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL

FROM: SEAN MCGLYNN, CITY MANAGER
CITY MANAGER'S OFFICE

SUBJECT: APPROVE BALANCE FROM COMMUNITY PROMOTION FUNDS
TO SANTA ROSA'S SESQUICENTENNIAL

AGENDA ACTION: MOTION

RECOMMENDATION

It is recommended by the Community Promotions Fund Committee and City Manager's Office that the Council, by motion, direct the balance of funds from the FY 2018/19 Community Promotion Funds, an amount not to exceed \$3,050, to use for in-kind services for the Sesquicentennial Celebration.

EXECUTIVE SUMMARY

In 2018, Santa Rosa will celebrate its 150th 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 has planned an all-day, family-oriented community event on Saturday, September 8, 2018. The event will include the 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 additional funding to plan for in-kind services needed for the event. Major event funding has been received and utilized from private sponsors, as well as some additional funding from the City, in the amount of \$117,000. This additional request will help fund in-kind services for the large downtown event.

SESQUICENTENNIAL CELEBRATION

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BACKGROUND

In FY 2015-16, the Community Promotions Fund had a leftover balance of \$14,000 that was given to the Sesquicentennial committee. Additional funding was then given in May 2017 (\$23,000) and in May 2018 (\$80,000) to help facilitate the celebration.

The Sesquicentennial celebration committee submitted an application for Community Promotion Funding of the event, but the committee denied funding based on the fact that the Sesquicentennial committee is not a 501(c)3 corporation (one requirement of funding). The Committee did agree that if there were any funds remaining, they would recommend that the funding be given to the Sesquicentennial celebration. There is a small balance of \$3,050 remaining from the FY 18-19 Community Promotions.

PRIOR CITY COUNCIL REVIEW

Not applicable.

FISCAL IMPACT

The \$3,050 is the balance of funds remaining from the Fiscal Year 2018/19 Community Promotion Funds; if not used it would return to the General Fund.

ENVIRONMENTAL IMPACT

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

None.

CONTACT

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