

Date January 19, 2021

R-15

To: HONORABLE MAYOR AND CITY COUNCIL

From: Councilwoman Mary Zendejas, First District
Councilmember Cindy Allen, Second District

Subject: Fund Transfer for Día De Los Muertos Celebration

RECOMMENDATION:

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$576, offset by First Council District One-time District Priority Funds transferred from the Citywide Activities Department for the 2020 Día De Los Muertos Celebration; and

Decrease appropriations in the Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$576 to offset a transfer to the City Manager Department.

DISCUSSION

The First District has played host to the City's Día De Los Muertos Celebration for years. COVID-19 required a change in plans but the celebration was still held on Pine Ave. with the assistance of Special Events, Public Works, and several wonderful, local artists.

Artists were socially distanced thanks to the closure of Pine Ave. between 4th and 5th Street. They were then given their own canvass to paint, in their own unique way, an image that celebrated Día De Los Muertos and those we wanted to remember. The City had allocated \$20,000 in the FY2020 approved budget and the First District Council Office agreed to offset any cost beyond that amount. This item is to offset the remaining cost that fell outside of the budgeted \$20,000 for the event.

This matter has been reviewed by Revenue Management Officer Geraldine Alejo on December 30, 2020.

TIMING CONSIDERATIONS

The funds are for final remaining invoices from the event which occurred in late October and early November of 2020.

FISCAL IMPACT

This recommendation requests the City Manager to provide funding for the 2020 Día De Los Muertos Celebration. The total appropriation increase of \$576 in the Special Events and

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Promotions Fund Group in the City Manager Department is offset by the First Council District One-time District Priority Funds in the Citywide Activities Department. Implementing this recommendation is expected to have minimal impact on staff hours beyond normal budgeted scope of duties and is expected to have a minimal impact on existing City Council Priorities.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



Councilwoman Mary Zendejas

