

Date January 19, 2021

R-16

To: HONORABLE MAYOR AND CITY COUNCIL

From: Councilwoman Mary Zendejas, First District
Councilmember Suely Saro, Sixth District

Subject: Fund Transfer for Holiday Posada Celebration

RECOMMENDATION:

Increase appropriations in the Special Advertising and Promotion Fund Group in the City Manager Department by \$2,000, offset by First Council District One-time District Priority Funds transferred from the Citywide Activities Department for the 2020 Holiday Posada Virtual Celebration; and

Decrease appropriations in the Special Advertising and Promotion Fund Group in the Citywide Activities Department by \$2,000 to offset a transfer to the City Manager Department.

DISCUSSION

The First District is continuing to try and offer alternatives to in-person, family and friend gatherings during the holiday season. COVID-19 has continued to require unique responses to keep tradition alive as well as show the City's residents that there is still joy and hope to be shared.

This year, the First District helped residents celebrate the holidays safely at home by hosting a virtual holiday celebration on December 23, 2020. The celebration brought together live performers and musicians to sing live for residents via Zoom. After the live performances, the celebration shifted to a participatory La Posada with Spanish-speaking residents taking the lead and singing together to honor the tradition of La Posada which usually requires neighbors to go door-to-door.

The Special Events Office in the City Manager's Office helped facilitate this event. Performers and facilitators are being paid \$250 each for their participation through Special Events and Promotions with the cost being offset by First District One-time Priority Funds.

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

TIMING CONSIDERATIONS

The holiday celebration and La Posada occurred on December 23, 2020.

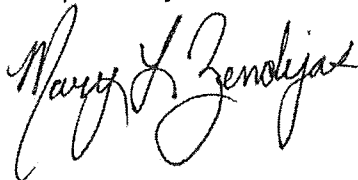
FISCAL IMPACT

This recommendation requests the City Manager to provide funding for the 2020 Holiday Posada Virtual Celebration. The total appropriation increase of \$2,000 in the Special Events and 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

