


7/13/2021

item 12




City Council Meeting

Item 12, (RTC 21-980)
Consideration and Council Action on Request for Financial Subsidy and Dedication of In-kind Services For Parade of Champions

July 13, 2021

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City of Santa Clara
The Center of What's Possible

Parade of Champions Request

- To provide financial support to cover the cost of City services for the 2021 Parade of Champions.
 - Plan A: In-person parade
 - Plan B: Virtual parade

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POST MEETING MATERIAL

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Plan A – In Person

- Date: October 9, 2021, 11 a.m. to 1 p.m.
– (Not including set-up/take down)
- Route: Approximately .75 miles; down Monroe, right on Benton
- Maximum Number of Entrants: 90
- “Village” area post parade : TBD

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Plan B – Virtual Parade

- Communications & Outreach Support
- Community Heroes video package
- Livestreaming of the event
- Social media chat interactivity

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Plan A: In Person

Department	Expense	2019	2021
CDD	Stage Permit, Electrical Permit	\$400	\$400*
Finance	Amplified Sound & Business License	\$60	\$71
Fire Department	Fire Watch; Standby Engine; Outdoor Special Events Permit; Generator Permit; First Aide Tent/Canopy/Air	\$4,868	\$1,500*
City Manager's Office Communications	Resharing of their content on following channels: Social media; Inside Santa Clara Newsletter; City Manager Newsletter; Utility Bill insert; Electronic billboard off 101 Banner on channel 15 until Parade day; Banners in the park; Recap on Channel 15	Absorbed	Absorbed
Parks & Recreation	Event Planning (Cross-Departmental Coordination) & Special Events Permit	\$3,510	\$3,510
	Good Neighbor Mailing	\$1,100	\$1,300
Police	Traffic Control Personnel; Towing Services Agreement, Resident outreach (Nixel alerts, social media)	\$10,483	\$12,225
Public Works	Permit and Installation of Street Banners, Posting "No Parking" signs in advance of the event, staffing and equipment for traffic control operations during the event, street sweeping following the parade, staging and servicing solid waste containers, and the cost of the Encroachment Permit including review of the traffic control plan	\$37,806	\$44,670*
Total City Costs		\$58,227	\$63,676*

*Costs are preliminary and do not include expenditures for "Village" area that are anticipated. Village costs are, however, reflected in the 2019 actuals.

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Plan B - Virtual

- City can absorb support for:
 - Plan A communications activities (reposting of POC content on City channels.
 - Provision of existing Community Heroes video package with limited updated 2021 elements
- Social Media Chat Interactivity: POC social media channels are separate from the City's. It would not be appropriate for a City representative to post on behalf of POC on their communication channels.
- Livestreaming of the event: City lacks the staffing and equipment required to livestream. POC hired outside consultant to provide this assistance in 2019.

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Considerations

- City adopted budget put large events on hold to save \$300k+ General Fund dollars (e.g., 4th of July and Art & Wine Festival), as well as to allow for lesser staffing levels for expenditure savings
- Plan A or Plan B will redirect existing reduced staff capacity to this event and City will need to allow for other priorities to be paused or delayed
- If estimated costs increase, the City Manager would need to use the Council Recess authority to ensure that the Parade of Champions is successfully resourced with Council ratification, if necessary
- There is an October 10 NFL game that will also require limited special event staff resources

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Options

- **Option #1:** Fund \$10K in accordance with community grant program to support Plan A or Plan B
- **Option #2:** Fund Plan A from budget stabilization reserve (projected to be \$65,000, not including Village elements) and approve in-kind contribution of Plan B community heroes video package with limited updated 2021 elements.
- **Option #3:** Approve absorbed support for Plan A communications activities and Plan B community heroes video package with limited updated 2021 elements
- **Option #4:** Rely on Community Fundraising & Sponsorship

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Celebrating our Community and Front line Heroes City-Wide!

2021 SC PARADE OF CHAMPIONS

Community Building since 1945
Oct. 9, 2021 @11am Festivities
start at 9am



Learn more at www.scpardaeofchampions.org
Follow us on Instagram and FB [\(1\) Santa Clara Parade of Champions | Facebook](#)

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Thank you Mayor and City council for considering our
Petition for the funding of city services that brought
back our 52-year-old parade in 2019—after a 24 year
hiatus.

After over 15 months of COVID SIP in isolation, the community young
and old, and everyone in between, is ready to gather to celebrate our
heroes in person...I think we are all in need of a Victory Parade!



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Plan A: Why a Live Parade?

- **History of the Parade:** Established in 1945 to welcome home our WWII vets—our Champions!
 - The Parade continued for 50 years by the Marsall Family and Fiscal Sponsor YMI
 - The second largest parade at its peak in the State of California
 - The longest most unifying event in the history of SC
- **In 2019, our Nonprofit 501c3 of Volunteers with the support of community and with the help of the city brought back the historic parade to a crowd of 10K.**
 - The last time we had a crowd as large was in 1995
 - Watch 8 minute 2019 live parade at
 - <https://youtu.be/4zdMid4TKJO>
- **What is the City services quote provided?**
 - \$63K
 - We took City advice moved the date to October 9th and Shortened the Parade
- **Why the broad appeal? No other Parade like us in the State!**
 - Representative of *all* city wide and the region as the **Center of What's Possible?**
 - Inclusive, diverse, multicultural and multigenerational
- **What are the benefits City Wide?**
 - Shines a light on the quality of life in Santa Clara
 - Builds Good Will and Community Relationships
 - Showcases the contributions of our community in a variety of areas
 - Academics, Sports, STEM, Community Service, Music and the Arts across all demographics
 - Nurtures the Next Gen of Santa Clarans who we hope will carry the torch for the Next 50 years
 - Offers opportunity to instill:
 - Civic Pride
 - Volunteerism
 - Leadership/Internships
 - Social Responsibility
- City Funds could support all community groups in a single event—no picking and choosing who to support.

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Plan B (default): Virtual Parade w/Live Elements

- **When?**
 - On Oct 9, 2021 at 11AM
- **Who is the Host?**
 - Taylor Amarante—Earthquakes Sports Announcer plus Guest hosts SCPOC/Others
- **How?**
 - Online and in Person Event
 - SCPOC will Live stream on YouTube, SCPOC website and social media with Live Chat Features
 - Will be Recorded by a hired professional Production Company
 - We welcome all Community Participation to showcase SC creativity! Last year we had 120 groups submit.
 - To watch our 2020 Virtual Parade Go to <https://youtu.be/GzZgQdt7bpo>
- **Where?**
 - Recording will take place either in Studio like 2020 or using a Live Location - depends on Budget, and Production Crew capabilities and resources
- **What is the Cost to hire production crew/services based on 2020 project?** \$15-\$20K

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Santa Clara City Council: Please can you support cost of services for Plan A and Plan B as a default

- **Plan A: Funding for City Services and City Leadership Participation in Live Parade Quote is \$63K**
 - We have broad Regional appeal--County Supervisors Board has provided a grant to support Parade operations
 - PAL, Youth Groups, Community Service NPOs, Multicultural groups, Vanguard, SCU, SJSU, Mission College, SCHS, Wilcox, St. Clares, County Supervisors-- are all engaged--and the list is growing
- **Plan B: Grant for Production Costs for Virtual w/Live Elements Quote is \$15K-\$20K**
- **Plan A or B: Includes "in kind" City Communication and Promotion as follows:**
 - Last year the City provided the following access:
 - Great America Billboard on 101
 - Inside News
 - City Calendar/Newsletters/Email blast to employees
 - Social Media and Next Door
 - Billing inserts
 - Channel 15/99 promotion and month long viewing
 - **SCPOC Will be doing their part for community outreach for either Plan--we match and exceed level of Communications engagement!**
 - **Communications Plan:** Social Media, Mercury News, SC Weekly, SC Online, SJ Spotlight, Local Bay area Patch, NBC News, Local TV and Community Radio Spots, email blasts. Banners at the Parks, Posters and flyers and the Farmer's Market.

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Who doesn't love a Parade? Q and A



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07-13-21

ITEM#12
RTZ# 21-980

Melissa Meslo

From: Margaret Horoszko <horoszko@sbcglobal.net>
Sent: Tuesday, July 13, 2021 12:44 PM
To: Public Comment
Subject: Parade of Champions • Item number 12. 21-980

To whom this may concern,

I think I may have sent this in too late last meeting so I am resending my comment hoping it will get read this evening.

Thank you.

Hello City Council Members and Members of the Community,

My name is Margaret Horoszko and I have lived in Santa Clara for 30+ years. I am currently active in a number of non-profit community groups: Santa Clara Sister Cities, Santa Clara Lawn Bowls, the American Cancer Society (Discovery Shops) and most currently the Parade of Champions. I am proud of our city and the parade brings the community and community groups together in a positive and unifying celebration. It works to help us acknowledge the importance of our essential workers and other vital community members. It is a fun event for all ages. Under Ana Vargas Smith's direction, I think this event will be a success like it has been the last two years. The parade worked both as an in person and virtual event and I would like to see it supported.

Thank you.

POST MEETING MATERIAL

07-13-21

ITEM#12
RTZ#21-980

Melissa Meslo

From: Anthony Raffetto <araffetto@scusd.net>
Sent: Tuesday, July 13, 2021 4:52 PM
To: Public Comment
Subject: Parade of Champions

Hello, my name is Tony Raffetto and I am a teacher at Wilcox High School. I am also the advisor for the "Wilcox Business Experience". This is a club where we enter national level competitions in the subject matters of entrepreneurship, financial advising, and other "Business" subjects. We also have our students participate in activities that help their community.

Over the last few years we have had the pleasure of working with the revamped "Parade of Champions". Our jobs have ranged from walking the parade route and informing everybody on that route about the parade and the street closures to being in charge of the social media marketing campaign last year. I am writing this email asking the city council to look at this project from a different viewpoint.

Despite living in the Santa Clara area for most of their lives I was surprised at how little connection my students had with the city. After participating in activities like the Parade of Champions, they have developed a connection to their community. Because of opportunities like this, my kids tend to talk about the importance of community. It is very possible we might even have some of the future leaders of the community that will enter this calling because of the experiences they had the past few years. They were able to see that they could make a difference and that they should always try to strengthen a community where they live.

Without events like the Parade of Champions, my students don't have these types of opportunities to be involved on the "street level" in the community. When working with some of the committee members of the Parade of Champions, our students were able to hear the history of Santa Clara and then understand why things happen. Events like this are the bridge between our current leadership and the future of our community.

I appreciate your time in reading this.

Thanks

Tony Raffetto
Wilcox High School
Business Teacher

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Tony Raffetto
Business Teacher
DECA Advisor



POST MEETING MATERIAL

07-13-21

ITEM#12
RTC#21-980

Melissa Meslo

From: Tiffany Fournier <tiffanyf@slingshotconnections.com>
Sent: Tuesday, July 13, 2021 12:51 PM
To: Public Comment
Subject: SC Parade ~ Public Comment

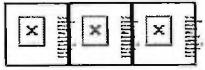
Council Members & Fellow Citizens,

I'm writing this letter today in support of the Santa Clara Parade of Champions, a very special, memorable & unifying yearly event that has played a major role in bringing Santa Clara residents together. Many other cities, like ours, continue to grow and feel less like a community, but it's events like this parade that makes our town feel more connected.

This parade is special because it introduces us to our neighbors, businesses, schools, our front line workers, and heroes. **The Parade of Champions** shows each of us what kind of people make up this great city!

Cheers,
Tiffany

Tiffany Fournier
Director of Business Development & Community Relations
SlingShot Connections | *Staff Talent. Build Solutions.*
Silicon Valley Main: 408.247.8233 | **Central Coast Main:** 831.663.4000
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E-mail: tiffanyf@slingshotconnections.com



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07-13-21

ITEM#12
RTC#21-980

Melissa Meslo

From: Karen Ardizzone <kardizzone@gmail.com>
Sent: Tuesday, July 13, 2021 12:01 PM
To: Public Comment
Subject: Council Mtg 7/13 - SC Parade of Champions

Let's bring the smiles back on to the street and show our thanks to all our hometown heroes. We want to celebrate them and what better way than a live in-person parade. Santa Clara needs a positive community event. Hoping for your complete support. Thank you so much, Karen Ardizzone

07-13-21

ITEM#12
RTC #21-980

Melissa Meslo

From: Patti Allmon <p.allmon@comcast.net>
Sent: Monday, July 12, 2021 11:47 PM
To: Public Comment
Subject: July 13th meeting-Parade of Champions Funding

Dear Mayor and Council Members,

Thank you for considering funding the 2021 Santa Clara Parade of Champions. The 2019 Parade as you know was a great success as well as the 2020 Virtual Parade. Everyone I meet who attended the Parade express their excitement and long for the next parade. There is nothing like a Parade to bring this great diversified community together to celebrate life, front line workers, talent, and all the hometown heroes. This years parade will be an especially important event with everything that has gone on this past year. We need to come together and be reminded that life is good and we are here for each other.

Thank you for your support.

Patti Allmon

Sent from my iPhone
Patti Allmon
Coldwell Banker
CA.BRE# 01337313
408-828-0078

POST MEETING MATERIAL

07-13-21

ITEM#12
RTC#21-980

Melissa Meslo

From: aratermann <aratermann@sbcglobal.net>
Sent: Monday, July 12, 2021 11:31 PM
To: Public Comment
Cc: aratermann; Ana Vargas-Smith
Subject: Parade of Champions

In Santa Clara we have a community of hero's who have pulled together to endure the trials and hardships of the last year and a half. It is time to recognize these hero's and celebrate their spirit and sacrifices.

Many of our beloved city events were cancelled due to COVID. There is a longing for a communiy event to bring us all together. The Parade of Champions is just such an event.

The Parade of Champions is a chance to celebrate our hero's, from the nurses and doctors, the public safety and the everyday citizen who wore thier mask, quarantined and supported our business during the difficult times.

Please provide the city seVICES needed and the Parade will do the rest.

Let the Parade of Champions bring us together and shine a light on all the hero's in our community.

Thank you
Andy Ratermann

Sent from my Galaxy

From: Mary Grizzle <mogrizzle2@gmail.com>
Sent: Tuesday, July 13, 2021 1:26 PM
To: Mayor and Council
Subject: Parade of Champions October 9 Live Parade

Madam Major, Council and City Manager I have lived in Santa Clara since 1957. I graduated from Santa Clara High in 1961. Two years ago I helped bring back the Parade Of Champions back from a long sleep so my grandchildren and my great grandchild can enjoy a bit of the life that I lived and loved. My next steps will be to see the historical downtown rebuilt but tonight, tonight I come before you requesting the funding of 60k be allotted for the Parade Of Champions to cover City Services. Last year we did a very successful virtual Parade and of course the year before that a Very successful live Parade. This city was shut down all last year due to COVID. From listening to many of my constituents, they are pleading for some live programs where they can gather and once again feel the joy of interaction with friends and neighbors. They were looking forward to the Fourth of July at Central Park, they were looking forward to the Art and Wine Festival both of which were canceled. I am pleading with this council to fund the much needed 60k for the live Parade Of Champions to move forward, this will at least give the public at least one day, one day of sunshine, laughter, and happiness that they can cherish and share with family friends and neighbors for many years to come.

POST MEETING MATERIAL