

City of Santa Clara

Action on Request for City Financial Support for New Special Event - Parade of Champions

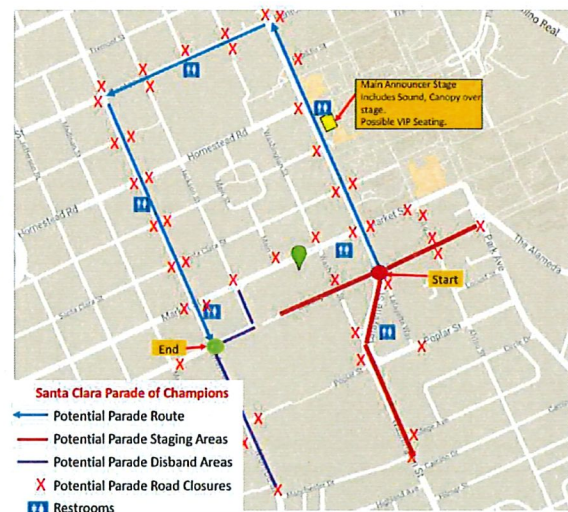
City Council 19-118 Item 6.

March 5, 2019



Background

- Parade of Champions
 - 1945-1995 Original Parade of Champions
 - October 9, 2018:
 - Request by Santa Clara Parade of Champions (SCPOC) to support a new parade in the City's Old Downtown
 - Council referred item to staff to assess feasibility, logistics, cost, impacts, issues and to meet with SCPOC
 - December-February:
 - Meetings with SCPOC & parade consultant
 - Proposal review by City



Community Proposal

- Date: September 28, 2019
 - Set up 6 a.m., Start 11 a.m., End 1 p.m., Clean 3 p.m.
 - Free community event with target of 5,000 attendees
- Route: Down town Santa Clara, “U” Shape
 - North on Lafayette/Bellomy, West on Benton, South on Monroe, end at Bellomy/Monroe
- Logistics: Non-profit Organization & volunteers
 - Professional parade consultant, content
 - Fundraising, communication/marketing
 - City services: permits; public safety; planning/coordination; equipment/services, barricades, waste, street sweeping, security plan, signs, noticing, traffic control/street closures



Parade Budget Estimate

SCPOC Costs	Amount
Communication	\$300
Sound	\$1,000
Portable Restrooms	\$2,000
Promotional Material & Marketing	\$3,000
Parade Production Coordinator	\$12,500
Insurance	\$3,000
Volunteer Supplies & Food	\$3,500
Parade Set-Up & Production	\$47,000
Awards, Honorarium, & Recognition	\$7,100
Trash Services	\$1,500
SCPOC EXPENDITURES	\$80,900
City Costs	\$71,028
Total Event Expenditures	\$151,928

CITY Costs	Amount
Equipment Rental	\$10,726
Permitting	\$5,730
Staff - Fire	\$740
Staff - Police	\$10,136
Staff - Parks & Recreation	\$3,486
Staff - Public Works	\$40,210
Sub Total CITY EXPENDITURES	\$71,028

SCPOC REVENUE	Amount
Sponsorships, Donations	\$80,900
City Grant (amount Requested)	\$71,028
Total Revenues	\$151,928



Discussion

Evaluation of Proposal

- **Parade Funding**
 - Provides City support for essential City services
 - Grant request requires additional allocation of funds
 - Critical path requires parade consultant
 - Significant funds to be raised in short period of time
- **Event Timing**
 - Compressed timeframe to plan and execute 2019 event
 - Other City events may draw on City resources of staff and availability
- **Benefits**
 - Family event, involves multiple community organizations (civic, schools, businesses, charitable groups, sports teams, etc.)
 - Positive exposure for City as host



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Discussion—Options

Alternatives

1. Approve Parade in concept and approve City Grant for City Services for \$71,028
 - Requires additional allocation to City Grant Program;
 - Contribution agreement with SPOC (fundraising plan, city service scope, timeline, parade content, volunteer recruitment/orientation, outreach to affected property owners and businesses, marketing plan)
2. Approve Parade in Concept and deny City Grant approval
 - Requires SCPOC to raise all funds to pay for parade related costs and City services.
3. Request further planning & delay approval.
 - Requires additional information and funds raised by SCPOC in support of a Parade target date of 2020 prior to commitment of City resources/funds

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Recommendation

- No Staff Recommendation, however if approved in concept
 - Parade timing 2020 is more realistic given staff capacity and current planned events
 - Additional time for SPOC to raise necessary funds
 - Additional time to plan for successful parade

