



## Agenda Report

20-1035

Agenda Date: 10/27/2020

### REPORT TO COUNCIL

#### **SUBJECT**

Recognition of the 2020 Santa Clara Parade of Champions

#### **BACKGROUND**

The Santa Clara Parade of Champions (Parade of Champions) was established in 1945 by former Mayor and Councilmember Larry Marsalli and the Young Men's Institute Council to celebrate and honor veterans returning from World War II. Traditionally, the Parade of Champions brought Santa Clarans together to celebrate their heritage, community spirit, and pride, while showcasing the "champions" among veterans, nonprofits, business, education, arts, cultural, sports, and civic groups. The Parade of Champions was held annually until 1995.

After a 24-year hiatus, the Santa Clara Parade of Champions returned to Santa Clara on September 29, 2019 and had an estimated 10,000 attendees.

#### **DISCUSSION**

In 2020, Parade of Champions organizers made tremendous efforts to keep this beloved Santa Clara tradition alive despite the challenges presented by the COVID-19 public health emergency. A Virtual Parade of Champions, Honoring America's Heroes was streamed online on October 10, 2020, with videos and a yard decorating contest honoring our community's essential workers.

At the October 27, 2020 City Council meeting, the City Council will recognize and thank the Parade of Champions organizers for their dedication to the Santa Clara community.

#### **ENVIRONMENTAL REVIEW**

This is an information report only and no action is being taken by the City Council; no environmental review under the California Environmental Quality Act ("CEQA") is required.

#### **FISCAL IMPACT**

There is no fiscal impact to the City other than staff time.

#### **PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) <<mailto:clerk@santaclaraca.gov>>.

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