



Agenda Report

18-628

Agenda Date: 5/9/2018

REPORT TO CULTURAL COMMISSION

SUBJECT

Feedback on Programming Priorities for FY 17-18 Event Development Budget

BACKGROUND

The Cultural Commission's FY 17-18 budget allocated \$15,108 towards Event Development. The Commission uses funds from this budget to fund the new Community Mixers program (budgeted at \$250 per event). The remaining funds were allocated to the planning and coordination of a cultural festival called Celebrate! International Village.

DISCUSSION

The Celebrate! International Village event that was scheduled for May 12, 2018 was postponed due to conflicting events in the City and shortage of staffing resources. There is currently \$14,812.05 remaining in the Event Development budget for this fiscal year.

Several members of the Commission have expressed interest in reallocating the remaining funds towards additional marketing activities, expansion of current programming, and providing additional compensation for performers.

Staff is seeking feedback on the Commission's programming priorities. This information will be used in balance with the availability of staffing resources for implementation.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(4) in that it is a fiscal activity that does not involve any commitment to any specific project which may result in a potential significant impact on the environment.

FISCAL IMPACT

There is approximately \$14,812.05 remaining in the FY 17-18 Event Development budget. Unused funds will return to the General Fund.

PUBLIC CONTACT

Public contact was made by posting the Cultural Commission 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 or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

Discuss and provide feedback on Commission programming priorities for FY 17-18 Event Development budget.

ATTACHMENTS

1. Remaining Cultural Commission Budget for FY 17-18 as of May 9, 2018