



## Agenda Report

18-657

Agenda Date: 5/15/2018

### Santa Clara Art & Wine Festival Planning 2018

#### **BACKGROUND**

The Park and Recreation Commission will review and discuss Art & Wine Festival planning for 2018 including: (a) four (4) glassware samples and prepare the order for the 2018 festival; and, (b) three (3) poster samples from two artists. The Commission will provide recommendation to staff on the glassware and poster selection.

#### **DISCUSSION**

The 38<sup>th</sup> annual Art and Wine Festival will be held in iconic Central Park over two days, September 15 to 16, 2018. This Festival is a fundraiser for many Santa Clara nonprofits. The Art & Wine Festival attracts over 50,000 visitors over the course of two days to visit and shop at over 160 artists' booths, go on rides in Kids Kingdom, sample local wines and artisan beers while enjoying entertainment on three stages. Last year the Commission provided \$89,000 to six Santa Clara non-profits with the proceeds of this event. Glassware is sold at the event. Posters are used for marketing and publicity purposes.

#### **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)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

#### **PUBLIC CONTACT**

Public contact was made by posting the Park and Recreation Commission's 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) or at the public information desk at any City of Santa Clara public library.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation