

Resolution of the Citywide Ward-Specific Events, Programs or Projects

City Manager's Office

City Council

October 28, 2025

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BACKGROUND

In Fiscal Year 2023/24, the Citywide amended annual budget; added \$876,000 for Citywide events that included 1.0 FTE and \$725,000 in event funding to enhance and grow community engagement, attract tourism, and stimulate economic growth across the City.



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BACKGROUND (CONT.)

- On August 6, 2025, the draft was presented to Governmental Processes Committee for review and input. Following discussion, the GPC voted to approve the policy with two minor modifications:
 - Clarify that the “Money Allotted to each Ward” section will be reviewed during the annual budget process, and if the City budget is fiscally challenged, each ward’s allocation may be reduced or eliminated per City Council-approved budget direction.
 - Specify that monies are not allowed to be donated to organizations or individuals (for example, a team traveling for a special event or an artist seeking sponsorship or donations for a program).



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DISCUSSION

Allowable through this program?

Events: Fairs, expos, festivals, music events, car shows, art events, runs, etc.

Projects: Open and accessible in the public right of way; on City Property or in conjunction with city department or program; art and cultural installations.

Criteria:

- Open and/or accessible to the public.
- Event/project is within the designated Councilmember’s ward boundaries.
- The event shall not be used for any political or campaign purposes, including but not limited to being affiliated with, in support of, or in opposition to, a political party, candidate for any political office, or political group/issue.



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DISCUSSION (CONT.)

When are allowable events/projects to be implemented?

Must be free and open to the public

Anytime up to 90 days prior to an election cycle of ward specific Councilmember

Able to partner/collaborate with a nonprofit or outside organization but may not sponsor external events or make donations to individuals or organizations

Must occur within the sponsoring Councilmember's ward boundaries

May not be used for any political or campaign purposes, including affiliation with or opposition to any political party, candidate, or issue



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DISCUSSION (CONT.)

Who implements these events/programs/projects and approves budgets?

Events and projects are implemented by City staff, not elected officials

The Arts & Cultural Affairs Division of Parks, Recreation, and Community Services (PRCS) coordinates project development, approvals, and execution

Budgets and allocations are reviewed during the annual budget process and may be reduced or eliminated if fiscal constraints arise.

Other departments may administer programs with prior written authorization from PRCS



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LOCAL VIBES EVENTS



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LOCAL VIBES EVENTS



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LOCAL VIBES EVENTS



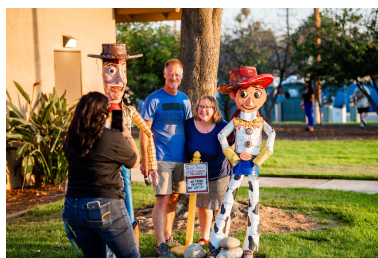
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LOCAL VIBES EVENTS



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RECOMMENDATIONS

That the City Council:

1. Adopt by resolution the Citywide Ward-Specific Special Events, Programs, and Projects Policy; and
2. Authorize the City Manager, or designee, to make non-substantive updates or administrative clarifications to the policy as needed for implementation consistency.



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