Citywide Ward Events Administrative Policy

Parks, Recreation and Community Services Department

Governmental Processes Committee

August 6, 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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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?

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

• Able to partner/collaborate with a nonprofit or outside organization. Can NOT sponsor an event.

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

• These events/projects are implemented by City staff, not elected officials.

• Able to partner/collaborate with a nonprofit or outside organization. Can NOT sponsor an event.

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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 Governmental Processes Committee:

1. Receive, review, and provide input on staff recommendations for the Citywide Ward Events Administrative Policy; and

2. Authorize the City Manager, or designee, to make non-substantive changes to the Administrative Policy.

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