



Legislation Text

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Discuss a celebration of Hispanic Heritage Event

BACKGROUND:

Hispanic Heritage Month is an annual celebration of the history and culture of the U.S. Latin and Hispanic communities. The event, which spans from September 15 to October 15, commemorates how these communities have influenced and contributed to American society at large. After discussion with Councilmember Retana, city staff is researching and developing strategies for this annual celebration to potentially become a permanent fixture in our event and activity offerings.

DISCUSSION:

Staff will be presenting event scenarios for 2021 and 2022 that include options for location, budget, city staff and departmental involvement. For 2021 the proposed plan calls for the event to be held on Saturday, September 25, at the Grove at Mustang Station. The event will be volunteer led and consist of Mariachi bands, local school performance groups, and recognition of local resident leaders. City departments assisting include Police, Communications, and Parks and Recreation. The proposed event budget is \$8,500. Future expansion plans call for a move to the Historical Park in 2022, a budget increase to \$15,000 for additional programming and event infrastructure, and for city staff to take a more active lead in the event planning and programming.

Staff are seeking Council input and recommendations for 2021 and beyond, as well as approved budget levels and event programming options.

FISCAL IMPACT:

Unbudgeted Financial Impact of \$8,500.