

## STAFF REPORT

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**Date:** February 12, 2020

**To:** Mayor and City Council

**Thru:** Sabra Newby, City Manager

**Subject:** **B.7. Staff Report (For Possible Action): Approval of Agreement of unallocated special events sponsorship funding to Keep Truckee Meadows Beautiful for the in-kind City Services for Truckee Meadows Earth Day 2020 event on April 26, 2020 in the amount of \$6,000. (Room Tax Fund)**

**From:** Alexis Hill, Arts, Culture and Events Manager

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**Summary:** This request is for Council approval of an agreement to transfer \$6,000 of unallocated special events sponsorship funding to Keep Truckee Meadows Beautiful for in-kind City Services for Truckee Meadows Earth Day 2020 at Mayberry Park occurring on April 26, 2020.

**Previous Council Action:** On April 10, 2019 Council approved an in-kind funding transfer from Mercury Momentum to Reno Food Systems for Earth Day 2019 in an amount not to exceed \$6,730.75.

**Background:** On December 9, 2019 the Special Events Sponsorship Subcommittee reviewed and approved in-kind funding from unallocated special events sponsorship funding.

**Discussion:** The Truckee Meadows Earth Day group (Keep Truckee Meadows Beautiful is the fiscal sponsor) started a new Earth Day event in 2019 due to the cancellation/absence of the Reno Earth Day event at Idlewild Park.

The 2020 Truckee Meadows Earth Day event is not affiliated with the 2020 Reno Earth Day event to be held April 19, 2020 at Idlewild Park.

The Truckee Meadows Earth Day group is asking for funding outside of the typical sponsorship process because the FY19/20 sponsorships closed before the group had organized to conceptualize the 2019 event let alone plan the 2020 event. Although the event is at Mayberry Park (a Washoe County Park) the City is involved in this event because the surrounding neighborhood and streets off of Fourth Street (White Fir Street and Woodland Avenue) are City of Reno streets. The Reno Police Department and Public Works Department are needed onsite

during the special event for safe flow of vehicular traffic due to the large crowds predicted at the second annual special event. Additionally they have requested to rent the City of Reno's Showmobile.

**Financial Implications:** The Special Events Sponsorship budget was already approved for FY19/20.

**Legal Implications:** Legal review completed for compliance with City procedures and Nevada Law.

**Recommendation:** Staff recommends Council approval of the agreement.

**Proposed Motion:** I move to approve staff recommendation.

**Attachments:**

- KTMB Earth Day SPONSORSHIP AGREEMENT (PDF)