



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** June 25, 2013

**TO:** Mayor and Councilmembers

**FROM:** Administration Division, Finance Department

**SUBJECT:** Community Promotion Contract With Old Spanish Days

**RECOMMENDATION:**

That Council authorize the Finance Director to execute a Community Promotion contract with Old Spanish Days in an amount of \$90,000 covering the period from July 1, 2013, to May 31, 2014.

**DISCUSSION:**

The Fiscal Year 2014 budget includes \$90,000 in the Community Promotion Program for the Old Spanish Days organization. Promotion funding will be used for organizing, promoting, and sponsoring the community celebration of Fiesta, as well as help supporting year-round administrative expenses, which include insurance, printing, postage, utilities, and accounting services. The funds will cover janitorial service for cleaning, trash pick-up, and portable toilets at the two "Mercados" and power-washing of the De la Guerra Mercado area. Community Promotion funds will also partially cover promotional costs for posters and brochures. The term of the contract extends over the period of July 1, 2013 through May 31, 2014.

**PREPARED BY:** Jennifer Hopwood, Executive Assistant

**SUBMITTED BY:** Robert Samario, Finance Director

**APPROVED BY:** City Administrator's Office