CITY OF SUNNYVALE

The Heart of Silicon Valley[sm]

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Date: August 21, 2008 RTC# 08-257

To: Council Colleagues

From: Mayor Anthony Spitaleri

Subject: Consideration of a City Co-sponsorship of a Pet Parade

As some of you may be aware, for a long time, I have felt that a pet parade is one of those community events that can go a long way to build a stronger sense of community, a type of event that brings everyone together. This type of parade has been a proven success in those communities that have it, such as our neighboring City of Los Altos.

You may also remember this past November I had sponsored an Annual Pet Parade Study Issue. That study issue was ranked #4 of 5 in the Parks and Recreation Department's list of issues to be studied. Unfortunately, given staff's workload, that issue is not scheduled to be studied this year.

During the interim, I have many people and organizations approached me and offer to volunteer to organize this event so it can happen this year. Thus far, we have approximately 10 groups that are willing to co-sponsor this event, most notably, the Downtown Association, the Kiwanis Club, the Sunnyvale Rotary, the Santa Clara Humane Society, a veterinarian, and several community members, etc.

I have met several times with these groups to better understand what kind of pet parade they have in mind, as well as what resources and support they need to make this parade a success. Thus far, it appears that all of these organizations will have sufficient resources and support to be able to have the parade on Sunday, October 26, 2008. They are in the process of submitting to the City an event application to hold this parade in our Downtown. The preliminary plan is to have the parade route begin on Frances street, go down to Evelyn, then come back up to Murphy Street, then to Washington, and come back down to Frances. The staging area will be at Plaza del Sol. There will also be pets-related education/vendor booths at the Plaza.

I am very excited about this event and the opportunity to bring families, kids, and their pets to our Downtown. I am hopeful this will be a very successful community event, similar to what other communities have experienced. Obviously, my hope is this will be an annual event.

The purpose of this memo is not only to inform you of this exciting community project, but also to ask you to consider adding the City of Sunnyvale's name to the list of sponsorship. The sponsorship will include using our name for advertising the event and having elected and appointed officers participating in this parade. There will not be any City hard costs or monetary contributions needed. Financial impacts would be minimal, and limited to only staff time for police/fire presence, for security purposes, and to also have our K-9's be included in the parade and other departments participate if they so choose. There will be very limited administrative support to coordinate our part of the co-sponsorship. Other City-involved activities are only those the City would normally do for any community events, such as road closures, or event permitting, etc.

I look forward to answering any questions or comments you have at the August 26, 2008, Council meeting and to your support in adding the City of Sunnyvale's name as a co-sponsor to this exciting first-ever Pet Parade in Sunnyvale.

Warmest Regards,

Anthony (Tony) Spitaleri

Anthony (Tony) Spitaleri
Mayor