



Council Meeting: August 4, 2009

SUBJECT: Consider City Co-Sponsorship of Pet Parade

The purpose of this report is to request Council to consider City co-sponsorship of the second annual Pet Parade in downtown Sunnyvale.

BACKGROUND

Prior to 2008, the last time a pet parade was held in Sunnyvale was 1955. In recent history, on Saturday, October 25, 2008, Sunnyvale Downtown Association brought a Pet Parade back to Sunnyvale. The second annual Sunnyvale *Howl'oween Pet Parade and Faire* will take place on Sunday, October 25, 2009. Consistent with RTC#08-257, staff recommends City co-sponsorship of this annual event. (See Attachment A)

EXISTING POLICY

Many policies, goals and action strategies in the Arts, Heritage Preservation, Recreation and Open Space, Community Design and Community Engagement Sub-elements lend policy support to the City in fostering community events.

Council Policy 7.218 Special Events

Community Engagement Sub-element

Policy C.2 – Encourage celebrations which help to create a strong, positive community identity and recognize cultural diversity.

Social Economic Sub-element

Policy 5.1B3 - Monitor the effect of City policies on business development and consider the effects of the overall health of business within the City.

DISCUSSION

The *Howl'oween Pet Parade and Faire* is a unique event designed to build a stronger sense of community in the downtown area of Sunnyvale. The Annual Pet Parade Study Issue was ranked #4 of 5 in the Parks and Recreation Department's list of issues to be studied in 2008. The event was organized by the Sunnyvale Downtown Association and successfully held in October 2008

with \$6,158.72 of in-kind services provided by the City of Sunnyvale as an event co-sponsor.

FISCAL IMPACT

The fiscal impact is restricted to in-kind services, and shall not exceed a value of \$7,000. Consistent with last year's event, sponsorship includes adding the City of Sunnyvale's name to the list of sponsors and using the name for advertising the event. Elected and appointed officers may participate in the parade. Financial impacts would be minimal, and limited to only staff time for public safety presence, for security purposes, traffic control and to have City K-9's be included in the pet parade and other departments participate if they so chose. Limited administrative support may be needed to coordinate the City part of co-sponsorship and could be absorbed in the Community Resources budget, Program 725, responsible for managing community events.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's Web site.

RECOMMENDATION

1. Approve City co-sponsorship of second annual *Howl'oween Pet Parade and Faire* scheduled for October 24, 2009.

Reviewed by:

Robert Walker, Assistant City Manager

Prepared by: Patricia Lord, Community Resources Manager

Approved by:

Gary M. Luebbers

City Manager

Attachments

- A. RTC #08-257 *Consideration of a City Co-sponsorship of a Pet Parade*

CITY OF SUNNYVALE

The Heart of Silicon Valleysm

456 WEST OLIVE AVENUE SUNNYVALE, CALIFORNIA 94086 (408) 730-7480

Date: August 21, 2008

RTC# 08-257

To: Council Colleagues

Anthony (Tony) Spitaleri
Mayor

From: Mayor Anthony Spitaleri

Melinda Hamilton
Vice Mayor

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

John N. Howe
Councilmember

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.

Otto Lee
Councilmember

Ron Swegles
Councilmember

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.

Christopher R. Moylan
Councilmember

David Whittum
Councilmember

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.

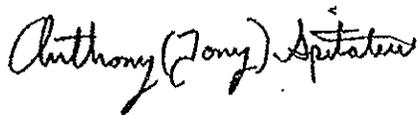
I have met several times with these groups to better understand what kind of pet parade they have in mind, as well as what resources and support they need to make this parade a success. Thus far, it appears that all of these organizations will have sufficient resources and support to be able to have 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,

A handwritten signature in cursive script that reads "Anthony (Tony) Spitaleri".

Anthony (Tony) Spitaleri
Mayor