

**CITY COUNCIL MEETING AGENDA  
OF OCTOBER 5, 2010**

**PUBLIC HEARING/GENERAL BUSINESS  
ITEM #4**

This item is on the October 5 agenda for the purpose of Council discussion and possible action regarding funding for the Pet Parade.

**Council Meeting: October 5, 2010****SUBJECT: Sunnyvale Pet Parade****REPORT IN BRIEF**

This is a request of Council and Staff to waive certain fees and to provide minimal services to assure that the Third Annual Sunnyvale Pet Parade is an ongoing success. The pet parade is focused towards the youth of our community and is a family event. Children, Parents and Pets dress in costume and tour a parade route in downtown Sunnyvale. Prizes are awarded to participants in a number of categories including: Best Costumes, as well as best Talent. After the parade attendees are encouraged to participate in a pet faire that will be held at the Plaza Del Sol. There will be a variety of vendors on site who will provide valuable information to pet owners. Vendors such as those that offer animal training will be in attendance. Pet rescue organizations will be present. Pet food and supply vendors will also be in attendance. There will be contests food and music to entertain those attending the faire portion of the event.

**BACKGROUND**

For the past two (2) years the City of Sunnyvale in collaboration with the Downtown Association and other sponsors have promoted a Sunnyvale Pet Parade. In past years between 25 to 30 vendors and over 2,000 people have attended. Each year attendance has grown. This year the parade has been enlarged to include music, dignitary cars, floats and a wide variety of animals.

**EXISTING POLICY****Council Policy 7.2.18** Special Events**Community Engagement Sub-element**

**Policy C.2** – Encourage celebration 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 question that the Council needs to address is whether this event provides a service to the community that is so beneficial to the community that it deserves further financial assistance from the City.

The Pet Parade and Faire is a positive family venture. It fits well with the City's commitment to encourage family and children related events. It has been a successful venture drawing a sizable number of residents.

The request would further supplement a grant of \$3,025 that was already awarded to the Downtown Association to help defray costs for this event.

The budget submitted by the Downtown Association shows an anticipated deficit of \$8,994.00 for the event.

The Parade Route is as follows. The parade is established on Capella. The parade is directed north on Frances from Capella to Evelyn Ave. The parade turns right on to Evelyn. The parade travels the half block to Murphy Ave. and turns right on to Murphy. It travels down Murphy. The reviewing stand is located on Murphy Ave. mid block. When the parade reaches Washington it turns to the right and returns to Frances. Again the parade turns to the right and finishes at Capella. It is estimated that that the parade will end within one (1) hour of it's start.

**FISCAL IMPACT**

The cost of the event is estimated at \$20,994. There is an anticipated revenue stream of approximately \$12,000. The grant afforded the event by the City amounted to \$3,025.00. That leaves an approximate deficit for the event of \$5,969.

The money supplied by the grant and revenue from vendors and sponsors is anticipated to cover the costs for Booths and tables (\$500.00), Sound System (\$1,200.00), Porta Poties (\$700.00), Brochures (\$3,000), Posters (\$600.00), and print advertising (\$2,000.00). These expenses total \$7400.00.

The current request is asking that the City waive a variety of fees for services. Those fees would include Event Fee (\$102.00), Carnival /Fair permit (\$208.00), sound permit (\$25.00), Banner at Wolfe and El Camino (\$450.00), Use of Plaza Del Sol (\$160.00), Damage Deposit (\$500.00), Traffic Control Deposit (\$1,200.00). Garbage and Recycling bins (\$661.00). The total cost of waivers listed would be \$3,306.00.

**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.

**ALTERNATIVES**

1. Direct the City Manager to authorize the waiver of fees and services as noted in the report.
2. Provide the wavier of some fees from those listed in the fiscal impact portion of the report.
3. Decide that the City has already supplied significant financial support and deny the request.

**RECOMMENDATION**

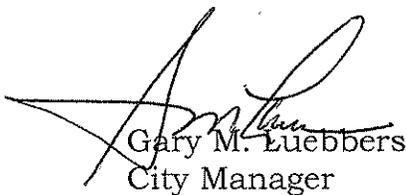
No recommendation is being made.

Prepared by:



Anthony (Tony) Spitaleri  
Councilmember

Approved by:



Gary M. Luebbers  
City Manager