

STAFF REPORT

Date: November 13, 2024

To: Mayor and City Council

Through: Jackie Bryant, Interim City Manager

Subject: Staff Report (For Possible Action): Approval of an Amendment to the FY 2024 Special Event Sponsorship Awards, allocating an additional \$8,000 to the Midtown Merchants Association Dancing in the Streets event. (General Fund)

From: Rachel Macintyre, Activation Coordinator

Department: City Manager's Office

Summary:

Council Members Martinez and Taylor would like to release \$4,000 each in Council Discretionary funds back to the General Fund. They request that the funds be used to amend the Special Events Sponsorship award allocations in support of City costs associated with the Midtown Merchants Association Dancing in the Streets event.

Consent Review	Yes	No
1. Is this item an annual or standard item that comes before Council for regular approval?		X
2. Is this item an agreement required based on an item previously approved by Council?		X
3. Is this item included in the current budget approved and adopted by Council?	X	
Other Considerations		
What percent of the total City budget does this item represent?	0.0%	

Alignment with Strategic Plan:

Economic and Community Development

Previous Council Action:

Previously, on April 24, 2024 Council approved staff's recommendation to allocate \$10,000 in Special Event Sponsorship funds for "Dancing in the Streets."

Financial Implications:

With this proposed amendment, the total sponsorship award for the event will increase to \$18,000, utilizing funds to be released from Council Discretionary allocations.

Legal Implications:

Legal review completed for compliance with City procedures and Nevada law.

Recommendation:

Staff recommends Council amend the Special Event Sponsorship award for Dancing in the Streets to provide an additional \$8,000 in sponsorship funds.

Proposed Motion:

I move to approve staff recommendations.