



Duo Duo (多多) Project

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5-3-2019

To the Honorable Mayor, Vice Mayor and councilmembers.

This is a request of Council and Staff to waive certain fees and to provide minimal services to assure the Sunnyvale Pet Parade is a success which has been in past years. Pets are a significant part of our society and a noticeable portion of our economy. There are four times as many pets as children in America. Over half of households have pets. The pet parade is focused towards the youth of our community and is a family event. Children, Parents and Pets will dress in costumes in the spirit of Halloween and tour a parade route in downtown Sunnyvale. Prizes are awarded to participants in a number of categories including: Best Costumes, as well best Talent. After the parade attendees are encouraged to participate in a pet fair that would be held at the Plaza Del Sol. There will be contest and music to entertain those attending the fair portion of the event.

This year's Pet Parade will be the first annual event honoring Sunnyvale Public Safety K-9 Jax who was killed in the line of duty. It is our goal to memorialize the ultimate sacrifice of K-9 Jax who served the citizens of Sunnyvale. The Pet Parade Committee will seek to partner with the Dept. of Public Safety as participants of the Pet Parade to honor K-9 Jax.

There will be a variety of sponsors on site who provide valuable information to pet owners. Partners or sponsors such as those that offer animal training or pet rescue will be in attendance. Pet rescue organizations will be present.

In the past years of the City of Sunnyvale in collaboration with the Downtown Association and other sponsors have promoted a Sunnyvale Pet Parade. In the past years 15 to 20 nonfood sponsors and over 2000 people have attended. Each year attendance has grown.

The Pet Parade and Fair is a positive family venture. The participators and spectators felt that the event represented their interests and an acceptable and inclusive way to promote work-life balance regardless of culture, income, gender or health. It fits well with the City's commitment to encourage family and children related events. The Sunnyvale Pet Parade founders encourage the City to be a partner and sponsor in holding an annual Pet Parade. It has been a successful venture drawing a sizable number of residents. The event will encourage celebration which help to create a strong positive community identity and recognize cultural diversity.

We ask if possible, to have the Pet Parade notice in the Horizon newspaper, to display information on the city's website. Create and deploy releases about the Pet Parade to the media.

We are requesting that the City waive a variety of fees for service. Those fees would include Event Fee, Carnival/Fair permit, sound permit, Banner at Wolfe and El Camino, Use of Plaza Dele Sol, Damage Deposit, Safety and Emergency Services, Garbage and Recycling Bins.

Respectfully Submitted

Members of the Pet Parade Committee

Tony Spitaleri
Former Mayor of Sunnyvale
Andrea Gung

Founder and Executive Director
Duo Duo Project