

2020 COUNCIL STUDY ISSUE

NUMBER

..Title

LCS 20-02

TITLE Evaluate the feasibility of Sunnyvale Library and Community Services hosting an annual Halloween Pet Parade

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BACKGROUND

Lead Department: Library and Community Services Department

Support Departments: Office of the City Manager
Office of the City Attorney

Sponsor(s): Parks and Recreation Commission, Prakash Giri (Vice Chair)

History: 1 year ago: N/A
2 years ago: N/A

SCOPE OF THE STUDY

What precipitated this study?

Pet Parade is a positive family and pet focused event within our community. Participants and public who attended the event have felt that it represented their interests and is an acceptable and inclusive way to promote work-life balance regardless of culture, income, gender or health. The event is aligned with the City's General Plan Goal CC-10 and commitment to high-quality recreation programming.

The Duo Duo Project (a nonprofit organization), is currently facilitating the Halloween Pet Parade in Downtown Sunnyvale; with the City acting as a significant co-sponsor through: waiving all associated service fees, awarding neighborhood/event grants, and supporting marketing efforts.

Considering the event has relied primarily on City sponsorship, including budget and grant assistance, the Parks and Recreation Commission requests that City staff study the feasibility of having the Library and Community Services Department assume responsibility for the Sunnyvale Halloween Pet Parade as part of an existing (potentially larger) annual event already offered by the Library and Community Services Department. The scope also identifies maintaining staff/volunteer support from the Duo Duo Project.

What are the key elements of the study?

This study will consider the fiscal and operational impacts associated with the City (Library and Community Services Department as the lead) facilitating or co-facilitating the annual Halloween Pet Parade, either as a stand-alone event or as part of an existing event. Additionally, the study will analyze the potential impacts of combining/growing the event on the Sunnyvale Downtown Association and community on a whole.

Estimated years to complete study: 3 – 6 months

FISCAL IMPACT

Cost to Conduct Study

Level of staff effort required (opportunity cost): High
Funding Required for Non-Budgeted Costs: \$50,000 – \$75,000
Funding Source: Will seek budget supplement

The fiscal impact of this study are estimates based on average event management direct costs associated with the Library and Community Services Department facilitating the annual State of the City and Hands on the Arts events. The level of staff effort is considered high as the City will be facilitating and managing an additional city-wide special event in Downtown Sunnyvale within 60 days of the State of the City.

Cost to Implement Study Results

\$50,000 - \$75,000 annual event implementation costs.

EXPECTED CITY COUNCIL, BOARD OR COMMISSION PARTICIPATION

Council-Approved Work Plan: No
Council Study Session: Yes
Reviewed by Boards/Commissions: Parks and Recreation Commission

STAFF RECOMMENDATION

Prepared by: Damon Sparacino, Superintendent of Community Services
Reviewed by: Cherise Brandell, Director, Library and Community Services Department
Reviewed by: Teri Silva, Assistant City Manager
Approved by: Kent Steffens, City Manager