



# City of Sunnyvale

## Agenda Item

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20-0133

Agenda Date: 2/27/2020

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### 2020 COUNCIL STUDY ISSUE

#### **NUMBER**

LCS 20-02

**TITLE** Evaluate the Feasibility of Hosting an Annual Halloween Pet Parade

#### **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

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

#### **SCOPE OF THE STUDY**

##### **What precipitated this Study?**

The Duo Duo Project (a nonprofit organization) organized the Halloween Pet Parade in 2019 with the City acting as a significant co-sponsor by waiving all permit and associated service fees (such as banner, and sound permits and street closures as well as public safety officer costs), awarding neighborhood/event grants, and supporting marketing efforts.

Given the City's level of involvement in this event, the Parks and Recreation Commission requests that City staff study the feasibility of having the Library and Community Services Department assume responsibility for organizing the annual Sunnyvale Halloween Pet Parade with volunteer support from the Duo Duo Project.

##### **What are the key elements of the Study?**

This Study will consider the fiscal and operational impacts of the City (Library and Community Services Department as the lead) assuming responsibility for organizing the annual Halloween Pet Parade. Options to be analyzed will include organizing the event as a stand-alone event, or remaining as a potential event sponsor and waiving fees.

**Estimated years to complete study:** 3 to 6 months

#### **FISCAL IMPACT**

##### **Cost to Conduct Study**

Level of staff effort required (opportunity cost): Minor

Funding Required for Non-Budgeted Costs: Negligible

Funding Source:

**Cost to Implement Study Results**

Average event management costs associated with the Library and Community Services Department facilitating the annual State of the City and Hands on the Arts events are \$50,000 to \$75,000. The level of staff effort to facilitate and manage an additional city-wide special event in Downtown Sunnyvale within 60 days of the State of the City would be extremely high.

**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**

Consider. This policy issue merits discussion at a future Study Issues Workshop.

The Pet Parade is a positive family and pet focused event within our community. Participants and public who attended the event felt it represented their interests and was 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. Staff agrees that this event, and the City's increased role, up to and including facilitating the entire event, warrants consideration.

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