



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Lee Price, MMC
Jennifer A. Maguire

SUBJECT: SEE BELOW

DATE: June 16, 2008

SUBJECT: APPROVAL OF THE USE OF A SPECIAL EVENTS ACCOUNT FOR THE COMMUNITY RESOURCE FAIR AND ADOPTION OF APPROPRIATION ORDINANCE AMENDMENTS AND FUNDING SOURCES RESOLUTION AMENDMENTS IN THE GIFT TRUST FUND FOR THE COMMUNITY RESOURCE FAIR

RECOMMENDATION

1. Approval of the Community Resource Fair on June 29, 2008 and the use of the Mayor's Special Events Account
2. Approval and acceptance of donations from various businesses and community groups to support the Community Resource Fair on June 29, 2008.
3. Adoption of the following Appropriation Ordinance and Funding Sources Resolution amendments in the Gift Trust Fund:
 - a. Establish a gift appropriation to the Clerk's Office for the Community Resource Fair in the amount of \$20,800; and
 - b. Increase the Earned Revenue estimate by \$20,800.

BACKGROUND

On February 1, 2005 the City Council adopted Resolution 72517 which required Councilmembers to submit a memorandum to the Rules Committee regarding the proposed use of any funds in Special Event Accounts. The Mayor's Office, with support from the City Manager's Office and Office of the City Clerk, has started planning the Annual Community Resource Fair, which is a citywide event. This year, all of the Council Districts are co-sponsoring this event. A total of \$13,900 of funds from the Mayor and Council offices has been allocated to support the cost of the event.

The Community Resource Fair is a free, multicultural event that is open to the public. The Fair assists community members gain information and access to programs, services and resources provided by local government and non-profit agencies. In addition, the Fair offers a variety of

HONORABLE MAYOR AND CITY COUNCIL

June 16, 2008

Subject: Community Resource Fair

Page 2

entertainment, social and cultural activities for all participants of all ages. A variety of local sponsors has contributed \$2,413 in in-kind contributions which have been designated for "door prizes" to be given to event attendees.

The Office of the Mayor is requesting acknowledgement and approval to use \$20,800 in donations and sponsorships received in support of this year's event. These funds will be used to underwrite the event and pay for direct event expenses. Exhibit A provides a listing of sponsors, Exhibit B summarizes event revenues and expenses, and Exhibit C details the in-kind donations received.

ANALYSIS

Approval by the Rules and Open Government Committee and the City Council is in compliance with the spirit of the Council's prior direction. Approval of this memorandum will enable the Office of the City Clerk to deposit donations to the City Treasury, support the Community Resource Fair and disperse funds necessary to pay for the event expenses. Any remaining funds will be retained in the Mayor's Special Event account in the Gift Trust Fund, subject to future Committee and Council action to authorize any future events.

EVALUATION AND FOLLOW-UP

Any unspent funds will be retained in the Gift Trust Fund for future events and appropriate Council action.

PUBLIC OUTREACH/INTEREST

This action does not meet the criteria set below; however the Office of the City Clerk will post the item on the City's Website.

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**

- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**

HONORABLE MAYOR AND CITY COUNCIL

June 16, 2008

Subject: Community Resource Fair

Page 3

- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

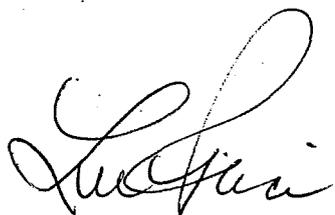
This memorandum does not meet any of the above criteria; however, it will be posted on the City's website for the June 24, 2008 Council Agenda.

COORDINATION

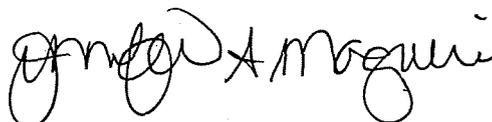
This memorandum has been coordinated with the City Attorney's Office and the Finance Department.

CEQA

Not a project.

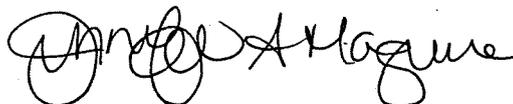


LEE PRICE, MMC
City Clerk



JENNIFER A. MAGUIRE
Acting Budget Director

I hereby certify that there will be available for appropriation in the Gift Trust Fund in the Fiscal Year 2007-2008 moneys in excess of those heretofore appropriated therefrom, said excess being at least \$20,800.



JENNIFER A. MAGUIRE
Acting Budget Director

For questions, please contact Lee Price, City Clerk, at (408) 535-1252.

Exhibit A
Community Resource Fair Sponsorships Received

DONOR	CONTRIBUTION TYPE	CONTRIBUTION AMOUNT
Health Trust	Sponsorship	\$5,000.00
Kaiser Permanente	Sponsorship	\$2,500.00
Vietnamese-Chinese Business Association	Sponsorship	\$2,500.00
Santa Clara Valley Water District	Sponsorship	\$2,500.00
Hewlett-Packard	Sponsorship	\$2,500.00
Cadence	Sponsorship	\$2,500.00
Applied Materials	Sponsorship	\$2,500.00
Safeway	Sponsorship	\$1,000.00
Silicon Valley Community Foundation	Sponsorship	\$1,000.00
Castellano Family Foundation	Sponsorship	\$1,000.00
Santa Clara County Federal Credit Union	Sponsorship	\$300.00
TOTAL SPONSORSHIPS		\$20,800.00

Exhibit B
Event Budget

REVENUES	AMOUNT
Mayor and Council Contributions	\$13,900.00
Sponsorships	\$20,800.00
TOTAL REVENUES	\$34,700.00
EXPENSES	
Food and Beverage	\$5,500.00
Facility and Equipment	\$12,500.00
Volunteer management	\$750.00
Permits and Inspections	\$542.00
Printing, Advertising & Informational Materials	\$7,400.00
Entertainment and Activities	\$7,250.00
TOTAL EXPENSES	\$33,942.00

June 16, 2008

Subject: Community Resource Fair

Page 5

Exhibit C
In-kind Donations Received

DONOR	CONTRIBUTION TYPE	CONTRIBUTION AMOUNT
Hobbee's Restaurant	In-kind (gift certificate)	\$25.00
Monterey Bay Aquarium	In-kind (10 tickets)	\$249.50
The Tech Museum of Innovation	In-kind (gift certificate)	\$160.00
San Jose Museum of Art	In-Kind (gift certificate)	\$75.00
Ballet San Jose	In-kind (2 tickets)	\$140.00
Gilroy Gardens	In-kind (2 tickets)	\$83.98
Costco	In-kind (1 gift card)	\$50.00
Southwest Airlines	In-kind (tickets)	\$800.00
Lynn Flowers	In-kind (gift certificate)	\$300.00
San Jose Downtown Association	In-kind (Downtown Ice Family Four-pack gift certificates - \$280; Carrot Cash, Downtown Farmer's Market - \$250)	\$530.00
<i>TOTAL IN-KIND DONATIONS</i>		\$2,413.48