



CITY OF COMMERCE AGENDA REPORT

TO: Honorable City Council **Item No.** _____

FROM: City Administrator

SUBJECT: EAST LOS ANGELES CHRISTMAS PARADE

MEETING DATE: OCTOBER 4, 2016

RECOMMENDATION:

At the request of Mayor Altamirano, the City Council will consider participating in the 2016 East Los Angeles Christmas Parade, presented by Coca Cola. The parade is scheduled for Sunday, November 27, 2016. In addition, staff will need to coordinate the permitting process for the parade as it disbands in the City's jurisdiction.

ANALYSIS/BACKGROUND:

The East Los Angeles Christmas Parade will be returning to East Los Angeles on Sunday, November 27, 2016. The East Los Angeles Christmas Parade was one of the largest and longest running Christmas parades, focusing on the Latino community, in the United States. At its height (2009), more than 90,000 people attended the parade. Parade highlights include floats, marching bands, equestrian units, folkloric groups and celebrity guests. The parade route begins on the corner of Whittier Boulevard and Eastern Avenue and concludes on the corner of Whittier Boulevard and Goodrich Boulevard. City staff pending Council direction will work with the parade organizers to process appropriate City permits since the parade appears to end and disband within City boundaries.

FISCAL IMPACT:

Should City Council approve this request, a total of \$9,800.00 will need to be allocated.

Cost breakdown:	Entry fee:	\$2,500.00 (\$500.00 per car x 5)
	Car rental:	\$ 600.00
	Float fee:	\$4,000.00 (Queen and Court)
	Staff cost:	\$1,500.00
	Reception:	<u>\$1,200.00</u>
	Total:	<u>\$9,800.00</u>

Cost breakdown for public services are yet to be determined.

If the City Council approves staff's recommendation, Finance staff will return at mid-year with a formal appropriation funding request.

RELATIONSHIP TO STRATEGIC GOALS (2012):

This agenda item relates to Strategic Goal #1: Develop Citywide Plan to enhance and maintain the City of Commerce environment and infrastructure to create livability and quality of life for those who live, work and play in the community.

Respectfully submitted: Jorge Rifà
Recommended by: Robert Lipton

Fiscal Impact reviewed by: Vilko Domic
Approved as to form: Eduardo Olivo