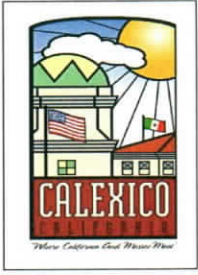


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CITY OF CALEXICO AGENDA STAFF REPORT

DATE: March 15, 2023
TO: Mayor and City Council
APPROVED BY: Esperanza Colio Warren, City Manager
PREPARED BY: Esperanza Colio Warren, City Manager

SUBJECT: Ratification of the Use of City Logo, Utilization of City Electrical Installations, Use of a Generator and Partial Waiver of the One-Time Permit Fee for Food Vendors for the "Cesar Chavez Celebration Festival" to be Held on March 30, 2023

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Recommendation:

Consideration by Council for co-sponsorship for the "Cesar Chavez Celebration Festival" including the ratification of the use of City logo for the, utilization of City electrical installations or use of a generator and partial waiver of one-time permit fee for food vendors.

Background:

The Calexico Neighborhood House will be hosting the Cesar Chavez Celebration Festival on March 30, 2023. The City Council expressed its support for the event issuing a Proclamation in Celebration of César E. Chávez at the City Council meeting of March 1, 2023. The event is being coordinated by the Calexico Neighborhood House and has requested the City of Calexico become a co-sponsor of the event.

Calexico Neighborhood House is requesting ratification of the use of city's logo, the ability to connect their stage music equipment to streetlights as power source or use of generator to facilitate music during the event and approval of partial waivers for food vendors during the event.

Discussion & Analysis:

As a co-sponsor of the event, the City would provide the requested ratification on the use of the City logo to promote the festival, allow for

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the connection of their stage music equipment to City electrical installations or the use of a city generator and the approval of partial waiver of the one-time permit fee for food vendors.

Currently, food vendors with an existing business license pay a one-time fee of \$24.00 for a one-day event and vendors without a business license pay a one-time fee of \$48.

Fiscal Impact:

Estimated at \$360.00

Coordinated With:

City Manager.
Finance Department.

Attachment(s):

1. Letter from Calexico Neighborhood House requesting co-sponsorship from the City of Calexico.

EXHIBIT "A"

**PARTIAL FEE WAIVER OF ONE-DAY PERMIT FEE FOR
FOOD VENDORS AT THE CESAR CHAVEZ FESTIVAL**

- A. Permit Fee for food vendor with an existing business license \$ _____
- B. Permit Fee for food vendor without an existing business license \$ _____

This is a one-time permit fee for March 30, 2023.

Esperanza Colio

From: cindy@nhclx.org
Sent: Thursday, March 9, 2023 8:58 PM
To: Esperanza Colio
Subject: Cesar Chavez Donation ltr.
Attachments: CC Donation LTr Request 3.10.2023.pdf

Hello Esperanza,
I hope all is well. Attached is the letter to ask the City of Calexico for a co-sponsorship please see attached letter.
Thank you, and stay safe.

Cindy Alba

*Executive Director
Calexico Neighborhood House
760-427-7308 cell
760-357-2248 fax
www.nhclx.org*



Calexico Neighborhood House

506 E. Fourth Street, Calexico, CA 92231 (760) 357-6875: www.nhclx.org

March 10, 2023

Request for Support for Cesar Chavez Day Celebration-March 30, 2023

Dear Friends,

On March 30, 2023, we plan to march from Calexico Rockwood Park through Calexico to the downtown Rockwood Promenade at Rockwood Avenue and Second Street, Calexico.

We aim to celebrate Cesar Chavez's life and highlight his fight for farmworkers' rights, decent working conditions, dignity, and respect for their work for our country.

The Imperial Valley Cesar Chavez Celebration Committee, composed of members from the community, is organizing the Cesar Chavez Calexico Festival. We invite elected officials, labor unions, community members, students, and other supporters to join us for this family march and festival. We hope you will be inspired to support us by donating to the cost of this grand event. Please consider donating \$100, \$250, \$500, or as much as possible to support this celebration of Cesar Chavez's birthday and legacy.

The name of all donors will be displayed at the Festival on a large banner. Please make our check to the Neighborhood House of Calexico, 506 Fourth Street, Calexico, CA 92231.

We thank you for your support. For more information, don't hesitate to contact Ricardo Ortega at 760-455-0520 (ricardo@nhclx.org).

Thank you,


Cindy Alba
Executive Director


Scarlett Patchett
Neighborhood House Board President
Cesar Chavez Committee