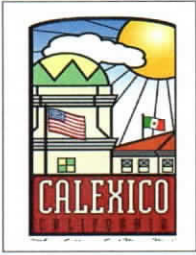


**AGENDA
ITEM**

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AGENDA STAFF REPORT

DATE: September 29, 2022

TO: Mayor and City Council

APPROVED BY: Esperanza Colio Warren, City Manager

PREPARED BY: Esperanza Colio Warren, City Manager

SUBJECT: Approval of the Use of the City Logo for the "Dia de Muertos @ The Border" Event on October 22, 2022

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Recommendation:

Approval of the use of the City logo for the "Dia de Muertos @ The Border" event on October 22, 2022.

Background:

Dia de Muertos @ the Border is an evening event featuring musical artists, cultural performances, food park, costume contests, vendors, informational booths, trunk-or-treat, beer garden, corn hole tournament and family fun. The event will run from 5:00 p.m. to 11:30 p.m. in downtown Calexico at First and Heber Avenue. The event is free to the public.

Mr. Ivan Rodriguez and Mr. Eddie Lopez, event organizers have submitted a request to the City for the use of the City logo to display at the event on banners, and across the event, representing our town.

Discussion & Analysis:

The City Council has expressed support for public events such as "Dia de Muertos @ The Border" for the entertainment of the community of Calexico and its visitors.

Staff requests the council approve the use of the City logo for the event.

Fiscal Impact:

None.

Coordinated With:

City Manager.

Attachment:

None.



Gabriela Garcia

From: ivan rodriguez <ivanrod005@yahoo.com>
Sent: Wednesday, September 28, 2022 4:31 PM
To: Gabriela Garcia; Esperanza Colio
Subject: City of Calexico Logo

Good Afternoon all,

My name is Ivan Rodriguez, i am one of the organizers for the planned event Dia De Muerto @ the border, along with with partner Eddie Lopez. The scheduled date is OCT 22, 2022. **Dia de Muertos @ The Border** in Calexico, celebrates the unity of life and death, considered by many to be the most important holiday of the year in Mexico and other Latin American countries. It's a very special time, when once a year, the spirits of loved ones who have died return to earth to celebrate this holiday with friends and family. We are seeking permission from the City of Calexico To have the Citys logo in Display at the event, such as on banners, and across the event, representing our town.