



CITY OF CARMEL-BY-THE-SEA

AGENDA BILL

AB 1146
July 12, 2016
Consent Calendar

TO:	Honorable Mayor and Members of the City Council Chip Rerig, City Administrator
FROM:	Sharon Friedrichsen, Director of Budget and Contracts
SUBJECT:	Consideration of a resolution accepting donations for the centennial parade floats totaling \$51,000.

AMOUNT OF EXPENDITURE	\$48,000
AMOUNT BUDGETED	\$ 60,472
APPROPRIATION REQUIRED	\$ N/A

RECOMMENDATION

Adopt a resolution accepting various donations for the centennial parade floats from the following entities:

1. \$10,000 from Carmel Realty Brokerage Service
2. \$4,000 from the Carmel Pine Cone
3. \$10,000 from the Price Family Philanthropic Fund
4. \$4,000 from Fred and Clara Leidig Family (Leidig Properties)
5. \$8,000 from the Carmel Plaza
6. \$15,000 from the Carmel Rotary Farrell Allen Endowment Fund of the Community Foundation for Monterey County

SUMMARY

As part of the celebration of the City's 100th year anniversary, the Centennial Committee has been planning a sequence of events and activities throughout the year. The culmination of the celebratory activities will include the Centennial Parade on 29 October 2016. The Parade will include six floats, four large and two push floats, incorporating the theme of "A Century of Memories."

On 2 May 2016, Council authorized the City Administrator to execute an agreement with Fiesta Parade Floats to construct, decorate, transport and operate the floats. The projected costs of the floats range from \$8,000-15,000 for self-propelled floats and \$3,000-4,000 per push float for an authorized contract amount not to exceed \$48,000. As noted in the 2 May 2016 staff report, "While the City would be committed to this funding amount, it should be noted that the Centennial Committee members are working in earnest to secure sponsors for the floats. Due to the timing of the payments, it is likely that sponsorship will be secured and City payments to Fiesta will be entirely offset by donations."

To date, the City has received several donations to be used toward the cost of the floats totaling \$51,000. In particular, it received donations from the following sponsors:

- \$10,000 from the Carmel Realty Brokerage Services for a float celebrating the residential character of Carmel;
- \$4,000 from the Carmel Pine Cone for a push float;
- \$10,000 from Jim Price of the Price Family Philanthropic Fund on behalf of the Sunset Center for a float;
- \$4,000 from Fred and Clara Leidig and Family (Brian and Sara Leidig, Margaret Leidig Browne and Kristin Leidig Sears) for a push float for the Forest Theater;
- \$8,000 from the Carmel Plaza for a float; and
- \$15,000 from the Farrell/Allen/LaSalle Carmel Rotary Fund of the Community Foundation of Monterey County on behalf of the Carmel-by-the-Sea Rotary for a birthday float that will cap off the parade.

In addition to the costs of the floats, the City is incurring other expenses related to the Centennial celebration in general, and the parade in particular. Donations in excess of the costs of floats will be used toward these other parade-related expenses.

Per Policy C89-41, "All donations and gifts with a value in excess of \$1,000 must be approved and accepted by a resolution of the City Council."

PRIOR CITY COUNCIL ACTION

Council adopted resolution 2005-14 on 1 March 2005 revising Policy No. C89-41, Acceptance of Donations and Gifts to the City, including Bench Donation Guidelines and adopted resolution 2016-024 on 2 May 2016 authorizing the agreement with Fiesta Parade Floats. The Centennial Budget was included as part of the adopted Fiscal Year 2016-17 Operating Budget approved on 7 June 2016.

ATTACHMENTS

1. Resolution accepting Donations for the Centennial Parade Floats

APPROVED:

Chip Rerig, City Administrator

Date: _____