



TO: Elizabeth Pauli, City Manager
FROM: Mayor Victoria Woodards and Chief Policy Analyst Bucoda Warren
COPY: City Council and City Clerk
SUBJECT: A resolution authorizing a Council Contingency Fund expenditure of \$5,500 to sponsor Metro Park's Mosaic Arts and Cultural Festival- Requested for February 27, 2024
DATE: February 21, 2024

SUMMARY AND PURPOSE:

A resolution authorizing a Council Contingency Fund expenditure of \$5,500 to sponsor Metro Park's Mosaic Arts and Cultural Festival.

COUNCIL SPONSORS:

Mayor Victoria Woodards, Council Member Sarah Rumbaugh, and Council Member Kiara Daniels

BACKGROUND:

2024 will be MOSAIC's 36th year of bringing together a kaleidoscope of dance, music, art, food, and family fun, hosted this year at Wright Park in Tacoma's Stadium District. The annual event is a long-standing celebration of what makes Tacoma unique and brings community together. For most of MOSAIC's 36 year run the City of Tacoma has been a sponsor and partner to the event.

This year's changes to our competitive funding process changed how we are supporting community events, including Mosaic. The process changed to allow for more organizations and events to receive awards but decreased the level of funding available to each organization. For 2024 MOSAIC was not prepared for a reduction in City funding for sponsorship and it created a budget gap for the event. The funding is not only important to maintain our commitment as a partner and sponsor of this long-standing event but ensuring there is appropriate levels of funding available to pay local artists and exhibitors and procuring headliner acts to perform. While this funding would support MOSAIC at traditional levels for 2024 to allow for the festival to meet its overall goals considering the funding gap, in the future MOSAIC will need to budget to what our new competitive process funding levels allow and seek funding through other avenues. The Council Contingency fund should not be utilized for repeat or ongoing events.

COMMUNITY ENGAGEMENT/ CUSTOMER RESEARCH:

MOSAIC has been hosted for over 30 years, and has worked with partners, vendors, steering committees, and the Parks Board Members to shape the event over those many years. Metro Parks has also worked with partners to reimagine how MOASIC was promoted and branded when the event was called "Ethnic Fest". They solicited recommendations from their Steering Committee which oversees the curation of the event and is made up of community members and organizations like APCC, Bridge Latino, the Juneteenth Organizers, Tacoma's Rainbow Center, Tacoma's Urban League and others to ensure a diverse view of the event as it continues to evolve each year.

2025 STRATEGIC PRIORITIES:

Equity and Accessibility:

MOASAIC brings different groups, people, communities, and cultures all coming together to celebrate as one. The Mosaic event isn't just an event for this culture or that nationality. It is a showcase of all the people of Tacoma. It highlights not only the strong cultural traditions and diversity of our city but brings people from all over Tacoma into one space to connect, share stories, and highlight who make Tacoma home.



Livability: *Equity Index Score:* Moderate Opportunity
Increase positive public perception of safety and overall quality of life.

Explain how your legislation will affect the selected indicator(s)?
MOSAIC will activate Wright Park and the surrounding community during the festival. Activated spaces are shown to create safer environments with more eyes and feet outside and improve how residents feel about their neighborhood and City. A festival like this brings people outside together and creates bonds and energy around their neighborhoods which improves how they see their city.

ALTERNATIVES:

Alternative	Positive Impacts	Negative Impacts
1.Do not fund this request	More funding available for future needs	MOSAIC will not have the full funding planned for talent and performances, and recruitment may suffer
2.increase funding for this request	Allows for more performances and talent to be compensated for sharing their skills	Less funding available for future needs.

EVALUATION AND FOLLOW UP:

As sponsors the City of Tacoma will have our logo on print and electronic media; banner on the stages; logo included on email marketing, t shirts, merchandise, web page, and booth space. Leading up to the event and for future years, we will work with Metro Parks to shape the budget and programming to be in line with new funding practices, and explore new funding avenues that does not utilize the Council Contingency Fund.

STAFF/SPONSOR RECOMMENDATION:

We recommend approval of this sponsorship to support a long-time community event that celebrates the diversity of our people in Tacoma.

FISCAL IMPACT:

Fund Number & Name	COST OBJECT (CC/WBS/ORDER)	Cost Element	Total Amount
1.1030- Council Contingency Fund	660000		\$5,500
TOTAL			\$5,500



City of Tacoma

City Council Action Memorandum

What Funding is being used to support the expense?

COUNCIL CONTINGENCY FUND

Are the expenditures and revenues planned and budgeted in this biennium's current budget?

NO, PLEASE EXPLAIN BELOW

The Council Contingency Fund provides an established amount of funding each year for unbudgeted Council sponsored initiatives.

Are there financial costs or other impacts of not implementing the legislation?

No

Will the legislation have an ongoing/recurring fiscal impact?

No

Will the legislation change the City's FTE/personnel counts?

No

ATTACHMENTS:

- 2023-2024 Council Contingency Commitments

2024 Council Contingency Commitments

2024 - 2025	\$	225,000.00
(Remaining balance that will be carried over in March / April 2024)	\$	19,450.00
Council Requested - Raising Girls Sponsorship	\$	10,000.00
A Council Contingency Fund expenditure of \$10,000 to sponsor 500 Raising Girls winter care bags with personal hygiene and menstrual products, as well as warm winter items, for low-income Tacoma students.		
Council Requested - Moroccan Sister City Committee Cultural and Economic Exchange	\$	5,000.00
A Council Contingency Fund expenditure of \$5,000 request to sponsor the Moroccan Sister City Committee Cultural and Economic Exchange.		
Council Requested - Metro Park's Mosaic Arts and Culture Festival	\$	5,500.00
A Council Contingency Fund expenditure of \$5,500 to sponsor Metro Park's Mosaic Arts and Cultural Festival.		
Council Requested - Advocates for Immigrants in Detention Northwest	\$	10,000.00
Council Contingency Fund expenditure of \$10,000 to Advocates for Immigrants in Detention Northwest (AIDNW) for their Phone Call Fund to support access to phone services for detainees in the Northwest Ice Processing Center		
Starting Balance	\$	244,450.00
Total Amount Allocated	\$	30,500.00
Current Balance	\$	213,950.00