



TO: Elizabeth Pauli, City manager
FROM: Mayor Woodards and Interim Chief Policy Analyst Bucoda Warren
COPY: City Council and City Clerk
SUBJECT: Council Contingency Fund Request – Daffodil Parade – March 8, 2022
DATE: March 1, 2022

SUMMARY AND PURPOSE:

A resolution authorizing the one-time use of \$20,000 from the Council Contingency Fund to be applied to the cost of in-kind services provided by the City of Tacoma such as traffic control devices and traffic control services.

COUNCIL SPONSORS:

Mayor Woodards

BACKGROUND:

This recommendation is based on the immediate timing of the event and desire to activate our streets as we move forward in the pandemic. In June of 2021 the City changed the funding process for special events. Applicants engaged in a competitive process to receive funding for community events, with the City’s Events and Recognition Committee and Office of Arts & Cultural Vitality acting as review and selection panel. The City of Tacoma’s commitment to equity, diversity, inclusion and transformation drives budget and funding decisions, and this competitive panel process ensures an equitable distribution of funds, with intent to expand access to diverse communities and cultures throughout Tacoma. As always when starting a new process and especially during the pandemic, there are learning curves and adjustments to be made. While City Staff did conduct outreach, there were some missed communications on both sides with the City and the Daffodilians that resulted in the Daffodil Parade not submitting an application for event funding this year.

This year would mark the first return of the Daffodil Parade since COVID-19. With mandates winding down, our business community and the public are ready to get back to celebrating community traditions and activating our business districts with events. To ensure that the Daffodil Parade has the ability to move forward with the Tacoma leg of the Parade Route, a one-time funding of \$20,000 from Council Contingency will be applied to the cost of the important in-kind services provided by the City of Tacoma, services like public works provided traffic control devices and traffic control services by Tacoma Police.

Tacoma Venue and Events Staff will continue working with the Daffodil Parade to understand their event support needs as well as other City departments to access their capacity to provide necessary services. Following this year, the Daffodilians have been encouraged to use the application process to seek support for future years from the City’s Event and Recognition Committee.

COMMUNITY ENGAGEMENT/ CUSTOMER RESEARCH:

If this parade is unable to happen in Tacoma, residents who were looking forward to it, and the Princesses representing Tacoma schools would be unable to celebrate our students in our own city.



2025 STRATEGIC PRIORITIES:

Equity and Accessibility:

The Daffodil Parade and free and open to the public of all ages and backgrounds. The Princesses engage communities of diverse backgrounds during their events and development.

Economy/Workforce: *Equity Index Score:* Moderate Opportunity
Increase positive public perception related to the Tacoma economy.

Explain how your legislation will affect the selected indicator(s).

Activation of our streets for a parade helps small businesses along its route by bringing foot traffic and visitors from farther away than is typical. The route goes from 11th to 21st along Pacific Avenue, an area filled with businesses of all types in a walkable area.

ALTERNATIVES:

Alternative(s)	Positive Impact(s)	Negative Impact(s)
1. Do not fund the event	Funding will be available for future council contingency requests	The Tacoma parade will be unable to occur.

EVALUATION AND FOLLOW UP:

Following the parade, staff will report on services utilized and the total cost of the parade.

STAFF/SPONSOR RECOMMENDATION:

Due to the communication issues and the difficulty of changing funding processes during a pandemic, it is recommended that the City Council fund this event one time from the Council Contingency fund, and encourage them to use the process in the next cycle.

FISCAL IMPACT:

Council Contingency Funds will be used to reimburse departments of the City who provide in kind services for the Daffodil Parade such as public works traffic devices, and Tacoma Police traffic control services.

Fund Number & Name	COST OBJECT (CC/WBS/ORDER)	Cost Element	Total Amount
1.1030 – Council Contingency Fund	660000		\$20,000
TOTAL			\$20,000



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?

YES

The Council Contingency Fund is provided an established amount of funding each year available for 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

2022-2023 Council Contingency Commitments

2022-2023	\$ 250,000.00
(Remaining balance from 2021 that will be carried over)	\$ 88,592.09
Council Requested - Seed Internships	\$ 31,000.00
Resolution 40919	
<i>A Council Contingency fund expenditure of \$31,000 to fund the full or partial costs of five or more Tacoma-based small businesses or non-profits of hosting a Seed Internship.</i>	
Council Requested - Daffodil Parade	\$ 20,000.00
To Council March 8, 2022	
A resolution authorizing the one-time use of \$20,000 from the Council Contingency Fund to be applied to the cost of in-kind services provided by the City of Tacoma such as traffic control devices and traffic control services.	
Council Requested - Tacoma Reads	\$ 10,000.00
Study Session Agenda Item March 8, 2022	
A request for City Council concurrence for a \$10,000 City Council Contingency Fund request to support the 2022 Tacoma Reads Together events.	
	\$ 338,592.09
Total Amount Allocated	\$ 61,000.00
Current Balance	\$ 277,592.09