



TO: Elizabeth Pauli, City Manager
FROM: Council Member Olgy Diaz & Joe Franco, Council Policy Assistant
COPY: City Council and City Clerk
SUBJECT: A resolution for Council Contingency Funds to Sponsor UW Tacoma Celebrando Comunidad 2022 – Latinx Celebration and Awards - 10/14/2022
DATE: September 13, 2022

SUMMARY AND PURPOSE:

A resolution allocating \$5,000 of Council Contingency Funds to sponsor the 2nd Annual University of Washington Tacoma (UWT) Celebrando Comunidad: Latinx Celebration and Awards

COUNCIL SPONSORS:

Mayor Victoria Woodards, Council Member Diaz, and Council Member Walker

BACKGROUND:

The Council Member’s Recommendation is Based On:

The University of Washington Tacoma (UWT) will be hosting its second annual celebration of Latinx communities. This event will take place on October 14, 2022 and is currently being developed by staff, faculty, students, and alumni. The event will recognize members of the Latinx communities of the South Puget Sound from a variety of categories as well as those who identify as members of Latinx communities and individuals or organizations who directly or positively impact South Sound Latinx communities. Once selected, awardees will be matched with a story coach and provided the opportunity to share their story. This event will be live-streamed based on public health and safety needs.

Commission on Immigrant and Refugee Affairs (CIRA) Commissioner Rafael Saucedo brought forward a request for the City last year to sponsor UWT Celebrando Comunidad: Latinx Celebration and Awards to City Council Member Walker and the Office of Equity and Human Rights.

The City of Tacoma is asked to sponsor at the “presentadores/presenting” level which provides the benefits of:

- Logo on official event t-shirts, event website, official Save the Dates, programs, posters, official UW Tacoma communications (Husky Tracks, 90K subscribers), and host a table at the event
- Social media recognition on host social media platforms (UW Tacoma, 6+ followers)
- Option to provide a quarter page ad in email event reminder(s)
- Option to share a 2-3 minute promotional video during event program or live audience address during event
- Option to become a special sponsor of award of choice
- Option to host a post-event informal gathering with event organizers

Last year, the City of Tacoma accepted applications for funding to produce public-benefitting Special Events hosted between August 2021 and July 2022. This was the first year that applicants engaged in a competitive process to receive funding for community events, with the City’s Events and Recognition Committee (CERC) acting as a review and selection panel.



While organizers of the event have missed the competitive funding deadline for this year, the City recognizes the importance of this event to the Tacoma Latinx community and will grant this one-time sponsorship for 2022. Organizers of this event are highly encouraged to seek out the funding through the City Events and Recognition Committee’s annual application process as the panel process ensures an equitable distribution of funds, with intent to expand access to diverse communities and cultures throughout Tacoma.

COMMUNITY ENGAGEMENT/ CUSTOMER RESEARCH:

This funding opportunity was brought forth by members of the Commission on Refugee and Immigrant Affairs (CIRA) from the City of Tacoma. The purpose of the Commission is to better engage Tacoma’s immigrant and refugee communities and to work with community partners to identify and advance positive outcomes for specifically impacting the immigrant and refugee communities in the City of Tacoma. CIRA consists of 11 members who are nominated and appointed by the City Council.

2025 STRATEGIC PRIORITIES:

Equity and Accessibility: (Mandatory)

This legislation will give the City the opportunity to showcase its diverse population and support programming toward its anti-racist transformation policies. Latinx communities have historically been underrepresented in Tacoma’s history and providing funds for these types of events works to reduce inequities of the past.

Civic Engagement: Equity Index Score: Select Index Score.

Increase the number of residents who participate civically through volunteering and voting.

Increase the percentage of residents who believe they are able to have a positive impact on the community and express trust in the public institutions in Tacoma.

Livability: Equity Index Score: Select Index Score.

Increase positive public perception of safety and overall quality of life.

Choose an item.

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

This legislation will impact our underserved Latinx communities through civic engagement and livability. Overall, this will assist the City and improve the public perception that the City cares about its diverse programming.

ALTERNATIVES:

Presumably, your recommendation is not the only potential course of action; please discuss other alternatives or actions that City Council or staff could take. Please use table below.

Alternative	Positive Impacts	Negative Impacts
Decrease funding	More Council Contingency Funds available for other uses and projects around Tacoma.	Less funding available for the event, not as many funds available for event organizers and less visibility for the City
No Funding for Event	More Council Contingency Funds available for other uses and projects around Tacoma	Less funding available for the event, not as many funds available for event organizers



		and less visibility for the City and its priorities for anti-racist transformation.
Increased funding	Funds are being used to prioritize anti-racist transformation programming and supporting and celebrating the diversity of Tacoma.	Less funds available for other Council Contingency requests.

EVALUATION AND FOLLOW UP:

The City will ask that the organizers record attendance numbers and engagement with the public and report the usage of these sponsorship funds. Organizers in future funding cycles will be required to utilize the City's Events and Recognition Committee competitive funding process to ensure equitable funding for all groups of the City.

SPONSOR RECOMMENDATION:

Sponsors recommend that the City fund the Celebrando Comunidad 2022 at \$5,000.



FISCAL IMPACT:

The resolution is for a one-time \$5,000 sponsorship:

Fund Number & Name	COST OBJECT (CC/WBS/ORDER)	Cost Element	Total Amount
1030 Council Contingency Fund	660000	5310100	\$5,000
TOTAL			\$5,000

What Funding is being used to support the expense?

General Fund/Council Contingency Fund

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

NO, PLEASE EXPLAIN BELOW

Council Contingency funds are set aside for items that are not planned in budgeted current biennium.

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

YES

Will the legislation have an ongoing/recurring fiscal impact?

No

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

No

Click or tap here to enter text.

ATTACHMENTS:

Council Contingency Tracker

2022 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

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.

Council Requested - Daffodil Parade	\$ 20,000.00
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Resolution 40925

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
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Resolution 40934

A request for City Council concurrence for a \$10,000 City Council Contingency Fund request to support the 2022 Tacoma Reads Together events.

Council Requested - Tacoma Refugee Choir	\$ 25,000.00
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Resolution 40941

A Council Contingency Fund expenditure for \$25,000 to assist the Tacoma Refugee Choir in funding the music video portion of their 2022 spring projects.

Council Requested - Litter Free 253	\$ 2,500.00
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Resolution 40940

A Council Contingency Fund expenditure of \$2,500 to fund litter pick-up tools "litter grabbers," for the annual volunteer-led Litter Free 253 event.

Council Requested - South Sound Together	\$ 12,000.00
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Resolution 40948

A Council Contingency Fund expenditure of \$12,000 to fund grants that support community engagement programs sponsored through South Sound.

Council Requested - Multicultural Childcare Center	\$ 5,000.00
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Resolution 40986

A Council Contingency Fund request to purchase infant formula to support the Multicultural Childcare Center formula drive.

Council Requested - LGBTQIA+ Pride Painting	\$ 2,500.00
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Resolution 40994

A Council Contingency Fund expenditure of \$2,500 to fund three LGBTQ+ Pride painting projects including temporary rainbow crosswalks, permanent rainbow bricks, and temporary rainbow barriers.

Council Requested - Mayors Innovation Project Summer Conference in Tacoma	\$ 6,500.00
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Resolution 41000

A \$6,500 Council Contingency Fund expenditure to sponsor the Mayors Innovation Project Summer Conference in Tacoma.

Council Requested - Safe Youth Awareness Campaign	\$ 35,000.00
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Resolution 40995

A resolution authorizing the one time use of Council Contingency Funds, in the amount of \$35,000, to fund the partial costs to develop and implement an eight-week Safe Youth Awareness Campaign beginning in July 2022.

Council Request - Korean Association Tacoma Building Renovation	\$ 10,000.00
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Resolution 41004

Council Contingency Fund expenditure to support the Korean Association of Tacoma building renovation.

Council Requested - Peace Bus "Every Kid Eats" Summer Program	\$ 2,500.00
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Resolution 41015

Council Contingency Fund expenditure of \$2,500 to support the Peace Bus and the "Every Kid Eats" summer program

Council Requested - Hilltop Street Fair	\$ 10,000.00
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Resolution 41018

Council Contingency Fund expenditure of \$10,000 to fund entertainment and arts programming at the 2022 Hilltop Street Fair sponsored by the Hilltop Business Association.

Council Requested - UWT Celebrando Comunidad 2022 -Latinx Celebration and Awards	
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To Study Session September 13, 2022

	\$ 5,000.00
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Council Contingency Fund expenditure of \$5,000 to support the 2nd Annual University of Washington Tacoma Celebrando Comunidad: Latinx Celebration and Awards.

Starting Balance	\$ 338,592.09
Total Amount Allocated	\$ 177,000.00
Current Balance	\$ 161,592.09