



**TO:** Elizabeth Pauli, City Manager  
**FROM:** Melanie Harding, Chief Policy Analyst to the Mayor, City Manager's Office  
**COPY:** City Council and City Clerk  
**SUBJECT:** Resolution – Allocating \$5,000 in Council Contingency Funding for sponsorship of the Inaugural UWT Celebrando Comunidad: Latinx Celebration & Awards – 9/28/2021  
**DATE:** September 21, 2021

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**SUMMARY AND PURPOSE:**

A resolution allocating \$5,000 in Council Contingency Funding for sponsorship of the Inaugural University of Washington Tacoma (UWT) Celebrando Comunidad: Latinx Celebration and Awards.

**COUNCIL SPONSORS:**

Mayor Victoria Woodards, Councilmember Catherine Ushka, Councilmember Kristina Walker

**BACKGROUND:**

University of Washington Tacoma (UWT) will be hosting its first annual celebration of Latine communities. The event will be hosted on October 8, 2021, and is being developed by staff, faculty, students, and alumni. The event will recognize members of the Latine communities of the South Puget Sound area from a variety of categories who identify as members of Latine communities and individuals or organizations who directly and positively impact South Sound Latine communities. Once selected, awardees will be matched with a story coach and provided the opportunity to share their story.

Commission on Immigrant and Refugee Affairs (CIRA) Commissioner Rafael Saucedo brought forward a request for the City to sponsor the first UWT Celebrando Comunidad: Latinx Celebration & Awards to the Office of Equity and Human Rights and his peers on CIRA. In discussion at their meeting on August 23, 2021, CIRA agreed to ask the Mayor and Council to sponsor this event at the “Leadership Level” for \$5,000. Sponsorship at this level includes:

- Social media recognition on host social media
- Opportunity to share a 2-3 minute promotional video during the program
- Special sponsor of one event award category of sponsor's choice
- Logo with preferred link on website
- Verbal acknowledgement at beginning and closing of event
- Customized social media messaging as an official event sponsor
- Logo on event program, poster(s), and official invitation
- Option to provide branded gift item(s) for event raffle

Acknowledging that this sponsorship request originated with CIRA, the Council Action Memorandum brought forward for this sponsorship will request that CIRA select the sponsored award category.

This event will be live-streamed based on public health and safety needs. Community members who organize and register watch parties for friends and family will be entered to win a gift card of \$50 - \$100 for food/beverages to enjoy while streaming the event.



In the second quarter of 2021, the City of Tacoma accepted applications for funding for the production of public-benefiting 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 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. The needs related to the inaugural UWT Celebrando Comunidad: Latinx Celebration & Awards were not known to City during the period when event funding applications were being considered, and this event was not included for consideration in that process. This Council Contingency Request is for one-time sponsorship of the inaugural UWT Celebrando Comunidad: Latinx Celebration & Awards. Future funding requests for this annual event should be channeled through the City Events & Recognitions Committee's annual application process.

**COMMUNITY ENGAGEMENT/ CUSTOMER RESEARCH:**

This sponsorship request is coming forward at the request of the Commission on Immigrant and Refugee Affairs. 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. Sponsorship in future years may be solicited through the City's competitive events funding process.

**2025 STRATEGIC PRIORITIES:**

**Equity and Accessibility: (Mandatory)**

As noted, this event will recognize members of the Latine communities of the South Puget Sound area from a variety of categories who identify as members of Latine communities and individuals or organizations who directly and positively impact South Sound Latine communities. Once selected, awardees will be matched with a story coach and provided the opportunity to share their story, giving a voice and platform to friends, families, and neighbors who are often underrepresented in the community.

**Civic Engagement: Equity Index Score: N/A**

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: Moderate Opportunity**

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

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

Recognizing those who are making community contributions and a positive difference in the lives of others may encourage others that they can do the same and inspire civic engagement and volunteering. In alignment with the spirit of Compassionate Tacoma, support of this event by UWT and the City of Tacoma shows that anchor institutions in the community value the voices and contributions of these community members.



**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(s)	Positive Impact(s)	Negative Impact(s)
1. Do not sponsor the event	N/A	The Mayor and Council could allocate these funds to another purpose.

**EVALUATION AND FOLLOW UP:**

This is funding for an inaugural event. If the event organizers seek competitive funding in future years, they will prepare an application that can be evaluated for future sponsorship.

**STAFF/SPONSOR RECOMMENDATION:**

The sponsors recommend approval.

**FISCAL IMPACT:**

This 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
<b>TOTAL</b>			<b>\$5,000</b>

**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

The Council Contingency Fund is expressly set aside for items that are not planned in budgeted in the current biennium.

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

YES

This may impact the Mayor and Council's relationship with CIRA and members of the Latine community.

**Will the legislation have an ongoing/recurring fiscal impact?**

No

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

No

**ATTACHMENTS:**

Council Contingency Tracker

## 2021-2022 Council Contingency Commitments

<b>2021-2022</b>	<b>\$ 250,000.00</b>
	Committed
<b>Council Requested- South Sound Together</b>	<b>\$ 12,000.00</b>
<i>Resolution 40747</i>	
A resolution authorizing the one-time use of \$12,000, budgeted from the Council Contingency Fund, for City membership in South Sound Together, for the year 2021.	
<b>Council Requested- Joint Municipal Action Coalition</b>	<b>\$ 6,000.00</b>
<i>Resolution 40751</i>	
A resolution authorizing the one-time use of \$6,000, budgeted from the Council Contingency Fund, as the City's contribution towards a Joint Municipal Action Committee sponsored Request for Proposal to provide consulting services to better align the work of participating organizations.	
<b>Council Requested- Opioid Task Force</b>	<b>\$ 2,000.00</b>
<i>Resolution 40753</i>	
A resolution directing the City Manager to allocate \$2,000 from the City Council Contingency Fund to the Tacoma Pierce County Health Department to support media and broadcasting for the 2021 Pierce County Opioid Summit.	
<b>Council Requested- Gun Violence Prevention</b>	<b>\$ 25,000.00</b>
<i>Resolution 40767</i>	
A resolution directing the City Manager to allocate \$25,000 from the City Council Contingency Fund in order to hire a facilitator to convene workgroups to determine best practices for funding gun violence prevention efforts, and hire a research team to review best practices to address gun and youth violence reduction.	
<b>Council Requested- Tacoma Reads</b>	<b>\$ 10,000.00</b>
<i>Resolution 40793</i>	
City Council concurrence for a \$10,000 City Council Contingency Fund request to support the 2021 Tacoma Reads Together events	
<b>Council Requested - Alling Park</b>	<b>\$ 1,500.00</b>
<i>Resolution 40792</i>	
Council Contingency Fund expenditure of \$1,500 to support neighborhood outreach around Alling Park to address illegal use of fireworks by the Safe Streets Campaign, a grassroots organization that unites and inspires neighbors, youth, and businesses to build safe, healthy, and thriving communities.	
<b>Council Requested - Accommodations for Korean Delegation</b>	<b>\$ 5,000.00</b>
<i>Resolution 40811</i>	
Council Contingency Fund expenditure of \$5,000 to support the lodging and accommodations of a student group and host from Korea who are participating at the Asia Pacific Cultural Center's 25th Anniversary fundraiser as educational and cultural ambassadors.	
<b>Council Request - Black Lives Matter Mural</b>	<b>\$ 10,000.00</b>
<i>Resolution 40817</i>	
A resolution authorizing a Council Contingency Fund expenditure of \$10,000 to support the Kinsey African American Art & History Collection and installation of a Black Lives Matter mural in Tollefson Plaza.	

<b>Council Requested - South Sound Housing Affordability Partners</b>	<b>\$ 22,000.00</b>
<i>Resolution 40816</i>	
A Resolution authorizing execution of an Intergovernmental Agreement establishing and confirming the City of Tacoma's participation in South Sound Housing Affordability Partners and allocating an estimated \$20,000 - \$22,000 in Council Contingency Funding for startup in 2021.	
<b>Council Requested - Eastside Farmer's Market</b>	<b>\$ 5,500.00</b>
<i>Resolution 40819</i>	
A Resolution authorizing a Council Contingency Fund expenditure of \$5,500 to support the general operations of the Eastside Tacoma Farmer's Market.	
<b>Council Requested - Box Fan Filter Program</b>	<b>\$ 32,407.91</b>
<i>Resolution 40828</i>	
A resolution authorizing the use of \$32,407.91 of Council Contingency funds to supplement the Tacoma-Pierce County Health Department's existing box fan filter distribution program with the distribution of an additional 500 box fan filters to East Tacoma, South Tacoma, Central Tacoma, and Northeast Tacoma, based on equity, topography and proximity to pollutants.	
<b>Council Requested - Building Program Capacity to Welcome Immigrants and Refugees to Tacoma and Pierce County</b>	<b>\$ 25,000.00</b>
<i>To Council September 28, 2021</i>	
Council Contingency Fund expenditure for \$25,000, to assist in building program capacity to resettle Afghan immigrants and refugees, including translators and their families, to Tacoma and Pierce County.	
<b>Council Requested - UWT Celebrando Comunidad: Latinx Celebration &amp; Awards</b>	<b>\$ 5,000.00</b>
<i>To Council September 28, 2021</i>	
Council Contingency Fund expenditure to support the inaugural University of Washington Tacoma Celebrando Comunidad: Latinx Celebration & Awards.	

<b>Beginning Balance</b>	<b>\$ 250,000.00</b>
<b>Total Amount Allocated</b>	<b>\$ 161,407.91</b>
<b>Current Balance</b>	<b>\$ 88,592.09</b>