



TO: Elizabeth Pauli, City Manager
FROM: Council Member Sandesh Sadalge and Senior Council Policy Analyst Lynda Foster
COPY: City Council and City Clerk
SUBJECT: Resolution – Allocating \$5,000 in Contingency Funds to sponsor the Tacoma Halloween Parade – October 1, 2024
DATE: September 25, 2024

SUMMARY AND PURPOSE:

A resolution authorizing \$5,000 in Council Contingency Funds to sponsor the Tacoma Halloween Parade. [Council Member Sadalge]

COUNCIL SPONSORS:

Council Members Olgy Diaz, Kristina Walker, and Sandesh Sadalge

BACKGROUND:

The Council Member’s Recommendation is Based On:

The Tacoma Halloween Parade (THP) is making its haunting debut in the historic McKinley District on Saturday, October 19th, 2024. The festivities begin in the afternoon with an all-ages street fair along McKinley Ave, between E Wright Ave and E Morton St. The event will feature over 20 retail and merchandise vendors, including many vendors from the Tacoma Haunted Farmers Market, as well as local community and business booths, and local food trucks supplementing McKinley food establishments that will be open during the event. The fair will also feature a stage with performances by local artists and entertainers. As night falls, the event will feature the first-ever Tacoma Halloween Parade with over 40 individuals and groups walking, cheering, dancing, or waving from a float. The march will travel through the streets in a spectacle that will light up the McKinley District. Families, friends, and fans of all things spooky are invited to join the crowd and celebrate the community’s creativity and Halloween spirit. This event is being planned by Stellar Soireés Event Creation and the McKinley Business District Association.

This contingency fund request would fund sponsorship of the THP at the \$5,000 (Goulish Sponsor) level. Sponsors benefits include:

- Parade PRESENTER
- Logo on 2024 Swag Bag
- Parade Participant Spot
- Public Shout Out during event
- Goulish Social Media package
 - Presenting Sponsor
 - Sponsor Spotlight (photo & bio)
 - Sponsor Thank You (logo & name)
 - Community post (website & links)
 - Blue Mouse Theatre on-screen ad

COMMUNITY ENGAGEMENT/ CUSTOMER RESEARCH:

Event planners have engaged the businesses within the McKinley Business Association footprint to engage them in The Halloween Parade event. Outreach to community has included social media, event marketing, personal letters sent to neighbors, and upcoming marketing materials throughout the community.



2025 STRATEGIC PRIORITIES:

Equity and Accessibility:

McKinley Hill rates “very low” in Tacoma’s Equity Index. Low opportunity areas are defined as areas that generally have quality-of-life disparities because of the barriers and obstacles to opportunity with the area. This event will be promoted to residents throughout Tacoma’s Eastside, which is the most diverse neighborhood in the City.

Economy/Workforce: *Equity Index Score: Very Low Opportunity*

Decrease the number of vacant properties downtown and in the neighborhood business districts.
Increase positive public perception related to the Tacoma economy.

Civic Engagement: *Equity Index Score: Very Low Opportunity*

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: Very Low Opportunity*

Improve access and proximity by residents to diverse income levels and race/ethnicity to community facilities, services, infrastructure, and employment.
Increase positive public perception of safety and overall quality of life.

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

Parades and festivals are economic drivers for local communities. The Halloween Parade will bring residents and tourists to the McKinley Business District, who will patronize local businesses and support the local economy. Parades and festivals can serve as a “soft entry point” for entrepreneurs. Festivals that allow vendors can serve as an inexpensive way for entrepreneurs to get their products in front of the public, or for hobbyists to test an idea that may take them out of the garage and into the marketplace. The McKinley Hill Neighborhood recently invested volunteer time and energy into the creation of the McKinley Hill Neighborhood Plan. Supporting continued investments in this neighborhood builds community and shows the effort community put into creating a vision for their neighborhood was a worthwhile endeavor.

ALTERNATIVES:

Alternative(s)	Positive Impact(s)	Negative Impact(s)
1. Do not fund the sponsorship	Saves resources for other Council priorities, reinforces competitive funding processes for events	Event organizers would pass on costs to event participants, creating a less accessible event

EVALUATION AND FOLLOW UP:

The City of Tacoma will receive the sponsorship benefits outlined above. The Tacoma Halloween Parade will also be provided information on how to apply for the Special Events Funding Program Application in future years.

SPONSOR RECOMMENDATION:

Sponsors recommend sponsoring the 2024 Halloween Parade for \$5,000, understanding that future Halloween Parades will need to request City of Tacoma funds through the Special Events Funding Program Application, instead of through contingency fund request.



FISCAL IMPACT:

Fund Number & Name	COST OBJECT (CC/WBS/ORDER)	Cost Element	Total Amount
1. 1030- Council Contingency Fund	660000		\$5,000
2.			
TOTAL			\$5,000

What Funding is being used to support the expense?

COUNCIL CONTINGENCY FUNDS.

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:

List attachments using bullet points.

- Resolution.

Contingency Commitments

2024 - 2025	\$	225,000.00
(Remaining balance that will be carried over in March / April 2024)	\$	19,450.00

Resolution 41354

Council Requested - Raising Girls Sponsorship	\$	10,000.00
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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.

Resolution 41372

Council Requested - Moroccan Sister City Committee Cultural and Economic Exchange	\$	5,000.00
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A Council Contingency Fund expenditure of \$5,000 request to sponsor the Moroccan Sister City Committee Cultural and Economic Exchange.

Resolution 41373

Council Requested - Metro Park's Mosaic Arts and Culture Festival	\$	5,500.00
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A Council Contingency Fund expenditure of \$5,500 to sponsor Metro Park's Mosaic Arts and Culture Festival.

Resolution 41378

Council Requested - Advocates for Immigrants in Detention Northwest	\$	10,000.00
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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

Resolution 41386

Council Requested - Tacoma Refugee Choir's First Annual Symposium Sponsorship	\$	10,000.00
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A Council contingency fund expenditure of \$10,000 to sponsor the Tacoma Refugee Choir's first annual symposium, "From Welcoming to Cooperation."

Resolution 41442

Council Requested - Facilitation of Pierce County Climate Conversation Meetings	\$	20,000.00
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Resolution authorizing \$20,000 in Council Contingency Funds to support the Pierce County Climate Conversation

Resolution 41449

Council Requested - Broadway Street Broken Window Repairs	\$	25,000.00
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A \$25,000 Council Contingency Request for matching funds to support broken window replacement for businesses affected along Broadway

Resolution 41448

Council Requested - Youth Sponsorship to Fuzhou, China	\$	12,500.00
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A Council Contingency fund expenditure of \$12,500 to support youth attendance at the Fuzhou Youth Week Convening in late June

Resolution 41471

Council Requested - South End Neighborhood Council (SEnCo) Block Party & Resource Fair	\$	10,000.00
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A resolution authorizing the \$10,000 in Council Contingency Funds to support the South End Neighborhood Council's 2024 Block Party & Resource Fair for the purpose of sharing information about public resources offered by the City of Tacoma and other organizations, and to build community connections and increase participation in SENCo meetings and activities.

Resolution 41526

Council Requested - Historic Cushman Street Fair Support	\$	5,000.00
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A Resolution for support for a Council contingency fund expenditure of \$4,000 to support the Historic Cushman Street Fair

To Council October 1, 2024

Council Requested - Alchemy Skateboarding Expansion and Youth Access Fund	\$	10,000.00
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A Resolution for a Council Contingency fund expenditure of \$10,000 to sponsor the Alchemy skateboarding expansion project and youth access fund.

To Council October 1, 2024

Council Requested - Historic McKinley District Halloween Parade	\$	5,000.00
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A Resolution for a Council Contingency fund expenditure of \$5,000 to sponsor the Historic McKinley District Halloween Parade.

To Council October 8, 2024

Council Requested - Pride-themed Decorative Crosswalk	\$	35,000.00
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A Resolution for a Council Contingency fund expenditure of \$35,000 for a Pride-themed decorative crosswalk on Broadway in downtown Tacoma.

Starting Balance	\$	244,450.00
Total Amount Allocated	\$	163,000.00
Current Balance	\$	81,450.00