



SUBJECT: 2024 Juneteenth Event Discussion and possible direction to staff

DEPARTMENT: Parks and Recreation

STAFF: Bruce Mulder, Director of Parks and Recreation
Thien Nguyen, Recreation Manager

TITLE/RECOMMENDATION

Consider the City Council's request for a Juneteenth event and receive direction on the options provided.

FISCAL IMPACT

There is no fiscal impact associated with this informational update. The range of estimated costs provided in this report for a potential contribution or allocation of funds for a Juneteenth event is from \$1,000 - \$30,000 or more. This range is based on the Juneteenth event sponsorship levels included in Attachment 6 – 4EverMe Foundation – 2024 Juneteenth Sponsorship Packages. The event is proposed to be held in City Park.

The City's General Fund would be the funding source for any contribution. The cost would be in addition to fee waivers requested by the 4EverMe Foundation for the event. Currently, the Fee Waiver application is being processed and seeks a fee waiver in the amount of \$1,144.50 for City Park and Community Center Rentals, and \$1,150 - \$9,023 in Police Service fees (depending on the estimated attendance, footprint, number of activities, etc.) for this Juneteenth Event. Once event details are finalized from the 4EverMe Foundation, the Police Department will be able to provide their staffing levels for the event.

With the January 2024 approval of the Fiscal Year 2023/24 budget amendments and direction to increase the reserve for the General Plan Update, the current conservative General Fund projections indicate a small deficit. This projection is conservative and also assumes no year-end fair market value gains on the City's investment portfolio due to the falling interest rate environment. If such gains are realized, the General Fund could exceed current projections. If a deficit were to occur, a transfer in from the Budget Stabilization Fund, which has funds set aside for this purpose, will offset it.



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If staff is directed to move forward with any recommendation that will have a fiscal impact in 2023/24, staff will return to the City Council for approval of any necessary General Fund budget amendment and approval of any agreement(s) for contributions to organizations for 2024 Juneteenth events. Additionally, if directed, staff will include an annual contribution for Juneteenth events in the draft 2024/25 – 2025/26 Operating Budget, which will be presented for consideration at a workshop in May 2024.

BACKGROUND

Juneteenth, also known as Emancipation Day or Freedom Day, commemorates the emancipation (freedom) of enslaved African Americans in the United States. In 2021, the holiday was recognized as a federal holiday and it is observed annually on June 19.

In 2022, the Celebrate Antioch Foundation hosted their East County Juneteenth Celebration at City Park in Brentwood, from 12:00 PM – 5:00 PM on Sunday, June 19th. This event was an external event, separate from City hosted events (i.e., Concerts in the Park, Deck the Park, 4th of July Parade, etc.), but the organization did apply for and receive a fee waiver for use of City Park in the amount of \$603, in alignment with Policy 10-12 (Policy and Procedures for Requests for Use of City Funds).

At the February 14, 2023, City Council Meeting, Council Member Pierson requested an item related to Juneteenth be brought back to the City Council. On May 9, 2023, the City Council directed staff to bring back a report related to hosting an event for Juneteenth, with information about budgets, staffing, potential partnerships with outside vendors, and any additional information that may assist with analyzing hosting of the event.

In 2023, there was no Juneteenth event held by the City of Brentwood or in any external rental in City facilities, although consistent with Policy 10-12, a \$1,000 donation sponsorship was made towards the regional event that occurred. For reference, City staff is attaching a list of Juneteenth events that happened in Contra Costa County last year (Attachment 3).

In late 2023, City staff reached out to organizers of the 2022 East County Juneteenth Celebration. A new non-profit organization has been established, the 4EverMe Foundation, with this organization interested in bringing a one-day Juneteenth celebration to the City of Brentwood. The 4EverMe Foundation has already applied



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for a Special Event Permit with Fee Waiver for a 2024 Juneteenth event in Brentwood (of \$1,144.50 for City Park and Community Center Rentals, and \$1,150 - \$9,023 in Police Service fees) and has also requested City Council consider allocating additional funds toward the event. (Attachment 6 and Attachment 7).

Currently, no funding and City resources have been allocated to host a 2024 City Juneteenth event. To assist City staff with the scope and scale of a Juneteenth event, the amount of funds and resources allocated for the event from the General Fund will aid in City staff's understanding of the size and depth of an event that the City Council is seeking. City contributions to this event (or future Juneteenth events) can range from City hosted and funded through General Fund allocations, Economic Development Grant(s), or City Sponsored with Fee Waiver as applicable under Use of City Funds Policy (Attachment 2). Attachment 4 are current City holidays and Attachment 5 show events/programs in the City associated with cultural and holiday celebrations for consideration by the City Council.

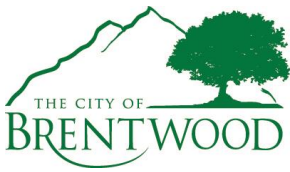
Also for reference, below are estimated costs of City hosted events to reference while discussing this item:

| Event | Cost Per Occurrence* | Number of Occurrences Annually |
|----------------------|-----------------------------|---------------------------------------|
| Movies in the Park | \$1,000 - \$2,000 | 4 events/year |
| Concerts in the Park | \$12,000 - \$15,000 | 10 events/year |

**Note: these costs are associated with "day of event expenses", but do not take into consideration staff time to plan and host event. Depending on the size and type of event, this planning can take weeks to months of staff time that is diverted from other assignments and/or projects.*

Some items for the City Council to consider include:

- As mentioned in Attachment 4, there are a number of events that the City hosts in connection with City holidays, and there are many more events hosted by local organizations utilizing City resources (Attachment 5).
- No matter the host, coordination with other event hosts is important to manage events effectively.
- Currently, Parks and Recreation staff hosts a number of community wide events (Concerts in the Park, Movies in the Park, 4th of July Parade, Annual Tree Lighting, Deck the Park), in addition to taking on or ending additional programming formerly hosted by the volunteers of the Brentwood



Neighborhood Committee (Halloween Home of the Season, Holiday Home of the Season). Depending on the size and scope of adding additional events, City staff time and resources can be calculated and provided to City Council for consideration.

- Budget, staff time, and City resources will impact the overall number of events that can reasonably be held in the City as the population and popularity of events grow.

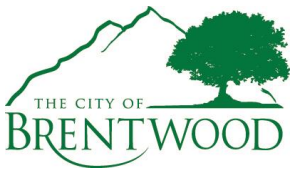
Items for the City Council to discuss:

Issue 1: Allocation of funds for 2024 Juneteenth Event

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| Current City Action | City staff has received a Special Event application for a 2024 Juneteenth Event in City Park, and a Fee Waiver request for this event (amount ranges from \$2,294 - \$10,167). |
| Option 1 | Provide direction as to the Fee Waiver application (approve an amount above \$5,000 but not-to-exceed \$11,000) and have City staff continue to process the 4EverMe Foundation event as an external event. |
| Option 2 | In addition to the Fee Waiver (Option 1), give direction on a sponsorship/donation amount to the 4EverMe Foundation based on the Sponsorship levels for their event (Attachment 7) or additional funds directly to the foundation possibly through the Economic Development grant program. |
| Option 3 | Give alternative direction for City staff to return with more information to the City Council. |
| Notes/Next Steps | Depending on direction from City Council, City staff can provide updates about the 4EverMe Foundation Event, return with an agreement for City contribution to the event, or take no action at this time. |

Issue 2: Allocation of funds for FY 24/25 and 25/26 Juneteenth Events

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| Current City Action | Currently, the Parks & Recreation Department does not fund/plan an annual City Juneteenth Event. City Council allocating funds towards this event in the upcoming two-year budget will aid in City staff understanding the scale/scope envisioned. |
| Option 1 | With funding, City staff can release a Request for Proposals for local groups and organizations to submit event proposals in regards to an annual Juneteenth event in Brentwood. |



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| Option 2 | With funding, City staff can include a call for artists, specifically for Juneteenth, in their annual Call for Artists for Concerts in the Park. Funding for Juneteenth can be incorporated in the current Concert in the Park budget, and City staff can work towards a Juneteenth concert (with input from the appropriate groups/organizations) within their ten (10) concert schedule. |
| Option 3 | Depending on funding, a combination of City planning and local community input and support can come about if City takes the lead on planning an event. |
| Notes/Next Steps | Please see Attachment 4 for existing City Holidays and Attachment 5 for Holiday/Cultural events for which the City provides resources. Depending on funding and direction, City staff can return with more information as requested. |

City Staff recommends the City Council receive, review, and discuss this informational report and provide direction to City Staff on 2024 and future Juneteenth events.

CITY COUNCIL STRATEGIC INITIATIVE

Focus Area 5: Parks & Recreation Services

4. Expand and enhance recreation opportunities by increasing programming for seniors, youth, and teens; implementing adaptive recreation

PREVIOUS ACTION

Previous Action by the City Council is included on Attachment 1.

ALTERNATIVE OPTION(S)

This informational staff report outlines a number of options for the City Council to consider in regards to allocating funds and resources towards a future Juneteenth event in Brentwood.

ATTACHMENT(S)

1. Attachment 1 - Previous Action
2. Attachment 2 - Policy 10-12: Policy and Procedures for Requests for Use of City Funds
3. Attachment 3 – 2023 Listing of Juneteenth Event around Brentwood, CA
4. Attachment 4 – 2024 City Holidays and Notes
5. Attachment 5 – 2023 Cultural and Holiday Events
6. Attachment 6 – 4 Ever Me Foundation – 2024 Juneteenth Sponsorship Packages
7. Attachment 7 – 4 Ever Me Foundation – 2024 Juneteenth Event Budget