



SUBJECT: 2024 City of Brentwood Veterans Day Event and Amendment to the 24/25 General Fund Operating Budget

DEPARTMENT: Parks & Recreation

STAFF: Bruce Mulder, Director of Parks & Recreation
Thien Nguyen, Recreation Manager
Amanda Chaney, Recreation Supervisor

TITLE/RECOMMENDATION

Provide direction to City staff about plans for a 2024 Veterans Day Event and future events to recognize and honor military veterans including a possible amendment to the 2024/2025 General Fund Budget.

FISCAL IMPACT

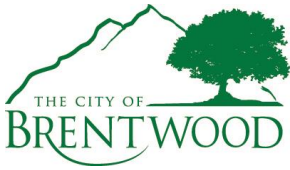
Depending on direction from City Council, City staff has prepared a range of estimated costs for a Veterans Day event ranging from \$6,850 - \$31,550. This range includes a combination of fee waivers, which reduce fee revenue for the facilities hosting the event, and General Fund expenditure budget required to create and provide support for the new event.

If staff is directed to move forward with the event, an amendment to the FY 2024/25 General Fund Operating Budget will be required, with an amount to be based on direction from City Council. Additionally, if directed, staff will include costs for the new Veterans Day event in future operating budgets.

BACKGROUND

Veterans Day is a federal holiday, annually observed on November 11. The holiday originated as Armistice Day commemorating the end of World War I on November 11, 1918 and was later designated as Veterans Day in 1954 to honor all military veterans, not just veterans from World War I.

At the City Council meeting on May 9, 2023, following an informational staff report about proclamations, City events, permitted events, fee waivers, and staff costs, City Council directed staff to return to City Council with information about hosting city events based on city proclamations. Hosting a Veterans Day event, including budget, bandwidth, partnerships with outside vendors, etc., to accomplish at an event in 2024 and in future years.



In researching this item, it is staffs intention to identify existing ways that the City currently honors veterans and provide recommendations/options on how to supplement and expand on current celebrations, with ideas and associated costs.

Existing Recognition of Veterans

Currently, the City has number of ways to honor veterans. In 2016, the City of Brentwood launched the Military/Veteran Banner Program (MVBP), as part of the Better in Brentwood Marketing Campaign. The MVBP was established to honor and recognize active duty military personnel or military veterans that reside in or have immediate family living in the City of Brentwood, with a maximum of 32 poles able to be used for the program annually. Since COVID began in 2020, the program participation has dwindled with only two banners purchased in 2024. The program is currently managed by the Parks & Recreation Department, which accepts applications annually for banners to be hung in Veterans Park from Memorial Day to Veterans Day. Staff would like to focus on revamping this program to bring it to its fullest potential.

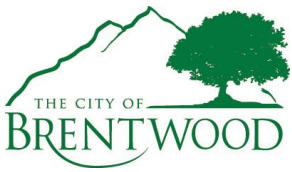
In addition to the MVBP, the City has annually hosted the 4th of July Parade in Downtown Brentwood since 2017, with the parade led by veterans service organizations, and in 2024, the City Council approved proclamations for Vietnam Veterans Memorial Day (March 29th), Memorial Day/Armed Forces Week (May), and will recognize Veterans Day later this year.

Separate from City Programs to honor Veterans, two other local events are held annually by local Veteran organizations with the Veterans of Foreign Wars (VFW) annually hosting a Memorial Day event at the cemetery, and the American Legion (Legion) hosting a Veterans Day event at Veterans Park.

Options to Further Honor Veterans

Following direction from the City Council, City staff researched how other cities recognize and honor veterans. Attachment 2 is a summary of research staff compiled of other cities veteran's celebrations. In addition, City staff has been in contact with the local American Legion to discuss and receive their input on appropriate ways to further honor veterans. Following discussion, City staff is recommending the following:

- Partner with local Brentwood veterans organizations to bolster and enhance current Veterans Day celebrations on November 11.
- Re-invest in the current MVBP and broaden the visibility, recognition, and celebration of the program.



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- Provide a “new” way for the City to honor veterans in the community.

Staff has prepared several combinations of options for City Council consideration including the following:

Option 1 (\$6,850*)	Option 2 (\$11,350)	Option 3 (\$16,350) (Staff recommendation)
Partner with existing external Veterans Day event. Provide fee waivers (as necessary)** for use of Veterans Park, the Brentwood Senior Activity Center, chairs for ceremony and staffing (\$5,650) Include MVBP in the Veterans Day celebration (\$1,000) Veterans Card Campaign - similar to Senior Card Campaign (\$200)	Option 1 (\$6,850) and City supported BBQ lunch for veterans and their families. (\$4,500)	Options 1 (\$6,850) and Option 2 (\$4,500) and Post Veterans Day Ceremony entertainment and vendor booths focusing on veterans’ health and welfare services and veteran owned businesses at Veterans Park/BSAC. (\$5,000)

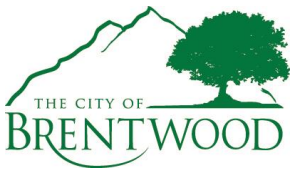
**With this option, City staff would pursue donations and/or partnerships to possibly still host a luncheon to honor veterans in 2024.*

***Fee Waiver is only necessary if event at Veteran’s Park (hosted by Legion) stays a separate event from City’s event. If City were to partner directly to host Veterans Day event with Legion, the Fee Waiver would not be necessary as the event would be partnership with City incurring cost for equipment, seating, decorations, and staffing.*

Additional opportunities to consider beyond the options listed above include:

- Annual Downtown parade the weekend before Veterans Day. The parade would start on First Street near Garin Elementary and end at Veterans Hall (estimated costs of \$10,000-\$12,000, due to staffing costs).
- City annually sponsoring the MVBP. Veterans and their families would be able to register for the program at no fee (\$3,200, up to 32 participants per year). This change would require staff time and resources to update information pertaining to the MVBP and could be implemented by May 2025.

Similar to other City events, City staff could solicit sponsorships for a Veterans Day event. The City was able to obtain \$12,500 in sponsorships for the Juneteenth event,



and although it is not guaranteed, City staff hope to receive sponsorships for future planned Veterans Day events.

Feedback from City Council

Tonight City staff is requesting City Council receive and provide feedback on this staff report and provide direction on honoring veterans for:

- 1) Allocation of resources to implement options during FY 24/25.
- 2) Allocation of resources to implement options for future fiscal years to be budgeted during the budget cycles.

Direction from City Council will assist City staff in prioritizing ways to further honor veterans through existing programs and events. Allocation of resources for future years will also assist staff in planning and discussing events earlier in the planning process and opens up different opportunities for partnerships and/or sponsorships.

CITY COUNCIL STRATEGIC INITIATIVE

Focus Area 5: Parks & Recreation Services

Mission Statement: Provide community and neighborhood services to enrich lives and to maintain facilities, infrastructure, and resources to maximize Brentwood's

PREVIOUS ACTION

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

DATE OF NOTICE

Not Applicable.

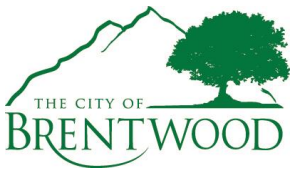
ENVIRONMENTAL DETERMINATION

Not Applicable.

ALTERNATIVE OPTION(S)

Alternative Options to the Staff Recommendation:

1. Do not approve staff's recommendation on how to further honor veterans. With this option, City Council can identify an alternative option for City staff to explore and return with more information about this option.



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2. Approve staff's recommendation, and modify/combine one of the several options City staff provided. If City Council were to explore this, City staff is confident they will be able to deliver an event for 2024, and depending on the direction, plan for future veteran events in upcoming years.
3. Continue item with direction for staff to return with additional information.

ATTACHMENT(S)

1. Attachment 1: Previous Action
2. Attachment 2: 2023 Veterans Day Celebration Research
3. Attachment 3: Resolution