



County of San Mateo

Inter-Departmental Correspondence

Department: BOARD OF SUPERVISORS
DISTRICT 5
File #: 16-496

Board Meeting Date: 9/12/2017

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: John L. Maltbie, County Manager
Subject: Use of District-Specific **Measure K** Funds - Supervisorial District Five

RECOMMENDATION:

Measure K: Adopt a resolution authorizing a one-time grant of district-specific **Measure K** funds, not to exceed \$5,000, to the San Mateo County Historical Association to support a Día de los Muertos celebration event and authorizing the County Manager or his designee, to prepare and execute the grant agreement.

BACKGROUND:

Measure K is the half-cent general sales tax initially approved by San Mateo County voters in November 2012 and extended in November 2016 for a total of thirty years. The Board of Supervisors ("Board") and County staff have conducted study sessions and community outreach efforts to inform priorities for **Measure K** spending for FY2017-19.

On May 16, 2017, the Board approved the FY 2017-19 Measure K allocation plan in which the County anticipates Measure K receipts of approximately \$81.6 million annually. The plan included \$7 million in one-time loans or grants each year during FY 2017-19, divided equally among the five supervisorial districts, for district-specific needs and projects. District Five has submitted a request to use its district-specific **Measure K** funds as shown below and described in the Project Summary section of this memorandum:

District/Project	Amount
District Five (Supervisor David J. Canepa) - San Mateo County Historical Association Celebration of Día de los Muertos	\$5,000

This item is consistent with the criteria for district-specific **Measure K** funds, which were developed during the initial round of district-specific allocations and approved by the Board in April 2015.

PROJECT SUMMARY:

This is a request to authorize a grant to the San Mateo County Historical Association, and resulting grant agreement in an amount not to exceed \$5,000 to provide for the San Mateo County Historical Association to join with Casa Circulo Cultural and the Redwood City Public Library to present a Día de los Muertos celebration event. The event will be held during the evening of November 5, 2017, and during the day of November 10, 2017. This event will be free for the public, allowing accessibility for community members of all socioeconomic backgrounds. On Sunday November 5, 2017, the San Mateo County Historical Association will join with Casa Circulo Cultural and the Redwood City Public Library to present a Día del los Muertos (Day of the Dead) celebration. On Día de los Muertos, celebrated on November 2, people from Mexico and other Latin American countries honor the memories of their deceased loved ones. The celebration is filled with special foods, decorations and visits to the cemetery to clean and decorate family graves and to enjoy a picnic nearby. Home ofrendas (altars) are often built to honor the deceased. They are traditionally decorated with candles, photographs, flowers, foods and objects that were special to the loved one. The custom is widespread in California.

The Día de los Muertos event was the Museum's most attended event of 2016, with more than 3,500 visitors during a four-hour period. This year, expected attendance is approximately 3,500 individuals on November 5th and 300-400 individuals on November 10th. On Courthouse Square, the Association's partners will organize music, traditional Mexican food, and a processional. Within the Museum, in the great rotunda, there are craft activities for children highlighting Mexican culture. Courtroom A will transform into a beautiful Festival of Altars created by area families and community groups. Each altar salutes individuals who have passed. Due to the popularity of the altars (average wait time of 30-45 minutes to view), not everyone is able to see them the night of the event. The altars will remain on display in Courtroom A through Friday, November 10th. The County Manager's Office will administer and manage the proposed agreement.

These funds will be used for the following:

- Free admission for the public to the San Mateo County History Museum on November 5 from 5:00pm - 9:00pm (during event hours)
- Free admission for the public to the San Mateo County History Museum on Friday, November 10 from 10:00am -4:00pm (during event hours)
- Supplies for craft activities. Children create Día de los Muertos decorations
- Promotional printing for the day and the purchase of three retractable banners and stands for exterior signage
- Furniture movers to move oak table and chairs out of Courtroom A for the event and return them after the event
- Additional Staffing during the November 5 event: 9 hours each for Deputy Director and Associate Education Director, 5 hours each for President, Program Interpreter, Admissions Coordinator (bilingual) and Facilities Manager
- Additional janitorial services and supplies
- Additional five security guards for the November 5th event and one security guard for the November 10th event

Total Measure K Request: Not to Exceed \$5,000

The release of funds will be contingent on the execution of an agreement providing for the County's confirmation of the expenditure of funds during FY 2017-18 for the purposes stated herein. The County will disburse the funds to the following organization for the purposes described above:

San Mateo Historical Association

Carmen Blair, Deputy Director

2200 Broadway, Redwood City, Ca. 94063

650-299-0104, ext.233

PERFORMANCE MEASURES:

Description	Target
Number of attendees at November 5th Día de los Muertos event	Greater than 3,500 visitors
Number of attendees at November 10 th Día de los Muertos event	300-400 visitors (overflow of people who couldn't view on November 5 th)

County Counsel has reviewed and approved the resolution as to form.

Funding for the San Mateo County Historical Association contributes to the Shared Vision 2025 by providing all members of the public with a cultural and educational opportunity to learn more about Latin American customs.

FISCAL IMPACT:

There are sufficient **Measure K** funds for this specific FY 2017-2018 **Measure K** request. These funds are budgeted in the Non-Departmental Services FY 2017-18 Approved Recommended Budget.