



County of San Mateo

Inter-Departmental Correspondence

Department: COUNTY MANAGER

File #: 18-901

Board Meeting Date: 10/2/2018

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 the 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 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 Círculo 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 4, 2018, and during the day of November 9, 2018. This event will be free for the public, allowing accessibility for community members of all socioeconomic backgrounds. On Sunday November 4, 2018, the San Mateo County Historical Association will join with Casa Círculo 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 traditionally are decorated with candles, photographs, flowers, foods and objects that were special to the loved one. The custom is widespread in California.

The Museum's largest attendance event of 2017, more than 5,000 participated within the building during a four-hour period. On Courthouse Square, their partners organize music, traditional Mexican food and a procession. Within the Museum, in the great rotunda, there are craft activities for children highlighting Mexican culture. Courtroom A transforms into a beautiful Festival of Altars created by area families and community groups.

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 4th and 9th during event hours
- Supplies for craft activities for the event
- Promotional printing for the day
- Additional stanchions and tables for expanded Festival of the Alters
- 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 4 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 4th event (approximately 5,000 people) and one security guard for the November 9th event (approximately 300-400 people)

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 2018-19 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 4th Día de los Muertos event	Greater than 4,500 attendees
Number of attendees at November 9th Día de los Muertos event	300-400 visitors (overflow of people who couldn't view on November 4th)

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 2018-2019 **Measure K** request. These funds are budgeted in the Non-Departmental Services FY 2018-19 Approved Recommended Budget.