



County of San Mateo

Inter-Departmental Correspondence

Department: BOARD OF SUPERVISORS
DISTRICT 5
File #: 19-953

Board Meeting Date: 10/8/2019

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: Michael P. Callagy, County Manager
Subject: Use of District-Discretionary **Measure K** Funds - Supervisorial District Five

RECOMMENDATION:

Measure K: Adopt a resolution authorizing a one-time grant of district-discretionary **Measure K** funds, not to exceed \$10,000, to the San Mateo County Historical Association to support the Día de los Muertos Celebration events in 2019 and 2020 and authorizing the County Manager, or his designee, to 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.

On February 12, 2019, the Board of Supervisors (Board) held a study session on **Measure K** expenditures and anticipated revenue for fiscal years (FY) 2019-21. The Board-appointed **Measure K** sub-committee, consisting of Supervisor Pine and Supervisor Canepa, convened the study session to, among other things, work with staff to facilitate the Board's development of **Measure K** priorities and continuing initiatives for FY 2019-21. The Board approved \$3.75 million in one-time loans for grants each fiscal year for FY 2019-21, divided equally among the five supervisorial districts, for district-discretionary needs and projects. District 5 has submitted a request to use its district-discretionary **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 in 2019 and 2020	\$10,000

This item is consistent with the criteria for district-discretionary **Measure K** funds approved by the Board in December 2018.

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 \$10,000 to provide for the San Mateo County Historical Association to join with Casa Circuo Cultural and the Redwood City Public Library to present a Día de los Muertos (Day of the Dead) celebration event both in November 2019 and 2020. The County Manager’s office will administer and manage the proposed agreement.

On November 3, 2019, November 8, 2019, November 1, 2020, and November 6, 2020, the San Mateo County Historical Association will be joining with Casa Circulo Cultural and the Redwood City Public Library to present a Día de los Muertos celebration event. Funding not to exceed \$10,000 will contribute towards:

- Free admission for the public to the San Mateo County Historical Museum on November 3 and November 8, 2019 and November 1 and November 6, 2020 during event hours
- Supplies for craft activities for both events
- Promotional printing and advertisement for the events
- Additional lighting for entrance areas
- Furniture movers to move oak table and chairs of Courtroom A for the events and to return them after the events
- Additional staffing during the events (approx. 55 hours each) to provide oversight, event management of craft and volunteers, facilities coordination, set-up of altars, entrance and guest services, photography, and social media
- Additional janitorial services and supplies
- Additional five security guards for the November 3, 2019 event and November 1, 2020 events (4,000+people) and one security guard for the November 8, 2019 and November 6, 2020 events (300-400 people)

Total Measure K Request: Not to Exceed \$10,000

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 2019-21 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
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Día de Los Muertos event	November 3 rd and November 8 th 2019
Día de Los Muertos event	November 1 st and November 6 th 2020

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

Funding for the San Mateo County Historical Association contributes to the Shared Vision 2025 outcome 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 request. These funds are budgeted in the Non-Departmental Services FY 2019-20 Adopted Budget and FY 2020-21 Preliminary Recommended Budget.