



County of San Mateo

Inter-Departmental Correspondence

Department: COUNTY MANAGER

File #: 21-804

Board Meeting Date: 10/19/2021

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 Dia de los Muertos Celebration events in 2021 and 2022, and authorizing the County Manager, or 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 March 9, 2021, and March 23, 2021, the Board of Supervisors (Board) held study sessions on **Measure K** expenditures and anticipated revenue for fiscal years (FY) 2021-23. 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 FYs 2021-23. The Board approved \$5 million in one-time loans or grants for the FY 2021-23 budget cycle, divided equally among the five supervisorial districts, for district-discretionary needs and projects. Supervisor David J. Canepa (District Five) 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 Dia de los Muertos in 2021 and 2022	\$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 Circulo Cultural and the Redwood City Public Library to present Dia de los Muertos celebration events in November 2021 and 2022. The County Manager's Office will administer and manage the proposed agreement.

District-discretionary Measure K funding for this organization has previously been provided as listed below:

- The San Mateo County Historical Association received \$5,000 from District 5 discretionary **Measure K** funds in 2017, 2018, and 2019. \$5,000 was approved for 2020 but was not distributed because of COVID.

On November 2-November 7, 2021, the Festival of the Altars will be on display with the Dia de los Muertos celebration on November 7, 2021. By offering free admission the week before the celebration, the San Mateo County Historical Association hopes to spread out the attendance because they cannot accommodate 4,000 people inside the building in one evening due to COVID-19 concerns.

In 2022, assuming COVID-19 restrictions are no longer in place, the altars would be on display beginning on November 6th, the day of the event, through November 11th. The museum would provide free admission during the event, on November 6th, and on November 11th. If COVID-19 restrictions remain in place, the altars would on display November 1-November 6th, with free admission the entire week to avoid large crowds the day of the event.

The proposed Measure K funding, not to exceed \$10,000, will support:

- Free admission for the public to the San Mateo County History Museum on the dates identified above
- Supplies for craft activities for the 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 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 security guards

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 2021-23 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
Dia de Los Muertos event	November 2- November 7, 2021
Dia de los Muertos event	November 6 th and November 11 th , 2022 if no COVID restrictions. If necessary due to COVID restrictions, November 1-November 6 th , 2022.

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

FISCAL IMPACT:

There are sufficient **Measure K** funds for this specific FY 2021-2023 **Measure K** request. These funds are budgeted in the Non-Departmental Services FY 2021-22 Adopted Budget.