



BUDGET & MANAGEMENT STUDIES

DATE: June 22, 2020

TO: MAYOR LEE BRAND
COUNCIL PRESIDENT MIGUEL ARIAS
CITY COUNCIL MEMBERS

THROUGH: WILMA QUAN, City Manager

FROM: HENRY FIERRO, Budget Manager *HFF*

SUBJECT: RESPONSE TO COUNCIL DIRECTION No. 64 REQUESTING BALANCE OF PARADE ALLOCATION OF \$50,000

During the Budget Hearing on June 9, 2020, Councilmember Soria requested the balance of the parade allocation of \$50,000. Year-to-date, a total of \$9,201 has been spent towards parades. Below table summaries which parades received funding support.

FY 2020
Parade Expenditures

Event	Name	2020
2019 Christmas Parade	PBID PARTNERS OF DOWNTOWN FRESNO	2,308
2020 Mardi Gras Parade	TOWER DISTRICT MKTG COMM	2,211
Chinese Parade	CHINATOWN REVITALIZATION INC	1,320
Veterans Parade 2019	ALERT O LITE INC	<u>3,362</u>
	YTD Total	9,201

C: Jane Sumpter, Assistant City Manager
Jim Schaad, Assistant City Manager
Tim Orman, Chief of Staff