



# Staff Report

## City Council

Item No. {{section.number}}.H

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**Meeting Date:** July 24, 2024

**From:** John A. Corella, Director of Public Works

**Title:** Approval of the Parks and Community Events Commission Support of the Panorama Dog Park Howl-O-Ween Dog Costume Event - 2024.

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### **RECOMMENDATION:**

To approve \$100 from the 2024-2025 Parks and Community Events Commission small events budget to support the Panorama Dog Park Howl-O-Ween dog costume event – 2024.

### **BACKGROUND:**

The Parks and Community Events Commission (PACE) continues to provide opportunities to engage the community and provide awareness of the park resources available here in the city. As part of PACE's charge, PACE is active in initiating, volunteering and supporting community events and related functions.

Included in the approved Fiscal Year 2024-2025 budget, PACE is allocated \$10,000 per year to be able to fund all, or portions thereof, small events at parks within the City. This may include services and/or materials, or a combination thereof, related to the event to assist in the event's success. All events initiated to receive funding from this budget item are first vetted by the PACE and upon PACE's favorable recommendation, these events are then brought before the City Council for approval for the funding.

#### Inaugural PACE Howl-O-Ween Dog Costume Event 2023

The inaugural dog costume event put on by PACE at the Panorama Dog Park in October 2023 was attended by over 100 people and brought together community members for a fun-filled gathering. On that day, dog owners dressed up their canines in Halloween costumes and had their dog participate in the costume contests.

### **DISCUSSION:**

At the May 7, 2024, PACE meeting, consideration for the Panorama Dog Park Howl-O-Ween Dog Costume Event – 2024 was presented by PACE Vice-Chair Baciú. This proposed event will be held on Saturday October 26, 2024 (the Saturday the park reopens after the reseeding

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process). The event will be from 9:00 a.m. to 10:30 a.m. at Panorama Dog Park, with dogs big and small welcome. The event is free for all who want to participate.

The event’s showcase will be the costume contest for those who want to participate with prizes given out for 1st, 2nd, and 3rd place in the big or small dog category, respectively. Additionally, there will be a new costume contest “Best Combination Costume” between the owner and dog with prizes given out for the 1st place small dog combination and 1st place big dog combination. PACE has successfully secured prizes for each category and has a sponsorship for refreshments as well.

At the May 7th, 2024, PACE Meeting, the Commissioners approved a recommended budget of \$100 for the Panorama Dog Park Howl-O-Ween Dog Costume Event – 2024, which will cover miscellaneous costs associated with hosting the event. PACE is requesting that the City Council approve the funding request of \$100 from the PACE small events budget for incidentals.

**FISCAL IMPACT:**

The 2nd Annual PACE Howl-O-Ween Dog Costume Contest funding of \$100 will be funded from the available PACE small events budget:

FY 2024-2025 Parks – PACE Community Events account 100-500-510-511-8200-8201, project M03511-OPS-PARKS-M&S.

Total PACE Budget:

PACE FY 24-25 Budget	\$10,000
Yoga Program	\$3,200
Panorama Dog Park Howl-O-Ween Dog Costume Event – 2024	\$100
Remaining Budget	\$6,700

**FIVE-YEAR STRATEGIC PLAN:**

**GOAL F: EMBRACING, INCLUSIVE CITY**

Objective: Cathedral City is valued and respected as a community that welcomes and embraces diversity, has an abundance of high quality and affordable housing options, and vibrant businesses. Our neighborhoods are attractive and well-maintained and issues surrounding homelessness have been compassionately addressed with thoughtful, coordinated, and collaborative programs.

Action F-6: Promote additional community events and celebrations.

**ATTACHMENTS:**

- 1. PACE Staff Report - Halloween Dog Costume Contest