



Staff Report

City Council

Item No. {{section.number}}.{{item.number}}

Meeting Date: May 28, 2025

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 and the Esperanza Dog Park Feliz Navi Dog - 2025.

RECOMMENDATION:

To approve \$400 from the 2025-2026 Parks and Community Events Commission small events budget to support the Panorama Dog Park Howl-O-Ween Dog Costume Event and the Esperanza Dog Park "Feliz Navi Dog" Dog Costume Event for 2025.

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 2025-2026 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.

PACE is again initiating events to engage the community and bring awareness of a public park resources the city has to offer at the Panorama Dog Park and the new Esperanza Dog Park. The events will showcase the dog park facilities and bring community members, especially dog aficionados, together for a fun filled gathering. The events are designed to encourage dog owners to dress up their canines in respective holiday costumes and have their dog participate in a costume contest if so inclined.

DISCUSSION:

At the April 1, 2025, PACE meeting, consideration for the 3rd Annual Panorama Dog Park

Howl-O-Ween Dog Costume Event and Inaugural Esperanza Dog Park "Feliz Navi Dog" Dog Costume Events were presented by PACE Vice-Chair Baciu.

3rd Annual Panorama Dog Park Howl-O-Ween Dog Costume Event - 2025

This proposed event will be held on Saturday October 20, 2025 (the Saturday the park reopens after the reseeding process). The event will be from 9:00 a.m. to 10:30 a.m. at Panorama Dog Park, with big and small dogs welcomed. The event is free for all who want to participate.

Below is the attendance for the prior events:

- Inaugural Event October 2023: 104 attended
- 2nd Annual Event October 2024: 244 attended

Inaugural Esperanza Dog Park Feliz Navi Dog 2025 Dog Costume Event

This proposed event will be held on Saturday December 06, 2025. The event will be from 9:00 a.m. to 10:30 a.m. at Esperanza Dog Park, with big and small dogs welcomed. The event is free for all who want to participate.

Categories and Prizes:

Both events' showcases 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. There will be a 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 sponsorship for refreshments as well.

At the April 1st, 2024, PACE Meeting, the Commissioners approved a recommended budget of \$100 for the Panorama Dog Park Howl-O-Ween Dog Costume Event and \$300 for the Esperanza Dog Park "Feliz Navi Dog" Dog Costume Event, which will cover miscellaneous costs associated with hosting the events. PACE is requesting the City Council approve the funding request of \$400 from the PACE small events budget for incidentals.

PACE FY 25-26 Budget	\$10,000
Panorama Dog Park Howl-O-Ween Dog Costume Event – 2025	\$100
Esperanza Dog Park Feliz Navi Dog Costume Event - 2025	\$300
Remaining Budget	\$9,600

Please note that city staff have already discussed these events with the Desert Recreational District (DRD). Staff will notify the DRD of these confirmed dates upon funding approval. Further, DRD staff have confirmed they are aware of these events and indicated that DRD has also programmed these types of events in the past and thus may allow for opportunities to partner with the event in the future.

FISCAL IMPACT:

	DESCRIPTION	GENERAL LEDGER ACCOUNT CODES	PROJECT CODE	AMOUNT	ONE TIME or ONGOING
2025-2026	Panorama Dog Park Howl-O-Ween Dog Costume Event – 2025	100-500-510-511-8300-8301	M03511-OPS-PARKS-M&O-	\$100	One-Time
2025-2026	Esperanza Dog Park Feliz Navi Dog Costume Event - 2025	100-500-510-511-8300-8301	M03511-OPS-PARKS-M&O-	\$300	One-Time
2025-2026	Total			\$400	

FIVE-YEAR STRATEGIC PLAN:

GOAL F: EMBRACING, INCLUSIVE CITY

ATTACHMENTS:

1. PACE Staff Report April 2025