



Las Vegas

Agenda Item No.: 51.

AGENDA SUMMARY PAGE
CITY COUNCIL MEETING OF NOVEMBER 5, 2008

DEPARTMENT: CITY MANAGER'S OFFICE
DIRECTOR: TED J. OLIVAS

Consent Discussion

GOVERNMENT & COMMUNITY AFFAIRS

SUBJECT:

Discussion and possible action regarding the City's involvement in and support of the V.F.W. Post 1753 2008 Veterans Day Parade (not to exceed \$10,064 Special Revenue Fund) - All Words

Fiscal Impact

No Impact

Budget Funds Available

Augmentation Required

Amount: \$10,064

Funding Source: Special Revenue Fund

Dept./Division: City Manager

PURPOSE/BACKGROUND:

V.F.W. Post 1753, a 501(c)(19) tax exempt organization, is requesting waiver of \$10,064 in city services in support of the 2008 Veteran's Day Parade. The parade is scheduled for November 11, 2008. The amount requested covers fees and labor for city provided services including street cleanup, bike rack setup/crowd control and showmobile rental fee.

RECOMMENDATION:

Consider the request by the V.F.W. Post 1753, 2008 Veterans Day Parade Committee with a funding amount of \$10,064 to offset the cost of city provided services.

BACKUP DOCUMENTATION:

1. Agenda Memo
2. V.F.W. Post 1753 2008 Veterans Day Parade Fee Waiver Request
3. 2008 Veterans Day Parade Proposed Parade Budget
4. Streets and Sanitation Veterans Day Parade Support Cost Summary
5. Showmobile Rental Application for Veterans Day Parade
6. CLV Parade Policy and Service Fee Waiver Policy

Motion made by GARY REESE to Approve

Passed For: 7; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0

RICKI Y. BARLOW, LOIS TARKANIAN, LARRY BROWN, OSCAR B. GOODMAN,
GARY REESE, STEVE WOLFSON, STEVEN D. ROSS; (Against-None); (Abstain-None);
(Did Not Vote-None); (Excused-None)

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Minutes:

RAMON TORRES, Diversity Outreach Officer, introduced LEONARD WINSTON, Veterans of Foreign Wars (VFW) Post, BILL STOJAK and MARK CHRISTENSEN. The request is for funding support for the Veterans Day Parade, scheduled for November 11th.

MR. STOJAK stated he has been involved in the parade for nine years and appreciates the City's support. They have received assistance from other municipalities and organizations. In addition, they have received \$15,000 from the community to assist with transporting the troops. At MAYOR GOODMAN'S request, MR. STOJAK recognized additional individuals and companies that are providing services and entertainment.

MR. CHRISTENSEN commented on this parade as being one of the largest outreaches in the United States by any municipality. On behalf of the Stars and Stripes Foundation and the VFW, he thanked the City Council for their support. MAYOR GOODMAN suggested contacting the Convention Authority, in that this event will create goodwill and publicity in assisting veterans.

Upon COUNCILMAN WOLFSON'S query regarding adequate publicity, DAVID RIGGLEMAN, Director, Office of Communications, confirmed that staff is already working with the Mayor to ensure the word is spread about this phenomenal event, as well as increasing the attendance and promoting the event through the media. In addition, he anticipated the members of the media present will advertise this event. The City's website has information posted about the parade as well.

MR. WINSTON thanked the City and the foundation for their efforts and encouraged everyone to attend.

MAYOR GOODMAN also recognized Cox Communications for televising the parade, which will be broadcasted locally, as well as in Phoenix, Arizona and San Diego, California.

