

**TO:** Honorable Mayor and Members of the City Council

**FROM:** Mark Leyman, Public Works Director

**MEETING:** City Council Regular Meeting, December 5, 2023

**SUBJECT:** Agenda Item No. 14 - Consideration of Juneteenth Community Celebration in 2024 and, if Approved, Appropriate \$30,000 from the General Fund

**DATE:** December 4, 2023

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## **SUPPLEMENTAL ATTACHMENT**

- Updated PowerPoint Presentation

\*New presentation on event cost details, community engagement, and City sponsored event costs.





# Juneteenth Community Celebration

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December 5, 2023



\*Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails.\*

# Agenda

1. City Council Direction
2. Juneteenth Ad Hoc Committee Creation and Contributions
3. Community Engagement
  - Promotion – Postcards, Website, Social Media, and Email
  - Listening Session, Survey, and Community Meeting
  - Additional Individual/Small Group Conversations
  - Media Coverage (Daily Breeze and Beach Reporter)
4. Recommendations
5. Budget Breakdown



# Listening Session – July 2023



# Survey Results – November 2023



**1,730**  
TOTAL SURVEYS  
**72.66%**  
MB RESIDENTS

## WHAT SHOULD A JUNETEENTH CELEBRATION INCLUDE?

VENDORS	<b>1st Choice</b>
VISUAL ARTS	<b>2nd Choice</b>
PERFORMING ARTS	<b>3rd Choice</b>

## DO YOU SUPPORT A 2024 COMMUNITY CELEBRATION OF JUNETEENTH IN MB?

YES	NO
<b>76.57%</b>	<b>23.43%</b>

## HOW LIKELY ARE YOU TO ATTEND?

LIKELY	SOMEWHAT LIKELY	NOT LIKELY
<b>18.12%</b>	<b>46.34%</b>	<b>35.54%</b>



# Community Meeting – November 2023



# Pasadena/El Segundo





# Manhattan Beach

## JUNETEENTH 2024 - FOR YOUR CONSIDERATION

Festival at Polliwog Park, including music, food, and vendors

Community Processional beginning at Bruce's Beach

Consultant/Event Planner

(Not to Exceed) \$30,000 Budget



# Budget Breakdown (Not to exceed \$30,000)

## JUNETEENTH FESTIVAL AT POLLIWOG PARK

Stage and Sound - \$7,000

Performers - Band(s) and DJ - \$5,000-\$10,000

Portable Toilets - \$3,000

Permits - \$500

Supplies and Signage - \$1,000

Promotion - \$2,000

Event Coordinator - TBD (Proposals will be requested. Likely \$100/hr or set price of approximately \$2,500-\$3,000)

Juneteenth Festival Subtotal = \$21,000 - \$26,500



# Budget Breakdown

## JUNETEENTH COMMUNITY PROCESSIONAL

Sound - \$3,000

Gospel Choir - \$500-\$1,000

Refreshments - \$500

Promotion - \$1,000

Event Coordinator – TBD (Proposals will be requested. Likely \$100/hr or set price of approximately \$500-\$1,000)

Juneteenth Processional Subtotal = \$5,500-\$6,500



# Other City Sponsored Celebration Costs

## Event Costs

Northend and Downtown MB Holiday Decorations - \$21,400

Flags for Memorial Day, Independence Day, Veterans Day (71 flags, hardware, installation and removal)- \$24,000

Flags for Polliwog Park (Salute to the Troops) - \$7,000

Veterans Day Event (Wreath, Sound) - \$3,000

Pier Lighting (sound, entertainment, PD/FD/PW staffing) - \$37,500

\* Costs capture overtime staff costs only



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