



STAFF REPORT

2004 State of the City Event

Honorable Mayor and Council Members

Summary

Each year the Mayor presents a “State of the City” address to the community. The time, place and format is determined by the Mayor. Generally, the Chamber of Commerce sponsors the event and a fee is charged. Mayor Metropulos would like to do it differently this year.

Background and Discussion

The State of the City is an annual event in which the Mayor makes a presentation on what he or she deems to be relevant to the community. The event is generally around the February timeframe, but the exact time and location of the event has changed over the years. Sometimes it is a breakfast event, sometimes a lunch event, and it has also been an evening event. Most years, it centers around a meal and is sponsored by the Chamber of Commerce. A fee is charged to cover the cost of the event, including the food, invitations, etc. so the Chamber can at least break even.

This year, Mayor Metropulos would like to change the nature of the event to be more of a community-wide celebration. He would like to try to expand the participation by bringing in a broader array of the community. Some of the ways that he hopes to achieve this is by making it a free event, holding it at a school, involving students in the program, and sending invitations to a larger list of community members.

With these considerations in mind, the following outline for the 2004 event has been developed:

Date – Thursday, March 11
Time – 4:00 – 6:00 PM
Location – Ralston Gym
Theme - “Celebrating our Community: Past, Present, Future”

Format – Entertainment by local elementary, middle and high school students; limited

activities for kids; speech by the Mayor focusing on past, present and future of key aspects of the community.

Food – Simple reception (like Council installation)
Cost – Free to the community

City staff has discussed this idea with the Chamber of Commerce. They are supportive of the concept and willing to help with publicity and mailing invitations to their membership. However, as it is not envisioned to be a “cost recovery” event, City staff felt it was more appropriate for the City to organize it this year.

In recent years, because of the Chamber’s efforts, no City funds have been expended on the event. Given the changed nature of this year’s event and the desire to broaden it to more of a community-wide celebration, staff believes it is appropriate for City funds to pay for it. Since no budget is generally planned for this event, staff seeks Council direction.

It is anticipated that the total cost would be less than \$1,000. Therefore, staff recommends Council authorize up to \$1000 from the Council contingency account to pay for the 2004 State of the City. This would cover invitations, the reception and any other incidental costs.

Fiscal Impact

No changes have been made against the Council contingency account (101-4105-8599) this year and it currently has a balance of \$75,000. If Council approves the staff recommendation, up to \$1,000 would be charged against that account for the 2004 State of the City Event.

Recommendation

Staff recommends Council adopt a motion authorizing up to \$1,000 from the Council contingency account to pay for the 2004 State of the City event.

Alternatives

1. Do not authorize the use of contingency funds for the State of the City.
2. Authorize the use of funds from another account.
3. Direct staff to undertake the event at no cost to the City.
4. Provide alternative direction.
5. Take no action.

Attachments

A. Invitation

Respectfully submitted,

Daniel Rich
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City Manager