



Council Agenda Report

From: Freda Berman, Public Works Director

Subject: Approval of New City Park Event – Hispanic Heritage Festival

CEQA Determination: The City finds that this action is not a project under the California Environmental Quality Act pursuant to State CEQA Guidelines, §§ 15060, subd. (c)(2)-(3), 15378.

Date: July 16, 2024

Facts

1. Mujeres de Acción proposes to stage a new cultural event, the Hispanic Heritage Festival, in City Park on Sunday, September 15, 2024, from 2 p.m. to 9 p.m.
2. The event celebrates the rich Hispanic heritage in Paso Robles and is intended to increase awareness of Mexican culture in the area by featuring music, dancing, artisans and food. Non-profit organizations will have the opportunity to distribute their resource information to the attendees.
3. The event, formerly called the Mexican Independence Day Celebration, was founded in 2022 and staged at Sherwood Forest Park. The event was very popular, attracting large crowds and providing a quality cultural experience for the entire community.
4. Mujeres de Acción is requesting that the City of Paso Robles co-sponsor the event, allowing them the opportunity to reach a wider community audience, and take advantage of banner placement at 1st and Spring Streets and publicity on the City website.
5. All required logistical support for the Hispanic Heritage Festival will be provided by Mujeres de Acción.

Options

1. Take no action;
2. Approve the request of Mujeres de Acción to stage the Hispanic Heritage Festival on September 15, 2024, in City Park with the City of Paso Robles co-sponsoring the event; or
3. Provide alternative direction to staff.

Analysis and Conclusions

The Hispanic Heritage Festival is part of Hispanic Heritage Month, celebrated each year from September 15 to October 15. It began as a week-long celebration in 1968 under President Lyndon Johnson and was expanded to a month by President Ronald Reagan 20 years later in 1988. The month-long celebration provides more time to recognize the significant contributions Hispanic/Latino Americans have made in the United States, dating all the way back to the American Revolution.

Bringing the Hispanic Heritage Festival to City Park is an appropriate addition to other festival and parades celebrating the rich and diverse history of Paso Robles. The event does not conflict with any other scheduled event in the park.

Fiscal Impact

No funding is requested for this event. Mujeres de Acción is responsible for all costs associated with the Hispanic Heritage Festival.

CEQA

The City finds that this action is not a project under the California Environmental Quality Act pursuant to State CEQA Guidelines, §§ 15060, subd. (c)(2)-(3), 15378.

Recommendation (Option 2)

Approve the request of Mujeres de Acción to stage the Hispanic Heritage Festival in City Park on September 15, 2024, with the City of Paso Robles co-sponsoring the event.