



CONSENT CALENDAR

City of San Bernardino Request for Council Action

Date: June 4, 2025

To: Honorable Mayor and City Council Members

From: Bill Gallardo, Interim City Manager;
Ernesto Salinas, Interim Director of Parks, Recreation, and
Community Services

Department: Parks, Recreation, and Community Services

Subject: **Adopt Resolution and Budget Amendment FY 24/25,
Recreation and Community Services for the Sponsorship
of the 2025 Lunar New Year (\$5,320.00) in Revenue and
Expense budget allocations (All Wards)**

Recommendation:

It is recommended that the Mayor and City Council of the City of San Bernardino, California, adopt Resolution No. 2025-302 authorizing the Director of Finance and Management Services to amend the FY2024/25 budget in revenue and expenditures by \$5,320 for the sponsorship payments received to support the Lunar New Year Event.

Executive Summary

Last fiscal year, staff organized a Lunar New Year Celebration in collaboration with the community and local businesses. In light of limitations within the special event budget, a sponsorship drive was launched. The funds raised will cover the full costs of the event, with any surplus being carried over to the Festival event budget. A total of \$5,320 was successfully collected by staff.

Background

The City of San Bernardino's Lunar New Year event was first proposed in January 2023 by passionate community members and brought to the attention of the Parks, Recreation, and Community Services Department. Acknowledging the cultural significance and strong community interest, the department took the initiative to bring this event to life.

Upon review, it became clear that there were limitations on the available special event funds. To overcome this challenge, staff explored alternative approaches to ensure the

event's success. It was determined that securing full sponsorship would be the most effective way to make the event a reality. To secure the financial support needed, the department developed a detailed sponsorship information packet. This packet was strategically shared with local businesses and community members, highlighting the opportunity to contribute to the Lunar New Year celebration and increase visibility within the community. Understanding the importance of community engagement, the department held several meetings to encourage collaboration. These sessions provided a platform for constructive discussions between staff and local business owners, fostering a spirit of partnership. Onsite meetings at Court St. were also held to identify potential costs and ensure a clear understanding of the resources required for a successful event.

Discussion

The Parks, Recreation, and Community Services Department received \$5,320 in sponsorship funds for the 2025 Lunar New Year event. Building on the success of last year's inaugural celebration—as well as other signature events such as the Festival, Miracle on Court St., and Día de los Muertos—the department has developed a comprehensive budget plan outlining both direct and indirect costs associated with this year's Lunar New Year celebration.

To support early planning and procurement, the Special Events program code was used to purchase essential supplies and services. The sponsorship funds will be deposited into the designated sponsorship program revenue code. It is recommended that budget allocations for both revenue and expenditures, totaling \$5,320, be approved accordingly.

In addition, event sponsors have graciously agreed that any remaining funds may be used to support other community events, such as the Festival – Where Our Cultures Connect. This collaborative and flexible approach promotes efficient resource use and helps enhance the impact of the City's cultural programming.

2021-2025 Strategic Targets and Goals

This request aligns with Key Target 2.b. Focused, Aligned Leadership and Unified Community – Build a culture that attracts, retains, and motivates the highest quality talent.

Fiscal Impact

There is no additional impact to the General Fund. The FY 2024/25 Operating Budget will be amended to include \$5,320 in both revenues and expenditures within the Donations Fund

Conclusion

It is recommended that the Mayor and City Council of the City of San Bernardino, California, adopt Resolution No. 2025-302 authorizing the Director of Finance and Management Services to amend the FY2024/25 budget in revenue and expenditures by \$5,320 for the sponsorship payments received to support the Lunar New Year Event

Attachments

Attachment 1	Resolution No. 2025-302
Attachment 2	City Outreach Flyer
Attachment 3	LNy Become a Sponsor
Attachment 4	LNy Sponsorship Application 2025
Attachment 5	Lunar New Year Sponsors

Ward:

All Wards

Synopsis of Previous Council Actions:

N/A