

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Nanci Klein

SUBJECT: CITY-SANCTIONED
CINCO DE MAYO EVENTS

DATE: December 18, 2023

Approved



Date

12/19/23

INFORMATION

This informational memorandum provides a status update to City Council on the direction received from the May 24, 2023 Rules and Open Government Committee meeting directing City staff to explore the creation of a City-sanctioned Cinco de Mayo event.

BACKGROUND

At the May 24, 2023 Rules and Open Government Committee meeting, City Councilmembers Jimenez, Torres, Ortiz, and Candelas brought forward, and the Committee approved, a [memorandum](#)¹ recommending that the administration engage the community prior to finalizing operational plans in advance of Cinco de Mayo or similar celebratory occasions that draw large crowds. Full text of this direction is as follows.

- 1) Direct the City Manager to:
 - a) Ensure that the Police Department engages with relevant community partners prior to finalizing operational plans for Cinco de Mayo and similar celebratory occasions which draw large crowds and gatherings of visitors. Engagement should include topics and or recommendations that prevent and manage street closures or other measures that may impact traffic, pedestrian flow, resident movement, and businesses. The following community partners should be included as part of this engagement:
 - i) District Council Offices affected by the Department's operational plans.
 - ii) Downtown and East San José resident associations and other resident and business associations in locations affected by the Department's operational plans.
 - iii) Businesses in downtown along East Santa Clara Street, on Alum Rock Avenue, 24th Street/McLaughlin Avenue, and other locations that may be affected by the Department's operational plans.

¹ <https://sanjose.legistar.com/View.ashx?M=F&ID=11985901&GUID=B5DD51F4-0B37-4B6D-ABF8-2E9A9DE97D16&G=920296E4-80BE-4CA2-A78F-32C5EFCF78AF>

- iv) Community partners and stakeholders such as the United Lowrider Council of San José and others with a vested interest in making such events accessible and safe for the broader community.
- b) Ensure the Police Department develops a comprehensive communications plan that effectively communicates the operational approach to Councilmembers, community partners, media outlets, and the general public before future events.
 - i) Ensure outreach materials are in the predominant languages of the area, such as Spanish and Vietnamese.
- c) Have the Police Department provide an update on these efforts to the City Council in August 2023.
- d) Direct Staff to explore the creation of a sanctioned City Cinco de Mayo event and come back with their findings by the end of this calendar year.

The Police Department reported on Items 1a-c at the October 17, 2023 City Council meeting. That report can be found [here](#)². Per that report, the Office of Economic Development and Cultural Affairs will respond to Item 1d via an information memorandum.

ANALYSIS

There are currently three outdoor special event permit applications for the 2024 Cinco de Mayo weekend that are being coordinated. In coordination with interdepartmental special event permit staff, the Office of Cultural Affairs division of the Office of Economic Development and Cultural Affairs (Office of Cultural Affairs) has conditionally approved two of the special events and plans to conditionally approve the third. As with all outdoor special events, when event organizers meet the conditions of the City's permits, the Office of Cultural Affairs will issue letters of authorization. The Office of Economic Development and Cultural Affairs has coordinated with the San José Police Department Secondary Employment Unit for outdoor special event permits on the Cinco de Mayo weekend in regard to traffic control and proposed street closures.

The planned 2024 Cinco de Mayo weekend events include:

- 1) Cinco de Mayo Car Show: Saturday, May 4, 2024 on Santa Clara Street, between Stockton Avenue and Delmas Avenue, and Barack Obama Boulevard between St. John Street and San Fernando Street. This special event is a lowrider mini truck show with food trucks and entertainment. The attendance is estimated at 600 people. A similar event was held last year by the event organizer at Eastridge Mall. This event has been conditionally approved.
- 2) Salsa Fest: Saturday, May 4, 2024 at Plaza de Cesar Chavez. This special event is a returning festival, with last year's event held in the SoFA District. Organized by the local nonprofit organization Open Doors 2020, the event will be a community festival

² <https://sanjose.legistar.com/View.ashx?M=F&ID=12354336&GUID=DDF015AC-F2ED-4059-802F-B402EEE4B0B8>

with Cinco de Mayo arts and crafts, business booths, nonprofit booths, food trucks, and a showcase of local Latin musical talent and vendors. Festival admission is \$10. The estimated attendance is 900 people. This event has been conditionally approved.

- 3) Cinco de Mayo Parade and Celebration: Sunday, May 5, 2024 at Emma Prusch Farm and Park and King Road between Alum Rock Avenue and Story Road. A new event proposed for 2024 by the Office of District 5 Councilmember Peter Ortiz in partnership with the Office of District 8 Councilmember Domingo Candelas, San José General Consulate of Mexico, the United Lowrider Council of San José, Somos Mayfair, and other community-based partners and organizations. The planned event includes a parade, vendors, resource booths, food, performances, and a horse show at Emma Prusch Park. The current estimated attendance is 800 to 1,000 people. The Office of Cultural Affairs is in the process of conditionally approving this special event permit application.

The Office of Cultural Affairs works in close coordination with interdepartmental staff and event organizers to facilitate vibrant, successful, and safe outdoor special events in the City of San José. Event organizers are encouraged to consider applying for City grant support through the Office of Economic Development and Cultural Affairs' Festival, Parade, and Celebration Grant Program. Applications are currently being accepted for a variety of outdoor special events planned for Fiscal Year 2024-2025. Interested organizations should check the grant program guidelines for eligibility and requirements. The deadline to submit applications is February 2, 2024. Office of Economic Development and Cultural Affairs outdoor special event guidelines and grant program guidelines can be found at www.sanjoseculture.org.

/s/
NANCI KLEIN
Director
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For questions, please contact Kerry Adams Hapner, Assistant Director for the Office of Economic Development and Cultural Affairs, kerry.adams-hapner@sanjoseca.gov.