



THE CITY OF  
NOVATO  
CALIFORNIA

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## STAFF REPORT

### MEETING

DATE: October 25, 2011

TO: City Council

FROM: Sheri Hartz, City Clerk

SUBJECT: **CITY CO-SPONSORSHIP OF "PAINT THE TOWN RED" 2012  
(CITY'S 52<sup>nd</sup> BIRTHDAY CELEBRATION)**

### REQUEST

Consider a request from the "Paint the Town Red" (PTTR) Committee for City co-sponsorship of "Paint the Town Red" 2012, celebrating the City's 52<sup>nd</sup> birthday, to be held on January 20, 2012 at City Hall.

### RECOMMENDATION

Approve the request from the PTTR Committee for City co-sponsorship of "Paint the Town Red" 2012 celebrating the City's 52<sup>nd</sup> birthday, to be held on January 20, 2012 at City Hall.

### DISCUSSION

Planning is underway for the "Paint the Town Red" event to celebrate the City's 52<sup>nd</sup> birthday. The "Paint the Town Red" theme was developed for Novato's birthday to capitalize on Novato's sense of community by creating a concept with an identifying theme that will always be associated with the annual tradition of celebrating the City's birthday. This year, the event will be held on the City's actual birthday on Friday, January 20, 2012 from 6:00 PM to 10:00 p.m.

Novato has celebrated its birthday with a gathering of some kind for most of its existence. Originally the celebration was organized by the City, then later by the Citizens of the Year committee, followed by the Chamber of Commerce. In 2004, a separate City Birthday committee was created bringing together the above three groups plus other community representatives. As in previous years, the PTTR Committee currently consists of representatives from the above entities, as well as liaisons from various community organizations and advisory members who provide valuable historical or community synergies at various stages of the event coordination. In 2007, the committee formally organized into a 501(c) (7) organization, a nonprofit Public Benefit Corporation, whose sole purpose is to produce an event to celebrate the City's birthday. The Board of Directors of PTTR Inc. includes representatives from the City, School Fuel, the Chamber of Commerce, Downtown Business Association and the Citizen of the Year committee. In 2010, the PTTR celebration of the City's 50th birthday was a gala event, held in the renovated

Novato City Council Agenda Staff Report Date: _____ File No. _____
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City Hall and City Green. The 2011 event was also held at City Hall, but was successfully scaled back from the 2010 extravaganza. The 2012 celebration will be held on a Friday evening from 6:00 PM to 10:00 p.m. and will include hors d'oeuvres provided by many of Novato's restaurants continuing the "Taste of Novato" started in 2010; live entertainment and the always popular announcement of the Citizen of the Year. As in previous years, the event is designed to only cover expenses, not make a profit.

The PTTR Committee has requested that the City continue to officially co-sponsor the event by waiving the rental costs for City Hall. The PTTR committee will pay for staff costs on the day of the event. A Councilmember has traditionally been a member of the organizing committee and currently this is Councilmember Jeanne MacLeamy.

### **FISCAL IMPACT**

The City will not receive rental fees of approximately \$1,000.00.

### **ALTERNATIVES**

1. Do not approve the City as a co-sponsor of the 2012 PTTR event.