



AGENDA REPORT

City Council

DATE:	March 4, 2025
TO:	Mayor Martinez and Members of the City Council
FROM:	Councilmember Soheila Bana
Subject:	Request for Additional Funding for Nowruz Spring Equinox Celebration
FINANCIAL IMPACT:	The proposed \$3,000 appropriation expenditure is currently included within the approved fiscal year 2024 - 2025 budget for Festivals /Community Events Budget (account string- 01251151 400322)
PREVIOUS COUNCIL ACTION:	June 18, 2025
STATEMENT OF THE ISSUE:	The Nowruz Spring Equinox Celebration is a vital cultural event promoting diversity, inclusion, and cross-cultural understanding, particularly for Western and Central Asian immigrant communities in Richmond. While the City has already allocated \$3,000 for this event from its cultural celebrations budget, an additional \$3,000 is needed to cover essential costs, including portable restrooms, tables, chairs, and tents.
RECOMMENDED ACTION:	APPROVE an additional \$3,000 to be funded from the Festivals/Community Events Budget to support the Nowruz Spring Equinox Celebration and ensure a successful and inclusive event - Councilmember Soheila Bana (510-672-3490).

DISCUSSION:

Nowruz, marking the Persian New Year and the Spring Equinox, is a centuries-old tradition celebrated by millions across Western and Central Asia, including Iran, Afghanistan, Azerbaijan, Tajikistan, Uzbekistan, and Kurdish communities worldwide. This event fosters cultural understanding among Richmond residents, counters misinformation and division, and demonstrates solidarity with immigrant communities, especially those facing increased discrimination and exclusion in recent years.

This year's celebration will feature:

- Traditional and contemporary dancers
- Live music from Western and Central Asia
- A disc jockey (DJ)
- A Haft-Seen table, a key Nowruz tradition symbolizing renewal and prosperity
- Food vendors offering traditional cuisine
- Calligraphy demonstrations
- Face painting for children

Richmond businesses are contributing generously to support this event:

- Sims Metal - \$2500
- Chevron Richmond Refinery – \$2,500
- Levin-Richmond Terminal Corporation – \$2,500
- Phillips 66 – Rodeo Renewable Energy – \$2,000
- Prologis – \$2,500
- Novin Development – \$2,500
- Richmond Firefighters Local 188 - \$500

Despite this generous sponsorship, additional funds are needed to cover logistical costs.

DOCUMENTS ATTACHED:

Attachment 1 – Event flyer