



AGENDA REPORT

City Council

DATE:	July 1, 2025
TO:	Mayor Martinez and Members of the City Council
FROM:	Councilmember Soheila Bana Councilmember Doria Robinson (co-sponsor) Councilmember Jamelia Brown (co-sponsor)
Subject:	Allocate \$2,000 from City Event Budget for the 2025 El Sobrante Stroll
FINANCIAL IMPACT:	An expenditure of \$2,000 from the existing event budget. No additional funding is required. (Account String: 01251151-400322).
PREVIOUS COUNCIL ACTION:	September 10, 2024
STATEMENT OF THE ISSUE:	<p><u>The El Sobrante Stroll</u> is a long-standing community event that celebrates local culture, small businesses, and civic engagement. Each year, it draws thousands of attendees from Richmond, El Sobrante, Pinole, San Pablo, Hercules and surrounding areas as far as Vallejo. The event features booths, music, food, and local organization showcases, serving as a vital platform for community unity and visibility.</p> <p>The City of Richmond has previously supported local community events through its designated event budget to promote equity, cultural engagement, and neighborhood cohesion.</p>

RECOMMENDED ACTION:	APPROVE a resolution authorizing the allocation of \$2,000 from the City of Richmond's allotted event budget to support the 2025 El Sobrante Stroll - Councilmember Soheila Bana (510-672-3490)/Councilmember Doria Robinson (510-620-6568)/Councilmember Jamelia Brown (510-609-5780).
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DISCUSSION:

This item proposes allocating \$2,000 from the City's event budget to help cover expenses related to Richmond's participation in the 2025 El Sobrante Stroll, such as outreach materials, booth fees, and promotional activities. The allocation will enhance Richmond's presence and strengthen collaboration with El Sobrante and unincorporated communities.

Supporting this event aligns with the City's broader goals of cultural inclusion, civic engagement, and neighborhood pride.

DOCUMENTS ATTACHED:

Attachment 1 – Resolution

Attachment 2 – El Sobrante Stroll Flyer 2025