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6/4/2024 - Regular Meeting
PUBLIC HEARINGS - AGENDA ITEM 17
Presentation Slides

2024 SANTA STOPS PROGRAM

June 04, 2024
City Council Meeting
Agenda Item #17

Background

- Staff received direction from City Council on August 1, 2023, to move forward with the re-implementation of the Santa Stop program
- 127 neighborhood stops over eight nights, plus one inclusive location at the Youth Center
- 2023 Santa Stop program well received by community



Role of City Staff

- Collaborative efforts of many City departments
 - Community Services
 - PD
 - IT
 - HR
 - Public Works
- Live scans, Santa tracker, trolley agreement, advertising, social media, etc.
- Over 1,000 hours of staff time
- Staffing needs met and program successful



Role of Volunteer Group

- Mobilized volunteers
- Relayed contact information for Livescan appointments
- Provided basic volunteer training
- Assistance in daily activities of the eight night program



Discussion

Examples of questions for consideration:

- 1) Does the City Council wish to continue with the Santa Stops Program as a City event for 2024 using the partnership model from last year?
 - a) If yes, does that assume a long-term City commitment based on a public/private partnership?
 - b) If no, should we limit our commitment to an annual basis?
- 2) Does the City Council want to continue to fund the Program at a similar level?
 - a) Should the funding amount be more or less?
 - b) Should the community group be responsible for a fund raising goal?
- 3) If this remains a City event, should there again be 127 stops spread over eight nights?



Recommendation

- Accept donations from three entities, totaling \$13,500, for the 2023 Santa Stops Program;
- Review the activities of the 2023 Santa Stops Program; and
- Provide direction to staff for programming the 2024 holiday activities.

