



City of Santa Ana
20 Civic Center Plaza, Santa Ana, CA 92701
Staff Report
August 29, 2023

TOPIC: Agreement with Volcan Advertising & Entertainment for Music Entertainment at the Fiestas Patrias Event

AGENDA TITLE

Approve Agreement with Volcan Advertising & Entertainment for Music Entertainment at the Fiestas Patrias Event in the Amount of \$122,000 (General Fund)

RECOMMENDED ACTION

Authorize the City Manager to execute an agreement with Volcan Advertising & Entertainment to provide musical entertainment at the Fiestas Patrias event, in the amount of \$122,000, beginning August 29, 2023 through September 30, 2023, subject to non-substantive change approved by the City Manager and City Attorney.

DISCUSSION

The Fiestas Patrias event has been an annual attraction for the downtown community and surrounding neighborhoods. It attracts thousands of Santa Ana residents and visitors from Orange County and the Southern California region. The purpose of this event is to celebrate through a safe, family-friendly event that includes: live entertainment, food booths, informational/resource booths, merchandise/service booths, cultural exhibits, and carnival rides/games.

The City of Santa Ana Parks, Recreation, and Community Services Agency (PRCSA) has been working to bring together the elements needed to produce this year's Fiestas Patrias event and has entered into agreements with various vendors to provide the necessary equipment, stages, and entertainment.

The City recommends entering into an agreement with Volcan Advertising & Entertainment to provide four musical performances at this year's event: Los Sebastianes, Kumbia All Starz, Graciela Beltran, and Marilyn Odessa.

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FISCAL IMPACT

Funds are budgeted and available in the following account for the specified year:

Fiscal Year	Accounting Unit-Account #	Fund Description	Accounting Unit, Account Description	Amount
FY 22-23	01113230-62300	General Fund	PRCSA-Recreation and Community Services-Contractual Services Professional	\$122,000

EXHIBIT(S)

1. Agreement

Submitted By: Hawk Scott, PRCSA Executive Director

Approved By: Kristine Ridge, City Manager