



24-5392

**DATE:** April 16, 2024 (Item No. {{item.number}})  
**TO:** Board of Supervisors  
**FROM:** Sylvia Arenas, Supervisor  
**SUBJECT:** Cinco de Mayo Parade and Event Sponsorship

**RECOMMENDED ACTION**

Consider recommendations relating to sponsorship of the City of San Jose Council District 5. (Arenas) (LA-1)

Possible action:

- a. Approve waiver of Board of Supervisor's Policy 3.68.4.2 which requires approval of sponsorship at least 30 days before the event or activity.
- b. Approve County sponsorship of City of San Jose Council District 5 in the amount of \$2,500 from the Supervisory District One allocation in the Office of the Clerk of the Board Fiscal Year 2023-2024 budget, to support the Cinco de Mayo Parade and Event.

**REASONS FOR RECOMMENDATION AND BACKGROUND**

On Sunday, May 5, 2024, the very first city-sanctioned Cinco de Mayo event will be held beginning with a parade starting at the Mexican Heritage Plaza and concluding at Emma Prusch Farm Park, which will host a community fair.

Planned, organized, and presented by the East San Jose Cinco de Mayo Planning Committee, a joint cohort that includes various community groups and organizations from East San José, and supported by Councilmembers Peter Ortiz (Council District 5), Omar Torres (Council District 3), Domingo Candelas (Council District 8) and Supervisor Sylvia Arenas (County District 1), this free community event will provide a space for Santa Clara County's Mexican American community to celebrate Chicano culture and heritage.

The sponsorship will help offset the cost of the event, which includes hiring local law enforcement to enforce road closures, renting city-owned spaces such as Emma Prusch Farm Park, and for advance posting of signage to announce the parade route, potential traffic congestion, and detailed road closures.

Cinco de Mayo, or May 5, is the marquee celebration for Mexican Americans in Santa Clara County and throughout the state of California – serving as a day to honor Mexican culture and heritage by commemorating the historic Battle of Puebla on May 5, 1862, when Mexican

forces led by General Ignacio Zaragoza achieved a significant victory against an invading French army in the struggle for Mexican independence and self-determination.

Cinco de Mayo in Santa Clara County dates back to the rise of the Chicano Movement during the '40s, becoming a day of celebration of Mexican culture and heritage while coinciding with the demands of the Civil Rights Movement calling for institutional cultural representation.

As the first city-sanctioned Cinco de Mayo parade and event in the history of the City of San José, the event will bring together various community-based organizations, cultural performance groups, car clubs, neighborhood associations, schools, governmental agencies, and local businesses for a day of cultural celebration and community building. In addition, the parade and event are expected to be attended by nearly 10,000 community members across Santa Clara County and beyond.