

**CITY OF EL PASO, TEXAS
AGENDA ITEM
AGENDA SUMMARY FORM**

DEPARTMENT: Mayor and Council

AGENDA DATE: Tuesday, September 27, 2022

CONTACT PERSON NAME AND PHONE NUMBER:

City Representative Henry Rivera, District 7- 915.212.0007

DISTRICT(S) AFFECTED: All Districts

STRATEGIC GOAL:

Goal 1 - Cultivate an Environment Conducive to Strong, Economic Development

Goal 4 - Enhance El Paso's Quality of Life Through Recreational, Cultural & Educational Environments

SUBJECT:

APPROVE a resolution / ordinance / lease to do what? OR AUTHORIZE the City Manager to do what? Be descriptive of what we want Council to approve. Include \$ amount if applicable.

Discussion and action on a resolution recognizing the month of October as "Chalk the Block 15th Anniversary Month" in honor and commemoration of the 15th year anniversary of the Chalk the Block festival to take place in the heart of the Downtown Arts District from October 7-9, 2022.

BACKGROUND / DISCUSSION:

Discussion of the what, why, where, when, and how to enable Council to have reasonably complete description of the contemplated action. This should include attachment of bid tabulation, or ordinance or resolution if appropriate. What are the benefits to the City of this action? What are the citizen concerns? N/A

PRIOR COUNCIL ACTION:

Has the Council previously considered this item or a closely related one? N/A

AMOUNT AND SOURCE OF FUNDING:

How will this item be funded? Has the item been budgeted? If so, identify funding source by account numbers and description of account. Does it require a budget transfer? N/A

*****REQUIRED AUTHORIZATION*****

RESOLUTION

WHEREAS, Chalk the Block was founded in 2008 as a one-day sidewalk chalk art competition with twelve participating artists that took place at Arts Festival Plaza. Since that time, the event has grown to be the largest public arts festival in the region; and

WHEREAS, with overwhelming support from private and public partners, local and touring artists, and audiences from both sides of the border, the event has expanded into a three-day celebration of art, color, and community; and

WHEREAS, over 45,000 people visit the event each year which is located in the heart of the El Paso Downtown Arts District and over 200 local and touring artists from all disciplines participate at Chalk the Block creating a fun, immersive, and diverse environment for people of all ages to enjoy; and

WHEREAS, the event features; temporary interactive art installations, live dance and theatrical performances, a sidewalk chalk art competition, live bands, art and food vendors, and access to hands-on activities and exhibits at our sister institutions the El Paso Museum of Art and El Paso Museum of History; and

WHEREAS, the Museum and Cultural Affairs Division (MCAD) is excited to announce the fifteenth anniversary of Chalk the Block which will take place in the heart of the Downtown Arts District on October 7-9, 2022; and

WHEREAS, this year's theme will be "15 years in the 915" to celebrate and commemorate the Chalk the Block inception. As part of this momentous celebration, MCAD will be showcasing the local artistic talent that makes El Paso unique; and

WHEREAS, the City of El Paso Museums and Cultural Affairs Department is also excited to announce that Raiz Federal Credit Union is the title sponsor of this year's Chalk the Block Festival; and

WHEREAS, this partnership with Raiz highlights MCAD's commitment to the City of El Paso and shared mission to amplify the vibrancy of our City by supporting opportunities for economic growth in the creative sector; and

WHEREAS, formerly known as El Paso Area Federal Credit Union, Raiz has strong roots in the City of El Paso. They guide members from all walks of life to focus on their goals and help them get there. Raiz is proud of their El Paso roots, as they envision a bold path forward, leading the way with passion.

NOW, THEREFORE, BE IT RESOLVED, THAT THE CITY COUNCIL OF THE CITY OF EL PASO:

1. Congratulates the City of El Paso's Museums and Cultural Affairs Department on the 15th year anniversary of the Chalk the Block festival to take place in the heart of the Downtown Arts District from October 7-9, 2022; and
2. Thanks Raiz Federal Credit Union for their service to our community and sponsorship of the festival; and
3. Recognizes the month of October as "Chalk the Block 15th Anniversary Month."
Congratulations!

(Signatures on the following page)

PASSED AND APPROVED this _____ day of _____, 2022.

THE CITY OF EL PASO:

Oscar Leeser, Mayor

ATTEST:

Laura D. Prine
City Clerk

APPROVED AS TO FORM:

Danielle Escontrias

Danielle Escontrias
Assistant City Attorney