



## Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Councilmember Pam Foley  
Councilmember Dev Davis

**SUBJECT:** SEE BELOW

**DATE:** 07/01/21

Approved

Date

07/01/21

**SUBJECT:** Approval of Flag Raisings, Lighting, and Proclamation Recognizing Silicon Valley Pride Sponsored by Council District 9 and Council District 6 as a City Council Sponsored Special Event to Expend City Funds, Light City Hall, and Accept Donations of Materials and Services for the Event.

### **RECOMMENDATION**

1. Approve the Rainbow and Transgender Flag Raisings (August 24-31, 2021) as a City Council sponsored Special Event and approve the expenditure of funds;
2. Approve the 2021 Silicon Valley Pride lighting ceremony (August 24-31, 2021) as a City Council sponsored Special Event and approve the expenditure of funds;
3. Approve the proclamation event scheduled on August 24, 2021 as a City Council sponsored Special Event and approve the expenditure of funds; and
4. Approve and accept donations from various individuals, businesses, or community groups to support the event; and
5. Place the item on the Tuesday, August 24, 2021 City Council Agenda for action.

### **BACKGROUND**

On February 1, 2005, the City Council adopted Resolution 72517 which requires Councilmembers to submit a memorandum to the Rules and Open Government Committee regarding proposed City Council sponsored Special Events and the proposed use of any funds.

Silicon Valley Pride first began back in 1975 as a gay rights rally and evolved into the San José Pride Festival in 1976. During the following year, in 1977, San José added its first pride parade to the celebration. In 2014, the San José Pride Festival transformed once again into Silicon Valley Pride so that the organization could foster a greater sense of unity amongst San José's neighboring cities.

This Pride Festival is now the largest Pride celebration of the entire South Bay community and is an inclusive family friendly event that everyone can enjoy, typically taking place in Downtown San José. It is because of this festival that the Lesbian, Gay, Bisexual, Transgender, and Queer communities and its abundant allies may celebrate their lives loudly and proudly by marching, dancing, and singing together.

Due to the proliferation of COVID-19 throughout our community, typical in-person Pride parades and festivals were unable to occur. Amid a worldwide pandemic, Silicon Valley Pride had continued to digitally serve our community by providing an array of COVID-19 community support resources and hosting online social events. Most notable of their virtual events was the “45th Annual Silicon Valley Pride Celebration: Equality Rising,” a 2-day digital festival that took place the last weekend of August 2020. They showcased talent across the queer and ally community, virtual access to merchants and non-profits from across the area. People showed their pride by submitting 1-minute video clips.

Silicon Valley Pride is back in-person this year to celebrate the annual LGBTQ+ Parade and Festival on Saturday, August 28, 2021, and Sunday, August 29, 2021. This year’s theme is Standing for Love and Liberation. The LGBTQ+ community will be setting up their festival in the Plaza de César Chávez Park in downtown San José to celebrate the LGBTQ+ community.

To honor Silicon Valley Pride and their extraordinary work, City Hall shall raise the Rainbow Flag (red, orange, yellow, green, blue, and purple) and Transgender Flag (blue, pink, and white) from August 24-31, 2021. City Hall Tower shall light up in pride themed colors from August 24-31, 2021 and City Hall Rotunda shall light up in transgender themed colors from August 24-27, 2021 and August 29-31, 2021.

### **ANALYSIS**

The raising of the Rainbow and Transgender Flags are permitted under Council Policy 2-1, Section C.3 — Flags Displayed in Conjunction with Official Ceremonial Items: “Other flags may be displayed in conjunction with official actions, ceremonial items, or proclamations of the City Council. City Council Policy 7-14, City Hall Event Lighting Policy, Sections B.1 and C.1 allows Rotunda and Tower lighting in conjunction with proclamations for official actions or ceremonial items as approved by City Council. Approval by the City Council of the event will ensure compliance with the Council’s prior direction regarding Council Special Events. In observance of existing fundraising disclosure requirements, Councilmember Pam Foley and Councilmember Dev Davis will report any cash or in-kind donations received for the event on their Disclosure of Fundraising Report (DFR-1). Approval of this memorandum will enable Council District 9 and 6, City departments and the Office of the City Clerk to proceed with the event. Any cash donations received will be processed pursuant to the City’s normal financial and budgetary procedures.

### **PUBLIC OUTREACH/INTEREST**

The Office of the City Clerk will post the item on the City’s Website for the July 28, 2021 Rules Committee Agenda and the August 24, 2021 City Council Agenda.

**CEQA**

Not a Project, File No. PP17-010, City Organization & Administrative Activities resulting in no changes to the physical environment.

Not a Project, File No. PP17-011, Temporary Special Events resulting in no changes to the physical environment.

Exempt, File No. PP12-080. Minor temporary use of land having negligible or no permanent effect on the environment.

Exempt, File No. PP13-056, Activities associated with citywide litter clean-up activities.

Exempt, File No. PP11-046, Graffiti removal services.

Reviewed by:  
TONI J. TABER, CMC  
City Clerk

For questions, please contact Toni Taber, City Clerk, at (408) 535-1260.