

**Memorandum
General Administration**

To: City Council
Subject: Ya Maka My Weekend Support
Date: June 23, 2021



There are two festivals that have become a mainstay of downtown Rock Island over the years, Gumbo Ya Ya in June and Ya Maka My Weekend in August.

Through 2019 the City donated \$14,000 to these festivals (\$7,000 each). The festivals were not held in 2020 due to COVID restrictions. Gumbo Ya Ya was cancelled in 2021 for the same reason.

It costs approximately \$30,000 to fund these festivals. In the past there was private money available to help cover the costs. Due to the impacts of COVID, that money is not available this year. For Ya Maka My Weekend to happen this year, tentatively scheduled for August 14th, the City will have to fully fund the event.

For 2021 the City Council dedicated approximately \$100,000 of the Hotel/Motel tax received by the City to fund tourism, so there is money set aside for events like this. Foot traffic in the District is down significantly from previous years and re-starting established events like this are critical to bringing people back to our downtown.

The event, and the City funding, has the support of Visit Quad Cities and the Rock Island Downtown Manager.

Recommendation: General Administration recommends that the City Council approve up to \$30,000 in support for the 2021 Ya Maka My Weekend festival in the Rock Island Downtown District.

Submitted by: Randy Tweet, City Manager

Approved by: Randy Tweet, City Manager