



# Memorandum

**TO:** RULES AND OPEN  
GOVERNMENT  
COMMITTEE

**FROM:** Toni Taber, MMC

**SUBJECT:** SEE BELOW

**DATE:** June 11, 2026

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**SUBJECT: APPROVAL TO EXPEND CITY FUNDS AND AUTHORIZATION TO ACCEPT DONATIONS FOR THE CITY'S PARTICIPATION IN THE ANNUAL ROSE, WHITE & BLUE PARADE AND FESTIVAL**

## **RECOMMENDATION**

1. Approve the expenditure of City funds for the City of San José's participation in the Rose, White & Blue Parade and Festival as an annual July 4<sup>th</sup> community event.
2. Approve the solicitation and acceptance of donations from various individuals, businesses, or community groups to offset costs associated with the City's participation in the event.
3. Place the item on the June 23, 2026 Council Agenda for consideration.

## **BACKGROUND**

The Rose, White & Blue Parade and Festival was established in 2008 and has grown into a large annual Independence Day celebration in San José. The event includes a community parade, live entertainment, cultural programming, food vendors, and family-oriented activities. Organizers estimate attendance of more than 60,000 participants annually. The event is organized by Rose, White & Blue, a 501(c)(3) nonprofit organization based in San José. Historically, the Mayor's Office and City Council Offices have coordinated City participation in the parade and festival through a walking contingent, informational outreach, and community engagement activities.

## **ANALYSIS**

Approval is requested to authorize expenditures associated with the City's participation in the Rose, White & Blue Parade and Festival, including event registration fees, parade participation costs, booth fees, outreach materials, event signage, promotional items, and related supplies such as custom imprinted giveaway materials and décor. These expenditures are not otherwise authorized under the routine expenditure categories identified in City Council Expenditure and Reimbursement Policy 0-38 and therefore require City Council approval.

Approval is also requested to authorize the solicitation and acceptance of donations to offset participation costs. In compliance with existing fundraising disclosure requirements, all

HONORABLE MAYOR AND CITY COUNCIL

June 11, 2026

Subject: Approval to Expend City Funds and Accept Donations for the Rose, White & Blue Parade as an annual event.

Page 2

participating Mayor and Council Offices will report any solicitations made and donations received for the event in the elected official's Disclosure of Fundraising Report (DFR-1). Any cash donations received will be processed pursuant to the City's normal financial and budgetary procedures.

Participation in the event provides an opportunity for City officials and staff to engage with residents, share information regarding City programs and services, and support a longstanding community event.

### **PUBLIC OUTREACH/INTEREST**

The Office of the City Clerk will post the item on the City's Website for the June 17, 2026 Rules Committee Agenda and the June 23, 2026 City Council Agenda.

### **COORDINATION**

This memorandum has been coordinated with the City Attorney's Office.

### **CEQA**

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



TONI J. TABER, MMC  
City Clerk

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