



August 7, 2024 (Ver2)

John W. Beckmeyer
City Manager
City of Odessa

RE: Official Host City – 2024 Dia de Los Muertos Parade and Festival

Dear Mr. Beckmeyer,

On behalf of the Navarro Group, Management Company of the Dia de Los Muertos, LLC, (“Parade”) proud producers of the Odessa Dia de Los Muertos Parade and Festival, we propose the below partnership outline as the Official “Host” for the October 19, 2024 Parade and Festivities:

Parade and Host City to provide the below, but not limited, tasks and responsibilities (all points negotiable):

- Parade to be coined as “Hosted by” in all communications and marketing materials,
- Campaign will not utilize or incorporate the official City of Odessa Logo in any and all of the 2024 event campaign materials,
- Parade to appoint, Honorary Grand Marshal, Mayor Javier Joven,
 - Opportunity also includes, attendance and speaking role in official press conference, preferably to be Hosted by the Mayor Office,
 - On stage at main event and to officially open the parade at step off,
- Parade to appoint an Odessa DDLM Board of Directors. Majority membership to be from the established Cultural Celebrations Council (CCC), plus external members as the Parade sees best,
 - Parade to appoint Mauricio Navarro to be the only point of contact between City of Odessa leadership and its departments for the Parade,
- Parade leadership to secure a “**Festival** friendly environment” from the hours of 4:00pm – 10:00pm, on the agreed space via festival friendly exhibitors and activities,
 - Venue A: City Owned lot located at 500 N. Grant Ave. (El Sinalonse),
 - Venue B: City Owned lot located at 221 N. Texas Ave. (Ector County Health Department,
 - Festival Environment to also include 6th St, 5th St, 4th St, and 3rd St, from Grant Ave to Texas Ave (see attached),
- Parade leadership to secure a “**Parade** friendly environment” on agreed route (see attached),
- City of Odessa to provide and implement (at no cost to Parade) full public safety plan (Odessa Police Officers) for festival hours (4pm – 10:00pm) and the parade route and duration of such parade starting at 5:00pm staging, to 7:00pm step off, to be completed by no later than 8:30pm.
 - Parade willing to reimburse City of Odessa, at cost.

Dia de Los Muertos Parade and Festival
In Partnership with the
City of Odessa, Texas

- PARADE: Schedule to step off at the corner of 7th St. and Texas Ave. at 7:00pm,
 - Parade vehicle staging will start at 5:00pm and seek permission to use:
 - 7th Street from Grant Ave to N. Jackson Ave.
 - N. Texas Ave from 8th St. to 7th St. and adjacent and approved surface lots,
 - Parade walking elements will simply merge into parade route at the intersection of 7th St. and Texas Ave,
- Alcoholic beverages are approved to be sold, in TABC approved and permitted area(s); directly through the permitted concessionaire only,
 - Parade will not be responsible for any direct sale of alcoholic beverages or concessions,
- Parade to provide the necessary sanitation equipment and staffing as needed (at no cost to City), throughout the parade route and in Festival sites (noted above) all billable to Parade.
 - If City of Odessa (Host) incurs any costs, Parade will reimburse Host at cost.
- Parade to provide the required portable toilets along parade route and festival zones (at no cost to City),
- City of Odessa (Host) to provide and install water barriers (barricades) and water filling services at no cost to Parade.
 - If City of Odessa (Host) incurs any costs, Parade will reimburse Host at cost.
- Parade to secure the required fencing to ensure a TABC compliant alcohol service area (at no cost to City).
- Parade to secure the required sanitation plan via established relations with KOB and City Departments, to ensure safe and sanitary environment, pre and post event (at no cost to City).
 - If City of Odessa (Host) incurs any costs, Parade will reimburse Host at cost.
- City of Odessa (Host) will not require the Parade route to be barricaded.
- City of Odessa (Host) to approve posting of No Parking signs in streets and parking areas along parade route and festival (see attached) beginning on Saturday, October 18, 10:00am indicating "Special Event Permit — Towing Enforced" if required and approved by City Streets Department, all to be financed and installed by Parade.
- Parade to provide and implement (at no cost to the City) full traffic control plan (TCP) for the duration of the festival (4pm – 10pm) and the parade route to start at 5:00pm staging, to 7:00pm step off, with parade to be completed by no later than 8:30pm.
- City of Odessa (Host) to provide and implement (at no cost to Parade) full medical and emergency aid for the same duration of the festival (4pm – 10pm) and parade from staging at 5:00pm and not to go past 8:30pm.
 - Parade willing to reimburse Host, at cost.
- Parade (Navarro Group) to provide Certificate of Insurance as follows:
 - On file and approved by Risk Management

Dia de Los Muertos Parade and Festival
In Partnership with the
City of Odessa, Texas

- Parade to Host a controlled VIP area at the old Boy Scouts office exterior located at 204 N. Grant Ave. which will provided and distribute hosted and complimentary food and alcoholic/non-alcoholic beverages at no cost to invited guests.
- Parade to provide special accommodation to City of Odessa staff, business tenants, residents, etc, during parade and festival, as per case-by-case basis.

In exchange, Host City of Odessa, Texas will provide the Parade with the above and below terms:

- Approved use of image and name of Honorable Mayor, Javier Joven,
- Allow parade leadership to secure the proposed permits required for the festival and parade, within its proposed timeline and route,
- City to Donate SL-100 Stage for use of Parade, to be installed and removed by the City, at no cost to Parade,
- Provide Parade leadership one (1) main point of contact for Mayor's Office, Health and Sanitation and Public Safety (as needed),
- Provide Event Producer, Mauricio Navarro, written authorization as needed or requested by other City/State Departments and/or its leadership.

Sincerely,

Mauricio Navarro
Managing Partner,
Dia de Los Muertos, LLC

Agreed and Accepted:

By: _____
Dia de Los Muertos, LLC
Mauricio Navarro,
Managing Partner

Date: _____

Dia de Los Muertos Parade and Festival
In Partnership with the
City of Odessa, Texas

By: City of Odessa, Texas

Name: _____

Title: _____

Signature: _____

Date: _____

PARADE FESTIVAL SITE PLAN

