



TITLE

Juneteenth Proclamation and Business License Fee Waiver

RECOMMENDATION

Adopt a Minute Order waiving Business License Fees for participants in the 2025 Juneteenth Event.

CONTACT

Jason Holley, City Manager

BACKGROUND & ANALYSIS

Juneteenth is a nationally recognized holiday commemorating the emancipation of enslaved African Americans in the United States. Celebrated annually on June 19th, it honors freedom, resilience, and the ongoing pursuit of equity. In support of this commemoration, the City of American Canyon is partnering with community members and local non-profit organizations to host a Juneteenth celebration that includes cultural performances, educational opportunities, food vendors, and local small businesses. The intent of this action is to promote economic inclusion and community engagement.

As part of the Council's commitment to reducing barriers for small, minority-owned, or emerging businesses that may not otherwise be able to participate due to cost constraints, staff is recommending the temporary waiver of business license fees for those participating solely in the Juneteenth event. This waiver would apply to participants who do not currently hold a business license in the city.

If the City Council approves this recommendation, staff will coordinate with the event organizer to implement the application process. All participants will still be required to complete a business license application and will be issued a license. Event participants receiving the waiver will also be required to comply with all applicable health, safety, and permitting regulations.

COUNCIL PRIORITY PROGRAMS AND PROJECTS

Economic Development and Vitality: "Attract and expand diverse business and employment opportunities."

FISCAL IMPACT

The Recommended Action to waive business license application fees and license fees will forgo General Fund revenue by approximately \$500.

ENVIRONMENTAL REVIEW

15378(b) - The action is not a "Project" subject to the California Environmental Quality Act ("CEQA") because it does not qualify as a "Project" under Public Resources Code Sections 21065 and 21080 and in Section 15378(b) of Title 14 of the California Code of Regulations.

ATTACHMENTS:

- [1. Juneteenth Proclamation](#)