



**STAFF REPORT TO COMMUNITY AND LIBRARY SERVICES
COMMISSION (CLSC)**

TO: Chair and Members of the CLSC Commission

SUBMITTED BY: Christopher Roke, Parks and Recreation Director

MEETING DATE: June 8, 2026

TOPIC: Cultural Festival Recap

RECOMMENDATION:

Staff recommends that the Community and Library Services Commission receive an update on the 2026 Cultural Festival. There is no action required from this item.

BACKGROUND:

The City of Hercules once again co-sponsored the Cultural Festival with the Bayfront Chamber of Commerce. The event was held on Sunday, June 7, from 11a-6p. This year's event was held at Hanna Ranch Park. The event featured live music, performances, food trucks, vendors, and a free shuttle to the community center between Noon and 7p on the day of the festival.

This was the last of 5 events that the City of Hercules partnered with the Bay Front Chamber for FY25-26. This was the 4th annual Cultural Festival since returning from a decade long hiatus. The Cultural Festival made a return to the City of Hercules in 2023, as a single all-day event. The event featured multiple performing stages allowing for entertainment to be constant throughout the event. The initial event was estimated to have between 7,000 and 8,000 attendees who enjoyed the local entertainment, bands, vendors, and food trucks.

The main difference for the 2026 event is the change in location. Because of the Shade Structure/Picnic Area and the Lake Dredging projects at Refugio Valley Park, the event moved to Hanna Ranch Park. The set up at Hanna has brought some challenges, but overall the location may turn out to be a blessing. While the parking is not great, a shuttle service was set up to bring folks from the Community Swim Center to Hanna to minimize parking issues.

The upper field at Hanna Ranch is a larger space than Refugio Valley Park, so from an event standpoint, the layout was much better. The parking and access is not as good as Refugio so it created many challenges.

FISCAL IMPACT:

There is no financial impact associated with this report.

ATTACHMENTS:

None