



Bay Front Chamber of Commerce

P.O. Box 5283, Hercules, CA 94547

This was the final of four events that the City of Hercules has contracted the Bay Front Chamber to coordinate and run for the community. The Special Events Contract was approved by the City Council during the budget for FY22-23.

On June 4th, the chamber hosted the Hercules Cultural Festival. After a ten-year hiatus the community welcomed the return of this community event. Approximately 10,000 people attended enjoying local entertainment, bands, vendors, and food trucks.

The event was promoted widely with posters, flyers, outdoor banners, and through several social media platforms.

This event was made possible by sponsorship from the City of Hercules and Bay Front Chamber member businesses.

Total expenses for the 2023 Cultural Festival have not been finalized, but so far have reached \$38,450.00. Without the direct support from the City of Hercules, this event would not have been able to be held.

Contributing factors directly resulting in the success of the event include, but are not limited to participation of Chamber members, holding the event 1 day instead of 2, having local performers, sponsorships from City, and more.

Expenses paid for by the City of Hercules Sponsorship include...

Entertainment	\$ 4,150.00	(3 bands)
Sound Systems	\$ 2,250.00	(2 stages)
Shuttle	\$ 1,500.00	
Security	\$ 1,865.00	
Rentals	\$ 6,983.48	(tents, chairs, tables, generator, van)
Permits	\$ <u>1,779.11</u>	(City of Hercules & Contra Costa Health Dept.)
TOTAL	\$18,527.59	<i>(Note: City contribution = \$17,500)</i>

Total city contribution \$17,500.00

Advance payment (May) \$ 8,750.00

Amount Due	\$ 8,750.00
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