



STAFF REPORT TO THE CITY COUNCIL

DATE: Regular Meeting of January 28, 2025

TO: Mayor and Members of the City Council

VIA: Dante Hall, City Manager

SUBMITTED BY: Christopher Roke, Parks and Recreation Director

SUBJECT: FY 24-25 Co-sponsored Special Events Update

RECOMMENDED ACTION:

Staff recommends that the City Council receive an update on special events co-sponsored by the City and the Bay Front Chamber of Commerce during FY 24-25.

BACKGROUND:

As directed by the City Council, staff collaborated with the Bayfront Chamber of Commerce on various Special Events to be held in Hercules for FY 24-25. The events include National Night Out, Bay Front Festival, Crab Feed, Lunar New Year, and the Cultural Festival.

In FY 21-22, the City Council budgeted \$25,000 to enter into a co-sponsorship agreement with the Bayfront Chamber of Commerce to lead a series of co-sponsored special events. In FY 22-23, \$35,000 was again allocated to a co-sponsorship agreement with the Chamber to provide a series of events, including National Night Out, the Bay Front Festival, Bottles and Bites, and the Cultural Festival. Another \$35,000 was allocated in FY 23-24 for co-sponsored special events with the direction from the City Council to replace the Bottles and Bites event funded in the previous year with a Crab Feed event to allow other City-recognized nonprofit groups to generate funds through ticket sales.

In FY 24-25, the City Council allocated \$45,000 for co-sponsored special events with the Chamber and added a new event to celebrate the Lunar New Year in addition to National Night Out, Bayfront Festival, Crab Feed, and Cultural Festival.

Staff returns tonight to provide a status update on the events that have taken place to date and to provide information about events that will occur within this fiscal year. Overall, the special events for FY 24-25 continue to be very well attended by the community.

ANALYSIS:

The City of Hercules is fortunate to have worked with the Bayfront Chamber over the past several years to bring additional special events to the City. Without the Chamber's assistance, the City could not produce these events for the community. All the co-sponsored special events have been well received and well attended by the community. As of this report, the first three events have been held, and the new Lunar New Year event is this Sunday, February 2, 2025.

FISCAL IMPACT:

There is no additional fiscal impact associated with this report. As mentioned above, \$45,000 has been allocated in the FY 24-25 Annual Budget for five co-sponsored special events.

<i>Financial Impact</i>			
Description: Expenditure amount not to exceed \$45,000.			
Funding Source: General Fund 100-5510-611.90-00			
Budget Recap:			
Total Estimated cost:	\$45,000	New Revenue:	\$0
Amount Budgeted:	\$45,000	Lost Revenue:	\$0
New funding required:	No	New Personnel:	\$0
Council Policy Change:	Yes	<input type="checkbox"/> No	<input checked="" type="checkbox"/>

ATTACHMENTS:

1. Special Events Agreement with Chamber and Expenditures to date FY24-25