



STAFF REPORT TO COMMUNITY AND LIBRARY SERVICES COMMISSION (CLSC)

TO: Chair Ward-Jackson and Members of the CLSC Commission

SUBMITTED BY: Christopher Roke, Parks and Recreation Director

MEETING DATE: July 8, 2024

TOPIC: FY 23-24 Co-sponsored Special Events

RECOMMENDATION:

Staff recommends that the Community and Library Services Commission receive an update on special events co-sponsored by the City and the Bay Front Chamber of Commerce during the FY 23-24. Discuss the four City-Chamber co-sponsored special events for FY 24-25. And weigh in on a fifth co-sponsored special event (Lunar New Year celebration) and allocating an additional \$10,000 for this purpose.

EXECUTIVE SUMMARY:

As directed by City Council, staff worked with the Bayfront Chamber of Commerce to collaborate on a variety of Special Events to be held in Hercules for FY 23-24. The events include National Night Out, Bay Front Festival, Crab Feed, and the Cultural Festival.

BACKGROUND:

In FY 21-22, the City Council budgeted \$100,000 for Special Events to give the community something to celebrate as we started to recover from the pandemic. The Council realized the community needed to celebrate. The Hercules City Council directed staff to partner with the City of Pinole and budgeted \$75,000 to bring a Fireworks Celebration to the community. In addition, the City Council allocated \$25,000 to enter into an agreement with the Bayfront Chamber of Commerce to lead a series of co-sponsored special events.

In FY 22-23, the City Council allocated \$50,000 for a Fireworks Celebration and \$35,000 to enter into an agreement with the Bayfront Chamber of Commerce to produce a series of co-sponsored events that included National Night Out, the Bay Front Festival, Bottles and Bites, and the Cultural Festival.

In FY 23-24, the City Council allocated \$50,000 for Fireworks, and \$35,000 for special events with the Bay Front Chamber and directed staff to consider ways to get the other City Recognized Nonprofit groups involved. Staff worked with the Chamber to swap the Bottles and Bites event with a Crab Feed event that would allow the other nonprofit groups to generate funds through ticket sales.

Overall, the special events for the FY 23-24 were very well attended. Although the Fireworks Celebration was not a co-sponsored special activity, it drew a crowd of over 5,000 people to the Bayfront. National Night Out drew over 2,000 participants at Refugio Valley Park. The Bayfront Festival saw over 3,000 people at the Bayfront; and the Crab Feed sold 245 tickets to benefit several nonprofit groups through ticket sales. While the numbers are still being compiled for the 2nd annual Cultural Festival, the turnout was fantastic. More details on these co-sponsored special events can be found on the attached recaps for each event (Attachment A).

ANALYSIS:

The City of Hercules is fortunate to have worked with the Bayfront Chamber the past few years to bring a series of events to Hercules. This year included National Night Out, Bayfront Festival, Crab Feed, and Cultural Festival. As mentioned above, all these special events were well received and attended by the community.

As we focus on future special events, we are reminded that the Hercules community is very diverse with many members of Asian heritage. For this reason, staff proposed to add a co-sponsored Lunar New Year Celebration to the lineup of special events for next year. The Lunar New Year is one of the most important holidays in Asian heritage, often celebrated with big family gatherings, gift giving, the eating of symbolic foods, and displays of festive decorations - all focused on bringing good luck for the New Year and celebrating the imminent arrival of spring. Adding a Lunar New Year event to the list of special events would require an additional \$10,000 in the proposed FY 24-25 Annual Budget to co-sponsor the event. Alternatively, the City Council could choose to substitute one of the other proposed events for a Lunar New Year event at no additional cost.

The chart below identified the recommended co-sponsored special events for FY 24-25

PROPOSED EVENTS	DATE	CO-SPONSORSHIP CONTRIBUTION
NATIONAL NIGHT OUT (AT REFUGIO VALLEY PARK)	Tu 8/6/24	\$35,000 for all four events have been included in the proposed FY 24-25 Annual Budget
BAYFRONT FESTIVAL (AT THE BAYFRONT)	Su 10/6/24	
CRAB FEED (AT THE COMMUNITY SWIM CENTER)	Sa 1/18/25	
CULTURAL FESTIVAL (AT REFUGIO VALLEY PARK)	Su 6/1/25	
LUNAR NEW YEAR (AT THE COMMUNITY SWIM CENTER)	Fr 2/9/25	\$10,000 (additional) not included in the proposed FY 24-25 Annual Budget

All dates are subject to change.

FISCAL IMPACT:

Council approved the FY24-25 Annual Budget with \$45,000 for five co-sponsored special events including a new Lunar New Year Celebration. Staff wanted to bring special events to this commission to have a discussion about events in the community, and will plan to bring back this topic in next spring after the Lunar New year event, but before going to Council with any budget request.

ATTACHMENTS:

1. Recap from 4 events in FY23-24