



Cherry Festival Association

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To the City of Beaumont's Council Members:

The Cherry Festival Association has been dedicated to bringing the community together through the Cherry Festival which has occurred for over 100 years. The assistance from the City of Beaumont, which has historically helped our group organize and execute this enjoyable event, is not an act that goes overlooked, and will always be appreciated. The partnership that has been formed between the Association and the City is one that our members would like to further explore.

The Directors of the CFA have been heavily discussing new ideas to establish more involvement within the community. Contribution towards programs and other organizations for the people of Beaumont, such as student scholarships, small and/or family-owned businesses, and local service groups, have always been a passionate mission for the Association. However, this calling has never been able to be truly fulfilled due to the outstanding and rising costs of organizing the Cherry Festival; but that mission could come alive in its entirety with the help of the City, whom we are so honored to acknowledge help keep the tradition of 105 years of festival fun standing strong.

The Association is reaching out to the City of Beaumont to ask for its assistance in implementing our mutual goal of benefiting the community by supporting this year's festival with a \$350,000 sponsorship.

This sponsorship will allow the Association the opportunity to offer the following benefits to this year's festival as well as more involvement in the community throughout the year:

- \$135k towards one day of free admission and discounted tickets for the 2025 Cherry Festival

Supporting this proposition allows the CFA to bring back "Family Night" on Thursday with a new incentive: "FREE ADMISSION TO ALL WHO ATTEND ON THURSDAY." Additionally, this will grant the CFA the opportunity to promote a new and reduced admission fee into the festival from Friday – Sunday, bringing the cost of an adult ticket from \$18 to \$10 and a child/senior ticket from \$12 to \$5.

- **\$100k** towards 2025 Cherry Festival’s entertainment department.
The City of Beaumont has always supported the importance of quality entertainment to drive a target audience to the Cherry Festival. Support in this proposition will allow the CFA to keep a reputable state with our patrons.
- **\$65k** towards scholarships/donations throughout the year.
While the CFA has always felt passionate about becoming more involved in the community, expenses for yearly festivals have caused the Association to struggle in contributing financially. Supporting this proposition will allow us to budget into giving greater funds back to Beaumont, its students, groups and small owned businesses that give this growing City that “small town feel” everyone loves.
- **\$50k** toward expenses allocated for the 2025 Cherry Festival.
The CFA strives to make our festival a family-friendly event for all. Last year’s decision to increase security resulted in quick decision making, immediate interference in altercations, and a feeling of being protected. Supporting this proposition will grant the CFA funds to contract security with that constant quality and allow a safer event for the Beaumont citizens and its surrounding neighbors.

Below shows the earmarked potential expenses for the 2025 festival with a starting Budget of \$340,028:

Department	LY Expense	2025 Budget	Department	LY Expense	2025 Budget
Advertising/Marketing	\$27,000	\$20,000	Grounds (Rental Fee)	\$25,000	\$50,000
Cherry Pit	\$5,000	\$2,000	Grounds (Security)	\$120,000	\$70,000
Contractors (O.M., Rep, Attorney, Auditor, CPA)	\$32,000	\$80,000	Insurance, Taxes, Licenses, Permits	\$20,000	\$15,000
Beer	\$22,000	\$30,000	Office Expenses	\$3,900	\$2,000
Donations/Scholarships	\$10,000	\$75,000	Merch/Sponsorship Intentives	\$4,000	\$6,000
Entertainment	\$271,000	\$225,000	Parade	\$10,000	\$10,000
Grounds (Fencing, Toilets, etc.)	\$44,000	\$40,000	Misc. Fees (Reimbursements, Supplies, etc.)	\$100,000	\$60,000

Avg Total 2024 Expenses - \$695,000 Tentative 2025 Budget Expenses - \$685,000

The table you have reviewed is a depiction of our intentions of use with the requested funds. Should anything change and a department is not in need of the allocated budget, funds will be reassigned to a department in need of additional assistance. If no other departments are lacking in funds, the remaining of the requested sponsorship that has not been used will go towards additional donations back into the community.

Your commitment to “A City Elevated” aligns perfectly with our mission to bring our patrons a fun experience that doesn’t burn a whole in their pockets. Your full support in our proposal will ensure that the legacy of 105 years of community fun continues. We appreciate your ongoing support to the CFA and hope that we can continue to expand our mutual mission and commitment to the community.

Thank you for you time and consideration.

The Cherry Festival Association

Board Members and Directors