



## Staff Report

**TO:** City Council

**FROM:** Elizabeth Gibbs, City Manager  
Darron Usher, Principal Management Analyst

**DATE** March 18, 2025

**SUBJECT:** Recommendation for the City of Beaumont to Host the Cherry Festival Parade

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**Description** Consideration of the City of Beaumont assuming responsibility for the coordination and orchestration of the Cherry Festival Parade, ensuring the continuation of a decades-long community tradition.

### **Background and Analysis:**

The Cherry Festival Parade has been a long-standing tradition in the City of Beaumont, serving as the opening event to the annual Cherry Festival. Historically, the Beaumont-Cherry Valley Rotary Club and the Cherry Festival Association (CFA) have been responsible for the planning and execution of the parade, while utilizing volunteers and City resources. However, both organizations have formally notified the City that they will no longer be involved in organizing the event due to resource and capacity limitations.

On January 26, 2025, the Beaumont-Cherry Valley Rotary Club submitted a letter to the Cherry Festival Association stating that they can no longer orchestrate the parade as they feel threatened by the CYSC group along with the “lack of cooperation” between the City of Beaumont and the Cherry Festival Association (Attachment A).

On February 28, 2025, the Cherry Festival Association submitted a letter to the City, stating that they do not have the manpower, funding, or expertise to continue the tradition of hosting the parade (Attachment B). The letter also acknowledged the invaluable contributions of the Beaumont-Cherry Valley Rotary Club over the years and expressed hope that another organization would step forward to continue this cherished event. The Rotary Club, in a separate communication, has also confirmed its withdrawal from parade coordination.

Given the historical significance of the Cherry Festival Parade to the community, staff recommends that the City of Beaumont assume responsibility for organizing the event.

By taking over the parade, the City can ensure that this beloved tradition continues without interruption and remains a key highlight of the Cherry Festival.

The responsibilities of the City in hosting the parade would include:

- Coordinating with local organizations, schools, and businesses to participate in the parade.
- Securing permits, street closures, and public safety measures.
- Allocating necessary funding to support logistics, security, and staffing.
- Promoting the parade as an essential component of the Cherry Festival.

City staff will assess resource needs and explore potential partnerships with local organizations to assist in planning and execution.

**Fiscal Impact:**

The cost of preparing this staff report is estimated to be \$400.

Estimated costs for facilitating the parade are \$10,000 - \$15,000. Costs include staff time, road closures, and marking for the event. Costs for the Community Services and Public Works Department are estimated to be \$5,000 which would be for staff time to manage the event. The remaining \$5,000 - \$10,000 would be for Police Department staff support in ensuring a safe event.

If City Council approves hosting the parade, expenditures will be paid out of the respective departments' current operating budget. Moving forward, a budget line item will be included in the proposed FY2026 budget for Council consideration.

**Recommended Action:**

Staff recommends that City Council approve the City of Beaumont hosting the 2025 Cherry Festival Parade.

**Attachments:**

- A. Rotary Club Letter
- B. Cherry Festival Association Letter