



Cherry Festival Association

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February 28, 2025

To the Mayor and Councilmembers of the City of Beaumont:

It is unfortunate that I must inform you that the Beaumont-Cherry Valley Rotary Club, for several reasons listed in the attached letter, will no longer be involved in organizing the Cherry Festival Parade.

The parade has been a staple event that went hand in hand with the Cherry Festival for many decades. The Cherry Festival Association will be forever grateful to the Beaumont-Cherry Valley Rotary Club and Its member's dedication to always putting on a memorable piece of this annual tradition for the community.

After much consideration, and with great respect for the Rotary Club and all other organizations that have so passionately worked alongside us all these years, we, the Board members of the Cherry Festival Association, regret to announce that we are unable to continue the tradition of the parade this year or in the future. The CFA simply does not have the knowledge and/or manpower to run such an event simultaneously with the festival; nor do we have the funding available to contract such an entity with that knowledge and manpower.

The CFA hopes that this will not be the end of an era with this hard decision. We welcome any organization to continue this community staple and look forward to what may come.

Thank you,

A handwritten signature in black ink, appearing to read 'Dan Roush', written in a cursive style.

Dan Roush, President
Cherry Festival Association