



Staff Report

TO: City Council
FROM: Gus Romo, Deputy City Manager
DATE April 15, 2025
SUBJECT: Approve a Memorandum of Understanding with the Cherry Festival Association for the 2025 Cherry Festival Event

Description Co-sponsorship and additional support for the 2025 Cherry Festival, including public safety, expanded shuttle service, parking support, and traffic control operations.

Background and Analysis:

The Cherry Festival Association (CFA) has organized the Cherry Festival for more than a century, promoting community spirit and generating significant economic activity. At the March 18th City Council meeting, City Council authorized a sponsorship in the amount of \$100,000 to be paid directly to the entertainment vendor on behalf of the Cherry Festival Association (CFA).

Additionally, a subcommittee was formed consisting of Mayor Pro Tem Voigt and Council Member White in an effort to collaborate further with the Cherry Festival and the Beaumont Cherry Valley Recreation and Park District (BCVRPD). Several meetings have been held since then and the collaboration has led to a draft memorandum of understanding (MOU) between the City of Beaumont and the Cherry Festival Association outlining each party's responsibilities for the 2025 event.

The terms of the agreement include:

- City to serve as co-sponsor of the event
- CFA to acknowledge co-sponsorship in all event related marketing materials
- The term of the agreement is April 15th – June 1st
- CFA to provide any and all fencing expenses for the event in accordance with the approved fire marshal codes and regulations
- CFA will be held responsible for maintenance expenses made necessary by the event

- CFA to provide volunteers or paid staff prior to, during, and after the event for such services as trash removal, gate responsibilities and security
- CFA to provide maintenance services after the event concludes and to return spaces to their original conditions
- CFA to provide private security for the event that are licensed, bonded and approved by the Beaumont Police Department
- City to provide police services for the event at City's sole expense, including, crowd control, traffic management, and general public safety measures
- City to provide fire services for the event at the City's sole expense to include fire prevention and emergency medical services
- City to provide transit services and traffic control for the event and shall have ultimate authority and sole discretion to charge fees for these services
- City to have sole and exclusive control over all parking arrangements, parking plans and facilities, and parking related operations related to the event, including designating parking areas and parking facilities, determining parking capacity and limitations, establishing traffic flow and parking patterns, implementing parking restrictions and regulations, providing parking enforcement personnel, and installing temporary signage and barriers as needed
- City shall have the exclusive right to set, collect, and retain all parking fees associated with the event and may include general parking fees, premium or VIP parking fees, and parking permit fees for vendors, staff, or other designated groups
- CFA to indemnify the City
- City to indemnify the CFA, but only to the extent that the City has insurance coverage for such claims and the duty to defend and indemnify the CFA shall be limited to the City's applicable insurance coverage limits
- CFA to comply with all local, state and federal laws and regulations

Fiscal Impact:

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

The estimated costs compiled at the time of posting the agenda are listed below:

Police Department Services: \$60,000

Shuttle Services: \$6,171.98

Fire Services: Unknown

Traffic Management and Parking Management: Unknown

Other potential costs, including insurance authorization from the City's excess insurance carrier, continue to be evaluated and will be presented to Council at the meeting.

Recommended Action:

Discuss the draft MOU and approve the Mayor signing on behalf of the City;

OR

Discuss the draft MOU and make any changes necessary.

Attachments:

- A. Draft MOU with the Cherry Festival Association
- B. Updated Proposal Letter
- C. Minutes from CFA April 9, 2025 meeting
- D. CFA Traffic Control Plans
- E. AWP Traffic Control Estimate