



Cherry Festival Association

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Dear Council Members of the City of Beaumont,

The CFA would like to start off by thanking the council for their continued support in making sure that the 2025 Cherry Festival is a success. After much discussion and after exhausting all avenues, the CFA has come to realize that we need much more support to be able to make the 2025 Cherry Festival happen. We come to the council with the following proposal in good faith and in hopes of establishing a partnership with the City of Beaumont with full transparency.

The CFA, as of this letter, has not been able to obtain the limits of insurance as requested by Noble Creek. As we continue to work on obtaining the limits, we have analyzed our current financial situation and have concluded we do not have the funds to pay for the premiums. To show full transparency we have listed all our current financial obligations below:

Starting Balance: \$340,028

Current Balance: \$116,035

Expenses Already Paid:

- Entertainment (M&M): \$110,884
- Venue Rental (Noble Creek):
\$35,000
- Tents, Tables & Chairs: \$4,100
(Deposit)
- Marketing: \$7,847
- Community (Scholarships &
Donations): \$11,704
- Contracting Fees: \$48,900
- Office Expenses: \$ 3,900
- Networking (Chamber Breakfast):
\$1,635

TOTAL: \$223,970

Expenses Needing to be Paid Out:

- Marketing: \$3,847
- Tent Rental: \$4,000
- Venue: \$12,500
- Production: \$34,500
- Contractors: \$10,000
- Fencing: \$35,000
- Security: \$60,000 (Not Including
Beaumont PD)
- Insurance: Est. \$70,000
- Parking: \$70,000
- Beer Garden: \$30,000

TOTAL: \$329,847

With the above-mentioned expenses The CFA is asking for assistance from the City of Beaumont, by making the 2025 Annual Cherry Festival a city sponsored event. It is not easy for the CFA to admit that we have underestimated the total costs of the event and are not fully equipped to solely take on the entire event for 2025. We greatly appreciate the council taking the time to consider this new proposal and to help keep this community staple alive. The CFA would like to note that while this year we are asking much of the city of Beaumont, the overall goal of the CFA is to be self-sustaining. We would like to offer some insight into the steps that the CFA will be taking to make that happen.

We have committed to focusing on creating a Strategic plan, immediately following the event to ensure that we can accurately plan and allocate resources to ensure a successful event and address any issues or concerns with adequate time. The CFA is also committed to having open-minded discussions with The City of Beaumont and The Parks District following the event. We are continuing to seek out more partnerships and sponsorships to address the growing cost to plan and execute the festival. We are also planning on capitalizing on any event we can be a part of, as a means to raise money for our community / foundation resources, so as not to deplete funds for the festival. We are committed to making progress towards being self-sustaining.

The CFA would like to, once again, thank the council members for their time considering this proposal. We are available to address any concerns and questions the council might have.

Dan Roush

A handwritten signature in black ink, appearing to read 'D. Roush', with a stylized, flowing script.

President, Cherry Festival Association