



Staff Report

TO: City Council
FROM: Elizabeth Gibbs, City Manager
DATE: December 6, 2022
SUBJECT: Sponsorship of the 2023 Cherry Festival

Description Approve the sponsorship of \$100,000 for the 2023 Cherry Festival.

Background and Analysis:

The 103rd Cherry Festival will be held June 1 through June 4, 2023. This is a significant regional event that is synonymous with the City of Beaumont.

Through the years, the event has generated funds that have directly benefited the community through park improvements for Stewart Park. In past years, the Cherry Festival Association has spent over \$4,000 repairing light towers at the park.

In 2017, 2018, and most recently 2022, the City supported this event with a \$100,000 cash donation, as well as overtime expenses of the Beaumont Police Department and the waiving of park fees for the four day event.

In 2018, City Council designated this event as one of three annual keynote events. City staff is proposing that Beaumont continue its sponsorship of the program with a cash contribution of \$100,000 to cover a portion of the artists' fees and the waiver of cost for police services and park fees.

Fiscal Impact:

The fiscal impact is \$100,000 from the recreation programs which is included in the FY23 budget. City staff estimates the cost to prepare this report to be \$95.

Recommended Action:

Approve the sponsorship of the 2023 Cherry Festival and allocate \$100,000 from the Recreation Programs account no. 100-1550-7040-0000.