



Staff Report

TO: City Council
FROM: Doug Story, Community Services Director
DATE: June 17, 2025
SUBJECT: Public Hearing to Consider Amending the City's Fee Schedule to Add Vendor Registration Fees for Special Events Hosted by the City

Description Public Hearing to Consider a Resolution Amending the City's Fee Schedule to Add a Vendor Registration Fee for Special Events Hosted by the City.

Background and Analysis:

On April 1, 2025, staff provided an update to the Council on the 2025 season for Beaumont Nights at Towncenter. Subsequently, staff and Council discussed the possibility of establishing a fee or deposit for vendors to encourage participation and improve vendor attendance. During the discussion, the Council expressed their preference to establish a deposit-based registration fee that is fully or partially refundable, contingent on Vendor attendance.

Based on Council's direction, staff prepared a Resolution, provided as Attachment A, to establish a deposit-based registration fee for vendor participation in City events, including but not limited to: Beaumont Nights at Towncenter. As proposed, vendors participating in City events will be required to submit a daily registration fee based on their category. In an effort to ensure fair and reasonable pricing, vendors have been classified into three categories; Food and/or Alcohol Vendors, Other Vendors, and Beaumont Non-Profits. The proposed fees were developed to ensure the costs are affordable and the City can maintain a wide variety of vendors at Beaumont Nights and other City events.

The registration fee will be applied per day and per 10'x10' booth space, with the intent of encouraging consistent vendor participation. A portion of the registration fee is refundable under the following conditions:

- 50% of the registration fee will be refunded if the vendor participates in the scheduled event date(s).
- Vendors who cannot attend but provide at least 14 days' advance notice to staff will also be eligible to be refunded 50% of the registration fee.

Fee Breakdown

Vendor Type	Daily Registration Fee	Refundable Amount (Upon Participation or 14-Day Notice)
Food or Alcohol Vendor	\$50/day	\$25/day
All Other Vendors	\$25/day	\$12.50/day
Beaumont Non-profits	No cost	N/A

Failure to attend without advanced notice will result in the forfeiture of the full registration fee.

Public Notice Requirement

In compliance with Government Code Sections 66018 and 6062a, a notice of this public hearing was published in a newspaper of general circulation Two publications, with at least five days intervening between the dates of first and last publication on June 6 and 12, 2025.

Effective Date and Future Fee Updates

Staff is recommending an effective date of September 1, 2025. It is a recommended best practice that a comprehensive review of the City's fee schedule is performed every three to five years.

Fiscal Impact:

Although the primary purpose of the proposed registration fee is to encourage vendor participation and improve vendor attendance, the fee has the potential to generate a small amount of revenue to offset costs. With approximately 85 vendors per day at Beaumont Nights and an expected absence of 7.5%, an estimated 5% being Beaumont Non-Profits, and at least 20% being Food or Alcohol Vendors, the City would retain approximately \$1,150 per day. This amount will help to recoup some of the costs for the required permits and equipment rentals.

The cost of preparing this staff report is estimated to be \$580.

Recommended Action:

Hold a Public Hearing, and

Waive the full reading and Adopt by Title Only, "A Resolution of the City Council of the City of Beaumont, California, Amending the City's Fee Schedule and Approving the

Addition of a New Deposit Based Registration Fee for Vendor Participation in Special Events Hosted by the City”.

Attachments:

- A. Resolution Amending the City’s Fee Schedule
- B. Exhibit “A” of Resolution
- C. Exhibit “B” of Resolution
- D. Notice of Public Hearing