



## Staff Report

**TO:** City Council  
**FROM:** Gustavo J. Romo, Deputy City Manager  
Joseph Cale, Economic Development Management Analyst  
**DATE:** August 19, 2025  
**SUBJECT:** 2025 Cherry Festival Recapitulation and Analysis

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**Description:** This report provides a summary and visitor analysis of the 2025 Cherry Festival held at Noble Creek Regional Park from May 30, 2025, to June 2, 2025.

### **Background and Analysis:**

#### ***History and Attendance***

The 2025 Cherry Festival attracted approximately 44,000 visitors over four days. This report is intended to provide historical context and identify several important elements of the event, including public safety measures, traffic and parking operations, and fiscal impacts to support future event planning.

Originally known as the “Cherry Blossom Festival”, the Cherry Festival was founded in 1930 by Dr. Guy Bogart, then Mayor of Beaumont, in collaboration with the Beaumont Rotary Club. Inspired by the elegance of Japanese cherry blossom celebrations, the event was initially held at Bogart Park to promote peace, cultural appreciation, and civic pride. It was later moved to Stewart Park, which is located just north of City Hall between Orange and Maple Avenues and south of 11th Street. In 2024, it was moved to the Noble Creek Regional Park.

Following the onset of World War II, the festival gradually transitioned away from its Japanese cultural identity and became a celebration of the region’s cherry harvest. Over the decades, the festival has evolved into a major community tradition organized by the Cherry Festival Association, a non-profit organization, in partnership with the City of Beaumont. In 2024, the Beaumont Cherry Valley Recreation and Park District (Park District) joined the partnership by entering into an agreement with the Cherry Festival Association and renting out Noble Creek Regional Park for the event. In 2025, the festival returned to Noble Creek Regional Park for the second consecutive year to continue accommodating growth, improve logistics, and support ongoing renovations at Stewart Park. To ensure the event’s success, all three entities entered into a

Memorandum of Understanding (MOU) to provide financial, staffing and insurance support.

The festival draws tens of thousands of visitors from across the Pass Area and beyond. Data from the City's contracted software, Placer.ai (Attachment A), has shown the following approximate attendance since 2019, with the exception of 2020 and 2021 due to the Covid-19 pandemic and absence of the festival during those years:

- 2019: ~43,500 visits, average duration 162 minutes
- 2022: ~48,000 visits, average duration 150 minutes
- 2023: ~54,000 visits, average duration 147 minutes
- 2024: ~50,000 visits, average duration 159 minutes
- 2025: ~44,000 visits, average duration 159 minutes

These insights serve as a benchmark for evaluating long-term event performance and guiding coordination between the City and partner agencies.

### ***Public Safety***

Law Enforcement:

The Beaumont Police Department, supported by Star Pro Security, maintained a consistent on-site presence throughout the four-day festival. They provided proactive patrols, managed crowd control, and responded promptly to incidents. Their efforts ensured attendees could enjoy the event safely. During the festival, there were eight (8) juvenile and one adult-related physical altercations. The parties involved were escorted from the event, and no arrests were made. No other criminal activity was reported.

Fire Prevention:

The Office of the Fire Marshal conducted regular inspections, monitored fire safety measures, and remained on-site throughout the event with two staff present to promptly address any potential hazards.

The event went without incident, but the following public safety recommendations/considerations were identified to improve future events:

- Post festival rules at each entrance and online;
- Implement walk-through metal detectors at event entrances;
- Continue public education on the clear bag policy;
- Deploy security officers in parking lots;

- Address life safety items before the event starts;
- Properly ground all generators and lighting setups;
- Improve exit signage and banner placement;
- Maintain clear aisles and avoid zip-tied chairs in entertainment areas;
- Keep fire lanes clear and consistently marked; and
- Submit plans well in advance of the event.

### ***Traffic & Parking Management***

A traffic consultant hired by the City known as “Statewide Traffic Safety and Signs, DBA AWP Safety”, performed traffic and parking control for the event. Public Works and the Police Department developed the traffic control concept, which AWP implemented. The configuration allowed sufficient stacking for on-site event parking and provided a separate entrance for emergency, transit, and VIP vehicles. Additional “No Parking” signs and barricades were placed on adjacent streets to discourage unsafe parking on private property. Although the overall traffic control and parking management was an improvement over the prior year, site constraints affected parking layout, ingress, and egress; and misaligned vehicles, limited lighting, and limited staffing created some inefficiencies. Therefore, the following recommendations/considerations were identified to improve future events:

- Reuse the traffic control configuration from the 2025 event;
- Obtain permission from adjacent property owners to block unwanted property access;
- Hire a traffic control contractor earlier to secure multiple competitive quotes;
- Set up a cone pattern along Oak Valley Parkway from Beaumont Avenue to Oak View Drive to discourage U-turns;
- Improve parking configuration with chalked lanes;
- Increase lighting in parking areas;
- Provide additional parking management staff for vehicle direction;
- Develop a protocol to guide patrons to alternative parking when lots are full.
- Enhance communication with signs and messaging for capacity limits;
- Create “Parking Lot Full” signs at main entrances; and
- Post additional “No Parking” signs near venue entrances and exits.

### ***Transit***

City Transit transported 2,683 passengers across three pickup locations: Walmart, Fellowship in the Pass Church, and the Sports Park. The highest demand occurred on Friday, May 30<sup>th</sup>, with 1,468 passengers, representing more than half of the total ridership. The Sports Park was the most utilized site, recording 1,422 passengers

across all four days. Over the course of the event, transit operations consumed 259 gallons of fuel and provided 131 revenue hours and 141 total service hours, demonstrating strong operational coverage and accessibility for festival attendees.

### ***Event Operational Overview***

The event's operations encompassed a range of functions, including admissions, vendor coordination, carnival management, alcohol sales and advertising. Each of these components contributed to the overall delivery of the festival and helped inform data collection for future planning. The financial performance of these areas varied compared to prior years, and the information presented above can assist in evaluating trends, informing future decision-making, and improving operational efficiency.

### ***Gate Sales***

In 2025, the festival generated net gate sales totaling \$150,646.04, compared to \$215,606.49 in 2024.

### ***Carnival Sales***

Carnival sales were slightly down compared to 2024. The gross revenue from carnival sales was \$206,020 in 2025, with a net profit of \$51,905. In comparison, 2024 carnival sales grossed \$209,375, with a net profit of \$52,743.75.

### ***Beer Garden***

Unlike 2024, this year's beer profits were shared between the Parks District and the Cherry Festival Association, resulting in less proceeds to the Association but allowing for two beer gardens with staffing assistance. The beer garden produced total sales of \$77,985.69 in 2025 (Attachment B). Total expenses amounted to \$35,055.48, resulting in a net profit of \$42,930.21. After applying a post-event refund of \$10,744.00 from the alcohol vendor, the final net total increased to \$53,674.21. The Cherry Festival Association received \$12,879.06, with the remaining profits distributed to partner organizations Craft Lounge and the Parks District.

### ***Public Outreach***

Marketing for the 2025 Cherry Festival included partnerships with NBC Palm Springs, OnlyInTheIE, and the Record Gazette. NBC Palm Springs delivered nearly 280,000 impressions via TikTok and digital audio, with a 98.71% listen-thru rate. The "Cherry Festival Generic Video" alone earned 175,662 impressions. OnlyInTheIE's campaign

reached 140,912 accounts with over 13,000 interactions. Email blasts through the Record Gazette reached 50,000 recipients with 10,500 opens and 1,500 clicks. Additional outreach included 3,933 accounts reached on social media, 38,072 interactions, and 2,331 new followers. RivCoTV produced four 6–8 minute videos, and an open letter to the community was published in collaboration with the Record Gazette.

### **Fiscal Impact:**

The fiscal impacts of the event were as follows:

- Approximately \$1,400 spent on an over-the-street banner in front of City Hall.
- Approximately \$60,000 spent on contracted traffic control and on-site parking management services.
- Approximately \$52,892 spent on police services.
- Approximately \$26,229 spent on fire services.
- Approximately \$13,191 spent on insurance for the event (Attachment C).
- Approximately \$6,172 spent on transit shuttling services (Attachment D).
- A total of \$100,000 donated by the City to the Cherry Festival Association to assist with the entertainment venues.

**Grand Total City Costs: \$259,884.**

The cost to prepare this staff report is estimated at \$500.

### **Recommended Action:**

Receive and file.

### **Attachments:**

- A. Placer.ai Visit Reports
- B. Beer Garden Financial Overview
- C. Cherry Festival Insurance Invoice
- D. Transit Shuttle Services Estimate
- E. Event Site Plan