



Staff Report

TO: Honorable Mayor and Members of the City Council
FROM: Gustavo J. Romo, Interim City Manager
BY: Joseph Cale, Management Analyst
DATE: February 17, 2026
SUBJECT: Cherry Festival 2026 – Relocation Analysis

Description: Provide City Council with a cost breakdown analysis for the potential relocation of the Cherry Festival to a 30-acre City-owned property.

Background and Analysis:

At the February 3, 2026, City Council meeting, the City Council discussed the potential relocation of the Cherry Festival to a vacant 30-acre City-owned site and directed staff to return with a cost breakdown and feasibility analysis. The analysis below identifies anticipated cost categories associated with hosting the Cherry Festival at the proposed site and distinguishes between costs to the City and costs to the Cherries of the Pass Foundation. With the exception of Entertainment, Community Engagement, and Food/Beer categories—which are expected to change for 2026—estimates are primarily based on 2025 event costs. All cost estimates are planning-level only and subject to refinement.

Estimated City Costs (Planning-Level)

<i>Cost Category</i>	<i>Description</i>	<i>Estimated Cost</i>
Traffic Control	Full-service traffic control	\$30,000
Temporary Event Fencing	Perimeter and interior temporary event fencing	\$78,000
Lighting	Parking lot (20 units) and event (30 units) event temporary lighting	\$8,750
Water	Temporary water service	\$7,000
Restrooms & Sanitation	Portable restrooms and handwashing stations	\$11,000
Security	Event security	\$3,500
Weed Abatement	Contracted weed abatement	\$42,000

PD Services	Overtime for Police services	\$63,000
Fire Services	Supplemental Fire services	\$26,229
Transit Services	Shuttling to and from the event	\$6,172
PW Staff	Staff time for the event	\$30,000
Community Services Staff	Staff time for the event	\$30,000
Insurance*	Special event insurance, may not be needed with change in venue*	\$13,191
Shade Structures*	Temporary event shade structures, if directed	\$15,000
Parking Lot Fee System*	System for collecting parking fees, if directed	\$10,000
Contingency	Staff Requested 10% Contingency	\$37,524
<u>Total</u>		<u>\$412,766</u>

In 2025, the City had a total event cost of **\$259,884**.

Estimated Cherries of the Pass Foundation Costs (Planning-Level)

<i>Cost Category</i>	<i>Description</i>	<i>Estimated Cost</i>
Facility	Rental of a facility for the event	\$50,000
Tents/Tables/Chairs	Tents, tables, and chairs for the food court and stage areas.	\$7,351
Security	Event security services	\$72,000
Lighting/Water Truck/Sanitation Services	Event lighting, water truck, and sanitation services for restrooms and trash	\$5,373
Temporary Event Fencing	Perimeter and interior temporary event fencing	\$14,967
Restrooms & Sanitation	Portable restrooms and handwashing stations	\$26,025
Entertainment (2026)*	Entertainment has been fully sponsored, pending official statement*	\$0
Staffing	Parks district and volunteers	\$1,500
Generators	Generator Power	\$5,755
Marketing	Marketing and advertising costs	\$16,440
Merchandise	Various merchandise for the event	\$3,568

Insurance	Special event, accidental, and directors	\$39,840
Food/Beer (2026)*	Food and beer to be sold at the event	\$17,000
Community Engagement (2026)*	Activities for community engagement	\$5,000
<u>Total</u>		<u>\$264,819</u>

Currently the budget for Cherries of the Pass Foundation is \$142,500. The Foundation budgets for all expenses anticipated prior to the event. The funding gap of \$122,319 is anticipated to be covered through event-generated revenues.

Additional Considerations:

Proximity to Nearby School Uses

A middle school is located across from the proposed 30-acre site. To reduce potential conflicts with school operations, festival activities on Thursday and Friday are planned to begin at **5:00 p.m.**, after regular school hours. This scheduling approach is intended to minimize impacts related to traffic, noise, and pedestrian activity during school operations and may reduce the need for additional mitigation measures during daytime school hours.

Preliminary Public Safety Review

The City's Police and Fire Departments have conducted a preliminary review of the proposed site plan for the 30-acre parcel. Based on this initial review, both departments have indicated that relocation of the Cherry Festival to the site is feasible from a public safety and emergency access standpoint. Additional review and coordination would continue as site plans are refined and event details are finalized.

Weather and Site Conditions

The proposed 30-acre parcel is currently an unimproved site, which introduces some risk related to weather conditions during the event, including potential impacts from rain or wind. Staff notes, however, that the Cherry Festival has historically operated as a **rain-or-shine event**, and event planning and operations have previously accounted for weather-related contingencies. Any weather-related mitigation measures would be evaluated as part of final site planning and event operations.

Cost Efficiencies with Fourth of July Fireworks Preparation

The City is already planning to utilize the same 30-acre City-owned parcel as the launch site for the City's Fourth of July fireworks event. Preparation for the fireworks event requires weed abatement/discing maintenance and temporary fencing at the site.

Because the Cherry Festival would occur during the last weekend of May, weed abatement/discing maintenance and temporary event fencing completed in advance of the Cherry Festival could also satisfy maintenance requirements for the Fourth of July fireworks event. As a result, these costs may be leveraged across both events, reducing duplicative work and creating potential cost efficiencies for the City.

Facility Rental Cost Avoidance

Relocating the Cherry Festival to a City-owned parcel would eliminate the need for the Cherries of the Pass Foundation to secure a privately operated venue for the event. Based on prior festival operations, the Foundation would avoid an estimated **\$50,000 or more** in facility rental fees through use of the City-owned site. This cost avoidance represents a material financial benefit to the Foundation and may partially offset increased operational costs associated with hosting the event at the 30-acre parcel.

City-Owned Equipment Availability

The City owns a limited number of generators and light towers that may be available to supplement power and lighting needs at the 30-acre site. Utilization of City-owned equipment could reduce the need for third-party rentals and may help offset certain relocation-related costs. Availability and deployment of this equipment would be subject to operational needs, staffing capacity, and coordination with other City activities.

Key Cost Considerations

- All costs are preliminary and for planning purposes only.
- Optional City cost estimates are included for transparency and Council direction.
- Final cost allocation between the City and the Foundation would be subject to Council direction and any applicable agreements.

Fiscal Impact:

The City has approximately **\$219,000** budgeted for costs associated with the Cherry Festival. **\$100,000** is budgeted for sponsorship, **\$59,000** is budgeted for Traffic Control, **\$14,000** is budgeted for the weed abatement for the parcel, **\$10,000** budgeted for fencing for the 4th of July. Within individual department overtime budgets, **\$6,000** was budgeted for Transit Services and **\$30,000** is budgeted for Community Services.

The Police Department budgeted **\$63,000** in overtime costs, however, it also shows this as revenue reimbursement.

The additional impact to the general fund would be \$193,766. This amount could be covered by **GL 100-1235-7096-0000 – Program Costs**. The **Program Costs GL** has **\$1,001,704**. **\$500,000** of the funds are specifically allocated for Business Incentive

Programs, while the remaining funds are intended to cover the other programs identified in the Economic Development Department Budget. One such program is **Community Engagement**, which special events would fall under.

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

Recommended Action:

Receive and file the report and provide direction to staff.

Attachments:

- A. Cherry Fest Expense and Budget sheet
- B. Beaumont Cost Estimate