



Staff Report

TO: City Council
FROM: Doug Story, Assistant Director of Community Services
DATE: February 15, 2022
SUBJECT: **Approve the Sponsorship of the 2022 Beaumont Cherry Festival and Allocate \$100,000 from Recreation Programs Account No. 100-1550-7040-0000**

Background and Analysis:

The 103rd Cherry Festival will be held June 2 through June 5, 2022, and 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 in Stewart Park. In past years, the Cherry Festival Association spent over \$4,000 repairing light towers at the park.

In 2017 and 2018, 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 and directed City staff to include funding in the FY 19/20 budget. 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 costs for police services.

Fiscal Impact:

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

Recommended Action:

Approve the sponsorship of the 2022 Beaumont Cherry Festival and allocate \$100,000 from the Recreation Programs Account No. 100-1550-7040-0000.