



## City of Colusa California

### STAFF REPORT

**DATE:** June 3, 2025  
**TO:** Mayor and Members of the City Council  
**FROM:** Jesse Cain, City Manager

#### **AGENDA ITEM:**

Discussion on City Sponsored events.

#### **Recommendation:**

Staff recommends that the City Council review and discuss the importance of city-sponsored events and provide direction on future city involvement, funding, and scheduling of such events. At the request of two Council Members, this item is being brought forward for Council discussion and potential action

#### **BACKGROUND ANALYSIS:**

City- and co-sponsored events have historically played a vital role in shaping the social, cultural, and economic fabric of Colusa. These events, which range from seasonal festivals and parades to community markets and concerts, bring together residents, attract visitors, and support local businesses and nonprofits.

Recently, interest has been renewed among City leadership to revisit the City's commitment to organizing and supporting these events. Two members of the City Council have specifically requested that staff bring this item back to the full Council for discussion.

#### **Community Engagement and Public Benefit**

City-sponsored events foster a strong sense of community pride and civic engagement. These events:

- Provide free or low-cost entertainment and enrichment for residents of all ages.
- Offer safe, family-friendly opportunities to gather, celebrate, and participate in civic life.
- Strengthen connections between residents, local government, and community organizations.

#### **2. Support for Local Businesses**

Events held in or near commercial corridors drive foot traffic and direct spending to local merchants. Data from similar-sized cities shows that such events can result in:

- Increased visibility and customer volume for downtown and neighborhood businesses.
- Opportunities for vendors and service providers to generate revenue and grow clientele.
- Boosts to tourism-related spending in restaurants, lodging, and retail.

### **3. Partnership with Nonprofits**

Local nonprofit organizations benefit significantly from participation in city-sponsored events by:

- Increasing awareness of their missions and services.
- Raising funds through booth sales, raffles, or partnerships.
- Recruiting volunteers and expanding outreach.

### **4. Economic and Branding Impact**

A well-planned and consistent event calendar:

- Enhances the city's reputation as a vibrant and welcoming community.
- Attracts visitors and outside investment.
- Provides measurable economic returns through sales tax revenue, hotel stays, and other forms of local spending.

While there is an associated cost with sponsoring and staffing events, the return on investment often includes direct revenue, increased commerce, and long-term economic growth. Staff will present cost estimates and potential funding sources (e.g., sponsorships, partnerships) at a future meeting if the Council elects to pursue expanded event programming. If directed by the Council, staff will:

1. Prepare a calendar of proposed events for the upcoming fiscal year.
2. Identify budget needs and potential funding sources.
3. Collaborate with the Chamber of Commerce, business leaders, and nonprofit groups.
4. Return to Council with a formal event plan.

### **BUDGET IMPACT:**

None at this time