



City of Colusa California

STAFF REPORT

DATE: August 5, 2025
TO: Mayor and Members of the City Council
FROM: Jesse Cain, City Manager

AGENDA ITEM:

A resolution of the City of Colusa to organize a Taco Festival to be held annually on the fourth Saturday in October.

Recommendation: Staff recommends that the City Council approve the City of Colusa sponsoring and organizing a **Taco Festival** to be held annually on the **fourth Saturday of October**, beginning this year. This event is in alignment with the City's **Comprehensive Economic Development Strategy (CEDS)** and directly supports local economic activity and enhances quality of life.

BACKGROUND ANALYSIS:

The City of Colusa has long valued community-based events that foster local engagement, support small businesses, and attract regional visitors. In response to public interest and two council members in more family-friendly activities, staff and two council members proposes launching an annual **Taco Festival** to celebrate food, culture, and community spirit.

This event is expected to feature local and regional taco vendors, live entertainment, family activities, and community booths, creating a vibrant environment that encourages both local attendance and outside tourism.

The Taco Festival will be an exciting, family-friendly event that:

- **Improves the quality of life** for residents through a fun, cultural celebration.
- **Supports local economic development** by attracting out-of-town visitors who will dine, shop, and explore local businesses.
- **Showcases Colusa's community spirit** and charm to potential investors, residents, and regional partners.
- **Encourages community participation**, both through volunteerism and local business engagement.

Given the short planning timeline for this year's inaugural event, the City Manager will take the lead on organizing and coordinating all aspects of the festival. Efforts will be made to recruit

community volunteers, local vendors, and entertainers. However, staff acknowledges that due to the tight timeframe, volunteer assistance may be limited this first year.

This initiative directly supports goals outlined in the City of Colusa's **Comprehensive Economic Development Strategy (CEDS)**, including:

- **Goal 2 – Economic Vitality:** Supporting small business visibility and entrepreneurship through vendor participation.
- **Goal 3 – Quality of Life Enhancement:** Creating inclusive, celebratory spaces that promote community pride and social cohesion.
- **Goal 4 – Tourism & Branding:** Positioning Colusa as a destination for unique, high-quality events that draw visitors from surrounding regions.

The proposed Taco Festival is a strategic investment in Colusa's economic and community development. It aligns with our CEDS priorities, enhances the quality of life for residents, and promotes the City's growth and vibrancy. Staff is excited to bring this event forward and is committed to making the first year a success.

BUDGET IMPACT:

The anticipated cost of the Taco Festival is **not to exceed \$20,000**, which is **within the current approved City budget**. Expenses will include permits, entertainment, vendor support infrastructure (e.g., restrooms, power), promotional materials, and event logistics. Staff will seek sponsorships or in-kind contributions where possible to help offset costs.

STAFF RECOMMENDATION: Adopt resolution authorizing the City Manager to proceed with the annual Taco Festival

ATTACHMENTS

Resolution 25