



City Council Meeting Staff Report

Meeting Date: August 12, 2025

Subject: Consideration and Adoption of Resolution Authorizing Expenditure of Pumpkin Farm Joint Admission Funds for Purchase of a Speed Hump and Participation in Sponsorship of 2025 National Pumpkin Weigh-Off

Prepared By: Bill Zenoni, City Manager

Recommendation: Staff recommends that the Wheatland City Council consider adoption of a resolution authorizing the expenditure of Pumpkin Farm Joint Admission Funds for the purchase of a speed hump and for participation in sponsorship of the 2025 National Pumpkin Weigh-Off to be held in Wheatland on September 27, 2025.

Discussion:

Temporary Speed Hump

Staff presented the Traffic Management Plan for the 2025 Bishop's Pumpkin Farm Event to the City Council on July 8, 2025. During that presentation, Council discussed the possibility of installing temporary speed control devices including a speed hump on Main Street to slow traffic exiting the Bishop's Pumpkin Farm. In accordance with Council direction, the City Engineer researched temporary speed hump options. Staff is recommending the purchase of a rubber speed table (speed hump) and temporary warning signage (estimated cost of \$4,900) which will be installed on the east-bound lane of Main Street during the heavy traffic period of September/October. This will be a pilot project. Staff will report on the perceived effectiveness of the temporary speed hump at the end of the Pumpkin Farm season.



2025 National Pumpkin Weigh-Off Sponsorship

The National Pumpkin Weigh-Off was established more than 100 years ago. The California Pumpkin Growers Club is a non-profit organization composed of pumpkin and large vegetable growers throughout California. The Club is part of the Great Pumpkin Commonwealth, an international organization which sets standards and maintains records for competitive weigh-offs held around the world. This event, which in past years was held in the cities of Elk Grove and Vacaville, was moved to the City of Wheatland for the first time in 2023.

The 2025 National Pumpkin Weigh-Off will be held on Saturday September 27th at the Bishop's Pumpkin Farm. Growers from across the United States are expected to participate in this event. Prizes will be awarded for the largest pumpkin. In addition, local 4-H and Future Farmers of America students have again been given the opportunity and starter plants to grow giant pumpkins of their own and will be eligible to win prizes of up to \$1,000.

Event sponsorships are being coordinated by the Yuba-Sutter Economic Development Corporation. The City of Wheatland contributed \$10,000 to this local event in 2024. It has been requested that the City again participate with a \$10,000 sponsorship this year. By participating in the sponsorship of this event at the requested amount, the City of Wheatland will be designated as an event sponsor and the City's logo will be incorporated into all marketing materials. Most importantly, this event receives national as well as local recognition and highlights Wheatland as the host City.

Fiscal Impact: The estimated cost of the temporary speed hump, including signage and temporary pavement markings is \$4,900. The cost of the proposed National Pumpkin Weigh-Off sponsorship is \$10,000. Both of these items can be funded from the approved budget in the Pumpkin Farm Joint Admission Fund, which has a current balance of \$93,000. This fund is projected to have a Fiscal Year 2025-26 year-end balance of \$137,890.

Attachment:

1. Resolution