



ENHANCED COMMUNITY EVENTS YEAR 2

Jason Lass, Recreation Services Manager
Spring Financial Workshop



The Ask

That the City Council provide feedback on Year 2 (FY25) of Enhanced Community Events and potential enhancements for Year 3 (FY26).

Background

Strategic Plan Goal – Sense of Place:

"Increase large-scale recreation events that provide both social and economic benefits to the community. Events may include sport-focused activities or other kinds of events focused on food, art, or cultural heritage."

Special Events Section established FY22:

- Current Team:
 - 2 FT Staff (Program Coordinator, Recreation Specialist)
 - 1 PT Assistant Recreation Coordinator (ARC)
 - Various PT support staff (based on event needs)
- Responsibilities:
 - Plan and implement citywide special events
 - Administer Co-Sponsorship Program
 - Issue special event permits
 - Support department events

November 2022:

- City Council provided direction to **"Go Big!"** on special events and phase in enhancements over a 3-year period





FY 24 Highlights

Year 1 of “Go Big!”

ENHANCED Summer Street Fair (4 Nights)

- New format combining Summer Concerts and Night Market
- Provides a true “Downtown Experience”

NEW HCC Centennial Celebration Events

- A year of events and programming

4th of July Independence Day Celebration

- Main Street USA Independence Day Parade
- Santana Park – Music, Food, and Fireworks

Halloween

- Treat Trail and Family Movie Night
- Creepy Character Experience

Holiday Lighting

- Live stage entertainment, food vendors, artisan market
- Snow play area, jumpers, holiday characters, and pictures with Santa!

Proposed FY 25

Year 2 of “Go Big”

NEW

Movies in the Park

EXPAND

Summer Street Fair – 5 Nights!

ENHANCE

Halloween (Street Style Event)

- Live band & stage entertainment
- Giant inflatable haunted house & props
- Movie in the HCC Theatre

ENHANCE

Holiday Lighting

- 30' Tree Professionally Decorated Tree
- Holiday Train Ride
- Temporary Ice-Skating Rink or Drone Show
- Seating and Warming Area

NEW

Spring Cultural Event / Food Fair

ENHANCE

Community Events Calendar

ENHANCE

Special Events Marketing



FY25 Proposed Year of Growth



Year 2 of 3 Enhanced Community Events

\$140,000 Annual Impact

Continued Growth for Events

- NEW** Movies in the Park
- EXPAND** Summer Street Fair – Extra Night (5 Total)
- ENHANCE** Halloweekend (Street Style Event)
 - Live Band & Stage Entertainment (Movie Moves to HCC)
 - Giant Inflatable Haunted House & Props
- ENHANCE** Holiday Lighting
 - 30' Professionally Decorated Tree
 - Holiday Train Ride
 - Seating and Warming Area (Old PD)
 - Temporary Ice-Skating Rink or Drone Show Pilot
- NEW** Spring Cultural Event / Food Festival

Staffing

- NEW** PT Assistant Recreation Coordinator (ARC)

Supplies

- ENHANCE** Advertising (Posters, Banners, Flyers, Social Media Boost)
- NEW** Technology (Event Radios and Laptop)

Looking Forward

Potential Enhancements for FY26 & Beyond

- Sponsorship Program for Community Event Organizers: **Attract new event promoters**
- Explore Grand Boulevard Circle Event: **Competitive 5k, run/walk, cycling**
- Independence Day Weekend Event: **Weekend festival with two-days of patriotic celebrations + Parade on July 4th**
- City Park Community Canvas: **Expanded opportunities for concerts, festivals, and outdoor programs!**



Proposed Changes to Independence Day Celebration

The Challenge:

- Increased difficulties securing fireworks operators on July 4th
- Risk of no fireworks show if we continue with current format

Proposed Solution:

- NEW Independence Day Weekend Festival:
 - Two days of patriotic celebrations the weekend before July 4th
 - Live entertainment, games, rides, food trucks, vendors
 - Fireworks show at the end of the festival
- MAINTAIN Independence Day Parade on July 4th





The Ask

That the City Council:

1. Provide feedback on the Enhanced Community Events for Year 2 (FY25) and potential enhancements for Year 3 (FY26).
2. Provide direction on proposed changes to the Independence Day Celebration.



Questions?

Jason.Lass@CoronaCa.gov

Recreation Services Manager