



Special Events Overview and Visioning



Jason Lass

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A Year of Giving Back to Our Community!

- Reduced Fees
- Less Dependence on Sponsorship
- Use of Rainy-Day Funds
- New Offerings
- Higher-Quality of Life
- Creating Community
- Lasting Impact



Events Schedule

6/14	Summer Night Market – NEW!
7/4	4 th of July Celebration
7/8-8/5	Concert Series
TBD	Savor the City – NEW!
10/7-10	The Wall That Heals: Vietnam Veterans Memorial
10/15-16	Halloweekend
12/5	Holiday Lighting Celebration
Spring 22	Spring Jamboree – NEW!



Co-Sponsorship Program

- Now Administered by Comm. Svcs. (Formerly Mgmt. Svcs.)
- Est. 2015 – Supports local non-profit events
- City pays/waives fees (staff, permits)
- Typically received 25+ applications, \$23,000 in funding (FY 20-21)
- Preparing to honor previous awards and provide supplemental application period



What's Next!?

- Establish Corona Standard
- Regional Recognition of Corona
- Attract “Big Names”
- Experiential and Engaging
- Reason to Stay Local!
- Sponsorship as Enhancement



QUESTIONS?



951-817-5824



Jason.Lass@CoronaCA.gov



www.CoronaCA.gov

