

**CITY OF YUCAIPA
AGENDA REPORT**

TO: Honorable Mayor and City Council

FROM: Frances Hernandez, Director of Community Services
Megan Wolfe, Community Services Supervisor

FOR: City Council Meeting of November 28, 2016

SUBJECT: 2016 Tree Lighting Ceremony

Handwritten initials: "for m.w." and "JA" in blue ink.

RECOMMENDATION:

That City Council:

1. Review and approve the 2016 Tree Lighting Ceremony to be held on Saturday, December 10, 2016; and
2. Review and approve the event site map and the associated street closures.

BACKGROUND:

On Wednesday, November 23, 2016, City staff and Yucaipa Chamber of Commerce staff met to discuss the weather forecast for the 2016 Winterfest event to be held on Saturday, November 26, 2016. In addition, several other stakeholders were consulted by phone. At the time, the forecast showed a 90% chance of rain during the afternoon on Saturday. After discussing the options of having postponing or canceling the event, a decision was made to cancel the 2016 Winterfest event and reschedule a Tree Lighting event.

DISCUSSION:

The 2016 Tree Lighting event will be held on Saturday, December 10, 2016, from 4:30 p.m. to 6:00 p.m. The event will feature live entertainment, the tree lighting ceremony, kid's crafts, giant family games, hot chocolate, cookies and a visit from Santa.

Street Closures

The 2016 Tree Lighting event will take place at the roundabout on Yucaipa Blvd. and California Street. The following street closures will be necessary in order to conduct this event:

- Yucaipa Blvd. between 1st St. and Adams St.
- California St., between Acacia Ave. and Ave. A

Advertisement and Promotion

City staff will reach out to the Community through the News Mirror Newspaper, Facebook, Instagram, City and Chamber websites and electronic message boards.

FISCAL IMPACT:

The Fiscal Year 2016/2017 Adopted Budget includes an allocation in the amount of \$20,864 in expenses and estimated revenues in the amount of \$8,000 for the 2016 Winterfest. The total amount of \$3,918 was expended for the 2016 Winterfest for cancellation of sound for Big Ear Audio, the rental of Party Props for photos with Santa, various arts and crafts supplies and marketing advertisement (street banner and flyers), leaving a balance remaining in the amount of \$16,946. The direct costs to provide entertainment, sound, hot chocolate, cookies, kid's crafts and staffing for the Tree Lighting Ceremony is anticipated to be \$1,400. Due to the cancellation of Winterfest and not charging for kid's crafts at the Tree Lighting Ceremony, there will be no anticipated revenue for the event.

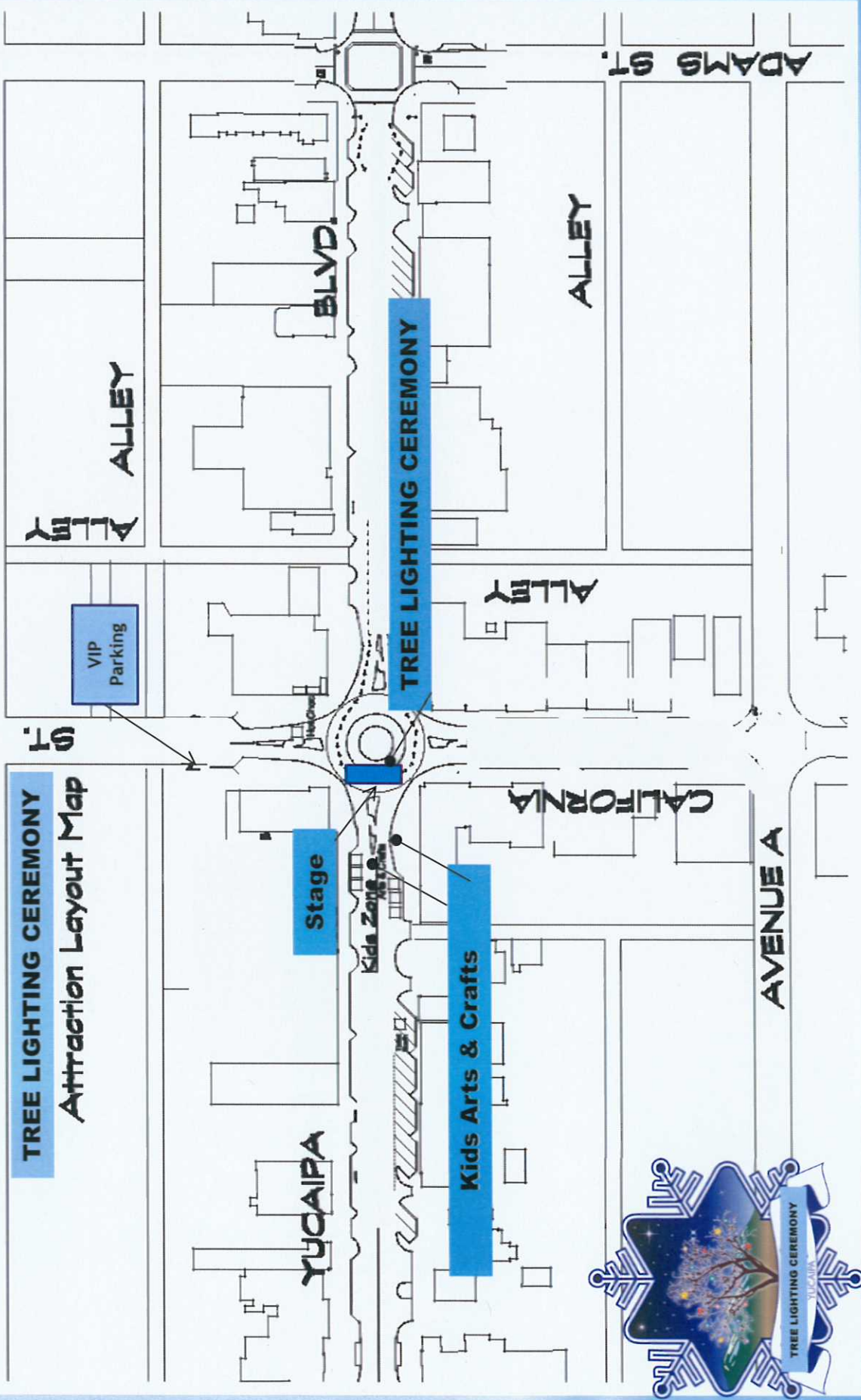
Combining the total expenses from Winterfest (\$3,918) with the total expenses from the Tree Lighting Ceremony (\$1,400) will leave an expenditure budget remaining in the amount of \$15,546 and a revenue balance in the amount of \$8,000 for the 2016 Winterfest.

Attachments: Tree Lighting Event Site Map and Street Closures

Approved by:  _____

* TREE LIGHTING CEREMONY MAP

TREE LIGHTING CEREMONY Attraction Layout Map



* 2016 Tree Lightings STREET CLOSURES

