STAFF REPORT – CITY COUNCIL MEETING

TO: Honorable Mayor and City Council Members

FROM: Merritt Perry, City Manager

PREPARER: Rhiannon Lewis-Stephenson, Executive Assistant/Deputy City Clerk

DATE: June 4, 2025

TITLE: **Approve Sponsorship in an Amount Equivalent to the Plaza Event Fees of $2,575 for the Arcata Chamber of Commerce's 4th of July Jubilee to be Held on the Arcata Plaza on July 4, 2025.**

RECOMMENDATION:

It is recommended that the Council approve a sponsorship in an amount equivalent to the Plaza event fees of $2,575 for the Arcata Chamber of Commerce's 4th of July Jubilee event to be held on the Arcata Plaza on July 4, 2025.

INTRODUCTION:

The Arcata Chamber of Commerce's 4th of July Jubilee is one of the City's longest-standing and most cherished community celebrations, bringing together residents, visitors, and families for a full day of festivities. This year's event will feature a classic mix of live music, food vendors, local artisans, family activities, and a beer garden—all hosted on the Arcata Plaza.

The 4th of July Jubilee plays an important role in fostering community pride and engagement while also offering a meaningful economic boost to local businesses. It is a free, inclusive event that invites residents and tourists alike to celebrate Independence Day in a safe and festive environment.

The Chamber has requested City support in the form of a fee sponsorship, reflecting the community benefit the event provides and its alignment with City values of inclusivity, cultural vibrancy, and economic vitality.

BACKGROUND/DISCUSSION:

The rates charged for the use of the Plaza for a special event are intended to cover staff costs as well as maintenance, barricade fees, utilities, traffic control plan, equipment servicing and equipment and permanent restrooms.

The cost to use the Plaza for the 2025 4th of July Jubilee event is approximately $1,300 for use of the area from 7 a.m. July 4 through 6 p.m. that day, and $1,275 for setup of traffic control.

A $500 deposit will be required from the event organizers to ensure clarity and responsibility for clean-up.

Staff are recommending that the Council provide support for the festival in an amount equivalent to the anticipated use fees for the event, in the amount of approximately $2,575.

BUDGET/FISCAL IMPACT:

Although the City Council has not identified specific events to receive support from the City, the City Council did express its desire to support events in the City and set aside $25,000 for that purpose. Although there were no specific events identified in the budget at that time, festivals, and festivities that are open to the public at no charge, attract visitors from near and far, and provide benefit to the community, such as the Arcata Chamber of Commerce's 4th of July Jubilee, seem to be the type of event the Council should consider support with the budget set aside for that purpose.

If approved, the funds for the event would come from 101-10-01-52104. Funds used from this account in this fiscal year include a total of $3,875 for two similar sponsorship requests, leaving a remainder of $21,125 for other such requests.

RECOMMENDED COUNCIL ACTION:

Motion to approve a sponsorship in an amount equivalent to the Plaza event fees of $2,575 for the Arcata Chamber of Commerce's 4th of July Jubilee to be held on the Arcata Plaza on July 4, 2025. Consent Calendar vote.

ATTACHMENTS:

A. Email Request from Arcata Chamber of Commerce