



AGENDA SUMMARY CITY COUNCIL

TITLE: Rhododendron Parade Sponsorship

DEPARTMENT: City Manager

PREPARED BY: Pam Powell, Assistant City Manager

PRESENTED FOR

Action Information only Discussion

RECOMMENDATION

Sponsor the Eureka Rhododendron Parade coordinated by Eureka Old Town Rotary

FISCAL IMPACT

No Fiscal Impact Included in Budget Additional Appropriation

COUNCIL GOALS/STRATEGIC VISION

Community Pride

DISCUSSION

The Annual Eureka Rhododendron Parade will be held Saturday, April 25, 2026. The parade route travels through Eureka beginning at 7th and B Streets and ends at Henderson and C Streets. Staff will be involved with the parade providing traffic control equipment, traffic signal control and other services as needed.

Staff recommends sponsorship of the Eureka Rhododendron Parade.