

DATE SUBMITTED July 31, 2019  
 SUBMITTED BY Community Services  
Department - Haller  
 DATE ACTION REQUIRED August 7, 2019

COUNCIL ACTION (X)  
 PUBLIC HEARING REQUIRED ( )  
 RESOLUTION ( )  
 ORDINANCE 1<sup>ST</sup> READING ( )  
 ORDINANCE 2<sup>ND</sup> READING ( )  
 CITY CLERK'S INITIALS [Signature]

**IMPERIAL CITY COUNCIL  
 AGENDA ITEM**

SUBJECT: DISCUSSION/ACTION: CITY SPECIAL EVENT CALENDAR FOR THE 2019-20 FISCAL YEAR	
DEPARTMENT INVOLVED: COMMUNITY SERVICES DEPARTMENT	
BACKGROUND/SUMMARY: During the budget planning process, it was determined to lower costs of overtime resulting from the seven Imperial Market Days events and two Chamber events. The City will scale back its seven events to four events with more focus of creating City signature events. The following calendar for months October through May identifies special events held throughout the Imperial County which are currently scheduled and posted online. The calendar also includes holidays, I.H.S Football home games, local vegetable crops in season for each month, and suggested options for City of Imperial Signature Events. An additional information page includes ideas for the proposed optional City events. Staff requests direction from Council for the identification of the events that will best serve the community.	
FISCAL IMPACT: The adopted budget for special events is \$99, 245 for over-time and operating expenses for the 2019-20 fiscal year. Projected revenue and sponsorships for the fiscal year is \$67,000.	FINANCE INITIALS <u>[Signature]</u>
STAFF RECOMMENDATION: Staff seeks direction from Council for the selection of four City Special Events to be held during the 2019-20 fiscal year.	DEPT. INITIALS <u>[Signature]</u>
MANAGER'S RECOMMENDATION:	CITY MANAGER'S INITIALS <u>Office [Signature]</u>
MOTION:	
SECONDED:	APPROVED ( )      REJECTED ( )
AYES:	DISAPPROVED ( )      DEFERRED ( )
NAYES:	REFERRED TO:
ABSENT:	REFERRED TO:

# City of Imperial Signature Events

## FALL – DIA DE LOS MUERTOS – NOVEMBER 2

### OPTION A

- Altar Exhibits
- All Souls Procession
- Dance Performances
- Costume Contest
- Live Music
- Event Themed Vendors – Arts & Crafts, Face Painting, Food
- Opportunity to Grow – Dinner & Dance Fundraiser

### Date Conflicts

- Brawley Chili Cook-Off
- TL Waggoner Wrangler Round Up
- Busy Month



## FALL – HARVEST FESTIVAL – NOVEMBER 16

### OPTION B

- Celebrating Local Ag Industry
- Farmers Market
- Event Themed Local Vendors – Arts & Crafts, Face Painting, Food
- Country Live Music

### Date Conflicts

- Westmorland Honey Festival



## WINTER – DECEMBER 7, 14 or 21

### OPTION C

#### \*December 21 is Winter Solstice

- Ice Skating Rink
  - Turn Key
  - Onsite Ice Technicians
  - Liability policy and workers compensation insurance
- Santa Clause
- Train Rides
- Live Music
- Event Themed Vendors – Arts & Crafts, Face Painting, Food
- Parade

### Date Conflicts

- El Cento Christmas Parade December 7
- NAF Light Parade date not available online
- No information submitted for Imperial Chamber events



**WINTER –2020 FEST – JANUARY 4, 2020**

**OPTION D**

- Live Music
- New Year/Decade Themed Celebration

**Date Conflicts**

- None Aware Of



**MID WINTER –TRI-TIP COOK-OFF – FEBRUARY 15, 2020**

**OPTION E**

- Live Music
- Tri-Tip Cook-Off
- Farmers Market and Local Vendors

**Date Conflicts**

- None Aware Of
- Busy Month



**SPRING – SPRINGFEST/COLORFEST/FESTIVAL OF COLORS -- MARCH 21**

**OPTION F**

**\*First Day of Spring is March 19**

- Music Festival
- Color Celebration
- Event Themed Vendors – Arts & Crafts, Face Painting, Food



**SUMMER – BLUES, BREWS & BARBEQUE – MAY 2**

- BBQ Vendors or Tri-Tip Cook-Off
- Craft Beer Vendors
- Live Music
- Event Themed Vendors – Arts & Crafts, Face Painting, Food



**Future Needs – Fundraising**

- Install Removable Security Bollards in Downtown Event Area
- Refresh Downtown (Tree Lights, Banners, Site Furnishings, Plants)
- Portable Stage
- Radios



# November 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Local Veg Crops— Asparagus, Cucum- bers, Squash					1 I.H.S. Football Home Game	2 TL Waggoner Wran- gler Round-Up Brawley Chili Cook- Off
Vendor Feedback— Good Turn-Out for Market						Option A—Dia de los Muertos
3	4	5	6	7	8	9 Cattle Call Parade Brawley Cattle Call Rodeo
						Director out of state
10 Brawley Cattle Call Rodeo	11 Veteran's Day	12	13	14	15	16 Westmorland Honey Festival Option B—Harvest Festival
17	18	19	20	21	22	23
24	25	26	27	28 Thanksgiving	29 City Holiday	30

# December 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 <i>Local Veg Crops— Asparagus, Broccoli, Cabbage, Carrots, Cauliflower, Lettuce</i>	2	3	4	5	6 <i>COEC Christmas Tree Lighting &amp; Street Festival</i>	7 <i>74th Annual El Cen- tro Christmas Parade Option C</i>
8	9	10	11	12	13	14 <b>Option C</b>
15	16	17	18	19	20 <i>Holville Christmas in the Park</i>	21 <i>First Day of Winter Option C</i>
22	23	24 <i>Christmas Eve</i>	25 <i>Christmas Day</i>	26	27	28 <i>Director Out of State</i>
29	30	31 <i>New Year's Eve</i>				

# January 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Local Veg Crops— Asparagus, Broccoli, Cabbage, Carrots, Cauliflower, Lettuce			1 New Year's Day	2	3	4 Option D—2020
5	6	7	8	9	10	11
12	13	14	15	16	17	18 COEC SLAM Festival
19	20 MLK, Jr. Holiday	21	22	23	24	25
26	27	28	29	30	31	

# February 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Local Veg Crops— Asparagus, Broccoli, Cabbage, Carrots, Cauliflower, Lettuce Vendor Feedback— Good Market						1
2	3	4	5	6	7 Holville Carrot Festival	8 Holville Carrot Festival
9 Holville Carrot Festival	10	11	12	13	14 Valentine's Day	15 Option E—Tri-Tip Cook-Off
16	17 President's Day	18	19	20	21	22 COEC Mardi Gras Parade & Street Festival
23	24	25	26	27	28 California Mid- Winter Fair	29 California Mid- Winter Fair
						Director Conference



# March 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Local Veg Crops— Asparagus, Broccoli, Cabbage, Carrots, Cauliflower, Lettuce Vendor Feedback— Too Close after Fair	2	3	4	5	6	7 California Mid- Winter Fair
8 California Mid- Winter Fair	9	10	11	12	13	14 NAF El Centro Annual Air Show Staff Conference
15	16	17 St. Patrick's Day	18	19 First Day of Spring	20	21 Option F— Springfest/ ColorFest/Festival of Colors
22	23	24	25	26	27	28
29	30	31				

# April 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Local Veg Crops— Asparagus, Broccoli, Carrots, Onions, Squash			1	2	3	4 COEC Spring Fling Flick
5	6	7	8	9	10	11
12 Easter	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

# May 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Local Veg Crops— Cantaloupes, Carrots, Melons, Sweet Onions, Bell Pepper, Sweet Corn, Watermelon Vendor Feedback—Likes Idea of May Event					1 May Day	2 Option— Blues, Brews & BBQ
3	4	5 Cinco de Mayo	6	7	8	9
10 Mother's Day	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25 Memorial Day	26	27	28	29	30
31						