



# Agenda Report

## Fullerton City Council

**MEETING DATE:** FEBRUARY 18, 2025

**TO:** CITY COUNCIL / SUCCESSOR AGENCY

**SUBMITTED BY:** DAISY PEREZ, DEPUTY CITY MANAGER

**PREPARED BY:** CHRISTIAN HERNANDEZ, PARKS AND RECREATION MANAGER

**SUBJECT:** PROPOSED 2025 PARKS AND RECREATION SPECIAL EVENT CALENDAR

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### SUMMARY

The Parks and Recreation Department seeks approval for the proposed 2025 Special Event Calendar. The Parks and Recreation Commission met on February 10, 2025 and recommended the proposed 2025 Special Event Calendar, including a 4th of July parade and daytime festival and enhanced budget for a Veterans Day event.

### PROPOSED MOTION

Review and approve the 2025 Special Event Calendar with proposed budget and proposed 4<sup>th</sup> of July event (4<sup>th</sup> of July parade and daytime festival on July 4<sup>th</sup>).

### ALTERNATIVE OPTIONS

- Approve the Proposed Motion
- Review and approve the 2025 Special Event Calendar with the proposed budget and one of the following proposed 4<sup>th</sup> of July events:
  - 4<sup>th</sup> of July Farmers Market Themed Event on July 3<sup>rd</sup>
  - 4<sup>th</sup> of July Parade on July 4<sup>th</sup>
  - 4<sup>th</sup> of July Festival with Fireworks on July 3<sup>rd</sup>
  - No 4<sup>th</sup> of July event for 2025
- Direct staff to explore alternative events, including a different scope for the 4<sup>th</sup> of July event
- Other options brought by City Council.

### STAFF RECOMMENDATION

Staff recommends the Proposed Motion.

### CITY MANAGER REMARKS

None.

### PRIORITY POLICY STATEMENT

This item matches the following Priority Policy Statement:

- Infrastructure and City Assets.

**FISCAL IMPACT**

Staff has either allocated funds in the current budget or will request funding in the Fiscal Year 2025-26 budget. The following breaks down costs per option:

Budget Breakdown	4th of July Event Budget	Total 2025 Event Budget	General Fund	Grant Funded	Brea Dam Fund
Option A	\$ 20,000.00	\$ 414,000.00	\$ 344,000.00	\$ 25,000.00	\$ 45,000.00
Option B	\$ 50,000.00	\$ 444,000.00	\$ 374,000.00	\$ 25,000.00	\$ 45,000.00
Option C	\$ 195,000.00	\$ 589,000.00	\$ 519,000.00	\$ 25,000.00	\$ 45,000.00
Option D	\$ 75,000.00	\$ 469,000.00	\$ 399,000.00	\$ 25,000.00	\$ 45,000.00
Option E	\$ -	\$ 394,000.00	\$ 324,000.00	\$ 25,000.00	\$ 45,000.00

**BACKGROUND AND DISCUSSION**

Staff provides numerous special events throughout the year ranging from community-wide large events, such as the Fourth of July and First Night, to smaller neighborhood events, such as Pup-toberfest and the Concerts in the Park series. Parks and Recreation Department staff coordinate all city events.

The attached calendar proposes 14 special events for the 2025 calendar year. These events would occur throughout the City of Fullerton, primarily free for the public to attend. The current fiscal year budget has funding for a few events, however, the City not yet budgeted for events scheduled after June 30, 2025.

The following provides descriptions for each proposed special event:

*Community Yard Sale*

- Date: Saturday, March 15, 2025
- Time: 8:00 a.m. to 12:00 p.m.
- Location: Independence Park (parking lot)
- Cost: \$25.00 per space for residents and \$35 for non-residents
- Event Budget: \$2,000 (General Fund)

This event would allow the community to shop and/or sell items while allowing residents to declutter and sell unwanted items at a safe and friendly location. The City would provide space, restrooms and event marketing.

*Fishing Day*

- Date: March 22, 2025
- Time: 8:00 a.m. to 12:30 p.m.
- Location: Laguna Lake
- Cost: Free
- Event Budget: \$3,000 (Private Donation)

The Fishing Derby would teach youth how to fish while having fun. This morning event would feature activities, food trucks, raffles and crafts. This event would require registration.

*Thursday Night Farmers Markets*

Date: Thursdays, April 4 through August 28, 2025  
Time: 4:30 to 8:30 p.m.  
Location: Fullerton Plaza  
Cost: Varies per vendor category  
Event Budget: \$105,000 (General Fund)

Downtown Fullerton Farmers Market returns for another season of food, farmers and commercial vendors, live music, face painting and a kid's bounce house.

*Eggstravaganza*

Date: Saturday, April 19, 2025  
Time: 10:00 a.m. to 2:00 p.m.  
Location: Hunt Library  
Cost: Free  
Event Budget: \$10,000 (Hunt Programming Grant)

A family fun event including photos with the spring bunny, music, food vendors, a children's egg hunt, bounce houses, face painting and entertainment.

*Food Festival*

Date: June 28, 2025  
Time: TBD  
Location: Hunt Library  
Cost: TBD  
Event Budget: \$5,000 (Hunt Programming Grant)

The Food Festival would feature food from around the world along with live music, performances and cooking demonstrations. This event would highlight the foods in Fullerton and throughout the world.

*4th of July*

Date: TBD  
Time: TBD  
Location: TBD  
Cost: Free to attend  
Event Budget: Plan A - \$20,000; Plan B - \$50,000; Plan C – \$195,000; Plan D - \$75,000 (General Fund); Plan E – No additional cost

*Plan A:* The 4th of July celebration would take place on Thursday, July 3 from 4:30 to 8:30 p.m. at the Downtown Fullerton Farmers Market with an

“Independence Day” theme including community games at the stage, a live band, food vendors and additional food trucks. Staff does not propose fireworks with this option.

*Plan B:* The City of Fullerton would host a 4th of July Parade starting at the Orange County Courthouse to the Downtown Plaza area between 9:00 a.m. and 11:00 a.m. featuring music school bands from local schools, City departments, bike organizations, councils and commissions and more. Staff does not propose fireworks for this event as local fireworks companies do not have technicians available on July 4, 2025.

*Plan C:* The 4th of July celebration would occur on Thursday, July 3 between 2:00 and 9:00 p.m. in the Downtown area including a car show, festival with games and rides, live band entertainment and a 20-minute fireworks show at 9:00 p.m.

*Plan D:* The City would host a 4th of July Parade starting at the Orange County Courthouse to the Downtown Plaza area between 9:00 a.m. and 11:00 a.m. with music school bands by local schools, fire departments, police departments, bike organizations, councils and commissions and more. A daytime festival would follow the parade between 11:00 a.m. and 2:00 p.m. at the Downtown Plaza, including live music, kids activities, contests and inflatables. Staff does not propose fireworks proposed for this event as local fireworks companies do not have technicians available on July 4, 2025.

*Plan E:* No 4<sup>th</sup> of July event.

#### *Movies in the Park*

Date: Wednesdays, July 2 through 30, 2025  
Time: 6:30 to 8:30 p.m.  
Location: Various Parks  
Cost: Free  
Event Budget: \$10,000 (General Fund)

The City would show family-friendly movies on a movie screen at various parks each week in July with free admission. Staff would arrange to have food trucks at the event for food purchase.

#### *Friday Night Live Concerts*

Date: Fridays, August 1 through 29, 2025  
Time: 6:30 to 8:30 p.m.  
Location: Fullerton Sports Complex  
Cost: Free  
Event Budget: \$35,000 (Brea Dam Fund)

Family fun concerts with live bands. Attendees can bring their own lawn chairs to enjoy free music and dancing. Food trucks on site for food purchase.

*Pup-Toberfest*

Date: October 11, 2025  
Time: 12:00 to 4:00 p.m.  
Location: Hunt Library  
Cost: Free  
Event Budget: \$7,000 (Hunt Programming Grant)

Puptoberfest is a family-friendly event featuring dog breed races with categories for small, medium and large breeds and unique races for puppies and dogs in costume. Attendees can enjoy food trucks, kids' activities, vendors and more.

*OktoBOOfest*

Date: Thursday, October 30, 2025  
Time: 4:30 - 8:30 p.m.  
Location: Downtown Plaza  
Cost: Free  
Event Budget: \$2,000 (General Fund)

Downtown Fullerton Farmers Market returns for another night of food, farmers and commercial vendors, live music, face painting and a bounce house for kids. Attendees can participate in a costume parade and trick or treating.

*Turkey Trot 5k*

Date: Saturday, November 22, 2025  
Time: 9:00 a.m. to 1:00 p.m.  
Location: Laguna Lake or Fullerton Sports Complex  
Cost : \$40 registration fee  
Event Budget: \$10,000 (General Fund or Brea Dam Fund)

The City will host the first Turkey Trot 5K to bring health and fitness awareness during the holiday season. The event will also feature vendors, a DJ and free class warmups before the race provided by Fullerton fitness class instructors.

*Veterans Day Celebration*

Date: November 11, 2025  
Time: 10:00 a.m.  
Location: Hillcrest Park Great Lawn  
Cost: Free  
Event Budget : \$20,000 (General Fund)

The City would hold a ceremony to honor those who served our country through military service, including a guest speaker, a potential parade, a patriotic performance and a gun salute.

*Tree Lighting Ceremony*

Date: December 5, 2025  
Time: 6:00 p.m. – 8:30 p.m.  
Location: City Hall  
Cost: Free  
Event Budget: \$10,000 (General Fund)

Enjoy a festive evening celebrating the holiday season including photo opportunities with Santa, face painting, kids activities, performances and vendors.

*First Night Celebration*

Date: Wednesday, December 31, 2025  
Time: 7:00 p.m. to Midnight  
Location: Fullerton Plaza  
Cost: Free  
Event Budget: \$175,000 (General Fund)

The City of Fullerton New Year's Eve celebration offers a family-friendly event on December 31, 2025 from 7:00 p.m. to midnight in the heart of historic Downtown Fullerton. Residents and visitors of all ages can join the festivities including live entertainment, exciting attractions, delicious food and community fun. The Harbor Boulevard closure allows attendees to stroll freely through Downtown Fullerton's charming historic storefronts, bars and restaurants. This pedestrian-friendly experience adds to the festive atmosphere and makes First Night one of the most cherished traditions in the community.

The comprehensive calendar of events provides an opportunity for the community of Fullerton to participate and celebrate in Fullerton.

Attachments:

- Attachment 1 – Special Event Presentation

cc: City Manager Eric J. Levitt



# 2025 Special Events Proposal

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Parks and Recreation Commission

February 10, 2025



# Community Yard Sale

- DATE:** Saturday, March 15, 2025
- TIME:** 8:00 a.m. - 12:00 p.m.
- WHERE:** Independence Park (parking lot)
- COST:** \$25.00 per space for residents and \$35 for non-residents
- EVENT BUDGET:** \$2,000 (General Fund)

This event is intended to allow the community to shop and/or sell items while allowing residents to declutter and sell unwanted items at a safe and friendly location. The City will provide space, restrooms, and marketing for the event.





# Fishing Day

DATE: Saturday, March 22, 2025  
TIME: 8:00 a.m. - 12:30 p.m.  
WHERE: Laguna Lake  
COST: Free (Registration Required)  
EVENT BUDGET: \$3,000 (Private Donation)

Making a splashing return, the Fishing Derby will allow the youth to learn how to fish while having fun. It will be a morning featuring exciting activities, food trucks, raffles, and crafts.



# Thursday Night Farmers Markets

DATE:	Thursdays, April 4 - August 28, 2025
TIME:	4:30 - 8:30 p.m.
WHERE:	Fullerton Plaza
COST:	Varies per vendor category
EVENT BUDGET:	\$105,000 (General Fund)

Downtown Fullerton Farmers Market returns for another season of food, farmers, and commercial vendors, live music, face painting, and a bounce house for kids.



# Eggstravaganza

**DATE:** Saturday, April 19, 2025  
**TIME:** 10:00 a.m. to 2:00 p.m.  
**WHERE:** Hunt Library  
**COST:** Free to attend  
**EVENT BUDGET:** \$10,000 (Hunt Programming Grant)

A family fun event that includes photos with the spring bunny, music, food vendors, a children's egg hunt, bounce houses, face painting, and entertainment.



# Food Festival

DATE: Saturday, June 28, 2025  
TIME: TBD  
WHERE: Hunt Library  
COST: TBD  
EVENT BUDGET: \$5,000 (Hunt Programming Grant)

The Food Festival will feature an array of food from around the world. Along with live music, performances, cooking demonstrations, this event is meant to highlight the thriving foods in Fullerton and throughout the world.



## 4th of July

DATE: TBD  
TIME: TBD  
WHERE: TBD  
COST: Free to attend  
EVENT BUDGET: Option A - \$20,000; Option B - \$50,000; Option C - \$195,000;  
Option D - \$75,000 (General Fund); Option E – No Cost



## 4th of July

- **Plan A:** The 4th of July celebration will take place on Thursday, July 3, from 4:30 to 8:30 p.m. at the Downtown Fullerton Farmers Market. The “Independence Day” theme will be applied to the event, which will include community games at the stage, a live band, food vendors, and additional food trucks. No fireworks are included for this option.
- **Plan B:** The City of Fullerton will host the 4th of July Parade from the Orange County Courthouse to the Downtown Plaza area from 9 to 11 a.m. The Parade will feature music school bands from local schools, the City departments, Bike Organizations, Councils and commissions, and more. There are no fireworks proposed for this event; firework companies in the area due not have any technicians available on July 4th.
- **Plan C:** The 4th of July celebration will occur on Thursday, July 3, from 2:00 to 9:00 p.m. in the Downtown area. There will be a car Show, a festival with games and rides, live band entertainment, and a 20- minute Fireworks show at 9 p.m.
- **Plan D:** The 4th of July Parade will be hosted by the City of Fullerton from the Orange County Courthouse to the Downtown Plaza area from 9 - 11 am. The Parade will offer music school bands by local schools, Fire Departments, Police Departments, Bike Organizations, Councils & Commissions, and more. After the parade, a daytime festival from 11 am to 2 pm will be held at the Downtown Plaza, including live music, kids activities, contests, and inflatables. There are no fireworks proposed for this event; fireworks companies in the area due not have any technicians available on July 4th.
- **Plan E:** No Event



# Movies in the Park

DATE: Wednesdays, July 2 - 30, 2025  
TIME: 6:30 - 8:30 p.m.  
WHERE: Various Parks  
COST: Free to attend  
EVENT BUDGET: \$10,000 (General Fund)

Family friendly movies will be shown from a movie screen at various parks each week in the month of July for families to attend and enjoy for free! Food trucks will be available for food purchase.



# Friday Night Live Concerts

**DATE:** Fridays, August 1 - 29, 2025  
**TIME:** 6:30 - 8:30 p.m.  
**WHERE:** Fullerton Sports Complex  
**COST:** Free to attend  
**EVENT BUDGET:** \$35,000 (Brea Dam Fund)

Family fun concerts with live bands where attendees can bring their own lawn chairs to enjoy free music and dancing. Food trucks will be available for food purchase.





# Pup-Toberfest

DATE: Saturday, October 11, 2025  
TIME: 12:00 – 4:00 p.m.  
WHERE: Hunt Library  
COST: Free to attend  
EVENT BUDGET: \$7,000 (Hunt Programming Grant)

Pup-Toberfest is a family-friendly event featuring dog breed races with categories for small, medium, and large breeds and unique races for puppies and dogs in costume. Attendees can enjoy food trucks, kids' activities, vendors, and more.



# OktoBOOfest

DATE: Thursday, October 30, 2025  
TIME: 4:30 - 8:30 p.m.  
WHERE: Downtown Plaza  
COST: Free to attend  
EVENT BUDGET: \$2,000 (General Fund)

Downtown Fullerton Farmers Market returns for another night of food, farmers, & commercial vendors, live music, face painting and a bounce house for kids. In addition, a costume parade & Trick or Treating will be available for attendees to participants.



## Fall 5k

DATE:	TBD
TIME:	9:00 a.m. - 1:00 p.m.
WHERE:	Laguna Lake or Fullerton Sports Complex
COST:	Registration fee \$40
EVENT BUDGET:	\$10,000 (General Fund or Brea Dam Fund)

The City will host the first ever Turkey Trot 5K to bring Health and Fitness awareness right during the holiday season. Along with the running route, they'll be vendors, DJ, Free class warmups before the race provided by Fullerton's fitness class instructors.



# Veterans Day Celebration

DATE: Tuesday, November 11, 2025  
TIME: 10:00 a.m.  
WHERE: Hillcrest Park Great Lawn  
COST: Free to attend  
EVENT BUDGET: \$20,000 (General Fund)

A ceremony to honor those who served our country through military service will be held. The ceremony will include a guest speaker, patriotic performance, and a gun salute.



# Tree Lighting Ceremony

DATE: Friday, December 5, 2025  
TIME: 6:00 p.m. – 8:30 p.m.  
WHERE: City Hall  
COST: Free to attend  
EVENT BUDGET: \$10,000 (General Fund)

Enjoy a festive evening in celebration of the holiday season. There will be opportunity to take photos with Santa, face painting, kids activities, performances and vendors.



# First Night Celebration

DATE:	Wednesday, December 31, 2025
TIME:	7:00 p.m. - Midnight
WHERE:	Fullerton Plaza
COST:	Free to attend
EVENT BUDGET:	\$175,000 (General Fund)

The City of Fullerton New Year's Eve celebration is a family-friendly event will take place on December 31, 2025, from 7:00 PM to midnight in the heart of historic Downtown Fullerton. Residents and visitors of all ages are invited to join the festivities of live entertainment, exciting attractions, delicious food, and community fun. The closure of Harbor Boulevard will allow attendees to stroll freely through Downtown Fullerton's charming historic storefronts, bars, and restaurants. This pedestrian-friendly experience adds to the festive atmosphere and makes First Night one of the most cherished traditions in the community.



# Fiscal Impact

Budget Breakdown	4th of July Event Budget	Total 2025 Event Budget	General Fund	Grant Funded	Brea Dam Fund
Option A	\$ 20,000.00	\$ 414,000.00	\$ 344,000.00	\$ 25,000.00	\$ 45,000.00
Option B	\$ 50,000.00	\$ 444,000.00	\$ 374,000.00	\$ 25,000.00	\$ 45,000.00
Option C	\$ 195,000.00	\$ 589,000.00	\$ 519,000.00	\$ 25,000.00	\$ 45,000.00
Option D	\$ 75,000.00	\$ 469,000.00	\$ 399,000.00	\$ 25,000.00	\$ 45,000.00
Option E	\$ -	\$ 394,000.00	\$ 324,000.00	\$ 25,000.00	\$ 45,000.00



# Options for Council Consideration

Review and approve the 2025 Special Event Calendar along with the proposed budget and proposed 4<sup>th</sup> of July event:

Plan A – 4<sup>th</sup> of July Farmers Market Themed Event on July 3<sup>rd</sup>

Plan B – 4<sup>th</sup> of July Parade on July 4<sup>th</sup>

Plan C – 4<sup>th</sup> of July Festival with Fireworks on July 3<sup>rd</sup>

Plan D - 4<sup>th</sup> of July Parade on July 4<sup>th</sup> with Daytime Festival

Plan E – No 4<sup>th</sup> of July event for 2025

Direct staff to explore alternative events, including a different scope for the 4<sup>th</sup> of July event.





**Questions?**

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