



La Palma City Council
October 16, 2018

Study Session: Citywide Signature Event



Background

- City of Vision Day (1966 to 1978)**
- Fitness Run for Fun (1979 to Present)**
- International Days (1985 to 1989)**
- La Palma Days (1989 to 2015)**
- Hometown Heroes Concert (Sept. 15, 2018)**



Signature Event Ideas

- International Day
- Taste of La Palma (Food Truck Event)
- Street Market
- Carnival
- Farmers Market
- Expand Hometown Heroes Concert
- Reinstate La Palma Days



2018 Citywide Events

Months	Holidays	Citywide Events
APRIL	N/A	Arbor Day
MAY	Memorial Day	Memorial Day Ceremony
JULY	Independence Day	Fitness Run For Fun Concerts In The Park
AUGUST	N/A	Concerts In The Park Civic Expo/National Night Out
SEPTEMBER	Labor Day Patriots Day	Hometown Heroes Concert
OCTOBER	N/A	Halloween Carnival
DECEMBER	Christmas	Holiday Tree Lighting



Fiscal Impact

	Budget	Actual	Revenue
2015 La Palma Days	\$ 57,900	\$ 47,200	\$ 19,400
2018 Hometown Heroes Concert	\$ 11,700	\$ 4,900	\$ 150
2018 Fitness Run For Fun	\$ 27,700	\$ 26,300	\$ 19,500
2018 CAB Events			
• Arbor Day	\$ 600	\$ 400	\$ 275
• Memorial Day	\$ 1,000	\$ 1,000	\$ 0
• Concerts in the Park	\$ 13,800	\$ 13,200	\$ 3,600
(Civic Expo)	\$ 850	\$ 450	\$ 0
• Holiday Tree Lighting	\$ 2,700	\$ 2,700	\$ 0
Halloween Carnival	\$ 4,300	\$ 4,300	\$ 0



Recommended Action

- It is recommended that the City Council receive the Staff presentation and provide direction and input for the development of a Citywide Signature Event.**



Questions

Study Session: Citywide Signature Event