



Legislation Details (With Text)

File #: 23-590 **Version:** 1 **Name:** CSA with SLIA for Cherry Festival Mgmt and Operation
Type: Staff Report **Status:** Filed
In control: City Council
On agenda: 12/18/2023 **Final action:** 12/18/2023
Enactment date: **Enactment #:** Reso 2023-180

Title: Adopt a Resolution to Approve and Authorize the City Manager to Execute an Agreement between the City of San Leandro and the San Leandro Improvement Association in an amount not to exceed \$304,000 for the management and operation of the San Leandro Cherry Festival for Two Years with the Option for Three (3) One-Year Extensions

Indexes:

Code sections:

Attachments: 1. A - Resolution, 2. B - Agreement with SLIA for Cherry Festival

Date	Ver.	Action By	Action	Result
12/18/2023	1	City Council	Received and Filed	Pass

Adopt a Resolution to Approve and Authorize the City Manager to Execute an Agreement between the City of San Leandro and the San Leandro Improvement Association in an amount not to exceed \$304,000 for the management and operation of the San Leandro Cherry Festival for Two Years with the Option for Three (3) One-Year Extensions

COUNCIL PRIORITY

- Community Engagement and Outreach

SUMMARY

Staff recommends that the City Council approve and authorize the City Manager to execute an agreement with the San Leandro Improvement Association (SLIA) for the management and operation of the San Leandro Cherry Festival.

RECOMMENDATIONS

Staff recommends the following actions:

- Authorize the City Manager to execute an Agreement with SLIA in the amount of \$304,000.00;
- Authorize the City Manager to execute an Agreement with SLIA for the management and operation of the San Leandro Cherry Festival for two years;
- Authorize the City Manager to execute an Agreement with SLIA with the option for three (3) one-year extensions.

BACKGROUND

In the early 1900s, cherry orchards covered much of San Leandro. During this time the land from Bancroft Avenue all the way to the foothills (past MacArthur Freeway) was completely covered with

cherry orchards. Anticipating a bumper crop of cherries in the spring of 1909, the Board of Trade decided to hold its first official annual Cherry Festival to promote the City. Saturday, June 5, 1909, was the date chosen for the very first San Leandro Cherry Festival.

Since then, Cherry Festivals have been held through the years, apart from the years leading to, during and immediately after WWI and WWII, the Great Recession, and the COVID-19 pandemic.

Analysis

After a three-year hiatus, the 2023 San Leandro Cherry Festival marked the return of the City’s tradition of celebrating the San Leandro community. Due to limited staffing resources, the City partnered with SLIA to assist with hosting this City-wide event with a parade, live entertainment, cherry-themed contests, a Farmers’ Market, car show, food trucks, and a variety of vendors, artisans, and community resource organizations. This community-focused event brought thousands of San Leandrans together and once again revived the Downtown area through music, food, and community partnerships.

Financial Impacts

The services will cost \$55,000.00 for fiscal year 2023-2024 and \$57,750.00 for fiscal year 2024-2025. The service is included in the Council approved budget for both fiscal years in account 010-61-015.

Costs for the remaining fiscal years affected by the agreement will require Council appropriation as part of actions to be undertaken through subsequent biennial budget processes.

Anticipated costs for the potential 5-year service agreement to manage and operate the San Leandro Cherry Festival are as follows:

<u>Service Year</u>	<u>Fiscal Year</u>	<u>Base</u>	<u>5% Increase*</u>	<u>Total</u>
One	2023-2024	\$55,000	0	\$55,000.00
Two	2024-2025	\$55,000	\$2,750	\$57,750.00
Three (Extension)	2025-2026	\$57,750	\$2,887.50	\$60,637.50
Four (Extension)	2026-2027	\$60,637.50	\$3,031.88	\$63,669.38
Five (Extension)	2027-2028	\$63,669.38	\$3,183.47	\$66,852.85
Total				\$303,909.73

* In the second year of the agreement, the compensation shall be increased by 5%.

ATTACHMENTS

Attachment A: Resolution

Attachment B: Agreement between the City of San Leandro and SLIA

PREPARED BY: Karen McNamara, Interim Director-Recreation and Parks Department