



Legislation Details (With Text)

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Title: CONSIDER ALLOCATING AN ADDITIONAL \$10,000 FOR WINTERFEST 2019 (CITY COUNCIL)
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Attachments: 1. Exhibit 1-Snow Run, 2. Exhibit 2-Tree Lighting _ Recitals, 3. Resolution No. 19-195 - CC Report

| Date | Ver. | Action By | Action | Result |
|-----------|------|--------------|--------|--------|
| 12/3/2019 | 1 | City Council | | |

Report to Mayor and City Council

Tuesday, December 03, 2019

Discussion

SUBJECT:

CONSIDER ALLOCATING AN ADDITIONAL \$10,000 FOR WINTERFEST 2019 (CITY COUNCIL)

I. SUMMARY

This item is on the agenda at the request of Councilman Hilton.

The Community Services Department, Recreation and Human Services Division is proud to present another successful Winter Fest event this holiday season. Winter Fest 2019 is an all-encompassing event that includes the Tree Lighting Ceremony, two Holiday Recitals, and the Winter Fest Snow Run at Veterans Park. Staff is requesting an additional \$10,000 for Winter Fest 2019 to make sure this year's event exceeds expectations and creates life-long memories for Carson families. Early publicity and event interest data indicate that this year's event participation is going exceed all previous years.

II. RECOMMENDATION

APPROVE the allocation of an additional \$10,000 for Winter Fest 2019.

III. ALTERNATIVES

TAKE another action the City council deems appropriate.

IV. BACKGROUND

Winter Fest is an all-encompassing event that includes four activities. To begin, community members will be invited to the Carson Event Center for the annual Tree Lighting Ceremony. This beautifully decorated 18' tree is on full display in the Atrium for all holiday visitors. Next, there will be two holiday recitals featuring the very talented children from our local parks and our enrichment program. Finally, the Winter Fest Snow Run at Veterans Park includes games, rides, crafts, a visit from Santa, and a snow play area. The holidays are a special time, and we want to make sure our residents celebrate them in a safe and fun environment and that we create lasting memories for Carson families.

V. FISCAL IMPACT

\$10,000 to be added to account number 244-90-950-709, Event #23157 (Winter Fest).

VI. EXHIBITS

1. Winter Fest Snow Run Flyer (Page 3)
2. Winter Fest Recitals and Tree Lighting Flyer (Page 4)
3. Resolution No. 19-195 (Pages 5-6)

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