

INFORMATIONAL ITEM REGARDING CONSIDERATION OF A BID PACKAGE FOR PRODUCTION OF THE ST. PATRICK'S DAY PARADE AND FIESTA HERMOSA



SUMMARY

INFORMATIONAL ITEM

Bid Package Consideration

- St. Patrick's Day Parade & Fiesta Hermosa
- Council direction received February 3, 2026



BACKGROUND

- Historically produced by Chamber of Commerce
- Chamber Foundation now supports production of St Patrick's Day Parade
- 2026 agreement approved
 - One-year term
 - Up to two renewals
 - \$51,125 approved for Parade



DISCUSSION

Steps for Request for Proposals (RFP/Bid Package):

- Development
- Advertise solicitation
- Evaluate proposals & interviews
- Negotiate contract
- Council approval

A RFP would:

- Identify qualified event producers
- Define expectations and responsibilities
- Establish financial and operational structure



DISCUSSION

Fiesta Hermosa

- Multi-day street festival
- Long-standing community tradition
- Economic driver for local businesses
- Revenue sources:
 - Vendors
 - Sponsorships
- Event Revenue supports Chamber programming



DISCUSSION



St. Patrick's Day Parade

- Single-day community event
- Not revenue-generating
 - 2025 Financials:
 - Revenue: ~\$40K
 - Expenses: ~\$58K
 - Deficit: ~\$18K

DISCUSSION

Options

- Maintain current structure
- Explore RFP for one or both events
- Hybrid approach:
 - Maintain Fiesta Hermosa
 - Evaluate decision re: Parade after financial review

RFP Potential Impacts

- Event structure
- Sponsorship approach
- Community identity

