



*CITY of CALABASAS*

**CITY COUNCIL AGENDA REPORT**

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**DATE:** April 10, 2024

**TO:** HONORABLE MAYOR AND COUNCILMEMBERS

**FROM:** ERICA GREEN, DIRECTOR OF COMMUNITY SERVICES

**SUBJECT:** UPDATED CALENDAR OF EVENTS

**MEETING DATE:** APRIL 24, 2024

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**SUMMARY RECOMMENDATION:**

Staff recommends that the City of Calabasas City Council discuss and provide guidance to staff on the updated 2024 Calendar of Events.

**BACKGROUND:**

The Community Services Department (CSD) provided the City Council with a preliminary roster of special events on March 27, 2024. Following the Las Virgenes Unified School District's decision to disallow the aerial fireworks display and festival on their school premises, the City Council requested the removal of this event. Consequently, they suggested reallocating the \$88,400 budget designated for the 4th of July Spectacular to either establish new events or improve existing ones.

**DISCUSSION/ANALYSIS:**

The Community Services Department has redistributed the funds and incorporated 34 fresh events while enhancing three existing ones for the 2024 calendar year. New additions encompass Poetry/Open Mic Nights at the Amphitheater (4 events), an Escape Room, Pumpkin Festival Bake-off, Gem Rock,

Murder Mystery, Calabasas Cuisine: Food Truck Thursdays (10 events), Teen Food Truck Thursday, Holiday Movie events (3 events), and a 5K Run. Moreover, enhancements have been made to the Pumpkin Festival and the 4th of July Splash Party.

Annual spending on events totals approximately \$400,000, with event-generated revenue covering about half of this expenditure.

The breakdown of funding allocation is as follows:

4th of July Allocation (\$88,400)	
4th of July Splash Party Enhancements	\$ 3,500.00
Pumpkin Festival Bake-off	\$ 10,000.00
Escape Room	\$ 10,000.00
Poetry/Open Mic Nights @ Amphitheater (4 events)	\$ 4,000.00
Holiday Movies at the CCC	\$ 5,000.00
Pumpkin Festival Enhancements	\$ 5,000.00
Holiday event enhancements	\$ 15,000.00
Something Yellow and City of Calabasas 5K	\$ 25,000.00
Grand Openings	\$ 6,000.00
Teen Night/Trading Post on Food Truck Thursdays	\$ 5,000.00
	\$ 88,500.00

2024 Updated Calendar of Events and Costs below.

	Date	Special Events	Budget (does not include personnel)
1	1/10/2024	City Holiday Party	\$ 10,000.00
2	2/13/2024	Valentine Paint Night	\$ 2,500.00
3	2/14/2024	Sweet Affair	\$ 3,000.00
4	3/14/2024	Dignitaries Grand Reopening -Community Center	\$ 12,000.00
5	3/16/2024	Microforest Planting - Malibu Foundation	

6	3/16/2024	Public Grand Reopening-Community Center	\$ 4,000.00
7	3/17 to 3/24/2023	Men's Pro Tennis Tournament - Top Seed	
8	3/23/2024	Bunny Trail Egg Hunt	\$ 6,250.00
9	4/12/2024	Sock Hop	\$ 4,000.00
10	4/25/2024	CTSC Pool Area Renovation Ribbon Cutting	\$ 2,000.00
11	TBD	Sport Court Ribbon Cutting	\$ 2,000.00
12	5/17/2024	Calabasas Wine Tasting-Chamber of Commerce	
13	6/1/2024	Emergency Preparedness Fair - Assemblymember Irwin	
14	June-August	Calabasas Cuisine: Food Truck Thursdays (Includes Teen Event) 10 Events	\$ 25,000.00
15	6/2/2024	Annual Summer Concert 1	\$ 13,250.00
16	6/7/2024	Neon Skate Night	\$ 1,000.00
17	6/20/2024	Gem Rock	\$ 2,500.00
18	6/21/2024	Annual Dive in Movie Night	\$ 2,500.00
19	6/26/2024	Annual June Anniversary Celebration	\$ 1,500.00
20	7/4/2024	Annual Lake Side Fun Run	\$ 4,500.00
21	7/4/2024	Annual 4th of July Splash Party	\$ 8,000.00
22	7/19/2024	Dive in Movie Night	\$ 2,500.00
23	7/21/2024	Annual Summer Concert 2	\$ 13,250.00
24	TBD	Brandon's Village Playground Ribbon Cutting	\$ 5,000.00
25	7/27/2024	We Dig Dinosaurs	\$ 3,500.00
26	8/2/2024	Back to School Movie Night	\$ 2,500.00
27	August	Creekside Park Ribbon Cutting	\$ 2,000.00
28	TBD	August Ice Cream Social	\$ 1,000.00
29	8/11/2024	Annual Summer Concert 3	\$ 13,250.00

30	August	Highlands Park Ribbon Cutting	\$ 2,000.00
31	8/25/2024	Annual Summer Concert 4	\$ 13,250.00
32	TBD	Wild Walnut Park Grand Opening	\$ 6,000.00
33	September	DeAnza Park Ribbon Cutting	\$ 2,000.00
34	9/20/2024	Murder Mystery Dinner	\$ 8,250.00
35		Annual Film Festival - Civic Center	
36	9/29/2024	5K Run - Something Yellow & City of Calabasas	\$ 25,000.00
37		Annual Film Festival - CTSC	
38	October	Pumpkin Festival Bake-Off	\$ 10,000.00
39	October	Escape Room	\$ 10,000.00
40	10/20/2024	Annual Pumpkin Festival	\$ 140,000.00
41	11/16/2024	Annual Holiday Event	\$ 20,000.00
42	12/6/2024	Annual Dignitaries Holiday Party	\$ 10,000.00
43	December	Holiday Movies at CCC (3 events)	\$ 5,000.00
44	12/16/2024	Holiday Cheer	\$ 3,000.00
45	TBD	Poetry/Open Mic Nights (Amphitheater) - 4 Events	\$ 4,000.00
		<b>All Special Events</b>	<b>\$ 405,500.00</b>
	New Event		
	New Elements		
	Partnerships		
	Completed		

**FISCAL IMPACT/SOURCE OF FUNDING:**

No impact to the General Fund. All events have been allocated for in the FY 23/24 and FY 24/25 budgets.

**REQUESTED ACTION:**

Staff recommends that the City of Calabasas City Council discuss and provide guidance to staff on the 2024 Calendar of Events.

**ATTACHMENT:**

Updated Calendar of Events Presentation