



# Study Session Agenda Item Staff Report

**To:** Honorable Mayor and Members of City Council  
*For the Meeting of September 24, 2024*

**From:** Scott Wasserman, Director of Parks and Recreation

**Prepared by:** Joseph Jones, Recreation Manager

**Subject:** Discussion of City-Wide Special Events (Music in the Park, City Birthday, Runnin' Scared 5k, and Holiday Extravaganza)

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## **SUMMARY**

The City Council requested a discussion of City of San Dimas special events, to include Music in the Park, the City Birthday, Runnin' Scared 5k Run and the Holiday Extravaganza.

## **RECOMMENDATION**

City Staff recommend the City Council

1. Receive staff report on special events.

## **FISCAL IMPACT**

There is no fiscal impact for the recommended action.

## **BACKGROUND**

Since 2017, staff has worked with residents and San Dimas community organizations to create a Special Event Planning Committee to plan and evaluate special events. The group is comprised of representatives from the Los Angeles County Sheriff Department, Los Angeles County Fire Department, Bonita Unified School District, Bonita Avenue Corridor Committee, Life Pacific University, the San Dimas Historical Society, Chamber of Commerce and the July 4, 2026 Committee.

The Committee allows staff to solicit input from various sectors of the community to ensure that the events are relevant, well planned with dates aligning with other community activities, and within budget. The Special Event Planning Committee meets with staff monthly to plan events six months in advance.

*For the Meeting of September 24, 2024*

At its meeting of August 13, 2024, Mayor Pro Tem Eric Nakano requested a discussion be agendized to discuss the date, content, and location of City events, as well as to whether we may combine events. Councilmember Bratakos supported the request. The following are City events:

**1. Music in the Park** occurs on Wednesday evenings for nine weeks, between June and August. The budget for the summer concert series is \$10,000. The summer concert series is offered in conjunction with the Farmers Market on First Street, adjacent to Civic Center Park.

**2. The City Birthday** occurs on the first Saturday in August and has a budget of \$16,000. The event features a live band, food vendors, and carnival games for children.

**3. The Runnin' Scared 5k Fun Run** occurs on the last Saturday in September and has a budget of \$25,000. This event is attended by more non-residents than residents.

**4. Holiday Extravaganza** occurs on the first Saturday in December and has a budget of \$112,000. The event features a live stage show, snow for children, food vendors, game booths, a beer garden and a holiday tree lighting ceremony. This is the City's signature event.

### **DISCUSSION/ANALYSIS**

At its meeting of August 13, 2024, the City Council asked staff to agendize a discussion of the four events listed above.

### **ALTERNATIVES**

The City Council may wish to discuss potential changes to special events.

### **ENVIRONMENTAL REVIEW**

Pursuant to CEQA guidelines Section 15061 (b)(3), CEQA does not apply to this item because there is no potential for causing a significant effect on the environment. Therefore, no additional environmental review is needed at this time.

Respectfully submitted,

Joseph Jones  
Recreation Manager