



MEMORANDUM

PARKS & RECREATION

To: Jessica Alvarado, Recreation Superintendent – PARD
From: Jocelyn Avina, Community Events Manager
Date: August 21, 2025
Subject: Special Events Quarterly Q3 Report Fiscal Year 24/25

The third quarter of FY 2024/25, spanning April through June. In April, the team held its first Events Review Subcommittee meeting, beginning with a wrap-up of the most recent event and moving into discussions about current, past, and future events. Subcommittee members were given homework assignments to help gather feedback, share ideas, and suggest changes for current events, ensuring they reflect what the community wants to see. This committee has already proven to be a valuable asset, offering meaningful input that is shaping and improving our event planning process. At the end of April the events team successfully launched the first Fishing Fun event under their division. During this period the team was busy orchestrating ongoing preparations for the Independence Day celebration. Additionally, planning for our other annual events continued such as NRPA pop ups, Halloween, Christmas and the FY 25/26 budget.

Revenue

Notes: During this period, the Events Team hosted only one event, which did not generate revenue as it is a long-standing, free community event. This year, the team introduced new elements to enhance the experience, such as photo opportunities, an updated raffle system with prizes for all participants, face painting, and lawn games. With full oversight of the event, we are actively working on ways to improve and elevate it moving forward.

Expenses

Q 3 Event Expenses	April
Fishin' Fun	\$14,861.07
Total Expenditures	\$14,861.07

Notes: The expenses for Fishin' Fun remained within the allocated amount \$15,000. Fishing costs can vary each year depending on the selected fishing farm, location, and market prices at the time.

Sponsorships

Notes: Sponsors for this event included a fishing guide service that generously donated a guided trip for the grand prize winner. Salad and Go sponsored lunch for staff and volunteers, while Jin Donuts sponsored breakfast. We are especially thankful for these sponsors, which are local businesses in our community.

Attendance

Q3 Attendance	April
Fishin' Fun	3,000
Total Attendance	3,000

Notes: Attendance was a great success, Placer.ai calculate 2.2k attendees. Rainy start week but the weather cooperating perfectly day of event. The park was filled from one end of the creek to the other, and we expect this event to continue growing within our community.

Conclusion

The Events Team not only successfully hosted Fishin' Fun but also was finagling and getting ready for our big Independence Day Celebration as well as preparing for the 40th year of celebrating NRPA Parks and Rec July month these pop-ups will be hosted by the entire Parks and Rec department for the month of July bringing fun and free activities for everyone and all ages. The team is constantly exploring new ideas to keep each event fresh and engaging, actively reaching out to the community to learn what they want to see. During this period, the Events Team also conducted monthly Event Review Subcommittee meetings to gather input and discuss plans for future events.