



City of Stockton

Legislation Text

File #: 22-0996, **Version:** 1

ADOPT A RESOLUTION APPROVING AN AMENDMENT WITH VISIT STOCKTON TO SUPPORT YEARS TWO AND THREE OF FLAVOR FEST EVENT PROGRAMMING

RECOMMENDATION

It is recommended that the City Council adopt a resolution to:

1. Authorize the City Manager, or designee, to execute an amendment to the Visit Stockton contract (attached as Exhibit 1 to the Resolution); and
2. Authorize the City Manager, or designee, to take appropriate and necessary actions to carry the purpose and intent of the Resolution.

Summary

This action will authorize the City Manager, or designee, to execute an amendment to the current Visit Stockton Contract (Attachment A). If authorized, the amendment will increase spending authority, allowing the City to support years two and three of the international award-winning Stockton Flavor Fest.

DISCUSSION

Background

The City of Stockton, like most communities throughout the country, was negatively impacted by the COVID-19 public health emergency. In particular, the Downtown Core saw a significant reduction in traffic, business patronage, tourism and experienced numerous business closures. The event industry suffered severe impacts as most venues were shuttered for more than a year due to various State mandates. These closures impacted not only the employees directly involved in the event industry, but also the businesses in the immediate surrounding area, as foot and destination traffic were non-existent.

On September 14, 2021, Council approved the City of Stockton's American Rescue Plan Act (ARPA) funding distribution. This approval included \$8.87 million for Small Business Support / Economic Recovery, under which \$1.8 million was approved for Event Programming. The City partnered with Visit Stockton to plan, promote, and activate the downtown economy by supporting a signature event celebrating the diversity of the region. The Stockton Flavor Fest aligned with the Federal government's stated goal of providing a substantial infusion of resources to help turn the tide on the pandemic, addressing economic fallout, and laying the foundation for a strong and equitable recovery.

Present Situation

With the help of local nonprofits, organizations, artists, and City Departments, Stockton Flavor Fest was held on May 14 & 15, 2022 at the Weber Point Events Center. The festival hosted a diverse line-up of entertainment, food vendors, shopping/artisan opportunities, kids' activities and education demonstrations. Stockton Flavor Fest hosted over eleven thousand people during the inaugural two-day event, surpassing expectations (Attachment B - Flavor Fest Details and Impact Report). Visit Stockton has begun planning for Stockton Flavor Fest 2023, which will expand to a 3-day event, May 19th - 21st, with an expected build on 2022's success.

In September of this year, during the Annual International Festival & Events Association (IFEA) Convention, Stockton Flavor Fest received a Gold award in the Best New Festival or Event Category. Eligibility period for entries spanned from 2019 to 2022 and included entries from cities across the United States.

This amendment will allow the City to further partner with Visit Stockton to continue the signature event, creating excitement and community engagement, while providing a positive economic impact on the area.

FINANCIAL SUMMARY

There is no negative financial impact to the City's General Fund or any other unrestricted fund because of this action. Sufficient funds are available in the Special Grant Fund, General Admin Division, Covid-19 Program, under Project #EARP201.

Attachment A - Current Contract

Attachment B - Flavor Fest Details and Impact Report