



# Agenda Item

## Orange City Council

---

Item #: 8.1.

12/9/2025

File #: 25-0660

---

**TO:** Honorable Mayor and Members of the City Council

**FROM:** Jarad Hildenbrand, City Manager

### 1. SUBJECT

Consider combining the annual Orange May Parade, Taste of Orange, and the Orange Plaza Rotary Club Car Show events.

### 2. SUMMARY

The Orange May Parade, Taste of Orange, and the Orange Plaza Rotary Club Car Show are family fun events that have been held in the springtime in the Old Towne Orange Plaza area for many years. Recently, the event organizers suggested the idea of hosting a collaborated two-day event over the first weekend of May as opposed to three individual dates. Staff is seeking City Council direction on whether the City should pursue a production agreement to combine all three events.

### 3. RECOMMENDED ACTION

1. Receive and file a presentation from Orange May Parade, Taste of Orange, and the Orange Plaza Rotary Car Show representatives requesting authorization to combine their respective events into a single two-day event over the first weekend of May.
2. Provide direction to staff.

### 4. FISCAL IMPACT

None.

### 5. STRATEGIC PLAN GOALS

Goal 3: Enhance Public Communication Strategy and Quality of Life.

### 6. DISCUSSION AND BACKGROUND

The Orange May Parade, Taste of Orange, and the Orange Plaza Rotary Club Car Show are family fun events that have been held in the springtime in and around the Old Towne Orange Plaza area for many years. Recently, all three event organizers suggested the idea of hosting a collaborated two-day event over the first weekend of May as opposed to three individual events.

Representatives from the three events would like to present the concept to the City Council, and after hearing the presentation, staff recommends the City Council direct staff on whether a production agreement for a combined event should be pursued.

Should the City Council direct staff to not move forward with a combined production agreement, then all three events will continue individually as has been done in the past.

### 7. ATTACHMENTS

- None