



# Agenda Item

## City Council

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**Item #:** 3.5.

8/12/2025

**File #:** 25-0434

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

**FROM:** Jarad Hildenbrand, City Manager

### 1. SUBJECT

Agreement with The Orange Chamber of Commerce Foundation to produce the annual Orange May Parade.

### 2. SUMMARY

On March 8, 2022, the City Council approved an agreement with the Orange Chamber of Commerce and Visitors Bureau to produce the annual Orange May Parade. The most recent agreement has expired, and the proposed agreement with The Orange Chamber of Commerce Foundation would extend the term until December 31, 2030.

### 3. RECOMMENDED ACTION

Approve the agreement with The Orange Chamber of Commerce Foundation to produce the annual Orange May Parade; and authorize the Mayor and City Clerk to execute on behalf of the City.

### 4. FISCAL IMPACT

None.

### 5. STRATEGIC PLAN GOALS

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

### 6. DISCUSSION AND BACKGROUND

The May Festival Parade was a City tradition from 1933 until 1991 when it was discontinued. The event marked the beginning of Valencia orange packing season and featured many civic organizations that enrich the community, including schools, churches, businesses, and nonprofits.

In 2019, the Orange Chamber of Commerce and Visitors Bureau (Chamber) successfully brought the event back as the Orange May Parade (Parade). The event is held the first Saturday of May from 10 a.m. to about 12 p.m. The parade route starts on East Chapman Avenue, heads west to the Plaza and then proceeds south on Glassell Street, ending at Almond Avenue.

The most recent production agreement ended on December 31, 2024. The proposed agreement would continue this community tradition with The Orange Chamber of Commerce Foundation (Foundation) taking the lead to produce the event. Aside from the Foundation producing the event, other key provisions include:

- The proposed agreement would give the Foundation the exclusive right to produce the Parade until December 31, 2030.
- That the Foundation will communicate with the Plaza merchants and residents about the

Parade.

- That the Foundation will reimburse the City for all costs associated with the Parade.
- That the Foundation will submit detailed staging plans no fewer than 60 days before the Parade.
- That the Fire Department will conduct final float inspections the day of the event.
- That float disbanding will occur along Almond Avenue between South Orange Street and South Shaffer Street.

## **7. ATTACHMENT**

- Agreement with The Orange Chamber of Commerce Foundation