



Agenda Item

City Council

Item #: 9.1.

8/12/2025

File #: 25-0426

TO: Honorable Mayor and Members of the City Council

FROM: Jarad Hildenbrand, City Manager

1. SUBJECT

Amended and Restated Agreement with Orange International Street Fair, Inc. to produce both Treats in the Streets and the annual Tree Lighting Ceremony.

2. SUMMARY

On April 8, 2025, the Orange City Council approved a production agreement authorizing Orange International Street Fair, Inc. to produce the Annual Treats in the Streets event. On May 22, 2025, the City received a letter of intent from Orange International Street Fair, Inc. to produce the annual Tree Lighting Ceremony. The proposed amended and restated agreement changes the production agreement to incorporate both the annual Treats in the Streets event and Tree Lighting Ceremony.

3. RECOMMENDED ACTION

Approve the amended and restated agreement with Orange International Street Fair, Inc. to produce the annual Treats in the Streets event and the annual Tree Lighting Ceremony; 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

For several decades, the City of Orange (City) organized and funded the annual Tree Lighting Ceremony (Tree Lighting) in collaboration with the Orange Community Master Chorale (OCMC) along with several non-profit organizations and churches in the Old Towne Orange Plaza (Plaza). As one of the City's highly anticipated events, Tree Lighting attracts thousands of Orange residents and visitors alike to the Plaza.

In considering the City's structural budget deficit, the City Council voted to cancel all City-sponsored events on June 25, 2024. However, the City Council stated that the cancellation could be rescinded if an outside group was willing to fully sponsor an event. Although OCMC funded the 2024 Tree Lighting, the City did not receive any other commitments to produce future Tree Lighting events.

On May 22, 2025, the City received a letter of intent (LoI) from Orange International Street Fair, Inc. (OISF) expressing interest in producing the event. Staff worked with OISF to incorporate Tree Lighting into the Treats in the Streets production agreement. Some of the more significant terms of

the proposed amended and restated agreement as it pertains to Tree Lighting include:

- That OISF will reimburse the City for actual costs.
- That the Plaza will close to vehicular traffic at 2:00 a.m.
- That vendor sales and activities related to OISF's Christmas Market portion of the event will begin at 10:00 a.m.
- That the traditional Tree Lighting portion will begin at 5:15 p.m.; and
- The event will conclude at 7:00 p.m. with the Plaza back open to vehicular traffic no later than 12:00 a.m.

While OISF intends to modify the traditional Tree Lighting with the inclusion of a Christmas Market, OISF recognizes Tree Lighting is a cherished community event, and intends to preserve many of the core features valued by the Orange community.

7. ATTACHMENTS

- Amended and Restated Agreement with Orange International Street Fair, Inc.
- Letter of Intent