



Agenda Item

City Council

Item #: 3.4.

2/11/2025

File #: 25-0049

TO: Honorable Mayor and Members of the City Council

FROM: Tom Kisela, City Manager

1. SUBJECT

Agreement with the Orange Chamber of Commerce and Visitors Bureau for production of the 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 would extend the term until December 31, 2030.

3. RECOMMENDED ACTION

Approve the agreement with Orange Chamber of Commerce and Visitors Bureau to produce the 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.

On March 8, 2022, the City Council approved an agreement allowing the Chamber to produce the Parade through 2024. The proposed agreement generally retains the same provisions (including cost recovery for actual City costs) while extending the term to December 31, 2030.

To continue this community tradition, it is recommended the City Council approve the proposed agreement allowing the Chamber to produce the Parade through 2030.

7. ATTACHMENT

- Agreement for Production of Orange May Parade

