



November 6, 2024

ITEM TITLE: PRESENTATION AND FINANCIAL REPORT BY MIKE HESS BREWING COMPANY FOR THE 2024 HESSFEST XIV EVENT. (1040-10)

ORIGINATING DEPARTMENT:

Parks & Recreation

EXECUTIVE SUMMARY:

On May 1, 2024, the City Council approved a special event permit for the 2024 HessFest XIV, hosted by Mike Hess Brewing Company on Saturday, August 10, 2024. As part of the special event terms and conditions, the event organizer is required to return to the City Council with a formal presentation and financial report following the event.

RECOMMENDATION:

The recommendation is that the City Council accepts and files the presentation and financial report from the event organizer and provides further direction to staff.

OPTIONS:

- Accept and file the report
- Request additional information and an additional report
- Provide direction to the City Manager

BACKGROUND/ANALYSIS:

On May 1, 2024, the City Council approved a special event permit for the 2024 HessFest XIV, hosted by Mike Hess Brewing Company on Saturday, August 10, 2024. As part of the special event terms and conditions, the event organizer is required to return to the City Council with a formal presentation and financial report following the event (Attachment 1). The presentation should include the number of attendees, benefit to the community, positive economic impact as a result of the event, beneficiary of funds, and overview of the event budget and outlook for future years.

ENVIRONMENTAL DETERMINATION:

Not a project as defined by CEQA.

FISCAL IMPACT:

This event required various special event fees and inspections fees. The applicant has paid these fees in full.

ATTACHMENTS:

ATT 1 Hessfest Presentation