

AGENDA
ITEM

15



CITY COUNCIL AGENDA STAFF REPORT

DATE: September 17, 2025

TO: Mayor and City Council

APPROVED BY: Benjamin Martinez, City Manager *Bm*

PREPARED BY: Norma Gerardo, Recreation Manager DocuSigned by:
Norma Gerardo
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REVIEWED BY: Karla Chaparro, Recreation Manager *KC*

SUBJECT: Consideration of Establishing a Registration Fee for the 2025 Christmas Parade

Recommendation:

Staff respectfully requests that the City Council consider one of the following three options regarding the establishment of a registration fee for the 2025 Christmas Parade:

1. Adopt the Christmas Parade Committee's recommended fees.
2. Do not establish a registration fee.
3. Provide alternative direction to staff.

Background:

The City of Calexico has successfully hosted the annual Christmas Parade since 2018. For the last several years, no registration fee has been charged to participants.

At a recent Christmas Parade Committee meeting, members reviewed practices from neighboring cities and recommended establishing a registration fee structure. The purpose of the registration fee is to offset a portion of the expenses associated with hosting the parade.

Discussion & Analysis:

The following are last year's Parade Registration Fees:

El Centro: Schools: Free
Regular: \$35
Elected Official/Public Office/Running for Public Office: \$100

Imperial: Schools: Free
Regular: \$25
Early Bird: \$10

The committee examined fees charged by surrounding communities and recommended a tiered structure as follows:

- Schools: Free
- Regular Registration: \$30
- Elected Official/Public Office/Running for Public Office: \$125

- Early Bird Registration (discounted if registered by October 31, 2025):
 - Regular Entries: \$15
 - Elected Official/Public Office/Running for Public Office: \$70

Fiscal Impact:

The fiscal impact will depend on the number of registered participants. Establishing fees could generate additional revenue to help cover parade expenses and reduce reliance on the General Fund and sponsorships.

Coordinated With:

Christmas Parade Committee.

Attachments:

None.