



Agenda Report

Fullerton City Council

MEETING DATE: JANUARY 20, 2026

TO: CITY COUNCIL

SUBMITTED BY: DAISY PEREZ, DEPUTY CITY MANAGER

FROM: CHRISTIAN HERNANDEZ, PARKS AND RECREATION
MANAGER
CHUY SANDOVAL, PARKS AND RECREATION
SUPERVISOR

SUBJECT: PROPOSED 2026 PARKS AND RECREATION SPECIAL
EVENT CALENDAR

SUMMARY

The Parks and Recreation Department seeks City Council approval for the proposed 2026 Special Event Calendar. The Parks and Recreation Commission met on January 12, 2026 and recommended the proposed 2026 Special Event Calendar, including a 4th of July festival.

PROPOSED MOTION

Approve the 2026 Special Event Calendar, including all planned events and proposed event budgets for calendar year 2026.

ALTERNATIVE OPTIONS

- Approve the Proposed Motion
- Other options brought by City Council.

STAFF RECOMMENDATION

Staff recommends the Proposed Motion.

CITY MANAGER REMARKS

None.

PRIORITY POLICY STATEMENT

This item matches the following Priority Policy Statement:

- Fiscal and Organizational Stability.

FISCAL IMPACT

The Proposed 2026 Special Events Calendar includes Fiscal Year (FY) 2025-26 Adopted Budget funding pertaining to the current budget and estimated costs to request with the FY 2026-27 Proposed Budget. The proposed 2026 Special Events totals \$858,000 for the calendar year, funded by the General Fund (Fund 10), Brea Dam Fund (Fund 42) and Grants. The following details estimated event expenditures (including Public Safety costs):

Estimated Event Costs	General Fund	Brea Dam Fund	Grants
Community Yard Sale	\$ 3,000.00		
Fullerton Coffee Fest			\$ 5,000.00
Eggstravaganza			\$ 10,000.00
Thursday Night Market	\$ 105,000.00		
Fullerton Fit 5k & Health Fair		\$ 35,000.00	
4th of July Festival	\$ 325,000.00		
Friday Night Live Concerts	\$ 26,250.00	\$ 8,750.00	
Pup-Toberfest			\$ 10,000.00
Spooky Street	\$ 10,000.00		
Veterans Day Parade	\$ 20,000.00		
Tree Lighting	\$ 25,000.00		
First Night 2027	\$ 275,000.00		
Total	\$ 789,250.00	\$ 43,750.00	\$ 25,000.00

Staff would incorporate final event budgets, including fully-burdened staffing costs and any inflation-related adjustments for FY 2026-27 proposed events in the FY 2026-27 Proposed Budget.

BACKGROUND AND DISCUSSION

The Parks and Recreation Department offers free and low-cost events year-round, providing activities, food and entertainment for residents of all ages. These community events strengthen connections by fostering inclusive, safe and engaging experiences that create lasting memories.

Staff coordinates numerous special events each year, ranging from large, citywide celebrations, such as Fourth of July and First Night, to smaller neighborhood-focused events like Puptoberfest and the Concerts in the Park series. Parks and Recreation staff plan and execute all City events.

Staff proposes 12 special events throughout the City for the 2026 calendar year. Most events would have no fee for the public to attend. The City has funding for events scheduled through June 30, 2026 in the current fiscal year budget. Staff would request funding for events scheduled after June 30, 2026 in the next fiscal year budget process.

The following provides descriptions for each proposed special event:

Community Yard Sale Series

Dates: Saturday, March 7, May 2, August 1 and October 3, 2026
Time: 8:00 a.m. to 1:00 p.m.
Location: Independence Park (parking lot)
Cost: \$25.00 per space for residents and \$35 for non-residents
Event Budget: \$3,000 (General Fund)

The proposed Community Yard Sale Series would establish a quarterly, City-coordinated secondhand marketplace intended to support reuse, waste reduction and neighborhood interaction, providing space, restrooms and marketing to enable residents to sell personal goods in a structured environment promoting safety, affordability and accessibility. The series would encourage community participation, provide low-cost shopping opportunities and support sustainability goals by diverting household items from landfills.

Fullerton Coffee Fest

Date: Spring 2026
Time: 10:00 a.m. to 2:00 p.m.
Location: Hunt Library
Cost: Free to attend
Event Budget: \$5,000 (Hunt Programming Grant)

Staff proposes Fullerton Coffee Fest as a specialty beverage showcase highlighting local coffee roasters, tea purveyors and related vendors through curated tastings, demonstrations and educational content. The event would activate Hunt Library with live entertainment, arts components and informational sessions to promote economic activity for small businesses and enhance cultural programming within the community. The event would include non-coffee alternatives to appeal to a broad range of attendees and foster community engagement around craft beverage culture.

Eggstravaganza

Date: Saturday, March 28, 2026
Time: 10:00 a.m. to 2:00 p.m.
Location: Hunt Library
Cost: Free to attend

Event Budget: \$10,000 (Hunt Programming Grant)

Eggstravaganza is a spring-themed family event hosted at Hunt Library that integrates seasonal recreation, youth programming and community activation. Planned features include structured children's egg hunts, interactive play zones, food vendors, photo opportunities with the spring bunny and inclusive activities such as face painting and bounce houses. Staff proposes a pet-friendly area to accommodate dog owners, aligning the event with family recreation trends and enhancing multi-generational participation.

Thursday Night Farmers Markets

Date: Thursdays, April 2 through September 3, 2026

Time: 4:30 to 8:30 p.m.

Location: Fullerton Plaza

Cost: Varies per vendor category

Event Budget: \$105,000 (General Fund)

Staff proposes the Thursday Night Farmers Markets as a seasonal outdoor market series designed to support small business development, increase access to locally sourced produce and stimulate economic activity within Downtown Fullerton. The market features certified agricultural vendors, prepared food vendors, commercial artisan booths, children's activities and live entertainment to create an active pedestrian environment. Staff is evaluating opportunities to incorporate FIFA World Cup viewing elements during the 2026 season to further enhance attendance and program diversity.

Fullerton Fit 5K and Health Fair (Rescheduled from Nov 2025 due to weather)

Date: Saturday, June 6, 2026

Time: 9:00 a.m. to 1:00 p.m.

Location: Fullerton Sports Complex

Cost: Registration fee \$40

Event Budget: \$35,000 (Brea Dam Fund)

Staff proposed the Fullerton Fit 5K and Health Fair as a community-wide fitness event to promote active living and increased health resources awareness. The event would include a formally organized 5K run / walk route, pre-race exercise warmups led by local instructors, music and a post-race health fair featuring wellness organizations, vendors and informational booths. The program would broaden City recreational offerings while strengthening partnerships with local fitness and healthcare stakeholders.

4th of July – 3 Day Festival

Date: Friday, July 3 through Sunday, July 5, 2026

Time: Friday, July 3: 5:00 to 10:00 p.m.

Saturday, July 4: 12:00 to 10:00 p.m.

Sunday, July 5: 12:00 to– 9:00 p.m.

Location: Fullerton Plaza

Cost: Free to attend

Event Budget: \$325,000 (General Fund)

Staff proposes an expanded three-day Independence Day festival as a one-time enhancement to traditional programming in recognition of the 2026 United States Semiquincentennial. The multi-day celebration would include live entertainment, food and beverage vendors, ride attractions, community contests and special features such as a classic car show, a July 4 fireworks display and a July 5 drone show. Staff is exploring integrating FIFA World Cup viewing opportunities. The proposed event would activate Downtown Fullerton over an extended weekend, support local businesses and provide a historically significant celebration for residents and visitors. The First Night 2026 event cancellation savings (approximately \$130,000) would offset the increased event budget for this proposed event.

Friday Night Live Concerts

Date: Fridays, August 7 through 28, 2026

Time: 6:30 to 8:30 p.m.

Location: Fullerton Sports Complex

Cost: Free to attend

Event Budget: \$26,250 (General Fund) \$8,750 (Brea Dam Fund)

Staff proposed Friday Night Live as a free outdoor summer concert series to enhance community recreation through live music in multiple park settings. The program would encourage residents to utilize public spaces during evening hours while offering accessible arts and cultural experiences. Concerts would include food trucks and a beer garden to support local vendors and provide a complete event atmosphere. The Parks and Recreation Commission recommended the concerts occur at varied locations to broaden community reach and geographic equity.

Pup-Toberfest

Date: October 10, 2026

Time: 12:00 to 4:00 p.m.

Location: Hunt Library

Cost: Free to attend

Event Budget: \$10,000 (Hunt Programming Grant)

Staff proposes Pup-Toberfest as a fall, pet-inclusive festival that celebrates dog ownership and community recreation at Hunt Library. Planned elements include breed-specific dog races, senior and puppy race categories, a costume runway, vendor booths, food trucks, live music, children's activities and a beer garden. The event aims

to attract intergenerational audiences, support pet-centered businesses and activate a City facility with a unique thematic program that reflects evolving recreation trends.

Spooky Street at Police Department Trunk or Treat

Date: Friday, October 23, 2026
Time: 5:00 to 8:00 p.m.
Location: City Hall
Cost: Free to attend
Event Budget: \$10,000 (General Fund)

Staff proposes expanding the Police Department Trunk or Treat event by introducing “Spooky Street,” an adjacent activation along Highland Avenue to accommodate higher attendance and broaden program offerings. The enhanced event would include themed vendor booths, entertainment and additional Halloween activities to create a cohesive Civic Center celebration. The proposal builds on the successful event footprint observed during the 2025 Tree Lighting Ceremony and strengthens interdepartmental coordination for seasonal programming.

Veterans Day Parade and Ceremony

Date: Wednesday, November 11, 2026
Time: 9:00 to 11:00 a.m.
Location: Hillcrest Park Great Lawn
Cost: Free to attend
Event Budget: \$20,000 (General Fund)

Staff proposes the Veterans Day Parade and Ceremony as a civic recognition event honoring military veterans through formal ceremonial programming at the Hillcrest Park Great Lawn. The event would feature a keynote speaker, patriotic musical performances, ceremonial salutes and attendance by veteran organizations. This event would provide the community an opportunity to recognize military service, promote civic education and reinforce community values related to patriotism and public service.

Tree Lighting Ceremony

Date: Friday, December 4, 2026
Time: 5:00 to 8:00 p.m.
Location: City Hall
Cost: Free to attend
Event Budget: \$25,000 (General Fund)

Staff proposes the Tree Lighting Ceremony as a winter holiday event hosted at City Hall to celebrate the start of the holiday season. The program would include youth activities, live performances, vendors, face painting, photos with Santa and lighting the City

holiday tree. The event supports community building, activates the Civic Center campus and aligns with resident expectations for seasonal programming.

First Night Celebration

Date: Thursday, December 31, 2026

Time: 7:00 p.m. to Midnight

Location: Fullerton Plaza

COST: Free to attend

Event Budget: \$275,000 (General Fund)

Staff proposes First Night as Fullerton's annual New Year's Eve festival featuring live entertainment, family-friendly attractions, food vendors and cultural programming throughout Downtown Fullerton. The planned temporary Harbor Boulevard closure would enable pedestrian access and support business patronage within the historic commercial core. The event provides an accessible holiday experience for residents and visitors of all ages while strengthening downtown activation, tourism and community economic benefit.

The comprehensive calendar of events provides an opportunity for the Fullerton community to participate and celebrate in Fullerton.

cc: Interim City Manager Eddie Manfro