



Agenda Report

Fullerton City Council

MEETING DATE: MAY 5, 2026

TO: CITY COUNCIL / SUCCESSOR AGENCY

SUBMITTED BY: EDDIE MANFRO, CITY MANAGER

PREPARED BY: KIM CHAUDHRY, SENIOR ADMINISTRATIVE ANALYST

SUBJECT: 2026 STATE OF THE CITY EVENT UPDATE AND 2025 FINANCIAL OVERVIEW

SUMMARY

An update on the City of Fullerton annual State of the City event, including a financial summary of the 2025 State of the City and considerations for the 2026 event. Staff anticipates utilizing a sponsorship and ticket-supported approach similar to the successful 2025 event for the 2026 State of the City and seeks City Council direction.

PROPOSED MOTION

Provide direction to staff regarding the 2026 State of the City event.

ALTERNATIVE OPTIONS

- Receive and file
- Not hold a 2026 State of the City event
- Other options brought by City Council.

CITY MANAGER REMARKS

None.

PRIORITY POLICY STATEMENT

This item matches the following Priority Policy Statements:

- Fiscal and Organizational Stability.

FISCAL IMPACT

The 2025 State of the City event generated no fiscal impact to the City General Fund. Sponsorships, ticket sales, in-kind venue and hospitality support from Summit House Restaurant fully offset event costs. The City used eligible Public, Educational and Government (PEG) funds (Fund 27) for a portion of production expenses to broadcast the program on the City cable television channel.

Summit House Restaurant generously provided the event venue, food service and related hospitality support as an in-kind sponsorship at no cost to the City, significantly reducing overall event expenses.

Final 2025 revenues totaled \$39,200, consisting of \$27,500 in sponsorships and \$11,700 in ticket sales. Final direct City expenditures totaled \$10,006.41. In addition, the City used \$16,922.50 in PEG funds for eligible broadcast-related production costs. The City realized a \$29,193.59 net positive revenue after deducting direct City expenditures from event revenues.

Staff anticipates a similar cost structure for the 2026 State of the City event, utilizing ticket sales and sponsorships. However, unlike the prior year, the City will utilize the \$29,193.59 net revenue from the 2025 event and apply these funds toward costs associated with services provided by Summit House Restaurant, including food and beverage, event space, service staff and related event support. Staff has not yet determined final costs for these services and would incorporate once confirmed. The event will have no General Fund fiscal impact for the 2026 event.

DISCUSSION

The North Orange County Chamber of Commerce coordinated the annual Fullerton State of the City event for many years. Under that model, the Chamber retained revenues generated through ticket sales and sponsorships, while the City historically incurred costs for video production and audio / visual support for the event. City costs for video production and audio / visual assistance for the State of the City event ranged from approximately \$15,000 to \$25,000.

The Chamber declined to host the event in 2025 citing prior financial losses. As a result, the City assumed the lead role in organizing and producing the event.

After evaluating venue options in 2025, staff selected Summit House Restaurant due to its quality setting and willingness to partner with the City as an event sponsor. Summit House Restaurant provided the venue, food service, and related event hospitality as an in-kind sponsorship at no cost to the City. This partnership substantially reduced anticipated event costs and contributed to the overall financial success of the 2025 State of the City event. Based on the success of the 2025 event, staff is coordinating with Summit House Restaurant again for the 2026 State of the City event and anticipates a similar partnership model.

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strategic partnerships and community support, the City was able to successfully host the event without the use of General Fund dollars.

2025 FINAL FINANCIAL OVERVIEW

2025 Revenue Summary

Sponsorships

- Jones & Mayer: \$2,500
- Happy Jewelers: \$2,500
- Kimley-Horn: \$2,500
- Orange County Power Authority: \$5,000
- Republic Services: \$5,000
- Fullerton College: \$2,500
- California State University, Fullerton: \$2,500
- West Coast Arborists: \$2,500
- Boeing: \$2,500

Total Sponsorship Revenue: \$27,500

Ticket Sales: The City sold 180 tickets at \$65 each, generating total ticket revenue of \$11,700.

Total Revenue: \$39,200

2025 Expenditure Summary

Tripepi Smith provided video production and event-day audio/visual coordination, including lighting, sound, signage, and promotional support:

- Paid through event revenues / direct City expenditures: \$7,252.50
- Funded through eligible PEG funds (no General Fund impact): \$16,922.50

Total Cost: \$24,175.00

Other Direct Event Costs

- Live music entertainment: \$300.00
- Miscellaneous event supplies and recognition items: \$2,453.91

Total Direct City Expenditures: \$10,006.41

GRAND TOTAL / EVENT RESULT

SUMMARY	AMOUNT
Total Revenue	\$39,200.00
Less Direct City Expenditures	(\$10,006.41)
Net Positive Revenue to City	\$29,193.59

Note: \$16,922.50 in eligible production costs was funded through PEG funds and did not reduce event revenue or impact the General Fund.

2026 State of the City Event

Given the success of the 2025 event, staff plans to follow a similar approach and model for the 2026 State of the City event. This would include seeking sponsorship support, ticket sales revenue, and utilizing outside vendors for production and event services. In addition, staff will continue to partner with the Summit House to host the 2026 event, and utilize \$29,193.59 in net revenue from the 2025 event towards its hospitality costs, including food and beverage, event space, service staff, and related event support. PEG funds will continue to be utilized for video production and broadcasting costs. There is no fiscal impact to the General Fund.

cc: City Manager Eddie Manfro