



# 2026 STATE OF THE CITY AND 2025 FINANCIAL SUMMARY

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City Manager's Office

May 5, 2026



# Background

- Previously, the North Orange County Chamber of Commerce hosted Fullerton's annual State of the City event.
- In 2025, the Chamber declined to host and the City hosted the event for the first time.
- New City-led model generated net revenue for the City instead of a third party.



# 2025 Financial Results

- **Total Revenue: \$39,200**
  - Sponsorships: \$27,500
  - Ticket Sales: \$11,700
- **Direct Costs: \$10,006**
- **Net Positive Revenue: \$29,194**



# 2026 Event Plan and Partnerships

- Summit House Restaurant will again partner by providing venue and hospitality support
- Carryover funds from 2025 are planned to help offset Summit House expenses and other related event costs
- PEG funds may support eligible broadcast production expenses
- Continue successful sponsorship + ticket revenue model in 2026
- Maintain no General Fund impact goal



# Recommendation

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.