



Agenda Report

Fullerton City Council

MEETING DATE: SEPTEMBER 16, 2025

TO: CITY COUNCIL / SUCCESSOR AGENCY

SUBMITTED BY: DAISY PEREZ, DEPUTY CITY MANAGER

PREPARED BY: DAISY PEREZ, DEPUTY CITY MANAGER

SUBJECT: CONTINUED PARTNERSHIP WITH DAROO KOREAN PERFORMING ARTS AND CULTURE TO HOST KOREAN CULTURE FESTIVAL IN CITY OF FULLERTON

SUMMARY

Consideration of a request from Daroo Korean Performing Arts and Culture to host the Korean Culture Festival in the City of Fullerton in fall 2025. The organization seeks a continued partnership with the City for event promotion and branding support, consistent with prior City Council action on March 7, 2023.

PROPOSED MOTION

1. Approve Daroo Korean Performing Arts and Culture request to partner with the City of Fullerton for the Korean Culture Festival in 2025.
2. Authorize City Manager, or designee, to extend similar non-monetary support for future Korean Culture Festival events.

ALTERNATIVE OPTIONS

- Approve the proposed motion
- Provide alternate direction to staff
- 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:

- Infrastructure and City Assets.

FISCAL IMPACT

No fiscal impact. City participation as project partner limited to promotional support, including advertising the event on the City website and social media platforms and approving City logo use on event materials.

BACKGROUND AND DISCUSSION

City Council approved supporting the Korean Culture Festival in 2023 and 2024. Daroo Korean Performing Arts and Culture organizes the festival to celebrate and promote Korean heritage through music, food, arts and live performances. The event highlights Fullerton's diverse cultural landscape and provides an opportunity for residents and visitors to engage in meaningful cultural exchange.

Organizers expect the 2025 Korean Culture Festival to attract more than 10,000 attendees. The event will once again feature traditional Korean music, dance, food and art with performers from across the United States. The event received sponsorship and support from several organizations, including the Muckenthaler Cultural Center, the Korean Ministry of Culture, Sports and Tourism and the Los Angeles Consulate General.

Daroo requests the City serve as a project partner for the 2025 festival to continue this successful relationship. The City would have a non-monetary role limited to event promotion and co-branding, as with past years. Staff recommends authorizing the City Manager, or designee, to provide the same level of support in future years, ensuring continuity of the partnership with Daroo without requiring repeated City Council approval, given the proven success of the event and strong alignment with City cultural and community engagement goals

cc: Interim City Manager Eddie Manfro