

**City of Watsonville
Watsonville Parks & Community Services**

M E M O R A N D U M



DATE: September 9, 2014 *Carlos J. Palacios*

TO: Carlos J. Palacios, City Manager

FROM: Ana Espinoza, Director Parks & Community Services
Brad Blachly, Assistant Director Parks & Community Services
Israel Tirado, Recreation Supervisor *Ana Espinoza*

SUBJECT: Report on the 20th Annual Watsonville Strawberry Festival

AGENDA ITEM: September 23, 2014 **City Council**

DISCUSSION:

The 20th Annual Watsonville Strawberry Festival was held on August 2nd and 3rd from 10a.m. to 7p.m. in the downtown area surrounding the City Plaza including Main Street., Peck Street, Union Street, Maple Avenue and E. Beach Street. The event featured live entertainment, Strawberry Lane, a family oriented carnival, non-profit information booths, and food, commercial and arts & crafts vendors. The carnival opened on the evening of August 2 to kick off the weekend celebration.

The purpose of the Festival is to:

- showcase Downtown Watsonville in a positive light and attract people to the downtown who might not otherwise come visit Downtown Watsonville;
- recognize the strawberry industry;
- honor and celebrate the cultural heritage of those who work in the strawberry industry, especially those who harvest the crop;
- provide non-profit organizations with the opportunity to raise funds; and
- give non-profit organizations a venue to advertise their services.

New for 2014

This year the Festival staff collaborated with the staff from El Pajaro CDC to help local businesses take advantage of the Festival. El Pajaro CDC conducted two workshops, one in Spanish and one in English, for local business owners to share strategies for improving sales by taking advantage of the large crowds at the Festival. Sixteen business owners attended these workshops. In addition, La Ganga, a Spanish language newspaper, printed a coupon sheet advertising local businesses and the Festival. This was inserted into the La Ganga, Santa Cruz Sentinel and Monterey County Herald. Finally, El Pajaro CDC

organized a Made in Santa Cruz County booth that featured six local “cottage industry” small businesses selling primarily food items.

A major change this year was the agreement with Clear Channel Media and Entertainment. In exchange for sole control of the main stage and for receiving booth space and canopies for their sponsors, Clear Channel provided all of the entertainment for the main stage and beer garden, and provided advertising on Azteca America T.V. and the following radio stations: Power Talk Central Coast (AM 1460 and FM 101.1), K-Ocean, KDON, KTOM and La Preciosa Costa Central (100.7 and 100.9). This agreement saved the Festival approximately \$12,000 in entertainment costs and approximately \$4,000 in advertising costs based on last year’s expenditures.

Festival Components

Carnival

The carnival was held from 5p.m. to 10p.m on Friday, August 1 and from 11a.m. to 10p.m. on Saturday and Sunday. This carnival featured a wide variety of family oriented rides and games. The carnival was managed by Classic Amusement.

Strawberry Lane

Fourteen local non-profit organizations sold delicious strawberry treats in Strawberry Lane as a fundraising activity. Unique strawberry delicacies available in Strawberry Lane included strawberry pizza, strawberry nachos, strawberry waffles, and barbeque pork topped with strawberry sauce. Fresh strawberries were also sold in Strawberry Lane. A list of all Strawberry Lane vendors and foods sold may be found in Table 1 below.

Table 1 - 2013 Strawberry Lane Non-Profit Organizations

Non-Profit Organization	Food Items
American Red Cross	Strawberry Shortcake
Juventud Latina Genesis	Strawberry Smoothies
Leukemia/Lymphoma Society	Strawberry Parfaits
Santa Cruz Revolution Football Club	Strawberry Pizza
Si Se Puede	Chocolate Dipped Strawberries
El Pajaro CDC	Fresh Strawberries
Watsonville PAL	Strawberry Sundaes and Agua Fresca
Central Coast Pop Warner	Krispy Kreme Strawberry Delight
Santa Cruz Rainbow Girls	BBQ with Strawberry Sauce
Kawakami Sister City	Strawberries on a Stick
Notre Dame de Namur University	Strawberry Waffles
Watsonville Charter School of the Arts	Strawberry Crepes
Alma Parroquia Maria Auxiliadora	Strawberry Icee and Strawberry Ambrosia
Pajaro Valley Youth Soccer	Mixed Berry Trifle

Entertainment

The 20th Annual Watsonville Strawberry Festival featured a wide variety of live entertainment including dance groups, rock and blues bands, rap artists and bandas. A total of ten local and regional performing groups were part of the 2014 festival lineup. The Saturday and Sunday headliners were the *No Respect Band* and *Banda S7*, respectively. In addition to live performances, a total of eight pie eating contests, a crowd favorite, were held on the main stage throughout the event.

Food, Commercial and Arts & Crafts Vendors

In addition to Strawberry Lane non-profit organizations, the Festival hosted 72 vendors, including 23 food vendors, 29 product and service vendors and 20 arts and craft vendors. These vendors were charged for their booth space and this is a significant source of revenue for the Festival. This year the Festival had an additional 6 vendors that generated an additional \$5,390 in revenue over last year.

Non-Profit Information Booths

Twenty-five local and regional non-profit organizations provided crucial information and vital services to Festival attendees at no cost. Non-profit organization booths were stationed in the City Plaza.

Beer Garden:

Club Vasco de Quiroga, a Watsonville-based non-profit organization that supports orphanages in Mexico, managed the beer garden area. Live entertainment was provided in the beer garden by Clear Channel Media and Entertainment.

Attendance

Calculating an exact attendance figure is not feasible as there are multiple entry points to the Festival and admission is not charged. Observations by Festival staff and feedback from the carnival staff and vendors who participated in the Strawberry Festival last year indicate attendance on Saturday seemed higher this year, while Sunday attendance seemed lower. The flow of the crowd on Sunday, especially around the main stage, was much better this year. Overall, based on feedback from vendors, promoters and law enforcement, Festival organizers estimate the attendance this year to be close to the 40,000 estimate from last year.

Festival Surveys

Festival Attendees

Recreation leaders hired as part of the summer youth employment program administered a short survey to over 300 Festival attendees on Saturday and Sunday afternoon. The survey consisted of five open ended questions. 89% of attendees said they would attend the Festival next year, 9% said they might attend next year and 1% said they will not attend next year. The top answers to the remaining four survey questions may be found in Table 2 through Table 5 below.

Table2 - Festival Attendee Survey Question: Where are you from?

Rank	Response	Percentage of Respondents
1	Watsonville	56%
2	San Jose	7%
3	Salinas	5%
3	Mexico	5%
5	Santa Cruz	3%
5	Gilroy	3%

Table 3 - Festival Attendee Survey Question: How did you find out about the Festival?

Rank	Response	Percentage of Respondents
1	Friends/Family	28%
2	Attended Before	17%
3	Lives Here	11%
4	Poster	9%
4	Main St. Banner	9%
6	Television	8%
7	Newspaper	5%
8	Radio	4%

Table 4 - Festival Attendee Survey Question: What do you like best about the Festival?

Rank	Response	Percentage of Respondents
1	Food	46%
2	Music	17%
3	Strawberries/Strawberry Lane	15%
4	Carnival/Games	13%
5	Everything	7%
6	Family Atmosphere	6%
7	The People	5%

Table 5 - Festival Attendee Survey Question: What can we do to make the Festival more enjoyable for you?

Rank	Response	Percentage of Respondents
1	Fine As Is/Nothing	41%
2	Less Expensive Rides/Food	11%
3	More Entertainment	9%
4	More Rides	8%
5	More Food	6%

Businesses

A week after the Festival, the Festival coordinator visited 32 businesses within the footprint of the Festival to conduct a survey about the impact of the Festival on these businesses. 18 of these businesses reported the Festival had a positive impact defined as an increase

in sales or foot traffic. Last year 11 businesses reported a positive impact due to the Festival. Festival staff attributes this increase in the number of businesses who reported a positive impact to the business workshops offered by El Pajaro CDC. Festival staff look forward to collaborating with El Pajaro CDC again to continue this trend of more businesses reporting a positive impact due to the Festival.

Hotels

Five hotels in Watsonville were also surveyed after the Festival. Five reported being sold out during the weekend of the Festival. In addition, five hotels reported increased bookings as a result of the Festival.

Sponsors

The Watsonville Strawberry Festival would not be a strawberry festival without strawberries. Andrew and Williamson, California Giant, Santa Cruz Berry Farming, Driscoll's, Sun Valley Berries, Naturipe, Dole and Watsonville Berry Co-Op donated more than 1,100 flats of strawberries. In addition, Sirjit (Suni) Tut Trucking generously provided the use of a truck and refrigerated trailer to pick up strawberries from the growers and to store them at the Festival.

In addition, the Festival relies upon monetary contributions from businesses as the City does not fund the event. This year, over ninety businesses were approached with sponsorship opportunities. Fifteen businesses and individuals listed below donated a total of \$18,050 to support the Festival.

Aldina Real Estate	Rabbobank
Bay Federal Credit Union	Ramon Quintero
California Strawberry Commission	RMD Group
Couch Distributing	Sambrailo Packaging
El Frijolito Restaurant	Santa Cruz Community Credit Union
Rebecca Garcia	Summer Winds Resort Services
Martinelli's	Watsonville Chevrolet.
Panther Security	

The following businesses also supported the Festival by donating products, services and equipment.

C&N Tractor	Pajaro Valley Printing
Clear Channel Media and Communications	Register Pajaronian
La Ganga	Reddi-wip
Martinelli's	Sirjit Tut Trucking

The Romo family allowed the Festival to use Romo Temporary Park and Cabrillo College allowed the Festival to use some of their parking lots.

Volunteers

Over 500 hours of volunteer service was performed by 69 volunteers at the Watsonville Strawberry Festival. Of the 69 volunteers, 75% were Watsonville youth. Volunteers assisted with a number of tasks including, decorations, berry deliveries, souvenirs sales, data collection (surveys) and clean up.

Potential Changes in 2015

The Festival Organizing Committee is considering the following changes for 2015.

1. Relocate Berry Storage Trailer: Station berry trailer on Maple Ave. rather than parking lot 14 alley to alleviate traffic congestion on Rodriguez St. during delivery and to allow municipal parking lot 14 to remain open on Friday.
2. Relocate Main Stage: Move main stage to Main St. towards West Lake Ave. to allow for more open space and vendor space.
3. Increase Number of Picnic Benches: Increase the number of picnic benches in the plaza to expand seating and dining area. This would reduce the number of spaces available to non-profit organizations from 25 to 15 spaces.
4. More Variety in Beer Garden: Offer craft beer and wine sales in the beer garden.

FINANCIAL IMPACT:

With the exception of one pending revenue source, which is estimated to be approximately \$100, the 2014 Festival revenues total \$108,938.98 and expenses total \$100,225.56 resulting in a net profit of \$8,713.42, which is \$3,396.50 higher than the 2013 net profit. This profit will be used to purchase professional signage for the Festival, a welcome banner for the main stage and advertising banners to be placed prior to the event at Ramsay and Callaghan Parks

STRATEGIC PLAN:

The Watsonville Strawberry Festival is an event for the community. The event is well attended by community residents and tourist alike. The event strengthens City image by showcasing downtown Watsonville in a positive light. Moreover, the event promotes economic development by bringing people downtown and exposing local business to potential new clients. During a questionnaire conducted at the festival, 89% of those surveyed reported they would return to the event next year. Above all, the Watsonville Strawberry Festival makes Watsonville an ideal place to live work and play.

ATTACHMENTS:

Attachment 1: 2014 Strawberry Festival Budget

CC. City Attorney

2014 STRAWBERRY FESTIVAL BUDGET

9/10/2014

5850 REVENUE		14 Proposed	14 Actual
BOOTHS	Amounts include all refunds		
	Food	20,010.00	23,625.00
	Commercial	12,350.00	12,600.00
	Arts & Crafts	7,350.00	7,500.00
	Made in Watsonville	1,000.00	0.00
	Subtotals:	39,710.00	43,725.00
SOFT DRINK BOOTH			
	Soft Drink Booth	9,100.00	
	Fee Paid by FOWPCS		1,000.00
	Refund for Returned Product		2,706.99
	Cost of Product Sold by FOWPCS		2,575.07
	Ice Purchased by FOWPCS		255.50
	Canopy, Tables and Chairs Rented by FOWPCS		350.00
	Health Permit Paid by FOWPCS		50.33
	Subtotals:	9,100.00	6,937.89
SPECIALTY ITEMS/PROFIT SHARING			
	Strawberry shortcake - 50% of net	2,100.00	1,460.98
	Strawberries flats and clam shells 50% of net profit \$3,587.00	1,300.00	0.00
	Beer & Wine Sales	3,000.00	4,178.00
	Parking Garages	9,800.00	7,208.00
	Subtotals:	16,200.00	12,846.98
GAMES & RIDES			
	Carnival Classic Amusement Estimates	14,300.00	14,437.20
	Security (Police)	1,575.00	1,500.00
	Trash	98.65	100.53
	Restrooms & Fencing	409.18	481.88
	Subtotals:	16,382.83	16,519.61
SPONSORSHIP			
	All Sponsors		
	Subtotals:	30,000.00	18,050.00
SOUVENIR SALES			
	Souvenir Sales (includes some ice sales and fire inspection fees)		3,715.00
	Subtotals:	2,476.92	3,715.00
MISCELLANEOUS			
	ATM Machine Commission	129.00	129.00
	Alliant Insurance - One Time Grant 780-293-7711-00000		
	Non-profit vendor payments for rental items	1,500.00	2,425.50
	Refund of Non-Profit Equip Fees-Unable to find staff for booth		
	Ice payment from vendors	551.25	190.00
	Vendor fire inspection fees		340.00
	Return of Start up cash for event	4,300.00	4,060.00
	Subtotals:	6,480.25	7,144.50
TOTAL REVENUE		120,486.78	108,938.98

EXPENSES		2014 Proposed	
7212 POSTAGE & SHIPPING			
7221 ADVERTISING			
Newspaper	S.C. Sentinel	0.00	0.00
	R.P.	800.00	0.00
	Crafts Masters	300.00	0.00
	Post It Notes for front of Newspapers		
	Business Coupon Insert		500.00
Radio/TV	Clear Channel		0.00
	Tele Futura - Entravision	1,000.00	0.00
	KSBW (Includes Production Costs)	2,835.00	0.00
	KEZR-FM/ KBAY Includes streaming web and banners adds 2012	0.00	0.00
	Subtotal:	4,935.00	500.00
7341 SPONSORS & DONATIONS			
	Sponsor Recognition Lunch-Monterey Bay Catering		
	Sponsor Banners Shipping		25.00
	Sponsor Recognition-Plaques-	250.00	234.82
	Transfer to PCS Scholarships-	5,735.61	0.00
	Subtotal:	5,985.61	259.82

7351 DUES & SUBSCRIPTIONS

7357 PRINTING, BINDING & DUPLICATING

Poster Graphics & Art Work	1,000.00	1,574.98
Poster Poster/Postcard Printing	1,200.00	693.32
Subtotal:	2,200.00	2,268.30

7361 OTHER CONTRACT SERVICES

Poster Artist Royalty	1,000.00	1,000.00
Logo Development Monterey Bay Murals	1,000.00	

Music & Entertainment

<i>No Respect</i>		
<i>Chicano All Star Band</i>		
<i>Industria del Amor</i>		
<i>Rap 'n Blues</i>		
<i>The Subtle Tease</i>		
<i>Additional Entertainment - Beer and Wine Garden</i>		
2014 Saturday	7,224.96	0.00
2014 Sunday	7,224.96	0.00
Entertainment Subtotal:	14,449.92	0.00

Event Infrastructure

Electrical - Generators, Power Distributrion, Electrician - Top Prod	4,444.45	5,665.00
Booths - Stuart Rental Co.	12,125.70	16,530.10
Set-Up - Clean-Up - Tear-Down Steve Johnson	1,030.00	1,000.00
Portable restrooms, wash stations, water tanks, fencing	4,635.00	5,467.00
SI SE PUEDE- Hay bales, set up & tear down	1,250.00	1,200.00
Medical / First Aid	3,534.96	3,855.00
Watsonville Police	16,600.00	16,600.00
Private Security-First Alarm	2,781.00	2,772.00
Sound System/Crew-Spider Ranch	5,314.80	6,160.00
Public Works - Sanitation	6,100.00	6,100.00
Parks Staff	3,096.96	2,472.71
Health Permits-Santa Cruz County	144.00	302.00
Insurance-Alliant	3,000.00	5,750.00
PAL- Main Parking	3,458.00	2,792.50
Fire Cadets-Beach St. Parking	1,641.00	811.50
Main Stage Back-Line Audio		450.00

Subtotal: 85,605.79 78,927.81

7501 OFFICE & COMPUTER SUPPLIES

Supplies - Taylors/Staples/Seton	0.00	0.00
Subtotal:	0.00	0.00

7533 SPECIALIZED DEPT MATERIALS

Banners, Signage and Festival enhancements	3,000.00	85.00
Hang Main St. Banner		175.00
Decorations	500.00	329.02
Supplies-Thank you baskets for sponsors and donors	0.00	0.00
Helium	300.00	225.91
Ice & Trailer-Glacier	1,260.00	998.68
Sodas/Water-Pepsi Bottling Co.	3,279.02	5,282.06
Pie eating contest-Dollar Tree	47.48	52.08
ASAP Souvenirs and Daykin Shirts	5,659.74	5,564.32
Misc.-Volunteer refreshments-Grocery Outlet	43.77	105.32
Straw/Hay Rental - Hansen Feed	500.00	568.31
Misc hardware/Radios	855.37	68.09
T-shirts for "Strawberry Ambassadors"	250.00	0.00
Start up Cash for event	4,300.00	4,060.00
Repair at Romo Lot- K&D Landscaping	350.00	726.84
Cabrillo College lot rental	665.00	0.00
Subtotal:	21,010.38	18,240.63

7702 RENT OF EQUIPMENT

Refer Truck		0.00
Subtotal:	0.00	0.00

7770 REFUNDS AND REBATES

Vendor Refunds - Accounted for in Booth Revenue	750.00	29.00
Subtotal:	750.00	29.00

TOTAL EXPENSES	120,486.78	100,225.56
TOTAL REVENUE	120,486.78	108,938.98
NET PROFIT LOSS	0.00	8,713.42