



CITY OF WHEATLAND

CITY COUNCIL MEETING STAFF REPORT

August 23, 2023

SUBJECT: Consideration and Adoption of Resolution Authorizing Participation in Sponsorship of the 2023 National Pumpkin Weigh-Off

PREPARED BY: Bill Zenoni, City Manager

Recommendation

Staff recommends that the Wheatland City Council consider adoption of a resolution authorizing participation in sponsorship of the 2023 National Pumpkin Weigh-Off to be held in Wheatland on September 30, 2023, in the amount of \$5,000.

Background and Discussion

The National Pumpkin Weigh-Off was established more than 100 years ago at the Nut Tree in Vacaville. This event is held annually at different locations throughout the United States.

The 2023 National Pumpkin Weigh-Off will be held on Saturday September 30th in Wheatland at the Bishop's Pumpkin Farm. Growers from across the United States are expected to participate in this event. Prizes will be awarded for the largest pumpkin. The current world record for the largest pumpkin is 2,702 pounds for a grower from Italy. The record in North America is 2,560 pounds by a grower from Minnesota and the California record of 2,356 pounds is held by a grower from Windsor. In addition, starter seeds have been supplied to local 4-H and Future Farmers of America clubs with students between the ages of 7 and 17 eligible to win prizes of up to \$500.

The California Pumpkin Growers Club is a nonprofit organization of pumpkin and large vegetable growers. The Club is part of the Great Pumpkin Commonwealth, the international organization that sets standards and maintains records for the competitive pumpkin weigh-offs held around the world. In addition to the Pumpkin Weigh-Off event, a National Pumpkin Weigh-Off Awards Dinner will be held on September 30th at the Hard Rock Hotel and Casino in Wheatland.

Event sponsorships are being coordinated by the Yuba-Sutter Economic Development Corporation. Sponsorship amounts are \$500, \$1,000, \$2,500, \$5,000, \$10,000 and \$15,000. It is recommended that the City participate with a \$5,000 sponsorship. By participating in the sponsorship of this event with a \$5,000 donation, the City's logo will be incorporated into all event

marketing materials. In addition, the City will receive 10 tickets to the Meet-the-Growers Reception on Friday September 29th and a table at the September 30th National Pumpkin Weigh-Off Awards Dinner.

Fiscal Impact

The cost of the proposed sponsorship is \$5,000 which will be funded from the Pumpkin Farm Joint Admission Fund.

Attachments

1. Resolution

**WHEATLAND CITY COUNCIL
RESOLUTION NO. 33-23**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WHEATLAND
AUTHORIZING PARTICIPATION IN SPONSORSHIP OF THE 2023 NATIONAL
PUMPKIN WEIGH-OFF IN AN AMOUNT OF \$5,000**

WHEREAS, The California Pumpkin Growers Association, a part of the International Great Pumpkin Commonwealth, has selected a Wheatland location for the 2023 National Pumpkin Weigh Off; and

WHEREAS, the National Pumpkin Weigh-Off attracts the largest pumpkin and other large vegetable growers; and

WHEREAS, Bishop's Pumpkin Farm will host this event on Saturday September 30, 2023; and

WHEREAS, the world record weight for a giant pumpkin is 2,702 pounds and the North American record weight is 2,560 pounds and it is hoped that a record-breaking pumpkin will be awarded in Wheatland; and

WHEREAS, this event will create media exposure highlighting the City of Wheatland; and

WHEREAS, a sponsorship donation of \$5,000 will place the City of Wheatland logo on all event marketing materials.

NOW, THEREFORE, BE IT RESOLVED AND DETERMINED by the City Council of the City of Wheatland that:

- A. The foregoing recitals are true and correct.
- B. Sponsorship of the 2023 National Pumpkin Weigh-Off in the amount of five thousand dollars (\$5,000.00) is hereby authorized to be funded from the Pumpkin Farm Joint Admission Fund.

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PASSED AND ADOPTED by the City Council of City of Wheatland on this 22nd day of August 2023, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

APPROVED:

Mayor of the City of Wheatland

ATTEST:

Jessy Johnson, Acting City Clerk