



CITY OF WHEATLAND

CITY COUNCIL MEETING STAFF REPORT

August 27, 2024

SUBJECT: Consideration and Adoption of Resolution Authorizing Participation in Sponsorship of the 2024 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 2024 National Pumpkin Weigh-Off to be held in Wheatland on September 28, 2024, in the amount of \$10,000.

Background and Discussion

The National Pumpkin Weigh-Off was established more than 100 years ago. The California Pumpkin Growers Club is a non-profit organization composed of pumpkin and large vegetable growers throughout California. The Club is part of the Great Pumpkin Commonwealth, an international organization which sets standards and maintains records for competitive weigh-offs held around the world. This event, which in past years was held in the cities of Elk Grove and Vacaville, was moved to the City of Wheatland for the first time in 2023.

The 2024 National Pumpkin Weigh-Off will be held on Saturday September 28th 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. In addition, local 4-H and Future Farmers of America students have again been given the opportunity and starter plants to grow giant pumpkins of their own and will be eligible to win prizes of up to \$1,000.

In addition to the Pumpkin Weigh-Off event, a National Pumpkin Weigh-Off Awards Dinner will be held on September 28th 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. The City of Wheatland contributed \$5,000 to this event in 2023. It has been requested that the City participate with a \$10,000 sponsorship this year. By participating in the sponsorship of this event at the requested amount, the City of Wheatland will be designated as an event sponsor and the City's logo will be incorporated into all event marketing materials. The City will receive 10 tickets to the Meet-the-Growers Reception on Friday September 27th and a table at the September 28th National Pumpkin Weigh-Off Awards Dinner. Most importantly, this event receives national as well as local recognition and highlights Wheatland as the host City. If approved, the event sponsorship will be

funded from the Pumpkin Farm Joint Admission Fund. This fund is projected to have a year-end balance of \$86,000 after funding the sponsorship.

Fiscal Impact

The cost of the proposed sponsorship is \$10,000 which will be funded from the Pumpkin Farm Joint Admission Fund. There is no impact to the City's General Fund.

Attachments

1. Resolution
2. 2024 National Pumpkin Weigh-Off Sponsorship Information

**WHEATLAND CITY COUNCIL
RESOLUTION NO. 41-24**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WHEATLAND
AUTHORIZING PARTICIPATION IN SPONSORSHIP OF THE 2024 NATIONAL PUMPKIN
WEIGH-OFF IN AN AMOUNT OF \$10,000**

WHEREAS, The California Pumpkin Growers Association, a member of the International Great Pumpkin Commonwealth, has again selected a Wheatland location for the 2024 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 28, 2024; and

WHEREAS, the world record weight for a giant pumpkin is 2,749 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 \$10,000 will designated the City of Wheatland as an official event sponsor and 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 2024 National Pumpkin Weigh-Off in the amount of ten thousand dollars (\$10,000.00) is hereby authorized to be funded from the Pumpkin Farm Joint Admission Fund.

* * * * *

PASSED AND ADOPTED by the City Council of City of Wheatland on this 27th day of August 2024, by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

APPROVED:

Rick West, Mayor

ATTEST:

Lisa Thomason, City Clerk

2024 NATIONAL PUMPKIN WEIGH OFF



SEPTEMBER 28TH, 2024
BISHOP'S PUMPKIN FARM
WHEATLAND, CA

A GIANT WELCOME!

The California Pumpkin Growers, a member of the international Great Pumpkin Commonwealth, is excited to again partner with Bishop's Pumpkin Farm to host the 2024 National Pumpkin Weigh-Off!

For almost 30 years we have held this amazing event -- with homes in Elk Grove, then the Nut Tree in Vacaville, and now (and hopefully for a long time to come!) in Wheatland.

Our mission is to cultivate the hobby of growing giant pumpkins and other giant fruits and vegetables; establishing standards and regulations that ensure quality, fairness of competition, recognition of achievement, fellowship and education.

Let's get growing together!

Brian Myers
Chairman, California Pumpkin Growers Club



BISHOP'S PUMPKIN FARM

In 1973, my parents Bill and Sandy planted the first pumpkins and invited local schools to come visit the farm. Since then we have added delicious homemade foods, authentic farm fun, and the largest U-Pick pumpkin field in the world.

When the opportunity to host one of the most prestigious agricultural contests in the world presented itself last year, we gave a resounding "YES!"

With the support of Hard Rock Hotel & Casino Sacramento at Fire Mountain, we have planned an exciting weekend of activities for our region and amazing opportunities for community partners.

Let's break some records this year!

Wayne Bishop
Owner, Bishop's Pumpkin Farm



CURRENT WORLD RECORDS



GIANT PUMPKIN
2749 LBS



GIANT SQUASH
2164 LBS



FIELD PUMPKIN
268.08 LBS

WATERMELON
350.5 LBS



TOMATO
11.65 LBS



LONG GOURD
173.75 INCHES



BUSHEL GOURD
470.5 LBS



SOLD

TITLE SPONSOR



\$15,000 *Limited to one*

SACRAMENTO
AT FIRE MOUNTAIN

- **Giant Pumpkin Weigh-Off Presented By**
- Your name or logo prominently incorporated in the event logo
- Host of the Hard Rock VIP Meet-the-Growers Reception (Friday)
- Host of the National Pumpkin Weigh Off Awards Dinner (Saturday)
- Premium table at the National Pumpkin Awards Dinner (seats 8)
- Speaking opportunity at weigh-off, mixer & dinner events



GOLD SPONSOR

\$10,000 *Limited to five*

Choose one:

- Official sponsor of the Winning Giant Pumpkin
- Official sponsor of the Future Farmers category
- Official sponsor of the California State Record bonus
- Official sponsor of the VIP Meet-the-Growers Reception (Friday)
- Official sponsor of the National Pumpkin Awards Dinner (Saturday)
 - Plus:
- Your name or logo prominently incorporated in all event marketing
 - Bishop's Pumpkin Farm VIP Pack, including 400 attraction *Fun Tickets* (\$400 value)
 - 10 tickets to the Hard Rock VIP Meet-the-Growers Event
- Premium table at the National Pumpkin Weigh Off Awards Dinner (seats 8)
- Speaking opportunity at the VIP Event or Awards Dinner

SILVER SPONSOR

\$5,000 *Limited to five*

Choose one:

- Official sponsor of the 2nd place Giant Pumpkin
- Official sponsor of the 3rd place Giant Pumpkin
- Official sponsor of the Howard Dill "Father of Giant Pumpkin Growing" Prettiest Entry Award
- Official sponsor of the largest Future Farmer pumpkin
- Official sponsor of the California State record award

Plus:

- Your logo prominently incorporated in all event marketing
 - Bishop's Pumpkin Farm VIP Pack, including 400 attraction *Fun Tickets* (\$400 value)
- 10 tickets to the Hard Rock VIP Meet-the-Growers Reception (Friday)
- Premium table at the National Pumpkin Weigh Off Awards Dinner (seats 8)



BRONZE SPONSOR

\$2,500

- Your logo incorporated in all event marketing
 - Bishop's Pumpkin Farm VIP Pack, including 200 attraction *Fun Tickets* (\$200 value)
- 10 tickets to the Hard Rock VIP Meet-the-Growers Reception (Friday)
- Table at the National Pumpkin Weigh Off Awards Dinner (seats 8)

Official sponsor of a grower weigh-off, choose one:

- Field pumpkin
 - Bushel gourd
 - Long gourd
 - Tomato
 - Sunflower
 - Watermelon
 - Marrow

GROWER SPONSOR

\$1,000

- Your logo incorporated in all event marketing
- Bishop's Pumpkin Farm VIP Pack, including 100 attraction *Fun Tickets* (\$100 value)
- 4 tickets to the Hard Rock VIP Meet-the-Growers Reception (Friday)
 - 2 tickets to the National Pumpkin Weigh Off Awards Dinner



SPONSORS

\$500

- Your logo incorporated in all event marketing
- 4 tickets to the Hard Rock VIP Meet-the-Growers Reception (Friday)

\$250

- Your logo incorporated in all event marketing
- 2 tickets to the Hard Rock VIP Meet-the-Growers Reception (Friday)

THANK YOU!

Events like the National Pumpkin Weigh Off
have the ability to transform tourism in a
community. With your support, we are one
step closer to making this a signature event
for the Yuba-Sutter area!

Please make sponsor checks payable to:

YSEDC

950 Tharp Road, Suite 1303

Yuba City, CA 95993

For more information about
sponsorships call or text:

Crystal Martin (530) 218-2320

Brynda Stranix (530) 713-3375