CITY OF WHEATLAND

CITY COUNCIL MEETING
STAFF REPORT

March 26, 2024

SUBJECT: Status Report on Wheatland 150th Anniversary Celebration Activities

PREPARED BY: Bill Zenoni, City Manager

Recommendation

Staff recommends that the Wheatland City Council receive and provide comments on the information presented regarding the status of the City's 150th Anniversary Celebration activities.

Background/Discussion

Wheatland was incorporated as a California municipality on April 13,1874. This year marks the 150th Anniversary of the City's incorporation. Realizing the significance of this milestone, the City Council, on February 28, 2023, appointed Vice Mayor Bob Coe to form and lead an Ad-hoc Committee to plan and deliver a celebration of the City of Wheatland's 150th Anniversary. To further assist in this effort, the City Council, on May 9, 2023 authorized execution of an agreement with the Yuba Sutter Economic Development Corporation (YSEDC) to provide staff services including assistance with developing citizen support on the Ad-hoc Committee, guiding planning discussions, and assisting with delivery of activities throughout the 2024 calendar year.

The City received a commitment of $12,000 from AKT Development to underwrite a portion of the cost of the 150th Celebration activities. To date, $8,504 has been expended, including $5,775 for YSEDC support services and $2,729 for the Wheatland150 website design and set-up, banners, signs and other marketing materials.

The Wheatland 150 Ad-hoc Committee has been meeting on a monthly basis since October 2023 and has worked extremely hard to develop activities to bring the community together to celebrate this major milestone in the City's history. In addition to Vice Mayor Coe, Brynda Stranix of YSEDC and myself, there are usually between 8 and 10 Wheatland citizens actively participating in the monthly meetings, with other interested citizens also involved. The Ad-hoc Committee has planned a number of activities to celebrate the City's 150th anniversary including:

Saturday April 13th

The official date of the City's incorporation will be celebrated with a cake cutting ceremony which will be held at 10:00 am at the Gazebo located in Front Street Park. The Proclamation which is

on the City Council's March 26th agenda will be read and Command Officers from Beale Air Force Base will be present.

Activities along Front Street will include:
Old Fashioned Fun and Games (think sack races) will begin at noon. From 1-3 p.m., John Wayne and the Old West Cowboy Gang will make appearances. From 3-5 p.m., Sourdough Slim will provide entertainment. From 6-9 p.m., the classic rock band will perform at the street dance. Wheatland's-own DJ Billie Croucher will provide music throughout the day and following the performance of the band. Bill's Place will be hosting a beer garden and selling food and a Carnival Food Truck will be on-site from noon to 6 p.m.

In addition, at 11:00 a.m. and 1:00 p.m., presentations on the History of Wheatland will be given by the Wheatland Historical Society at Pioneer Hall.

Saturday May 18th

The Wheatland Lions Club in conjunction with the Ad-hoc Committee is planning an enhanced Pet Parade including a marching band and dancing horses. Activities planned to be held in the park after the parade will include children's games, barbeque, music, a pie-eating contest, ice cream social and various vendor booths.

Monday May 27th

A Memorial Day Service will be held at the Wheatland Cemetery.

Thursday July 4th

The Wheatland Lions Club will host an Independence Day barbecue.

Additional activities currently being discussed include participation in the National Night Out (August 6th), Trunk or Treat (October 31st), Community Clean-up Day, Community yard sales and a possible 5K walk/run.

Fiscal Impact

It is anticipated that the cost of planned events on April 13th and May 18th may exceed the remaining available funds committed by AKT Development by approximately $7,000. Funding for these additional costs is available in the Economic Development Fund.

Attachment

None