



CITY OF WHEATLAND

CITY COUNCIL MEETING STAFF REPORT

May 9, 2023

SUBJECT: City Council discussion and action regarding contracting with Yuba Sutter Economic Development Corporation (YSEDC) for staff assistance with planning and delivering a year-long celebration of Wheatland's Sesquicentennial in 2024

PREPARED BY: Jim Goodwin, City Manager

Recommendation

Direct the City Manager to enter into a professional services agreement with Yuba Sutter Economic Development Corporation (YSEDC) for the next 18-months for a not-to-exceed amount of \$18,000 to provide staff assistance with planning and delivering a year-long Sesquicentennial Celebration in 2024.

Background/Discussion

On February 28 of this year, the City Council 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. Wheatland was incorporated as a California municipality on April 13, 1874. 2024 marks the 150th Anniversary of the city's incorporation (Sesquicentennial). The city's Sesquicentennial year provides a tremendous opportunity to pull the community together to celebrate both the community's heritage and its future.

Attached is a proposal from the Yuba Sutter Economic Development Corporation (YSEDC) to provide staff services. YSEDC's core tasks will include helping build the Ad-hoc Committee, guiding planning discussions, and assisting with delivery of the yet-to-be-planned projects and activities throughout 2024.

The Ad-hoc Committee to be formed will play the key role in shaping the specifics of the celebration activities. Planning will occur between now and the end of 2023 and activities will occur throughout 2024.

AKT Development has committed \$12,000 to underwrite the activities.

Alternatives

The City Council may choose not to appoint direct the City Manager to enter into an agreement with YSEDC to provide the services.

Fiscal Impact

No General Fund impacts. Funds will be budgeted in the FY 2024 Budget, Economic Development Fund.

Attachments

1. YSEDC proposed scope of work.



PROJECT

The City of Wheatland, California was incorporated on April 13, 1874 and will officially celebrate its Sesquicentennial (150 years) on April 13, 2024. A year-long celebration is in order!

Yuba-Sutter Economic Development Corporation (YSEDC) would like to take a lead role in the planning and promotion of the year-long activities, at the discretion of the Wheatland150 committee.

PROPOSAL

YSEDC proposes the following timeline and projected budget to manage the project.

August-December 2023

- Assemble a steering committee representing local community groups, school districts and faith-based organizations to develop the plan and timeline for various projects/promotions/events/activities throughout 2024
- Meet, at minimum monthly with the Wheatland150 committee to present details and updates.
- Develop the Wheatland150 brand and brand plan to encourage businesses and residents to easily participate and show support
- Develop a Wheatland150 website with calendar of events.
- Develop a Wheatland 150 Social Media presence

5 months at \$1,000 per month – Total \$5,000
Secure Wheatland150 URL and domain registration for 2 years - \$250

January-December 2024

January

- Host kick off event to encourage the community to participate in upcoming events
- Launch website
- Launch community outreach and media campaign to inform Wheatland and the surrounding communities of the activities planned throughout the year

February-December

- Mobilize existing community activities as a basis for adding the Wheatland150 brand and messaging.
 - Pet Parade
 - National Night Out
 - Christmas Tree Lighting Event
 - Craft Fairs

- Cruise Nights
- Others

- Add additional events (could be fundraisers for local organizations - Soroptimist, SYRVA, Schools, Bishop's Pumpkin Farm, 4-H, Lion's Club, Wheatland Historical Society, Wheatland Cemetery, American Legion Bear River Post 789, Kiwanis Club of Marysville, First 5, and others

- Host community celebration at City Hall/Community Center on April 13 – Cake cutting, period costume contest, etc.

12 months at \$1,000 per month – Total \$12,000

Proposal total 19 months - \$17,250

This proposal does not include additional direct expenses (if agreed upon by the committee/City Council) for activities that may have additional costs associated. YSEDC could secure sponsorships at a fee of 20 percent to help offset costs.

PROFESSIONAL EXPERTISE

YSEDC has more than 80 combined years of experience between its staff members in marketing and special events. President/Chief Operating Officer Brynda Stranix would be the lead for this project. Professional resume available upon request.