



Watsonville
PARKS & COMMUNITY SERVICES

CITY SPECIAL EVENTS BUDGET

PARKS & COMMUNITY SERVICES DEPARTMENT

VALUE OF OUR EVENTS

Annual Attendance: 71,150

- Economic development impact
- Aligned with Downtown Specific Plan
- Positively activate public spaces
- Family-friendly experiences
- Offer accessibility & inclusion (low cost/free)
- Involvement of non-profits, local art organizations & businesses: 350+ annually
- Promote cultural celebration & expression
- Create cross-cultural connections
- Build community & civic pride
- Support local artists & makers

Thank you for this amazing event. My family and I truly enjoyed it
-Instagram comment

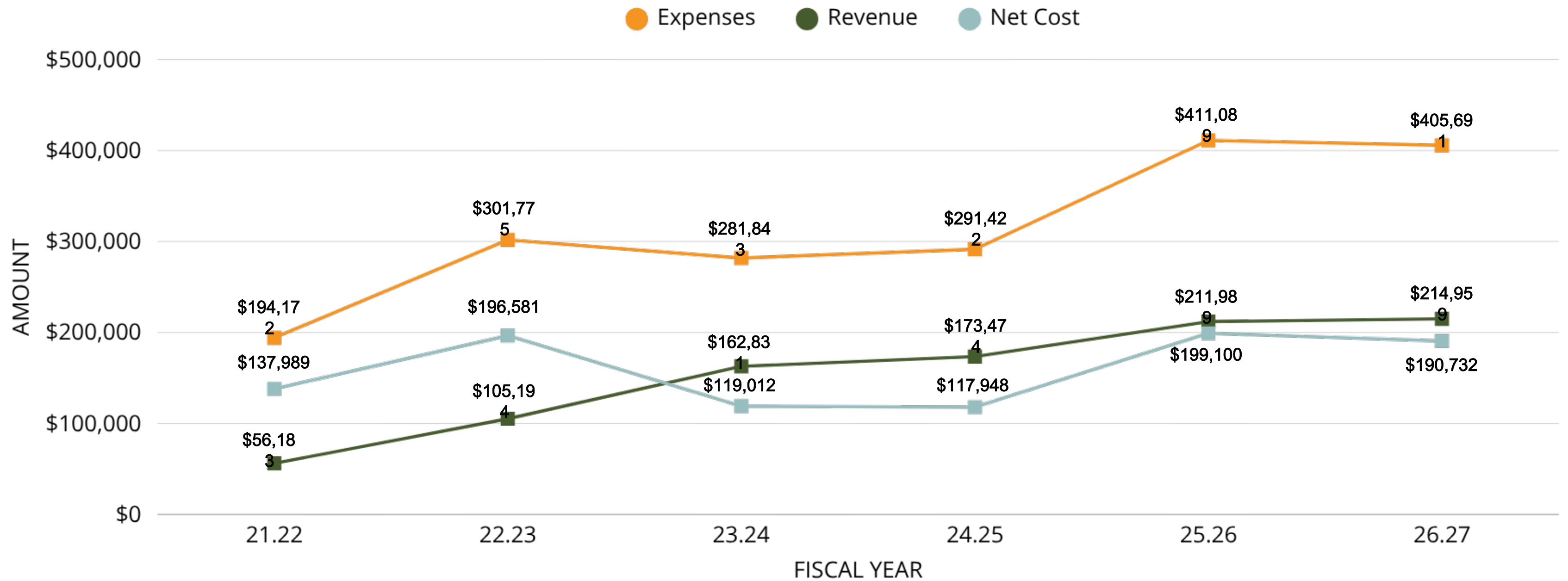
My family and I had a great time!
-Instagram comment

Honestly, the city didn't disappoint - it exceeded expectations!
-Instagram comment

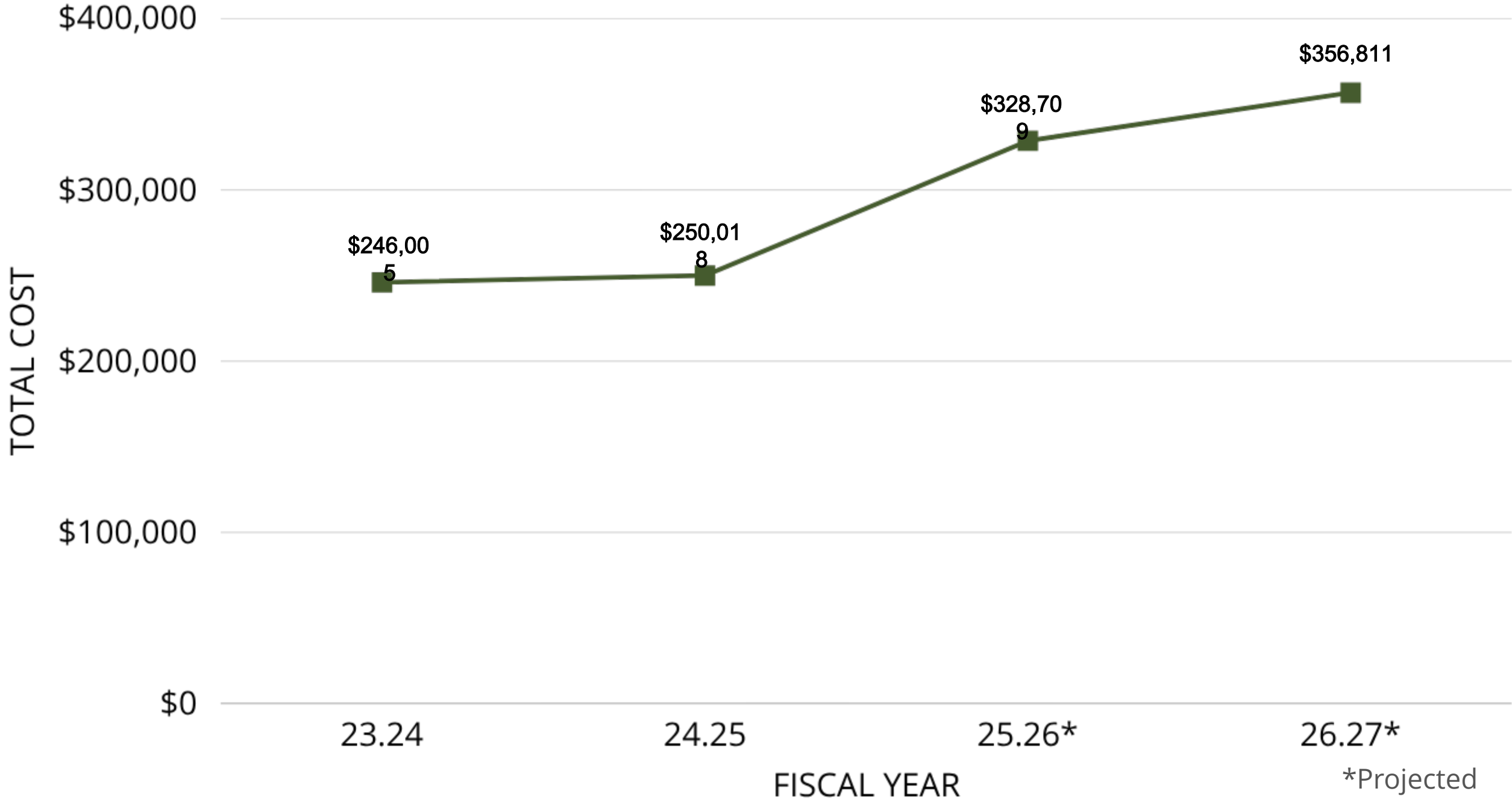


2021-27 EVENTS

EXPENSES & REVENUE

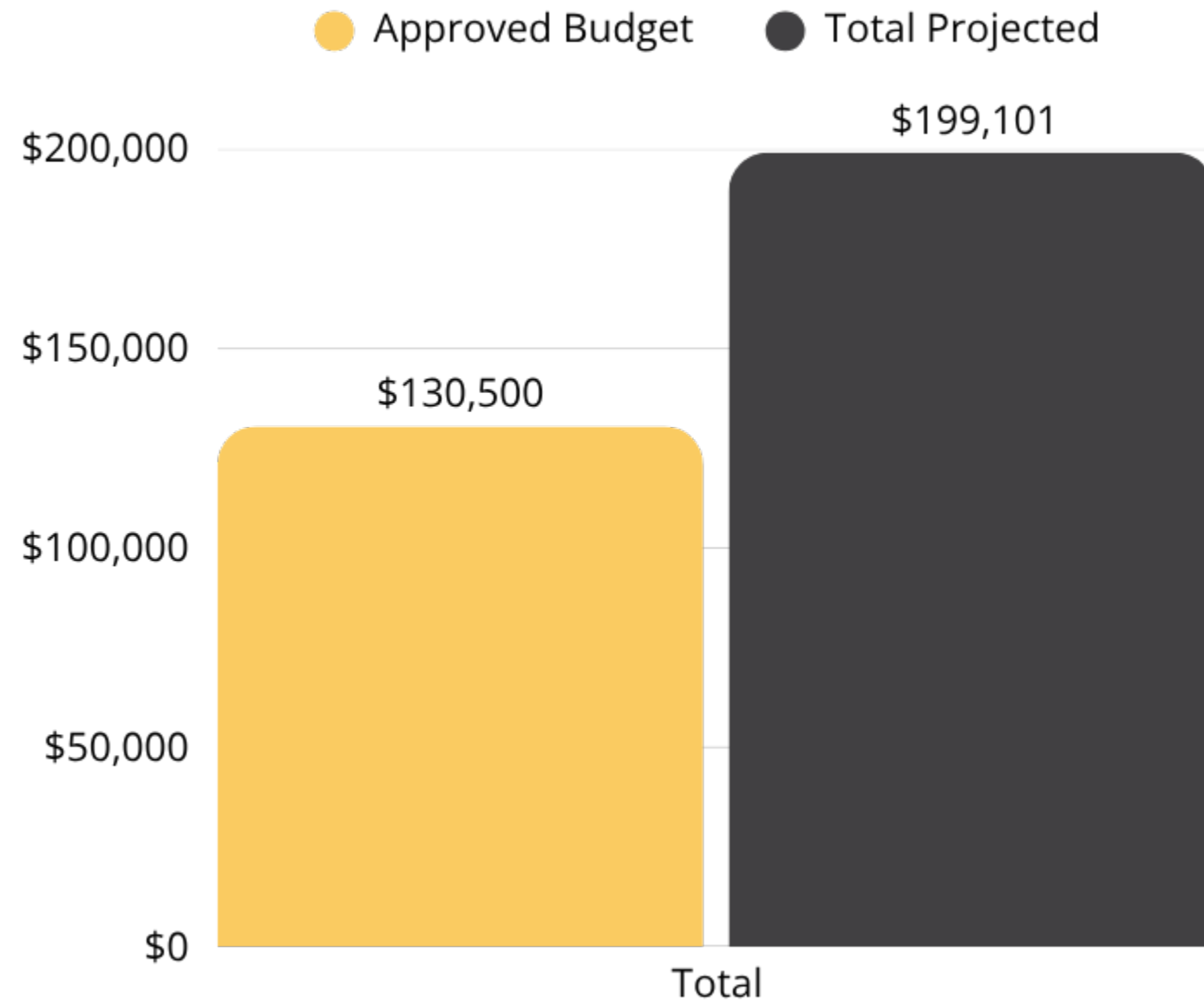


SERVICES & PERSONNEL COSTS



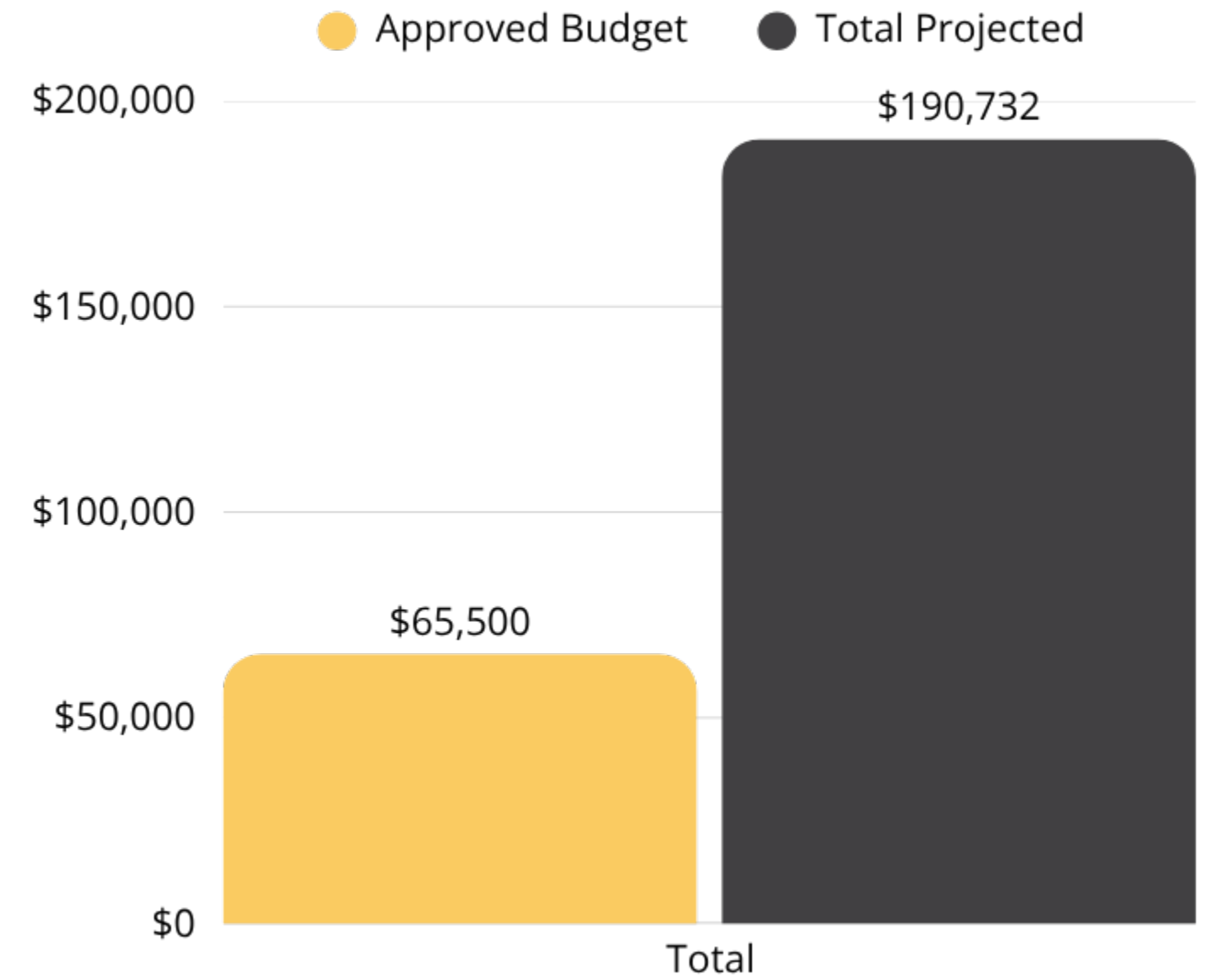
BUDGET NET EXPENSE

2025-26



25.26 Budget Total Variance	\$68,601
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2026-27



26.27 Budget Total Variance	\$125,232
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SPECIAL EVENTS PROJECTED BUDGET - FY 26-27

Event	Contract Services/Non - PCS Personnel	Materials	Total Costs	Personnel Costs	Revenue	Net Cost	Attendance
Egg Hunt Eggstravaganza		\$900	\$1,673	\$773	-	\$1,673	2,000
Wine Walk	\$3,000	\$10,000	\$13,618	\$618	\$ (18,000)	\$ (4,382)	350
Spirit of Watsonville Parade	\$20,707	\$2,500	\$41,920	\$18,713	\$ (7,500)	\$34,420	9,100
Music in the Plaza	\$24,000		\$24,000		\$ (5,000)	\$19,000	900
July Is PMLB (Movies, Etc.)	\$1,000	\$100	\$2,501	\$1,401	-	\$2,501	200
Strawberry Festival	\$186,493	\$14,166	\$222,112	\$21,453	\$ (155,194)	\$66,918	53,500
Candy Crawl	\$200	\$178	\$888	\$510	-	\$888	1,000
Plaza/Tree/Pole Lighting	\$37,508	\$2,906	\$41,731	\$1,317	\$ (6,989)	\$34,742	130
Noche de Brillo*	\$23,000	\$15,730	\$50,641	\$11,911	\$ (19,776)	\$30,865	4,000
Other Expenses/Fees	\$4,000	\$2,400	\$6,607	\$207	\$ (2,500)	\$4,107	-
Totals	\$299,908	\$48,880	\$405,691	\$56,903	\$(214,959)	\$190,732	71,180

26.27 Total Net Cost	\$190,732
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*Not included in 26.27 budget

COMMUNITY EVENT SPONSORSHIPS

Event	Attendance	FY 25 -26
Salvation Army Backpack Giveaway	107	\$560
Art on Wheels	946	\$9,519
Mexican Independence Day	1,800	\$10,838
Tobera Project Filipino American History Festival	1,339	\$1,500
Veterans Day Parade	550	\$167
Peace and Unity Coalition	*	\$1,417
Cinco de Mayo Festival*	2,600*	\$10,000

*Unknown, estimated fewer than 100

**Projected

Allotted Amount \$35,000	Projected Amount Awarded \$35,000
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NET COSTS PER EVENT

Event	FY 26 -27	FY 25 -26
Egg Hunt Eggstravaganza	\$1,673	\$1,650
Wine Walk	\$ (4,382)	\$ (6,335)
Spirit of Watsonville Parade	\$34,420	\$27,475
Music in the Plaza	\$19,000	\$23,000
July Is PMLB (Movies, Etc.)	\$2,501	\$2,460
Strawberry Festival	\$66,918	\$62,193
Candy Crawl	\$888	\$873
Plaza/Tree/Pole Lighting	\$34,742	\$34,705
Noche de Brillo	\$30,865	\$64,018
Other Expenses/Fees	\$4,107	\$ (10,938)
TOTAL	\$190,732	\$199,101



OPTION A: INCREASE BUDGET BY \$ 125,232

Keep	Remove
Egg Hunt Eggstravaganza	
Wine Walk	
Spirit of Watsonville Parade	
Music in the Plaza	
July Is PMLB (Movies, Etc.)	
Strawberry Festival	
Candy Crawl	
Plaza/Tree/Pole Lighting	
Noche de Brillo	



OPTION B: INCREASE BUDGET BY \$75,367

Keep	Remove
Egg Hunt Eggstravaganza	Music in the Plaza
Wine Walk	Noche de Brillo
Spirit of Watsonville Parade	
July Is PMLB (Movies, Etc.)	
Strawberry Festival	
Candy Crawl	
Plaza/Tree/Pole Lighting	



OPTION C: INCREASE BUDGET BY \$58,314

Keep	Remove
Egg Hunt Eggstravaganza	Strawberry Festival
Wine Walk	
Spirit of Watsonville Parade	
Music in the Plaza	
July Is PMLB (Movies, Etc.)	
Candy Crawl	
Plaza/Tree/Pole Lighting	
Noche de Brillo	



OPTION D: INCREASE BUDGET BY \$40,947

Keep	Remove
Egg Hunt Eggstravaganza	Spirit of Watsonville Parade
Wine Walk	Music in the Plaza
July Is PMLB (Movies, Etc.)	Noche de Brillo
Strawberry Festival	
Candy Crawl	
Plaza/Tree/Pole Lighting	



OPTION E: NO INCREASE IN BUDGET

Keep	Remove
Wine Walk	Egg Hunt Eggstravaganza
Spirit of Watsonville Parade	Music in the Plaza
Plaza/Tree/Pole Lighting	July Is PMLB (Movies, Etc.)
	Strawberry Festival
	Candy Crawl
	Noche de Brillo



SCENARIOS TO ADDRESS VARIANCE

Option A Increase budget by \$125,232
Keep
Egg Hunt Eggstravaganza
Wine Walk
Spirit of Watsonville Parade
Music in the Plaza
July Is PMLB (Movies, Etc.)
Strawberry Festival
Candy Crawl
Plaza/ Tree/ Pole Lighting
Remove
None

Option B Increase budget by \$75,367
Keep
Egg Hunt Eggstravaganza
Wine Walk
Spirit of Watsonville Parade
July Is PMLB (Movies, Etc.)
Strawberry Festival
Candy Crawl
Remove
Music in the Plaza
Noche de Brillo

Option C Increase budget by \$58,314
Keep
Egg Hunt Eggstravaganza
Wine Walk
Spirit of Watsonville Parade
Music in the Plaza
July Is PMLB (Movies, Etc.)
Candy Crawl
Plaza/ Tree/ Pole Lighting
Remove
Noche de Brillo
Strawberry Festival

Option D Increase budget by \$40,947
Keep
Egg Hunt Eggstravaganza
Wine Walk
July Is PMLB (Movies, Etc.)
Strawberry Festival
Candy Crawl
Plaza/ Tree/ Pole
Remove
Spirit of Watsonville Parade
Music in the Plaza
Noche de Brillo

Option E No Increase in budget
Keep
Wine Walk
Spirit of Watsonville Parade
Plaza/ Tree/ Pole
Remove
Egg Hunt Eggstravaganza
Music in the Plaza
Strawberry Festival
July Is PMLB (Movies, Etc.)
Candy Crawl
Noche de Brillo



QUESTIONS & COMMENTS