



Bay Front Chamber of Commerce

P.O. Box 5283, Hercules, CA 94547

This was the final of four events that the City of Hercules has contracted the Bay Front Chamber to coordinate and run for the community. The Special Events Contract was approved by the City Council during the budget for FY23-24.

On June 2nd, the chamber hosted the Hercules Cultural Festival. Approximately 10,000 people attended enjoying local entertainment, bands, 55 artisan business & non-profit vendors, and 23 food vendors.

The event was promoted widely with posters, flyers, outdoor banners, and through several social media platforms.

This event was made possible by sponsorships from the City of Hercules and Bay Front Chamber member businesses.

Total expenses for the 2024 Cultural Festival have not been finalized, but we estimate the cost at \$40,000.00. Without the direct support from the City of Hercules, this event would not have been able to be held.

Contributing factors directly resulting in the success of the event include, but are not limited to participation of Chamber members, having local performers, corporate sponsorships, support from the City of Hercules and more.

Expenses paid for by the City of Hercules Sponsorship include...

Entertainment	\$ 3,800.00	
Sound System	\$ 1,950.00	
Shuttle	\$ 2,298.14	
Security	\$ 1,039.00	
Rentals	\$ 8,807.75	(stage, tents, chairs, tables, golf carts , van)
Permits	\$ 2,360.00	(Bart, Contra Costa Health Dept., ABC)
Marketing	\$ 3,187.14	
Staff	\$ 2,285.00	
TOTAL	\$25,727.23	<i>(Note: City contribution = \$21,000.00)</i>

Total city contribution	\$21,000.00
Advance payment (Feb)	\$10,500.00

Amount Due	\$10,500.00
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