



## APPROVE A MEMORANDUM OF UNDERSTANDING WITH RIVERSIDE ARTS COUNCIL FOR THE ADMINISTRATION AND MANAGEMENT OF THE FESTIVAL OF LIGHTS – SUPPLEMENTAL APPROPRIATION

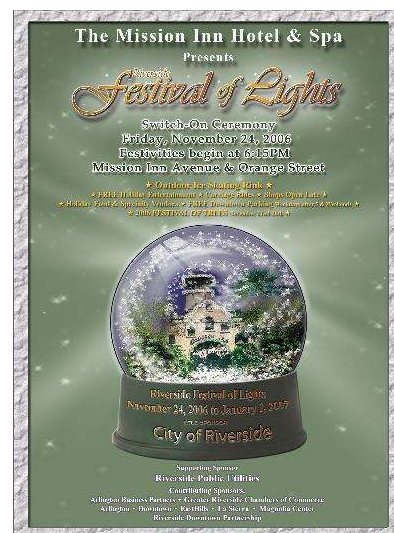
**Parks, Recreation and Community Services  
Department**

**City Council**

August 19, 2025

RiversideCA.gov

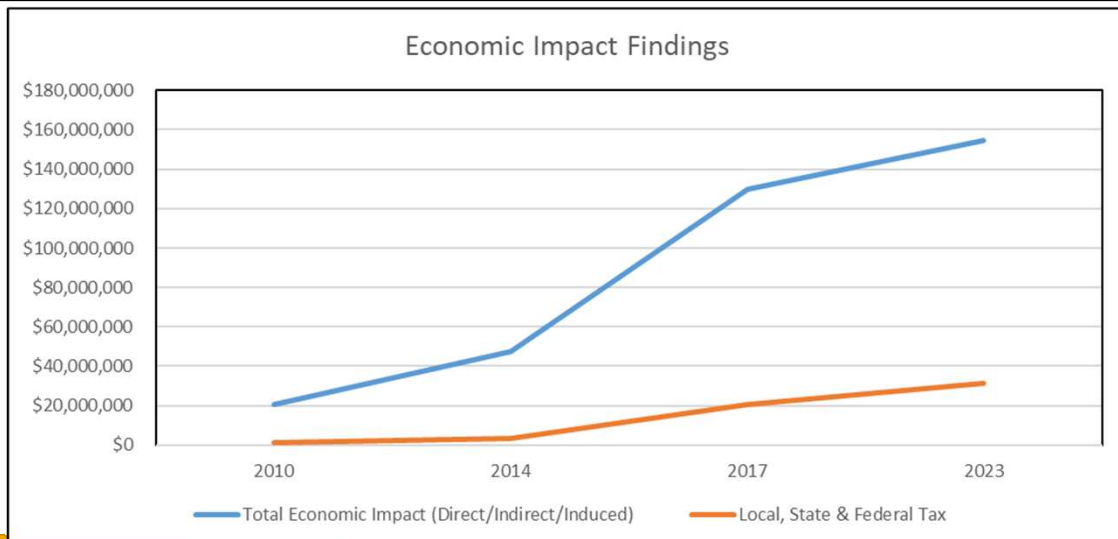
## BACKGROUND



## HOLIDAY PROGRAMMING



## ECONOMIC IMPACT



## ECONOMIC IMPACT (CONT.)

### Transient Occupancy Tax (TOT)

2024 TOT for the 4 Downtown Hotels only for the month of December is \$546,405

Average TOT for January through November (11-month average) is \$418,044

Net increase in December over the 11-month average of \$295,326

## SNAPSHOT OF FOL STAFF TIME (HOURS)





## CITY COMPONENTS



## CITY COMPONENTS (CONT.)



## MISSION INN HOTEL & SPA COMPONENTS



## “LIKE” EVENTS



## MEMORANDUM OF UNDERSTANDING

Framework: Three-year timeline of transitioning primary responsibilities and management of Festival of Lights to the Riverside Arts Council.

Term: 3 years through March 1, 2028



## MOU (CONT.)

Operational Plan:

1. Assume financial responsibility for FOL as detailed below in this MOU.
2. Convene regular meetings of all stakeholders to ensure coordinated planning, information sharing, and effective joint execution of tasks necessary for a successful FOL.
3. Organize and contract with vendors, programming, performers, volunteers, etc. as necessary for the event.

## MOU (CONT.)

4. Plan, install, remove, and store holiday decorations in public spaces and select private buildings or plazas as agreed upon by the parties or in the case of private buildings with the consent of the private owner.
5. Coordinate the annual opening Switch-On Ceremony in partnership with the ownership of The Mission Inn Hotel & Spa and the City.
6. Obtain and maintain all permits needed and regulatory compliance.

## MOU (CONT.)

7. Secure Sponsorships and manage budgeted event expenses, however, the City shall remain the “title” sponsor for the ROL.
8. Develop and manage multi-platform marketing strategy. Coordinate all public engagement.
9. Maintain strong lines of communication with affected stakeholders throughout the planning and execution phases, including but not limited to The Mission Inn Hotel & Spa, the City, Riverside Downtown Partnership, and the Greater Riverside Chamber of Commerce.



## FISCAL IMPACT

The total fiscal impact of this action is \$300,000 for Fiscal Year 2025/26. Upon City Council approval, the following supplemental appropriation will be recorded from the General Fund to Parks, Recreation and Community Services Account Number 5240000-453225

## RECOMMENDATIONS

That the City Council:

1. Approve the Memorandum of Understanding (MOU) with Riverside Arts Council for the administration and management of Festival of Lights through March 1, 2028;
2. Authorize the City Manager, or designee, to negotiate and execute detailed Operational Plans pursuant to the MOU with the Riverside Arts Council in the amount of \$300,000 for Fiscal Year 2025/26;
3. Authorize the City Manager, or designee, to execute the Memorandum of Understanding and annual Operational Plans with Riverside Arts Council, including making minor and non-substantive changes;



## RECOMMENDATIONS (CONT.)

4. With at least five affirmative votes, authorize the Chief Financial Officer, or designee, to record a supplemental appropriation in the amount of \$300,000 from General Fund savings to the General Fund, Parks, Recreation and Community Services Department, Arts and Cultural Affairs Festival of Lights account; and
5. Authorize the City Manager, or designee, to transfer the City Council approved operating budget of Festival of Lights to Riverside Arts Council each year, starting Fiscal Year 2026/27 and 2027/28.