



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: APRIL 4, 2023

FROM: COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT WARD: 1

SUBJECT: 2023 RIVERSIDE INSECT FAIR

ISSUE:

Receive an update on the upcoming 2023 Riverside Insect Fair.

RECOMMENDATIONS:

That the City Council receive and file this report and presentation on the upcoming 2023 Riverside Insect Fair.

BACKGROUND:

In 2015, the City of Riverside and the UC Riverside Entomology Graduate Student Association co-hosted the first Riverside Insect Fair to celebrate and inform the public about insects' impact on our lives. The event showcases field research that graduate students from the UC Riverside Entomology program have completed throughout the year. Further, the event hosts over 40 additional vendors who provide information, retail products, and insect-related equipment. Additionally, there are culinary demonstrations along with multiple on-stage performances by educators, and entomology specialists. The event also offers an online component with pre-recorded educational materials, live broadcasting of speakers, and Zoom Presentations with UC Riverside Entomology Graduate Students. Throughout the years, the event has experienced continued growth and has captured guests' interest nationwide with the recognition of several media platforms and welcomed partnerships with multiple local agencies.

DISCUSSION:

The Riverside Insect Fair is co-hosted by the City of Riverside and the UC Riverside Entomology Graduate Student Association. The event averages approximately 10,000-15,000 attendees from all over the nation. Approximately 40% of attendees reside within the City of Riverside, and 58% live within the County of Riverside. The event includes 20-plus stage demonstrations, including Chef Robert Sevaly, who cooks meals showcasing insects as the main ingredient. Attendees experience insects hands-on by visiting "Touch-A-Bug" provided by UC Riverside, where they can learn about and hold native and exotic insects such as Rosie the Tarantula, Madagascar Hissing Cockroaches, or a Hercules Beetle. Attendees can also explore the butterfly tent and understand how caterpillars experience metamorphosis. This year, Riverside Public Utilities will be celebrating

Earth Day at the Riverside Insect Fair, highlighting water conservation and resiliency during a drought.

The event will be held on Saturday, April 22, 2023, from 10 am – 4 pm at the Riverside Main Library (3900 Mission Inn Ave. Riverside, CA 92501).

STRATEGIC PLAN ALIGNMENT:

This item contributes to **Strategic Priority 1 – Arts, Culture and Recreation**, and **Goal 1.1** – Strengthen Riverside’s portfolio of arts, culture, recreation, senior, and lifelong learning programs and amenities through expanded community partnerships, shared use opportunities, and fund development; and **Goal 1.5** – Support programs and amenities to further develop literacy, health, and education of children, youth, and seniors throughout the community.

The item also contributes to **Strategic Priority 4 – Environmental Stewardship**, and **Goal 4.4** – Implement measures and educate the community to responsibly manage goods, products, and services throughout their life cycle to achieve waste reduction outcomes.

This item aligns with each of the five Cross-cutting Threads as follows:

1. **Community Trust** – Event information is available on the City’s website and social media platforms and provides contact information to the community for additional information.
2. **Equity** – The event provides programs in each Ward leading up to the event for community members to experience. Attendees can access educational materials both online and in person at the event. Information is maintained on the website throughout the year to allow community members to interact at their leisure.
3. **Fiscal Responsibility** – The city’s procurement process is used to secure the lowest costs for services related to the event.
4. **Innovation** – The co-hosted event allows for new material and research to be shared annually. The event also includes opportunities to collaborate with local art and educational organizations to provide available resources and opportunities.
5. **Sustainability & Resiliency** – The event program includes expert education and resources to inform the public on the important role of entomology on the environment. The event recognizes UC Riverside’s Entomology Program, which encourages the funding and continuation of the program. UC Riverside is one of 44 universities offering Entomology as a field of study.

FISCAL IMPACT:

There is no fiscal impact related to this action.

Prepared by:	Jennifer A. Lilley, Community & Economic Development Director
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Approved by:	Rafael Guzman, Assistant City Manager
Approved as to form:	Phaedra A. Norton, City Attorney
Attachment:	Presentation