

Cameron Park Community Services District



Staff Report

DATE: July 15, 2026

FROM: Mark Hornstra, General Manager

AGENDA ITEM #9: Summer Spectacular Preliminary Report

RECOMMENDED ACTION: Receive and file this preliminary post-event recap of the 2026 Summer Spectacular

Background

The Cameron Park Community Services District hosted the 25th Annual Summer Spectacular on Saturday, June 27, 2026, at Cameron Park Lake. The event celebrated both the 25th anniversary of the Summer Spectacular and the 250th anniversary of the signing of the Declaration of Independence.

The event featured:

- Multiple live entertainment groups
- Food vendors and community exhibitors
- Kids Zone water slides and activities
- Beer Garden and Rotaryville Margarita stand
- Military aircraft flyover and aerial performances
- Fireworks finale over Cameron Park Lake

This report is intended to provide a preliminary overview of the event while staff continues to reconcile attendance, financial information, and operational data.

Discussion

By all accounts, the 2026 Summer Spectacular was a highly successful community event. Favorable weather, strong community participation, and the coordinated efforts of District staff, volunteers, sponsors, contractors, and community partners contributed to a safe and enjoyable evening for attendees.

Based on ticket sales, preliminary attendance is estimated at 3,043 participants, including vendors and volunteers. This represents another strong turnout for one of Cameron Park's signature community events.

Attendance and Participation Metrics (Preliminary)

Category	Preliminary Count
Total Attendance	3,043 (includes volunteers and vendors)
Adult Attendance	2,168
Child Attendance	775
Pre-Event Sales	910 tickets
Credit Card Ticket Sales (day of event)	\$ 8,600
Cash Ticket Sales (day of event)	\$ 8,940
Concession Sales	\$ 1,134
Sponsorships	\$26,500
Private Donations	\$ 692
Sponsors	11
Vendors	13
Food & Beverage Providers	11
Suppliers	20
Entertainment Acts	4
Community Partners	3
Volunteers	38 (not including Cal Fire)

Event Highlights

- Extremely positive community feedback received through social media and direct communications.
- New fireworks provider provided a spectacular show eliciting strong positive feedback
- Exciting aerial show and flyover.
- Minimal reported injuries or safety incidents.
- Strong participation from sponsors, community partners, volunteers, and local businesses.
- Rapid post-event cleanup efforts allowing the lake to reopen by noon Sunday.

Operational Review

Staff, including Fire Department personnel conducted an all hands after event meeting to compile operational observations from the event. Over 80 individual observations have been noted and fall into 7 main operational improvement areas:

- Parking and traffic operations
- Vendor layout and logistics
- Volunteer management
- Entertainment scheduling
- Event setup and teardown
- Communications
- Opportunities to improve attendee experience

Financial Summary (Preliminary)

Staff have completed a preliminary review of the event's operating revenues and expenses. While final financial reconciliation is still underway, the preliminary results indicate that the event operated with a modest net cost to the District.

In addition to direct operating expenses, the summary below includes District staff labor associated with event planning, setup, operations, and cleanup.

Category	Amount
Operating Revenue	<u>\$55,406</u>
Operating Expenses	\$56,028
District Staff Labor	\$9,245
Total Event Cost	<u>\$65,273</u>
Net District Cost	(\$9,867)