



**TOWN OF LOS GATOS  
COUNCIL AGENDA REPORT**

MEETING DATE: 04/01/2025

ITEM NO: 4

ADDENDUM

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DATE: March 31, 2025  
TO: Mayor and Town Council  
FROM: Chris Constantin, Town Manager  
SUBJECT: Discuss and Provide Direction to Staff on Options and Budget Considerations for the Town's Annual Special Events for Fiscal Year 2025-26

**REMARKS:**

Attachment 1 contains public comment received after the distribution of the staff report on March 27, 2025, and before 11:00 am on March 31, 2025.

**Attachment received with this Addendum:**

1. Public Comment received from Jennifer Lin, CEO of the Los Gatos Chamber of Commerce.

**PREPARED BY:** Katy Nomura  
Assistant Town Manager

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Reviewed by: Town Manager, Town Attorney, and Finance Director

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**From:** [Jennifer Lin](#)  
**To:** [Monica Renn](#)  
**Cc:** [Council](#)  
**Subject:** LGCC Addendum for 4.1.2025 TC Meeting  
**Date:** Monday, March 31, 2025 10:13:33 AM  
**Attachments:** [LGCC Addendum for 4.1.2025 Town Events Agenda Item.pdf](#)

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[EXTERNAL SENDER]

Hi Monica,

Attached please find the Los Gatos Chamber of Commerce's addendum for the Town Events Discussion item on the 4.1.2025 Town Council Meeting Agenda. Thank you for submitting this with the Agenda packet updates.

Best,  
Jennifer

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**Memo To:** Town of Los Gatos Staff and Town Council

**From:** Jennifer Lin, Chief Executive Officer, LGCC  
David Lambert, President, LGCC Board of Directors

**Subject:** Los Gatos Chamber of Commerce Addendum to  
Town Events Discussion

**Date:** March 31, 2025

On behalf of the Los Gatos Chamber of Commerce, we thank Town Staff and Council for thoughtfully evaluating event options to replace the declining Screen on the Green fall event. We support the Council's vision for a community-focused event celebrating the rich tapestry of Los Gatos, and we share the DEI Commission's interest in communal concepts like "breaking bread together" and showcasing varied cultural performances.

Given the packed fall event calendar, with community groups concerned about scheduling conflicts, we respectfully suggest a strategic reconsideration. Rather than launching a costly new standalone event—or forgoing a community engagement in the fall—the **Los Gatos Chamber of Commerce proposes a 3rd alternative: Invest in the Taste of Los Gatos Street Festival by increasing investment in the Los Gatos Chamber of Commerce.**

Successfully launched in 2024, Taste of Los Gatos fulfills the Council's objectives:

- **Showcases Community Diversity:** Highlights multicultural local restaurants and regional wineries, celebrating culinary diversity and community engagement.
- **Promotes Local Businesses and Nonprofits:** Features local restaurants and merchants, ensuring economic benefits remain within Los Gatos. Local

nonprofit organizations actively participate with booths and activities, connecting directly with residents and visitors.

- **Demonstrated Community Interest:** The inaugural event drew 800 culinary-tasting participants (with wristbands selling out in advance) and approximately 2,000 additional attendees who came to enjoy the festival, reflecting strong community enthusiasm and demand. Prior to the Taste of Los Gatos launch, the community's most frequent request to the Chamber was for a street festival featuring the closure of North Santa Cruz Avenue.
- **Regional Appeal:** The festival's dynamic programming—including live entertainment, diverse food and wine offerings, and family-friendly activities—attracted visitors from throughout the Bay Area.
- **Warm and Welcoming Atmosphere:** A free, inclusive event intentionally designed to foster community connections, meaningful conversations, and a sense of belonging in a lively, pedestrian-focused setting.

However, the Taste of Los Gatos Street Festival faces substantial financial challenges, primarily due to logistical costs associated with safely closing North Santa Cruz Avenue. Expenses related to police staffing, private security, and anti-vehicle barriers caused the event to only break even in its inaugural year, with costs projected to rise in the coming years.

An additional investment of at least **\$20,000 from the Town toward the Chamber's annual contract would solidify this festival's sustainability and future growth.** Critically, this investment is significantly more cost-effective than a Town standalone event, such as a food truck event (\$48,000) or a separate food festival (\$63,000). These alternatives risk introducing external vendors that directly compete with local restaurants, ultimately siphoning economic benefits away from the very businesses we strive to support.



Increasing support for the Taste of Los Gatos Street Festival leverages established Chamber expertise, existing infrastructure, community relationships, and a proven track record. This strategic choice ensures financial prudence, operational efficiency, and substantial local economic impact.

In future years, the Chamber's vision is to grow Taste of Los Gatos into a two-day signature event comparable to renowned regional festivals like Campbell's Oktoberfest or Half Moon Bay's Pumpkin Festival. With the additional funding, we could consider adding programming such as dance and music performances or culinary demonstrations on a community stage in Town Plaza Park. Taste of Los Gatos could become our town's marquee annual festival, embedded in the cultural fabric and regional identity of our community.

Beginning fiscal year 2025-26, we propose reimagining the Town-Chamber partnership by focusing our contract more strategically on destination marketing through major Chamber events, the Los Gatos Destination Guide, and targeted marketing efforts to maximize visitor engagement and economic impact.

Increasing investment in the Chamber of Commerce and Taste of Los Gatos presents a fiscally responsible, impactful solution that achieves the Council's objectives. By partnering, we can foster community pride, protect local economic interests, support nonprofit organizations, and establish a celebrated regional event that reflects the unique spirit and diversity of Los Gatos.

We look forward to continued collaboration with the Town Council and Staff to realize our shared vision.

Respectfully submitted,

Jennifer Lin

Chief Executive Officer, Los Gatos Chamber of Commerce