



**FOR IMMEDIATE RELEASE**  
**November 24, 2025**

**CONTACT:**  
**Stefanie Tellez**  
Public Information Officer  
[stellez@nationalcityca.gov](mailto:stellez@nationalcityca.gov)

**National City Awarded \$20,000 County Grant to Enhance ‘A Kimball Holiday’ Event**  
*Funds from the County’s Community Enhancement Program will support new attractions and activities for the holiday celebration*

**NATIONAL CITY, CA** – The City has received a \$20,000 grant from the County of San Diego to enhance the upcoming “A Kimball Holiday” community celebration. Grant funds will directly support enhancements to the event, helping to increase visibility, attendance, and regional tourism appeal.

The 17<sup>th</sup> annual event has become a local tradition that brings families, neighbors and visitors together for a day filled with festive activities, live entertainment and holiday cheer.

“This holiday event is truly a staple in National City,” said Mayor Ron Morrison. “We are proud to welcome hundreds of attendees, families, local organizations and vendors at ‘A Kimball Holiday.’ It’s a one-of-a-kind experience, and we look forward to using the County grant to bring even more exposure and meaningful fun opportunities to our community.”

The Community Services Department will administer the grant and is leading the planning and execution of the event.

“We are deeply grateful for the support of County Supervisor Paloma Aguirre and the County of San Diego for awarding us a Community Enhancement Program Grant,” said Mike Pacheco, Director of Community Services.

“This funding will be used to implement three major enhancements to the Kimball Holiday event. Attendees will enjoy a grand Ferris Wheel, offering memorable views of the entire celebration, a snow hill for all ages to enjoy, and an interactive LED light-up dance floor for entertainment. These significant enhancements will help create cherished holiday memories for countless families.”

The grant funds originate from the County of San Diego’s Community Enhancement Program (CEP), which provides grants to projects that stimulate tourism, promote local economy and enhance residents’ quality of life. The grant agreement was officially finalized at the Nov. 18, 2025, City Council meeting.



**Event Details:**

Saturday, December 13, 2025

2:00 p.m. – 8:00 p.m. (tree lighting ceremony at 6:00 p.m.)

Kimball Park, E 12th St, National City, CA 91950

**The full lineup of attractions includes:**

- Photo opportunities with Santa, Mrs. Claus, and the Grinch
- A snow hill with real snow
- Ferris wheel rides
- Trackless train
- Vendor court with food and treats
- Community performances and live DJ
- LED light-up dance floor
- Resource booths from local organizations
- Tree lighting ceremony at 6:00 PM

Resource booth applications for the event are still being accepted. If you are a local organization with important resources, programs or information for the South Bay community, please contact Zaide Jurado at 619-336-6761 or [zjurado@nationalcityca.gov](mailto:zjurado@nationalcityca.gov).

For general event details, visit: [nationalcityca.gov/government/community-services/events](http://nationalcityca.gov/government/community-services/events).

###

**About National City**

Founded in the 1800s, National City is the second-oldest municipality in San Diego County and remains a cornerstone of the region’s history and progress. Centrally located, the City offers convenient access to downtown San Diego, the San Diego International Airport, the U.S.–Mexico border, and the area’s renowned coastline. National City is recognized for its cultural diversity, economic opportunity, and strong sense of community. With a rich architectural heritage and numerous historic sites, the City provides residents and visitors alike with a unique connection to California’s past. National City is committed to delivering exceptional public service, ensuring public safety, and fostering transparency and civic engagement in all municipal operations.