

# July 4th Fireworks Show



City Council Study Session  
March 27, 2019

## What's Different This Year?

- Measure A passed in 2018 election (OUHSD bond measure)
- Football Field Under Construction for Artificial Turf Project
  - Football Field no longer available for seating (ever again)
  - Practice Field not available for kids' activities (construction equipment storage)
- Asphalt Area Next to Gym is Available for Use

## Event Layout

- The public will be in the bleachers and upper campus
- Shuttle bus drop off and departure at lower field level
- Pedestrian gate at Santa Rosa Road will be open



## Challenges

- Asphalt area next to gym:
  - Portable restrooms to be set up in this area
  - Poor lighting, no power source
  - Standing room only, limited capacity
- No grassy area for kids and families
- Guests may not want or might not be able to sit in concrete bleachers 4-5 hours
- Lions prefer not to setup bounce houses and rock climbing wall on asphalt due to safety concerns
- Summer school scheduled to start on July 1 - City and Lions will not have access to area until at least 2:00 on July 3, making set up for activities difficult.

## Lions Club Proposal for 2019 Event

- Lions Club Proposal: Scaled Down, Minimal Event:
  - FREE admission - open gates at 7:00 p.m.
  - NBVC Color Guard at 7:15 p.m.
  - No kids' activities, no entertainment (live bands)
  - DJ music & fireworks soundtrack played through school PA system
  - Sales of hot coffee, hot chocolate, and wrapped desserts/candy only
  - No coolers, umbrellas, chairs, etc. allowed

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## Lions Revenue and Expenses

- Estimated Revenue:
 

Lions Food Sales	\$ 500	
Glow Sticks	<u>500</u>	
<b>Total Revenue (est.)</b>		<b>\$1,000</b>
- Estimated Expenses: Lions will not generate sufficient revenue to cover all expenses - City will need to absorb some additional expenses:
 

OUHSD Custodial fee	\$ 1,500	
DJ/Food/Glow Sticks	900	
Boy Scouts/Leos Volunteers	<u>400</u>	
<b>Total Expenses (est.)</b>		<b>\$2,800</b>
<b>ESTIMATED NET PROCEEDS</b>		<b>&lt;\$1,800&gt;</b>

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## City Expenses

- City Budgeted Expenses: \$46,350

Fireworks Display	35,000
Portable Restrooms	1,550
Advertising/Outreach	1,000
RoadRunner Shuttle	3,000
VC Sheriff's Overtime	3,500
Barricade Rental	500
<b>SUBTOTAL</b>	<b>44,550</b>

Additional Lions Expenses 1,800  
(due to no ticket sales this year)

**Total Expenses (est.)      \$(46,350)**

- Anticipate staying within budget for proposed minimal event
- Any additional activities or vendors would have to be paid for by City due to no ticket sales

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## Alternate Event Sites Explored

- Options Explored but found Unpractical/Unfeasible

- 1) Moving carnival (kids' activities) to Pleasant Valley fields
  - Fields closed for refurbishing, busiest time of year for PVRPD (soccer)
  - Difficult area to control for ticket sales
- 2) Moving fireworks launch point to another part of town
  - Monte Vista School, Rancho Campana High School
  - Heavy impact to residential areas: noise, pets, and traffic
  - Cannot accommodate 4,000+ attendees
  - Lack of lead time to develop and prepare Special Event Emergency Action Plan for VC Fire review/approval - required for a new site

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## 2019 - Transition Year

- For 2020 Event:
  - Re-evaluate use of ACHS with use of practice field only for activities
  - Re-investigate other possible locations
  - Planning for 2020 to start early Fall 2019

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Questions/Discussion

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