



**CITY OF MONROVIA
COMMUNITY SERVICES COMMISSION
AGENDA REPORT**



DEPARTMENT: Public Services

MEETING DATE: July 12, 2016

PREPARED BY: Lisa Hansberger
Senior Recreation Supervisor

AGENDA LOCATION: CC-4

TITLE: 2016 4th of July Fireworks Show and Concert Evaluation

OBJECTIVE: To provide the Community Services Commission with an evaluation of the 2016 4th of July Fireworks Show and Concert.

BACKGROUND: A 4th of July Fireworks show has been offered in Monrovia since 2002. From 2002 – 2008 the event venue was located on Myrtle Avenue near Olive Avenue in Old Town. In 2009, the Fireworks Show was replaced with a concert held in Recreation Park, due to the construction of the new Paragon building on Myrtle and Olive Avenues. In 2010, due to substantial community interest the Fireworks show was brought back, and relocated to Library Park. The 4th of July festivities are a collaborative effort between the City staff representing the Fire, Police, and Public Services Departments.

ANALYSIS: The 4th of July Concert and Fireworks Show was held on Monday, July 4, in Library Park. Approximately 16,000 spectators attended the event. Staff implemented a new canopy decorating contest this year, where spectators decorated their 10 x 10 foot space for a chance to win a gift card. Thirteen participants entered this year, with three participants winning in the following categories: Most Creative, Most Patriotic, and Judge's Award.

The 4th of July event was sponsored by:

\$5,000 Sponsors

★ Samuelson & Fetter

\$2,500 Sponsors

★ Monrovia Old Town Merchants

★ Wendy's Hamburgers

★ Diane Balsamo and Larry Davis of Prime Lending

\$1,000 Sponsors

★ The Sierra Family of Dealerships

Festivities began with the DJ playing recorded music from 3:00 - 7:00 p.m. A live performance featuring Person to Person took place from 7:00 - 8:30 p.m. The 20 minute fireworks show began at 9:00 p.m. The fireworks were launched from the top of the Library, allowing for spectator seating on the east side of Library Park, Myrtle Avenue, and on portions of Palm and Lime Avenues. City staff estimates there were approximate 16,000 spectators at the event who claimed sitting areas in and around the park, as early as 6:00 a.m. California Sound provided sound services, and a stage for the event, and Pyro Spectaculars produced the fireworks show. Several local restaurants and retail stores were open on Myrtle Avenue in Old Town selling refreshments and novelty items.

CC-4

ENVIRONMENTAL IMPACT: Staff placed 30 recycle and regular trash receptacles throughout Library Park to accommodate trash accumulated throughout the day. City staff handled clean-up inside and outside the launch zone and trash removal.

FISCAL IMPACT: Sponsorships are used to offset the cost of the program. Event expenses including part-time staff totaled \$43,947.

Fire, Police and Public Services full-time staff worked approximately 390 hours for event preparation and implementation. Although full-time salaries are built into the Departments budgets, the annual full-time cost to manage the 4TH of July event is \$15,625. This amount is calculated using the following formula:

<u>Position</u>	<u>Percentage of Position Spent on Event</u>	<u>Amount</u>
Hillside Wilderness Preserve Supervisor	2%	\$ 1,063
Recreation Supervisor	2%	\$ 1,198
Senior Recreation Supervisor	5%	\$ 3,838
Streets Supervisor	5%	\$ 2,290
Division Chief	3%	\$ 3,364
Police Lieutenant	3%	\$ 3,364
Recreation Division Manager	.25%	\$ 253
Public Works Manager	.25%	\$ 280
Public Services Director	.25%	\$ 359
Fire Chief	.25%	\$ 359
TOTAL		\$16,368

* Salaries do not include fully burdened rates or benefits.

<u>Staff Expenditures</u>	<u>2015</u>	<u>2016</u>
Total Part-Time Staff Expenditures	\$ 2,988	\$ 2,968
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<u>Event Expenditures</u>	<u>2015</u>	<u>2016</u>
Fireworks	\$21,525	\$21,525
Entertainment (Band)	\$ 2,500	\$ 2,500
BMX Demonstration	\$ 3,500	\$ 0
Sound System & Stage	\$ 5,400	\$ 5,400
Scissor Lifts	\$ 570	\$ 570
Event Fencing	\$ 3,211	\$ 3,211
Portable Restrooms	\$ 660	\$ 660
Banners (Street, Park and Pole)	\$ 1,173	\$ 1,660
Advertising	\$ 254	\$ 283
Decorations/Signage	\$ 932	\$ 300
Debris Removal (Library Roof)	\$ 4,870	\$ 4,870
Total Supply Expenditures	\$44,595	\$40,979

Sponsorship Revenue	2015	2016
\$7,000	\$ 7,000	\$ 0
\$5,000	\$10,000	\$ 5,000
\$2,500	\$ 5,000	\$ 7,500
\$1,000	\$ 2,000	\$ 1,000
Pole Banner Revenue	\$ 600	\$ 0
TOTAL SPONSORSHIP REVENUE	\$24,600	\$13,500

PROGRAM BUDGET TOTALS	2015	2016
Revenue Collected	\$ 24,600	\$ 13,500
Program Expenditure	\$ 47,583	\$ 43,947
NET COST	\$ 22,983	\$ 30,447
COST PER PARTICIPANT	\$ 1.53	\$ 1.90
	(15,000 spectators) per person	(16,000 spectators) per person

**The cost per participant is determined by dividing the net cost by the number of participants.*

EVENT COMMENTS AND RECOMMENDATIONS:

1. This year, the fall-out zone fencing was expanded on the East side of Library Park (north and south sides) as an extra safety precaution. This improved safety for spectators and will be continued for future events.
2. The Monrovia Cub Scout troop #66 performed the Pledge of Allegiance this year as a new component of the event. Their participation this year was well received and staff will continue to include the scouts as part of future events.
3. Staff will also investigate inviting a local Monrovia youth to perform the National Anthem at next year's event.
4. There has been some discussion about a possible change in venue for the 4th of July Concert and Fireworks Show from Library Park to the Monrovia High School. Staff will be meeting with key partners, as well as City Council, Community Services Commission, and MOTAB to weigh the benefits, and potential challenges to this idea and will report to the Commission in the next few months.

RECOMMENDATION: Staff recommends the Community Services Commission receive and file CC-4 2016 4th of July Fireworks Show and Concert Evaluation.

COMMISSION ACTION REQUIRED: If the Community Services Commission concurs, the appropriate action would be a motion to: **Receive and file CC-4 2016 4th of July Fireworks Show and Concert Evaluation.**