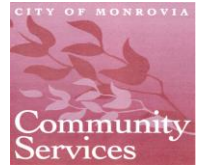




**CITY OF MONROVIA
COMMUNITY SERVICES COMMISSION
AGENDA REPORT**



DEPARTMENT: Public Services

MEETING DATE: September 8, 2015

PREPARED BY: Lisa Hansberger
Senior Recreation Supervisor

AGENDA LOCATION: AR-1

TITLE: 2015 4th of July Fireworks Show and Concert Evaluation

OBJECTIVE: To provide the Community Services Commission with an evaluation of the 2015 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 is a collaborative effort between the City staff representing the Fire, Police, and Public Services Departments.

ANALYSIS: The 4th of July Concert and Fireworks Show were held on Saturday, July 4, in Library Park. Approximately 15,000 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. Ten participants entered this year, with three participants winning in the following categories: Most Creative, Most Patriotic, and Judge's Award.

This year the Public Services Department collaborated with LA Partyworks to provide a BMX Stunt Show on Palm Avenue from 2:00 - 4:00 p.m. and interactive games located in the Community Center parking lot from 2:00 - 8:00 p.m. Activities included a bounce house, laser tag, and carnival games. Monrovia High School was invited to attend the event, and advertise their upcoming musical by singing songs, and selling tickets. Additionally, a local vendor attended the event and sold novelties.

The 4th of July event was sponsored by:

\$7,000 Sponsor

- ★ Corey and Mary Ann Lutz

\$5,000 Sponsors

- ★ Wendy's Hamburgers
- ★ Samuelson & Fetter

\$2,500 Sponsors

- ★ Monrovia Old Town Merchants
- ★ Elaine C. Price, Allstate Insurance

\$1,000 Sponsors

- ★ Mt. Sierra College
- ★ The Sierra Family of Dealerships

\$150 Pole Banner Sponsors

- ★ Athens Services
- ★ Foothill Park Plaza
- ★ Kevin Shaw Plumbing
- ★ Monrovia Historic Preservation Group

AR-1

Festivities began with the DJ playing recorded music from 3:00 - 7:00 p.m. Monrovia High School students performed from 4:30 - 5:00 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 more than 15,000 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.

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 \$44,083.

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>
Assistant Recreation Coordinator	2%	\$ 903
Recreation Supervisor	2%	\$ 1,164
Recreation Supervisor	5%	\$ 3,705
Streets Supervisor	5%	\$ 2,942
Division Chief	3%	\$ 2,970
Police Lieutenant	3%	\$ 2,700
Library & Recreation Division Manager	.25%	\$ 247
Field Services Manager	.25%	\$ 247
Public Services Director	.25%	\$ 325
Fire Chief	.25%	\$ 422
TOTAL		\$15,625

* Salaries do not include fully burdened rates or benefits.

<u>Staff Expenditures</u>	<u>2014</u>	<u>2015</u>
Total Part-Time Staff Expenditures	\$ 2,293	\$ 2,988
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<u>Event Expenditures</u>	<u>2014</u>	<u>2015</u>
Fireworks	\$20,500	\$21,525
Entertainment (Band)	\$ 2,500	\$ 2,500
BMX Demonstration	\$ 0	\$ 3,500
Sound System & Stage	\$ 5,400	\$ 5,400
Scissor Lifts	\$ 526	\$ 570
Event Fencing	\$ 3,163	\$ 3,211
Portable Restrooms	\$ 660	\$ 660
Banners (Street, Park and Pole)	\$ 1,144	\$ 1,173

Advertising	\$ 1,103	\$ 254
Decorations	\$ 326	\$ 932
Debris Removal (Library Roof)	\$ 4,870	\$ 4,870
Total Supply Expenditures	\$40,192	\$44,595
TOTAL EXPENDITURES	\$42,485	\$47,583

*The increase in part-time staff salaries is attributed to additional staff secured for pre-event activities provided by LA PartyWorks, and the increase in the minimum wage for part-time employees.

Sponsorship Revenue	2014	2015
\$7,000	\$ 7,000	\$ 7,000
\$5,000	\$10,000	\$10,000
\$2,500	\$ 5,000	\$ 5,000
\$1,000	\$ 2,000	\$ 2,000
Pole Banner Revenue	\$ 300	\$ 600
Other Sponsors	\$ 1,100	0
TOTAL SPONSORSHIP REVENUE	\$25,400	\$24,600

PROGRAM BUDGET TOTALS	2014	2015
Revenue Collected	\$ 25,400	\$ 24,600
Program Expenditure	\$ 42,485	\$ 47,583
NET COST	\$ 17,085	\$ 22,983
COST PER PARTICIPANT	\$ 1.31	\$ 1.53
	(13,00 spectators) per person	(15,000 spectators) per person

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

EVENT COMMENTS AND RECOMMENDATIONS:

1. The fireworks production experienced a few "gaps" due to some defects with a few of the fireworks. Pyrospectaculars will be addressing this issue with the fireworks manufacturer, to ensure a more continuous fireworks show in the future.
2. Staff implemented the first canopy decorating contest with 10 contest entries. There were also new decorations placed on the fence surrounding the front of the library. Staff will continue the contest and decorations, which created a more decorative and festive atmosphere in the park.
3. LA Partyworks offered pre-event activities in the Community Center parking lot, and on Myrtle Avenue including snack booths, interactive activities, and a BMX demonstration. Due to lack of interest, staff will investigate other pre-event activities.

RECOMMENDATION: Staff recommends the Community Services Commission receive and file AR-1 2015 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 AR-1 2015 4th of July Fireworks Show and Concert Evaluation.**