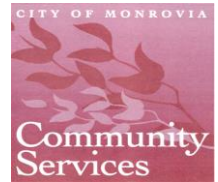




**CITY OF MONROVIA
COMMUNITY SERVICES COMMISSION
AGENDA REPORT**



DEPARTMENT: Community Services

MEETING DATE: September 9, 2014

PREPARED BY: Kerri Zessau
Acting Recreation Division Manager

AGENDA LOCATION: AR-2

TITLE: 2014 Fourth of July Fireworks Show and Concert Evaluation

OBJECTIVE: To provide the Community Services Commission with an evaluation of the 2014 Fourth of July Fireworks Show and Concert.

BACKGROUND: A Fourth 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. In 2010, due to substantial community support, the Fireworks show was re-established and re-located to Library Park. The Fourth of July festivities is a collaborative effort between the City Staff representing the Fire, Police, Public Works and Community Services Departments.

ANALYSIS: The Fourth of July Concert and Fireworks Show were held on Friday, July 4, in Library Park. This year's event was also held in conjunction with the Old Town Family Festival which took place from 5:00 – 9:30 p.m.

The Fourth of July event was sponsored by:

\$7,000 Sponsor

- ★ Mary Ann and Corey Lutz

\$5,000 Sponsors

- ★ Wendy's Hamburgers
- ★ Samuelson & Fetter

\$2,500 Sponsors

- ★ Monrovia Old Town Merchants
- ★ Upper San Gabriel Valley Municipal Water District

\$1,000 Sponsors

- ★ Ducommun AeroStructures
- ★ The Sierra Family of Dealerships

Other Sponsors

- ★ Rudy's Mexican Food - \$500
- ★ Monrovia Firefighters Assoc.-\$50
- ★ Monrovia Resident - \$100

AR-2

Festivities included a DJ playing recorded music from 3:00 until 7:00 p.m. followed by a concert featuring Stone Soul from 7:00 to 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 that there were approximately 13,000 spectators (compared to 10,000 the previous year) 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, 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.

Event Day Schedule:

<u>Time</u>	<u>Event/Assignment</u>
7:00 a.m.	Pyro arrives to set-up firework show
8:00 a.m.	Close Community Center parking lot and areas of Myrtle Avenue for portable restrooms
10:00 a.m.	Portable restrooms arrive
12:00 p.m.	Sound System equipment set-up
1:00 p.m.	Decorate event area
4:00 p.m.	Police Officers arrive
4:00 p.m.	Palm, Lime and Myrtle Avenues closed (from Foothill to Chestnut)
4:00 p.m.	Spectator seating open on streets
3 – 7 p.m.	Recorded Music
7 – 8:30 p.m.	Concert featuring Stone Soul
8:00 p.m.	Close Primrose Avenue
8:50–8:53 p.m.	Star Spangled Banner
8:53-9:00 p.m.	City Council welcome
9:00 p.m.	Count-Down (to launch) and shut down of park lights
9:00 p.m.	Fireworks Launch
9:00-9:20 p.m.	Fireworks Show
9:20-11:00 p.m.	Street and Event Clean-up

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 \$42,485. Public Works, Fire, Police and Community Services Full-time Staff worked approximately 390 hours for event preparation and implementation.

Staff Expenditures	2013	2014
Staff Expenditures		
Total Part-Time Staff Expenditures	\$ 1,303	\$ 2,293
Total Staff Expenditures	\$ 1,303	\$ 2,293
Event Expenditures		
	2013	2014
Fireworks	\$ 20,500	\$ 20,500
Entertainment (Band)	\$ 2,500	\$ 2,500
Sound System & Stage	\$ 5,400	\$ 5,400
Scissor Lifts	\$ 500	\$ 526
Event Fencing	\$ 2,527	\$ 3,163
Portable Restrooms	\$ 615	\$ 660
Banners (Street, Park and Pole)	\$ 1,413	\$ 1,144
Advertising	\$ 1,512	\$ 1,103
Decorations	\$ 60	\$ 326
Debris Removal (Library Roof)	\$ 4,870	\$ 4,870
Total Event Expenditures	\$ 39,897	\$40,192
TOTAL EXPENDITURES	\$ 41,200	\$42,485

* The increase in staff salaries is attributed to additional staff secured for event set-up and clean-up based on last year's recommendations. In addition, due to the added Friday Night Festival event, we anticipated increased crowds.

Sponsorship Revenue	2013	2014
\$7,000	\$ 7,000	\$ 7,000
\$5,000	\$ 20,000	\$ 10,000
\$2,500	\$ 5,000	\$ 5,000
\$1,000	\$ 4,000	\$ 2,000
Pole Banner Revenue	\$ 300	\$ 300
Other Sponsors	0	\$ 1,100
TOTAL SPONSORSHIP REVENUE	\$ 36,300	\$ 25,400

The decrease in revenue is attributed to the following:

1. A few past sponsors indicated that they wished to "spread the wealth" and spend their sponsorship dollars on other programs including Kiwanis Taste of Old Town and the Foothill Unity Center.

PROGRAM TOTALS	2013	2014
Revenue	\$ 36,300	\$ 25,400
Expenditure	\$ 41,485	\$ 42,485
NET LOSS	\$ 13,315	\$ 24,115
COST PER PARTICIPANT	\$ 1.33 per person	\$ 1.85 per person

The increased amount of the net loss is directly related to less sponsorship revenue secured in 2014.

The Cost per Participant for the 2014 event was \$1.85. This amount is determined by dividing the net cost of the program by the event attendance: $\$24,115 \div 13,000 = \1.85

EVENT COMMENTS AND RECOMMENDATIONS:

1. Spectators seated in the VIP section commented that the Library Park event banner obstructed the view of the fireworks. For future shows, Staff will relocate the banner to another area of the park on the day of the event.
2. Staff needs to place additional signage directing spectators to the location of the portable restroom as many spectators were unsure of additional facilities.
3. Staff will offer a canopy decorating contest to give the park a more festive look.

RECOMMENDATION: Staff recommends that the Community Services Commission receive and file AR-2 2014 Fourth of July Fireworks Show and Concert Evaluation.

COMMISSION ACTION REQUIRED: If Community Services Commission concurs, the appropriate action would be a motion to: ***Receive and file AR-2 2014 Fourth of July Fireworks Show and Concert Evaluation.***