



## **CITY OF COMMERCE AGENDA REPORT**

**TO:** Honorable City Council  
**FROM:** City Manager  
**SUBJECT:** 4<sup>th</sup> of July - Updated Proposal  
**MEETING DATE:** April 22, 2025

### **RECOMMENDATION**

The Department of Parks & Recreation respectfully recommends that the City Council revisit its initial direction provided on Tuesday, March 25, 2025, regarding the four-day carnival component of the Independence Day Celebration. Staff is requesting Council's consideration of either moving forward with the original four-day option or modifying the plan to a two-day carnival format that may better align with event goals and community expectations

- Option 1 Four-day Carnival in the amount of \$225,000
- Option 2 Two-day Carnival in the amount of \$155,000

Please note that the total costs include water slides that will be available on the 4<sup>th</sup> of July.

### **BACKGROUND**

The City of Commerce takes pride in hosting an annual Independence Day celebration for its residents. Traditionally, the celebration took place on July 4<sup>th</sup>, accompanied by a multi-day carnival held on July 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup>. However, following the COVID-19 pandemic, the event was reimagined into a family-style picnic.

The reimagined program, estimated to draw approximately 3,000 attendees throughout the day, featured family-friendly activities such as rock climbing, bounce houses, a cornhole tournament, food vendors, raffles, concerts, and a spectacular fireworks display at 9:00 p.m. The event successfully maintained its community-centered atmosphere while delivering an enjoyable experience for residents and invited guests.

Over the past three years, the carnival component of the event has been scaled back, with an increased focus on creating a community and family-centric celebration.

## **ANALYSIS**

On March 25, 2025, the Parks and Recreation Department presented a report requesting funds of:

1. \$45,000 in funds for the addition of a 4-day carnival.
2. \$65,000 for a laser show to be hosted on July 4, 2025

In addition, City Council was asked to approve the entertainment/activities schedule for Thursday, July 3 – Sunday, July 6, 2025, and approved of the Pyro Spectacular Agreement for the Saturday, July 5, 2025, firework show.

All recommendations were approved unanimously with Council giving direction to ensure there was a plan in place to accommodate Commerce residents during the proposed Free swim portion of the program.

### **Carnival**

Over the course of the last few months, staff held one on-site meeting and engaged in numerous discussions with a lead carnival company that initially expressed interest. However, despite continued communication, the company has not confirmed its availability and has not committed to a ride list or operational plan.

Carnival companies traditionally work independently but often rely on each other to assemble enough rides and attractions for events. Due to the unconfirmed commitment from the initial company, staff explored alternative vendors and successfully secured a second carnival operator willing to provide rides and attractions.

This company utilizes a different business model from traditional carnival providers. Rather than relying on ticket sales, they charge a flat rental fee for all rides and attractions, regardless of attendance. The company has committed to a specific ride list and confirmed their availability for both a two-day and four-day event option.

Below you will find two options with costs associated with a four-day carnival and a two-day carnival. In addition, attached is a list of rides and photos that was requested by Council.

**Option 1 - \$225,000****4 Days**

INDEPENDENCE DAY CELEBRATION 2025 ROUGH PROGRAM TIMELINE			
JULY 3 Thursday	JULY 4 Friday	JULY 5 Saturday	JULY 6 Sunday
5 - 10 pm Carnival - Free Resident	12 - 10 pm Carnival	12 - 10 pm Carnival	12 - 6 pm Carnival
	2 - 4 pm Swimming		
	3 - 5 pm Hall of Champions/Offical Ceremonies/Performers		
	5 pm Red Hot Tribute <i>Red Hot Chili Peppers Tribute</i>	5 pm Fast Times <i>80s Hits</i>	
	7 pm Kayln & The New Frontier <i>Top 40</i>	7 pm Sangria <i>Latin/Top 40</i>	
	9 pm Laser Light Show	9 pm Firework Show	

**Option 2 - \$155,000****2 Days**

INDEPENDENCE DAY CELEBRATION 2025 ROUGH PROGRAM TIMELINE - 2 DAY	
JULY 4 Friday	JULY 5 Saturday
12 - 10 pm Carnival <b>Free for Residents</b>	12 - 10 pm Carnival <b>Free for Residents</b>
1 - 6 pm Water Slides	
2 - 4 pm Swimming	
3 - 5 pm Hall of Champions/Offical Ceremonies/Performers	
5 pm Red Hot Tribute <i>Red Hot Chili Peppers Tribute</i>	5 pm Fast Times <i>80s Hits</i>
7 pm Kayln & The New Frontier <i>Top 40</i>	7 pm Sangria <i>Latin/Top 40</i>
9 pm Laser Light Show	9 pm Firework Show

Given the City Council direction, Parks and Recreation staff will move forward with contracts and scheduling of events and activities.

**ALTERNATIVES**

1. Approve staff recommendation

2. Disapprove staff recommendation
3. Provide further direction to staff

## **FISCAL IMPACT**

Should the City Council approve option 1 (four (4) day carnival and program), the total cost shall not exceed \$225,000 and the budget will be amended to include appropriations of \$225,000 in Account No. 10.54095.10081.

Alternatively, if the City Council approves option 2 (two (2) day carnival and program), the total cost shall not exceed \$155,000 and the budget will be amended to include appropriations of \$155,000 in Account No. 10.54095.10081.

## **RELATIONSHIP TO STRATEGIC GOALS**

The agenda item relates to the 2016 Strategic Plan, Community Quality of Life

### Guiding Principle 4:

Support and evaluate community services, programs and events that promote healthy and quality of lifestyles for our residents. Enhance public safety and social services through innovative programs that meet the needs of the residential and business communities.

Respectfully submitted: Ernie Hernandez, City Manager  
Recommended by: Greg Alaniz, Parks and Recreation Director  
Fiscal Impact reviewed by: Alvaro Castellon, Director of Finance  
Approved as to form by: Noel Tapia, City Attorney