



CITY OF COMMERCE AGENDA REPORT

Item No. _____

TO: Honorable City Council

FROM: City Manager

SUBJECT: 4TH OF JULY FIREWORKS PROGRAM

MEETING DATE: MAY 19, 2020

RECOMMENDATION:

It is recommended the City Council approve Option 3, which cancels the 4th of July celebration and reschedules the fireworks display to the City of Commerce Birthday extravaganza on August 15th due to the costs and uncertainty surrounding the pandemic. Alternatively, the City Council could provide alternative direction to City staff on a potential 4th of July Firework program or substitute program.

BACKGROUND:

The City of Commerce has a long history of providing community events throughout the year. In particular, the 4th of July program has been the biggest community program that the City provides. Over the course of the past fifteen years or so, the Parks and Recreation Department has taken the lead on the day's events. A typical 4th of July program begins in the early morning with a 5K run/walk, kids fun run, food vendors throughout the day, a carnival, dance performers, a concert, and the highlight of the day, which is a 20 minute firework show that starts at 9 p.m. It is estimated that over 7,000 residents and their guests are in attendance throughout the day, including the firework show.

Annually, the total cost for the entire 4th of July program costs approximately \$45,000, which does not include the additional \$15,000 that is sponsored by the Commerce Casino that is allocated for the firework show.

ANALYSIS

Due to the current state that we are in as a result of the COVID-19 crisis, all large group events have been postponed or rescheduled to a later date. As such, we are asking City Council to provide direction to staff for a 4th of July firework show or other options. Below are several options that City Council may want to consider or any combination of the three to provide to the community.

OPTIONS

1. 4th of July Firework show only at Rosewood Park – no carnival or additional programs. The park would be closed to the public and all families would be encouraged to watch the show from their homes.

Note: This option would have limited visibility for many of the residents.

Cost: \$20,000 for only fireworks at Rosewood Park

2. Provide a 4th of July Firework show at all parks with the exception of Bandini Park. Bandini Park is unable to host a firework show due to the size of the park -per fire code. All families would be encouraged to watch from their homes.

Note: Additional Sheriffs and CSOs (Community Services Officers) resources would be needed to patrol all parks adding to the cost of the event

Additional support services from LA County Fire would be needed at each park. This too would be an additional cost for an official Fire Marshall to be on scene during each of the firework shows.

- a. \$60,000 for fireworks at Rosewood, Bristow and Veterans Parks, not including additional costs needed for additional Sheriff's, CSOs and Fire.
3. **RECOMMENDED OPTION** Reschedule the firework show to Saturday, August 15th and combine it with the already scheduled 60th Birthday Celebration and concert in the park. At this time, we have already scheduled Mariachi Divas, Trinity (Styx and Foreigner cover band) and Hollywood U2 (U2 tribute band).
 - a. Preliminary contracts have been drafted for all entertainers.
 - b. The fireworks company has agreed to hold the price and reschedule to Saturday, August 15, 2020.
 - c. \$20,000 for fireworks at Rosewood Park

Lastly, we have polled several surrounding communities and have found that they have canceled their 4th of July programs for this year. Should City Council move forward with a firework show on the 4th of July, Council may want to consider the impact to the community as a result of being the only firework show in the region. Below Council will find the municipalities that have officially canceled their 4th of July firework show:

Canceled 4th of July Shows

City	of		Bell	Gardens
City		of		Montebello
City		of	Pico	Rivera
City	of	Santa	Fe	Springs
City		of	South	Gate
City of Whittier				

FISCAL IMPACT

Additional funds of \$20,000 are being requested for options 1 and 3. Option 2 will require a minimum of \$60,000 for the firework shows and additional costs to be determined for extra Sheriff's, LA County Fire, CSO's and city staff.

The cost of the firework show can be offset by \$15,000 should the Commerce Casino commit to sponsoring the show as in the past.

RELATIONSHIP TO STRATEGIC GOAL

This agenda item relates to Strategic Goal #1: Develop Citywide Plan to enhance and maintain the City of Commerce environment and infrastructure to create livability and quality of life for those who live, work and play in the community

Respectfully submitted: Edgar P. Cisneros, City Manager

Recommended by: Greg Alaniz, Director of Parks & Recreation

Fiscal Impact reviewed by: Josh Brooks, Acting Director of Finance

Approved as to form by: Noel Tapia, City Attorney