



Council Agenda Report

From: Freda Berman, Public Works Director

Subject: Approval of 2023 4th of July Community Fireworks Celebration at Barney Schwartz Park

CEQA Determination: The City find that this action is exempt from review under the California Environmental Quality Act pursuant to State Guidelines Section State CEQA Guidelines Section 15304(e), Minor Alterations of Land, as a temporary use having no permanent effect on the environment

Date: March 21, 2023

Facts

1. After a 10-year hiatus, City Council authorized reinstating the 4th of July Community Fireworks Celebration at Barney Schwartz Park in 2022.
2. The City partnered with community sponsors and volunteers to successfully host the event featuring children's activities, music, food, and a spectacular 20-minute fireworks show set to music for an estimated 10,000 attendees.
3. Plans for 2023 include music, food, fireworks show and an expanded offering of activities for the entire family and two festival-seated concerts, all free. In addition, efforts will be made to secure a military flyover for the event.
4. Travel Paso, an event partner in 2022, is anticipated to again support and promote the event.
5. Staff has developed a preliminary event plan and budget to stage the 2023 4th of July Community Fireworks Celebration at Barney Schwartz Park on Tuesday, July 4 at an estimated cost of \$151,000.

Options

1. Take no action;
2. Authorize staff to stage the 4th of July Community Fireworks Celebration at Barney Schwartz Park on Tuesday, July 4, 2023, or;
3. Provide alternative direction to staff.

Analysis and Conclusions

Fireworks at Barney Schwartz Park on July 4 remains a popular choice for locals and visitors to celebrate our national holiday. Feedback received after the 2022 event was very positive. With the addition of more activities during the day and two well-known bands, the event is projected to attract larger crowds eager to celebrate with their neighbors and friends.

Staff has evaluated the 2022 event and will be adjusting traffic flow and food truck locations. Free parking has been secured at the Ravine Water Park acreage directly across from the park on Union Road.

Time is of the essence. Logistical details must be confirmed, manpower arranged, contracts signed, and supplies procured.

Fiscal Impact

The estimated total event cost including labor, materials, and equipment is \$151,000. Carryover funds from the 2022 event total \$35,567 and Travel Paso is anticipated to contribute \$50,000 to the event. As a result, the City's

maximum contribution, from General Fund Reserves, is \$65,000. However, and similar to last year's event, staff intends to conduct a directed sponsorship outreach program that is estimated to generate more than \$5,000, offsetting some of the General Fund contributions.

CEQA Determination

The event is exempt from CEQA under Section 15304(e) of the CEQA Guidelines, as a minor temporary use having negligible or no permanent effects on the environment. If Council approves the recommended action, Recreation Services would process the City's standard Facility Use Permit, that includes standard waivers and procedures.

Recommendation

Direct staff to stage the 4th of July Community Fireworks Celebration at Barney Schwartz Park on Tuesday, July 4, 2023, at an estimated total cost of \$151,000.

Attachments

None