

TO: James L. App, City Manager

FROM: Julie Dahlen, Interim Director, Library and Recreation Services

SUBJECT: July 4, 2011 Barney Schwartz Park Fireworks Celebration

DATE: February 1, 2011

Needs: For the City Council to discuss a July 4, 2011 fireworks celebration at Barney Schwartz Park.

Facts:

1. The City co-sponsored July 4th fireworks celebrations at Barney Schwartz Park from 2002 through 2008. Chemron provided funding for the fireworks. The City provided staff support.
2. In 2009, City budget constraints threatened the cancellation of the July 4th fireworks celebration. Local individuals and organizations donated a record \$81,426.86, covering the cost of the event: \$75,495.44 (\$40,328 for the cost of fireworks).
3. Donations were again solicited in 2010, but were insufficient to cover event costs. This shortfall, coupled with City staff reductions, led to the cancellation of the annual July 4th celebration in 2010.
4. During the Council comment period of the January 18th meeting, Mayor Picanco requested a discussion concerning the potential for a 2011 fireworks celebration.
5. Funds to offset the City's hard costs in support of the event are not available from the City's General Fund (which is operating at a deficit).
6. City staff has been reduced by 30%. As a result:
 - a. Police staffing is not sufficient to provide for security and traffic management.
 - b. Emergency Services can commit 3 people and an engine for the event; previously, 6 people were available to operate an engine and medical unit. Additional resources needed will be delayed by the travel time from outlying locations. This will leave a single engine to cover the City for the duration of the event.
 - c. Event support, set-up and clean-up staffing from LRS and Public Works is very limited.

Analysis &

Conclusion: The July 4th event costs nearly \$80,000 (see attached). The City cannot fund or adequately staff the event this year.

Policy

Reference: Council Goal – *Live within our means*

Fiscal

Impact: Approximately \$80,000.00, less private donations. The General Fund cannot support any costs (as explained above).

Options:

- a. Council provide direction.
- b. Amend, modify, or reject the above option.

Revenue**Received**

| | |
|--|--------------|
| REC Foundation | \$ 10,000.00 |
| Envirochem Technologies | \$ 7,500.00 |
| Lubrizol Advanced Materials | \$ 7,500.00 |
| Coast Hills Federal Credit Union | \$ 7,000.00 |
| King Oil Tool Inc. | \$ 7,000.00 |
| IQMS | \$ 5,000.00 |
| Rabo Bank | \$ 3,500.00 |
| Greater California Financial Services Inc. | \$ 2,500.00 |
| Gilman, Nick & Carolyn | \$ 1,500.00 |
| Heritage Oaks Bank | \$ 1,500.00 |
| Paso Robles Lions Club Welfare Fund | \$ 1,500.00 |
| Wal-Mart | \$ 1,500.00 |
| On-site donations @ BSP | \$ 1,006.77 |
| Beechwood Assoc. | \$ 1,000.00 |
| Beechwood Assoc. | \$ 1,000.00 |
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| Harrod Builders | \$ 1,000.00 |
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| Harrod Properties, LLC | \$ 1,000.00 |
| Hogue Grips | \$ 1,000.00 |
| MGE Underground | \$ 1,000.00 |
| Martin Resorts, Inc. | \$ 1,000.00 |
| Masia, Matt | \$ 1,000.00 |
| Masia, Shirley | \$ 1,000.00 |
| Mitchella Vineyard & Winery | \$ 1,000.00 |
| Paso Robles Waste Disposal Inc. | \$ 1,000.00 |
| Robert Hall Winery | \$ 1,000.00 |
| Santa Lucia Bank | \$ 1,000.00 |
| CVP Donation to Event | \$ 1,000.00 |
| Daou Vineyards | \$ 500.00 |
| Eberle Winery | \$ 500.00 |
| First Bank | \$ 500.00 |
| Hamon Overhead Door Company | \$ 500.00 |
| Mecham, Frank | \$ 500.00 |
| Paso Robles Jet Center Inc. | \$ 500.00 |
| RE/Max Parkside Real Estate | \$ 500.00 |
| Saunders, Jim & Debbie | \$ 500.00 |
| Vina Robles, Inc. | \$ 500.00 |
| Wine Country Resort Partnership | \$ 500.00 |
| Canister Contributions | \$ 450.09 |
| Castoro Cellars | \$ 250.00 |
| Gifts in the Moment | \$ 250.00 |

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|--|----|--------|
| Golden Hills Inc. | \$ | 250.00 |
| Gregory, Steve | \$ | 250.00 |
| Guaranty -California Financial Services Inc. | \$ | 250.00 |
| Hotel Cheval | \$ | 250.00 |
| Viborg Sand & Gravel Inc. | \$ | 250.00 |
| First American Title | \$ | 200.00 |
| Prudential Home Realty | \$ | 200.00 |
| Dornan, David Michael | \$ | 100.00 |
| Hunter, Ted | \$ | 100.00 |
| K. Brush Concrete | \$ | 100.00 |
| Rowe, David & Elizabeth | \$ | 100.00 |
| White, Bruce | \$ | 100.00 |
| Wilson's Restaurant | \$ | 100.00 |
| Eighteen Ninety House | \$ | 50.00 |
| Ferguson, Cody | \$ | 50.00 |
| McNamara, Kathy | \$ | 50.00 |
| Stermer, Linda | \$ | 50.00 |
| Stephen Shea & Catherine Ceretti | \$ | 20.00 |

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|--------------------------------|-----------|-------------------------|
| Total Revenue Collected | \$ | <u>81,426.86</u> |
|--------------------------------|-----------|-------------------------|

Expense

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|-----------------------|----|-----------|
| AMI | \$ | 116.91 |
| AMI | \$ | 115.07 |
| Big Creek | \$ | 25.31 |
| Harveys Honeyhuts | \$ | 800.45 |
| Office Max | \$ | 373.84 |
| Paso Robles Roll-Off | \$ | 125.44 |
| Statewide Safety | \$ | 2,180.00 |
| Tacos for Soccer | \$ | 465.00 |
| Vons | \$ | 58.12 |
| Vons | \$ | 25.93 |
| Vons | \$ | 36.10 |
| Rental Depot | \$ | 396.00 |
| Rental Depot | \$ | 287.29 |
| Pyrospectaculars | \$ | 40,328.00 |
| Farm Supply | \$ | 92.86 |
| City of Paso Robles | \$ | 239.24 |
| Quinn Rental Services | \$ | 30.26 |
| North County Septic | \$ | 3,500.00 |
| Recreation | \$ | 1,821.86 |
| Public Works | \$ | 16,371.50 |
| Police | \$ | 8,106.26 |
| Emergency Services | \$ | - |

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|----------------------|-----------|-------------------------|
| Total Expense | \$ | <u>75,495.44</u> |
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|--------------------------|-----------|------------------------|
| Net Income/(Loss) | \$ | <u>5,931.42</u> |
|--------------------------|-----------|------------------------|