

# City of Los Alamitos

## Agenda Report Consent Calendar

July 21, 2015  
Item No: 8G

**To:** Mayor Richard D. Murphy & Members of the City Council  
**Via:** Bret M. Plumlee, City Manager  
**From:** Corey Lakin, Recreation & Community Services Director  
**Subject:** 28<sup>th</sup> Annual 4<sup>th</sup> of July Fireworks Spectacular

**Summary:** This agenda item provides the City Council with an overview of the 28<sup>th</sup> Annual 4<sup>th</sup> of July Fireworks Spectacular. This year's 4<sup>th</sup> of July celebration was similar to past years, with the addition of more larger fireworks, attendance counts and a license agreement with the Joint Forces Training Base (JFTB) for use of the installation.

**Recommendation:** Receive and file.

### Background

The annual 4<sup>th</sup> of July Fireworks Spectacular is co-produced by the cities of Los Alamitos and Cypress with financial support and police support from the city of Seal Beach and financial support from the Community of Rossmoor. The Joint Forces Training Base provides the facility for the show.

Since 2010, the 4<sup>th</sup> of July Fireworks Spectacular has been revenue-direct expenditures neutral, meaning that no general fund money has been spent on the event, other than full-time Recreation and Community Services Department staff and any other overhead. All Public Works, Police and part-time Recreation staff time plus the cost of supplies, fireworks, rentals, and contracts were offset with revenues raised through sponsorships, vendors, parking fees, game usage, and contributions from Seal Beach and Rossmoor. There has even been a small amount of "excess" revenues carried over each year and placed into a Liability Account to assist with funding future shows in the event the revenue falls short of expenditures.

After the 2014 fireworks show, the City Council directed staff to purchase an additional \$12,000 in higher fireworks (5", 6" and 8" shells) in response to resident complaints regarding the relocation of the fireworks display. Additionally, staff was directed to account for residency information from the attendees to determine where the people who come onto the JFTB live.

## **Discussion**

The 2015 4<sup>th</sup> of July Fireworks Spectacular was one of the largest shows in its 28 year history:

### *Fireworks*

The Fireworks Display shot by Fireworks America was significantly larger than the prior year's \$18,000 show, with the increased \$12,000 contribution by the City of Los Alamitos for additional large-shelled fireworks. These additional 170-200, 5", 6" and 8" shells allowed the show to be fuller and higher in the sky, allowing residents not on the JFTB to see the fireworks display better. The show remained at 22 minutes long, but had more fireworks shot off in that time than in the past.

Additionally, City staff worked with the Joint Forces Training Base airfield and base operations staff to seek a more northern area on the airfield to shoot off the fireworks, in order to help the residents who requested better visibility outside the JFTB. Staff was able to secure the East Ramp of the Army Airfield for the festivities and the Andersen Drop Zone, located on the northeast area of the JFTB for the fireworks. This moved the display approximately 1,500-2,000 feet closer to the northern end of the JFTB and still allowed for a 1,000-foot radius fallout zone for the fireworks.

### *Vendors*

There were 19 food vendors and 16 informational/sales vendors selling their culinary creations and wares to the thousands of attendees. This was the largest and most diverse set of vendors in the history of the fireworks show at the JFTB.

### *Parked Vehicles*

Since 2011, the cities have collected \$5 per vehicle parked on the airfield of the Joint Forces Training Base in order to help offset the cost of the event. In 2011, there were 1,700 vehicles that paid for parking and that number has increased every year from 1,821 in 2012; to 1,864 in 2013; to 1,890 in 2014; to 1,920 this year.

### *Residency Statistics*

In the event's 28-year history, attendance and residency information has never been collected. Since 2011, vehicle numbers have been taken due to the charging of a per vehicle fee, however, past attendance figures were always estimates.

This year, per the Los Alamitos City Council's request, residency information was collected from every vehicle and pedestrian entering the JFTB. The City contracted with Los Alamitos-based 24/7 Event Services to conduct the data collection, who did their best to collect the most accurate data they could, based on the participants who were willing to provide their information. Based on their tallies, there were 11,112 attendees broken down by 9,328 people in vehicles and 1,784 pedestrians. The residency totals are broken down by sponsoring agency:

Los Alamitos – 1,130 vehicle passengers & 724 pedestrians = 1,854 residents (17%)  
Cypress – 1,167 vehicle passengers & 674 pedestrians = 1,407 residents (13%)  
Seal Beach – 317 vehicle passengers & 107 pedestrians = 424 residents (4%)  
Rossmoor – 147 vehicle passengers & 49 pedestrians = 196 residents (2%)

Staff also visited nearby parks and other fireworks viewing locations including Little Cottonwood Park, Arbor Park, Orville Lewis Park, Cottonwood Church, Arrowhead Products lawn, and in the Los Alamitos, Seal Beach and Rossmoor neighborhoods immediately surrounding the JFTB. Hundreds of people gathered at each of these locations. Staff gathered information from the park-goers informally by asking random groups of individuals where they were from. Approximately 40% of those in the parks were from Los Alamitos, Cypress, Seal Beach or Rossmoor, while others were from Long Beach or other surrounding cities. Many indicated they were there with friends from Los Alamitos, but did not provide their own residence.

### *License Agreement*

For the last several years, the Joint Forces Training Base has been a partner for the 4<sup>th</sup> of July Fireworks Spectacular. Through a Memorandum of Understanding (MOU), the JFTB provided the installation as the home of the patriotic event and helped to provide security, fire and operational support through their staff. In exchange for this partnership, the cities made a donation to the JFTB Morale, Welfare and Recreation fund of approximately \$2,000-2,600 annually. This year, the JFTB provided the cities of Los Alamitos and Cypress with a License Agreement, basically renting the grounds of the JFTB to the cities for the event. The JFTB provided security staff at the front gate to check identification and staff to open the areas of the Base needed for the event. The cities paid \$4,860 for the areas of the Base used for the event. The cities contracted with Orange County Fire Authority (OCFA) for just over \$1,000 for special event paramedics and worked with event sponsor Care Ambulance to have an ambulance on site throughout the event. OCFA also provided the transportation permits for the fireworks, since JFTB Fire was not involved in the fireworks show this year. Additional police and security were hired to ensure the safety of the attendees. Another expense for the License Agreement was City Attorney fees. Cypress incurred \$357 and Los Alamitos incurred \$562.50 in attorney's fees to review and negotiate the language in the License Agreement.

There are several other highlights to the 4<sup>th</sup> of July Fireworks Spectacular:

### *Sponsors*

Sponsorships continue to be priority of the Los Alamitos staff, even though they pose a significant challenge with the number of other events and programs the Recreation and Community Services Department seeks donations for, in addition to the other non-profits in town who also compete for these dollars. This year was another successful endeavor for staff, with only a small drop in sponsorships. This year, \$12,000 was raised beside the \$15,000 contribution from Republic Services, compared to last year's highest level of sponsorships of \$15,000.

## Kids Fun Zone

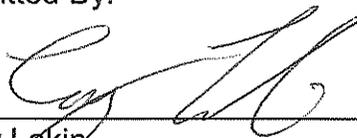
The City of Los Alamitos contracts with Los Alamitos-based Elite Special Events to produce the Kids Fun Zone every year that offers 10-15 inflatables, games and rides for kids of all ages to enjoy throughout the event. The City received 15-20% of the revenues for the day, with \$1,991 of revenue coming in this year, assisting to offset the 2015 expenditures.

## Fiscal Impact

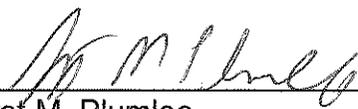
The budget for the 4<sup>th</sup> of July Fireworks Spectacular stems from the General Funds from both Los Alamitos and Cypress to pay for Police and Public Works employees' overtime, part-time Recreation Leaders, supplies, fireworks, and contracts. Revenues including parking, donations, sponsorships, vendor booth sales, and Kids Zone sales from the event, help to offset the direct costs for the event and are also accounted for in the Los Alamitos and Cypress General Funds. This year, with new expenses for the License Agreement, staff looked at other opportunity to save on expenses. The 4<sup>th</sup> of July Fireworks Spectacular netted approximately \$65,700 in revenues, offsetting the \$62,200 in direct-expenditures. The City of Los Alamitos collects all the revenues and reimburses the City of Cypress for their expenditures (\$28,943.18), since the revenues cover expenditures for the event. The balance of revenues over expenditures will be moved into the City's 4<sup>th</sup> of July Liability Account to be used for future 4<sup>th</sup> of July Fireworks Spectacular events when the revenues will not meet the direct-expenditures.

In December, 2015, the City Council approved an additional \$13,500 for higher fireworks (\$12,000) and staffing to collect residency statistics (\$1,500). The \$12,000 for fireworks was taken from FY 14-15's budget to purchase the fireworks in April and \$500 was spent from FY 15-16 for the residency statistics. This \$12,500 is from the General Fund Reserves and is not included in the 4<sup>th</sup> of July Fireworks Spectacular budget, which costs are shared with the City of Cypress.

Submitted By:

  
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Approved By:

  
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Fiscal Impact Approved By:

  
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