



Office of the City Manager

INFORMATION CALENDAR

May 21, 2013

To: Honorable Mayor and Members of the City Council
From:  Christine Daniel, City Manager
Submitted by: Scott Ferris, Acting Director, Parks, Recreation & Waterfront
Subject: July 4th Celebration at the Berkeley Marina

INTRODUCTION

On June 14, 2011, Council requested that staff return with information about the cost estimates and possible coordination with neighboring cities regarding the annual July 4th celebration. This report provides information about actual costs for the event at the Berkeley Marina over the past three years, as well as information that staff has collected about coordinating the event with other cities.

CURRENT SITUATION AND ITS EFFECTS

There are two components to the City's July 4th event – the daytime event that is produced by an independent event production company and the nighttime fireworks display that is funded and produced by the City. Since 1996, the daytime event has been produced by Another Bullwinkel Show, Inc., and consists of family-friendly events, food and merchandise sales, and non-profit information booths. Historically, the City has provided partial funding for the daytime event.

To generate revenue to offset City expenses for the upcoming July 4, 2013 nighttime fireworks event, the City will have paid parking services at the Marina. As is done at the annual Kite Festival, the City will contract with a vendor to run the paid parking service, which includes collecting the fees. Throughout the day, the City will receive and deposit the fees collected. After the event, the vendor will invoice the City for running the parking service. The City anticipates generating approximately \$15,000 in net revenue after paying for the cost of the paid parking service. Recent estimates of attendance from the Berkeley Police Department at the daytime event indicate approximately 5,000 to 8,000, and for the evening fireworks display approximately 60,000.

FISCAL IMPACT

The City provides the following services for the July 4th fireworks event, of which the bulk of the expenses are covered by the City's Marina Fund: waste management, recycling, traffic control, police, fire, and contracted services (fireworks, barricades, etc.) Over the past three years, the City has reduced total expenditures for the event as follows: \$133,300 in 2010, \$116,956 in 2011, and \$109,003 in 2012. It should be noted that the fireworks contract in 2012 was \$13,000, which was only 12% of the total cost, while the

majority of the costs were for public safety staff to manage the closing of University Ave for pedestrians, security, crowd, and traffic control as vehicles leave the Marina when University Avenue is reopened. The table below shows the total event expenses by Department.

Event Services Provided by Department	2010	2011	2012
Parks Recreation & Waterfront Department <ul style="list-style-type: none"> • Fireworks contract • Barricades rental contract • Ramp closure contract • Portable toilet contract • Janitorial & maintenance service * 	\$65,597	\$42,007	\$35,944
Public Works Department <ul style="list-style-type: none"> • Traffic sign services * • Waste management services * • Recycling services * 	\$4,246	\$14,712	\$13,719
Police/Fire Departments <ul style="list-style-type: none"> • Public Safety services * • Traffic Control services * 	\$63,457	\$60,236	\$59,340
Totals	\$133,300	\$116,955	\$109,003

* Note: City staff costs are at holiday overtime rates.

Coordinating with Other Cities

Staff surveyed July 4th, 2012 events in the East Bay and found that celebrations took place in twenty-six cities, some of which were sponsored by cities and others were sponsored by the growing trend of private entities and contributions. Among these locations, fireworks were provided at the following ten locations free of charge, except for a \$5.00 charge in Livermore: Antioch, Berkeley, Concord, Livermore, Martinez, Moraga, Oakley, Pleasant Hill, Richmond, and San Pablo. Of these events, six were sponsored by the cities (including fireworks and public safety staff costs): Berkeley, Livermore, Martinez, Oakley (with local business donations), San Pablo (with local business donations), and Richmond. Four events had private sponsors and funding – Antioch (Celebrate Antioch Foundation); Concord (Calvary Temple Church), Moraga, and Pleasant Hill.

For the July 4, 2013 event in Berkeley, City staff contacted neighboring cities regarding possible coordination. This has resulted in discussions with the City of Albany and the Golden Gate Fields Racetrack that may involve a daytime and nighttime event at the Berkeley Marina and parking at Golden Gate Fields.

POSSIBLE FUTURE ACTION

As presented to Council at the Parks Recreation & Waterfront Departmental Work Session on March 5, 2013, the Marina Fund has a projected structural deficit of approximately \$500,000 for FY 2014. Staff has proposed a reduction in the FY2014 deficit by \$15,000 by having paid parking at the Marina for the July 4, 2013 event. In order to further reduce costs to the Marina Fund, staff will attempt to further collaborate with the City of Albany and Golden Gate Fields Racetrack for future July 4th events.

FISCAL IMPACTS OF POSSIBLE FUTURE ACTION

The City may be able to significantly reduce the expense of putting on the event through cost-sharing with other public and private entities.

CONTACT PERSON

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