



CITY OF GLENDALE, CALIFORNIA REPORT TO THE CITY COUNCIL

AGENDA ITEM

Report: 2021 CV Fireworks Show Sponsorship

1. Motion approving sponsorship of Crescenta Valley Fireworks Association's 2021 CV Fireworks show in the amount of \$30,000.
2. Resolution of Appropriation to appropriate additional funds in the amount of \$25,000 using Measure S funds for the sponsorship of Crescenta Valley Fireworks Association's 2021 CV Fireworks show.
3. Resolution of Appropriation to appropriate additional funds in the amount of \$25,000 using General Fund Undesignated Fund Balance for the sponsorship of Crescenta Valley Fireworks Association's 2021 CV Fireworks show.

COUNCIL ACTION

Item Type: Action Calendar

Approved for April 27, 2021 **calendar**

ADMINISTRATIVE ACTION

Submitted by:

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Prepared by:

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Reviewed by:

Michele Flynn, Director of Finance

Michael J. Garcia, City Attorney

Approved by:

Roubik R. Golanian, P.E., City Manager

RECOMMENDATION

Staff is respectfully requesting that the Council adopt:

1. A Motion approving sponsorship of Crescenta Valley Fireworks Association's 2021 CV Fireworks show in the amount of \$30,000.
2. A Resolution of Appropriation to appropriate additional funds in the amount of \$25,000— using either Measure S Funds or the City's General Fund Undesignated Fund Balance— for the sponsorship of Crescenta Valley Fireworks Association's 2021 CV Fireworks show.

BACKGROUND/ANALYSIS

The 4th of July Fireworks Celebration is an annual tradition in the community hosted by Crescenta Valley Fireworks Association (CVFA). The event was historically hosted by the Crescenta Valley Chamber of Commerce (CVCC), however a group of residents, along with members from the CVCC, created the CVFA to raise funds and relieve the burden of funding the show. CVFA was created to provide the leadership, resources, time and energy needed in the community to plan a great annual Fireworks event. The mission of the Association is to bring a high quality public fireworks display to the community and provide a safe, affordable and fun option on the 4th of July for all local residents

This year marks the 14th annual CV Fireworks show, however, due to financial hardship as a result of the COVID-19 pandemic, CVFA has asked if the City of Glendale (City) would be willing to financially sponsor the 2021 fireworks event at full cost. The City began co-sponsoring the event as early as 2007 and has contributed \$5,000 annually towards the event per Council approval. The City increased its contribution to \$7,500 in 2019, as a one-time increase.

The majority of the revenue for this event is raised through ticket sales for entrance to the event and activities for children, food trucks, donations, and sponsorships. Due to uncertainty as a result of the pandemic, CVFA doesn't anticipate being able to sell tickets for this year's event as CVFA can't guarantee the event can have spectators. Even if County protocols allow for spectators by July, it may be at reduced capacity, which greatly impacts the revenue for the event. In previous years the total cost of the event has been approximately \$36,000, however, the cost is estimated to be less this year. The event will not incur certain costs this year such as, porta-potties, security, electric upgrades, road closure, etc.

This will be one-time sponsorship of \$30,000 for the 2021 fireworks event. The sponsorship will be paid prior to the event in order for CVFA to pay their vendors.

If the event is not allowed to have spectators, CVFA is planning to increase coordination with law enforcement through Glendale Police Department, California Highway Patrol and LA County Sheriff's Department to ensure people don't congregate and impact traffic on the streets, and has suggested the City can consider streaming it through GTV6 for people to watch at home.

FISCAL IMPACT

The total estimated cost of the CV Fireworks show is \$30,000. Currently, there is \$5,000 budgeted in the General Fund in Account No. 43110-1010-CSP-0010-P5157-T0000-F0000, as approved by Council in the FY 2020-21 CSP budget for the annual sponsorship.

If Council approves sponsoring the 2021 CV Fireworks show at full cost, staff is requesting to appropriate an additional \$25,000 in Measure S funds.

The additional \$25,000 will be appropriated in the following expense account:

43110-1010-CSP-3011-P5203-T0000-F0000

In the event that Council prefers using the City's General Fund Undesignated Fund Balance instead of Measure S funds, the additional \$25,000 will be appropriated in the following expense account:

43110-1010-CSP-0010-P5157-T0000-F0000

ALTERNATIVES

- Alternative 1: Council may choose to sponsor Crescenta Valley Fireworks Association's 2021 CV Fireworks show at \$30,000 and authorize a Resolution of Appropriation to appropriate an additional \$25,000 to pay for the sponsorship using Measure S funds or the City's General Fund Undesignated Fund Balance.
- Alternative 2: Council may consider sponsoring the 2021 CV Fireworks show at a different amount.
- Alternative 3: Council may consider not sponsoring the 2021 CV Fireworks show, which would mean the event does not take place this year.
- Alternative 4: Council may consider any other alternative not proposed by staff.

CAMPAIGN DISCLOSURE

N/A

EXHIBITS

None