



City of Arts & Innovation

Safety Wellness and Youth Committee Memorandum

TO: SAFETY, WELLNESS AND YOUTH COMMITTEE DATE: DECEMBER 15, 2021

FROM: PARKS, RECREATION AND COMMUNITY WARDS: 1 AND 7
SERVICES DEPARTMENT

SUBJECT: DISCUSSION AND SELECTION OF FIREWORK LOCATION AND/OR
ENHANCEMENTS FOR THE 2022 FOURTH OF JULY FIREWORK SHOWS

ISSUE:

Review and provide direction on preferred options for the 2022 Fourth of July firework shows.

RECOMMENDATION:

That the Safety, Wellness and Youth Committee provide direction on a preferred enhancement and/or option for the 2022 Fourth of July firework shows.

BACKGROUND:

Since 1996, the firework shows have been a staple of Riverside's Fourth of July celebration, with shows at both La Sierra Park and atop Mt. Rubidoux. Over the years, the firework shows have drawn more than 100,000 families each year from all throughout the Inland Empire.

The 2020 firework shows were canceled in response to the Novel Coronavirus (COVID-19) pandemic.

On January 25, 2021, the Parks, Recreation and Community Services Department (PRCSD) posted Request for Proposal (RFP) No. 7817, for the Fourth of July Pyrotechnic Services, on the City's website. Proposals were due on February 9, 2021. One proposal was submitted by Exposhow, Inc. After review and evaluation Exposhow, Inc. was deemed responsive. After negotiations, Exposhow, Inc. proposed the following locations: La Sierra Park, Ryan Bonaminio Park, and Mt. Rubidoux for the terms of the agreement and subsequent years.

On March 23, 2021, City Council approved to proceed with the 2021 firework shows at La Sierra and Ryan Bonaminio Parks.

On June 4, 2021, City Council approved the award for RFP No. 7817 for pyrotechnic services for the Fourth of July firework shows to Exposhow, Inc.

On July 4, 2021, Exposhow, Inc., notified the Parks, Recreation and Community Services Department they would not be able to provide a firework show at La Sierra Park per the

agreement with the City.

On September 21, 2021, PRCSD requested City Council to approve the cancellation of the Professional Service Agreement with Exposhow, Inc. due to a breach of contract. City Council requested that PRCSD staff return with options for the 2022 show to make up for the cancellation of the La Sierra Park show.

On November 16, 2021, City Council instructed PRCSD to present to the Safety, Wellness and Youth Committee and request input on the 2022 Fourth of July firework shows.

DISCUSSION:

Due to the cancellation of the 2021 show at La Sierra Park, the Department has received input from the public and City Council on enhancing the show and location of the show. The Department has taken into consideration the feedback and developed a list of show enhancements for both locations. The Department also provided an option detailing the resources required to return the show to Mt. Rubidoux.

The 2022 firework shows will be scheduled at two of the three proposed locations. Below are the proposed locations and costs associated with each site:

1. La Sierra Park (\$35,000 fireworks, \$8,000 non-personnel)
2. Ryan Bonaminio Park (\$35,000 fireworks, \$15,000 non-personnel)
3. Mt. Rubidoux (\$50,000 fireworks, \$55,000 non-personnel)

To secure a qualified vendor for the 2022 firework shows, a location must be identified in order to expedite the purchasing process.

Due to the cancellation of the 2021 firework show at La Sierra Park, the following enhancements are being proposed for the west end of the city:

Proposed Event Enhancements for 2022

- A. Community Event
- B. Pyro Sky Diving Team at La Sierra Park
- C. Sky writers at La Sierra Park
- D. Drone Light Show

Enhancement A: Community Event

To enhance the Fourth of July festivities in the west end of the city, PRCSD would host a community event. The community event would consist of live music, food and craft vendors, and a fun zone area from 5-9pm on July 4.

Cost: \$12,000

Enhancement B: Pyro Sky Diving Team

The sky diving team features 4 skydivers with lighted outfits and 150 pyro shots from their feet. The team would kick off the celebration prior to the fireworks going off.

Cost: \$17,850

Enhancement C: Sky Writers

Airplane flyer over La Sierra park with LED lights.

Cost: \$5,000

Enhancement D: Drone Light Show

In conjunction with the firework show, host a drone light show that has the capability to stretch up to 500 feet across the sky. Depending on how elaborate of a show the City would like to offer, there are several drone count options provided.

Cost: \$20,000 (100 count drone light show)

Cost: \$27,000 (200 count drone light show)

Cost: \$40,000 (300 count drone light show)

In response to City Council's request to expand festivities throughout Riverside, Staff continues to research other locations in an effort to add additional events across the City. Due to funding cuts in 2017, a permanent allocation to support the expanding event and sponsorship will be required and is being explored for the 2023 Fourth of July event.

STRATEGIC PLAN ALIGNMENT:

The Fourth of July celebrations align with **Strategic Priority 1 – Arts, Culture and Recreation** and specifically, **Goal 1.2**, to enhance equitable access to recreational services offerings.

It also aligns with EACH of the Cross-Cutting Threads as follows:

1. **Community Trust** – Providing a controlled Fourth of July show at a City facility increases community trust.
2. **Equity** – A reliable provider who can provide services at both locations allows a larger population of the City to be served.
3. **Fiscal Responsibility** – Staff continues their research to secure a vendor that is reliable and will be able to fulfill the services desired by the public.
4. **Innovation** – The proposed enhancements to the Fourth of July firework shows prepares for the future through collaborative partnerships and an adaptive process.
5. **Sustainability & Resiliency** – The Fourth of July firework shows are the highest attended PRCSO events. Providing various options allows the City of Riverside to continue to provide in-demand events to residents for future years.

FISCAL IMPACT:

The total fiscal impact of the 3 options presented are outlined in the table below.

| Location | Fireworks Show Cost | Non-Personnel Cost | Total Cost |
|-------------------|---------------------|--------------------|------------|
| A. La Sierra Park | \$35,000 | \$8,000 | \$43,000 |
| B. Ryan Bonaminio | \$35,000 | \$15,000 | \$50,000 |
| C. Mt. Rubidoux | \$50,000 | \$55,000 | \$105,000 |

Prepared by: Pamela M. Galera, Parks, Recreation and Community Services Director

Certified as to

availability of funds: Edward Enriquez, Chief Financial Officer/City Treasurer

Approved by: Kris Martinez, Interim Assistant City Manager

Approved as to form: Phaedra A. Norton, City Attorney

Attachment: Presentation