



City of Arts & Innovation

Safety Wellness and Youth Committee Memorandum

TO: SAFETY, WELLNESS AND YOUTH COMMITTEE DATE: SEPTEMBER 21, 2022

FROM: PARKS, RECREATION AND COMMUNITY WARDS: ALL
SERVICES DEPARTMENT

SUBJECT: UPDATE ON THE 2022 FOURTH OF JULY FIREWORK SHOWS AND
CELEBRATION, AND PROVIDE INPUT ON THE SECOND LOCATION OR
AERIAL DISPLAY OPTIONS FOR THE 2023 AND 2024 FIREWORK SHOW

ISSUE:

Review the 2022 Fourth of July firework shows and celebration and provide input on the second location or aerial display options for the 2023 and 2024 firework show.

RECOMMENDATION:

That the Safety, Wellness and Youth Committee:

1. Receive an update on the July 4, 2022, firework shows and celebration;
2. Discuss the possibility of hosting the Fourth of July shows on the Saturday prior as neighboring cities have shown an increase in attendance and a major cost savings by not hosting the event on a holiday;
3. Provide input on moving forward with a Sole Source Services Agreement to secure a qualified pyro tech vendor for a term covering April 1, 2023, through July 5, 2024;
4. Provide input on the second location for the 2023 and 2024 firework show; the first show will continue at La Sierra Park.

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 on the top of Mt. Rubidoux. Over the years, the firework shows have drawn more than 100,000 families each year from all over the Inland Empire.

On February 15, 2022, City Council approved a Sole Source Services Agreement with Pyro Spectaculars, Inc. to provide two firework shows at La Sierra for a term of covering April 1, 2022, through July 5, 2024, and at Ryan Bonaminio Park for a term covering April 1, 2022, through July 5, 2022.

On July 4, 2022, the Parks, Recreation and Community Services Department (PRCSD) hosted two firework shows at La Sierra Park and Ryan Bonaminio Park. In addition to the firework shows, residents enjoyed a car show, concert, and food vendors at La Sierra Park, and a DJ at Ryan Bonaminio Park.

DISCUSSION:

Pyro Spectaculars will continue to provide a firework show at La Sierra Park, per the Service Agreement's term of April 1, 2022 – July 5, 2024. The additional enhancements that were provided (concert/car show) are not included in the department budget, therefore, private donations/sponsors will be sought after. The La Sierra Advisory Board will be looking to offset the cost by seeking sponsorship to continue hosting the additional activities.

The firework shows include multiple departments combining their efforts to deliver successful shows. The event requires substantial investment and commitment of staff and financial resources, from Fire, Police, PRCSD, Traffic Engineering, Public Works, Arts and Cultural Affairs, and Code Enforcement.

In response to City Council's recommendations to find alternative sites to host a firework show, PRCSD staff continue to work closely with the Riverside Fire Department to evaluate locations. Location considerations include fall out zone, traffic plan, security, maintenance, visibility, cost, and access. The current list includes:

POTENTIAL SECOND LOCATION FOR 2023 - 2024

Location 1: Mt. Rubidoux

Location 2: Ryan Bonaminio Park

Location 3: Ab Brown Sports Complex

Location 4: UCR Sports Complex

Staff researched alternative aerial options such as drone and laser light shows and skywriters, however, the cost is high, and the visual effects are minimal compared to a traditional firework show. Due to the expensive nature and minimal impact, staff do not recommend the alternative options.

Location 1	Description	Required Logistics	Pros	Cons
Mt. Rubidoux	20 min Firework Show Shell size: 3-10 inches	Weed abatement, road maintenance required	Visibility of show, location allows for bigger shells to be used	Maintenance of the mountain (road, weed abatement), emergency vehicle access challenges (narrow roads). Additional staff required to secure the mountain (RPD, RFD, Private Security, City Staff). Closure of mountain (1-2 days prior to event for set up)
Location 2	Description	Required Logistics	Pros	Cons
Ryan Bonaminio Park	20 min Firework Show Shell size: 2-5 inches	N/A	Family oriented event. 2022 show – larger shells used and extended visibility (as far as Victoria Bridge)	Limited visibility. Surrounding streets compacted

Location 3	Description	Required Logistics	Pros	Cons
Ab Brown Sports Complex	20 min Firework Show Shell size: 2-6 inches	Weed abatement, develop traffic and site plan, upkeep of facility, maintenance of parking lot	Open complex with plenty of space, lots of parking. Option to host family event at Reid Park carnival, concert, food vendors)	Limited visibility. Surrounding streets compacted
Location 4	Description	Required Logistics	Pros	Cons
UCR Sports Complex	20 min Firework Show Shell size: 2-5 inches	Requires Agreement with UCR	Designated parking for event. Stadium seating (2,500 capacity). Option to charge for stadium seating	Limited visibility

Additional locations that staff researched included the Riverside Airport, City Hall, and the Main Library. These locations are not feasible due to the fallout zone and increased safety concerns.

To secure a vendor, staff will work with the Purchasing Division on a Sole Source Agreement. This process may take up to three months.

Due to the lack of service vendors within the State of California, it is recommended to have a Sole Source Agreement with the current vendor.

STRATEGIC PLAN ALIGNMENT:

The Fourth of July Show contributes to **Strategic Priority 1 – Arts, Culture and Recreation**, and specifically **Goal 1.2**, to enhance equitable access to arts, culture, and recreational services offerings.

This action 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 and benefits the city's diverse populations.
2. **Equity** – Providing two shows in two different locations allows a larger segment of the community to view the Fourth of July Show.
3. **Fiscal Responsibility** – Securing a reliable vendor ensures that financial resources are being used for quality services provided to the public.
4. **Innovation** – The proposed location of 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 is subject to change and are contingent on the options selected. The figures below are preliminary estimates and are not final. The Department has \$45,000 budgeted for a second fireworks show and will require a supplemental appropriation for any selection above the budgeted amount.

Location	Firework Display Cost	Estimate Traffic Plan Cost	Estimate Fencing Cost	Estimate Portable Restrooms Cost	Estimate Security Cost
1. Mt. Rubidoux	\$90,000	\$8,500	N/A	\$3,000	\$5,000
2. Ryan Bonaminio	\$45,000	\$8,500	\$5,000	\$3,000	\$3,200
3. Ab Brown Sports Complex	\$65,000	\$6,500	\$8,000	\$3,000	\$3,200
4. UCR Sports Complex	\$45,000	\$6,500	\$3,000	\$3,000	\$3,200

Prepared by:	Pamela M. Galera, Parks, Recreation and Community Services Director
Certified as to availability of funds:	Edward Enriquez, Interim Assistant City Manager/Chief Financial Officer/City Treasurer
Approved by:	Kris Martinez, Assistant City Manager
Approved as to form:	Phaedra A. Norton, City Attorney
 Attachment:	 Presentation