



Community Services and Youth Committee Memorandum

City of Arts & Innovation

TO: HONORABLE COMMUNITY SERVICES AND YOUTH COMMITTEE MEMBERS **DATE: JANUARY 8, 2020**

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

SUBJECT: UPDATE ON THE 2019 FOURTH OF JULY FIREWORKS DISPLAY SHOWS - DIRECT SUBMITTAL

ISSUE:

Receive an update on the 2019 Fourth of July fireworks display shows.

RECOMMENDATION:

That the Community Services and Youth Committee receive an update on the 2019 Fourth of July fireworks display shows and provide feedback as appropriate.

BACKGROUND:

In 1996, the Parks, Recreation and Community Services Department (PRCSD) hosted the first fireworks display shows at La Sierra Park and Mt. Rubidoux. Now, over 20 years later, the fireworks shows continue to draw more than 50,000 families between both locations from all over the Inland Empire.

DISCUSSION:

The fireworks display shows includes multiple departments combining their efforts for successful events. The cost of the two 2019 shows, including fireworks, fire permits, and PRCSD and Riverside Police and Riverside Fire Department personnel costs totaled approximately \$75,000.

Fireworks at La Sierra Park	\$20,000
Fireworks at Mt. Rubidoux	\$30,000
PRCSD Personnel Cost	\$12,400
Riverside Police Department	\$9,600
Riverside Fire Department	\$3,000
TOTAL	\$75,000

Riverside Police Department assisted with traffic management at both locations. The Riverside Fire Department ensured the pyrotechnic contractor followed fire permit laws, and assisted with making sure that Mt. Rubidoux and La Sierra Park were free from fire hazards.

The firework displays begin simultaneously at 9:00 p.m., and broadcasted through KOLA 99.9 radio station. The shows were approximately 22-25 minutes in duration.

FISCAL IMPACT:

The fiscal impact of the 2019 Fourth of July fireworks shows was \$75,000. Sufficient funding was included in PRCSD's FY 2019/20 budget.

Prepared by: Adolfo Cruz, Parks, Recreation and Community Services Director
Certified as to
availability of Funds: Edward Enriquez, Chief Financial Officer/City Treasurer
Approved by: Rafael Guzman, Assistant City Manager
Approved as to Form: Gary G. Geuss, City Attorney

Attachments:
1. Presentation
2. Event Flyer