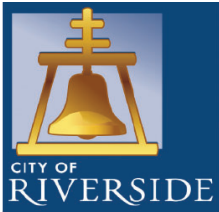


Fourth of July Event Alternatives - COVID19

Event Matrix



PARKS, RECREATION AND
COMMUNITY SERVICES

Can accommodate 6 ft. social distancing and implementation of CDC Guidelines
Require Road Closures
Estimated Expense
Departments Involved
CA Resilience Roadmap Stage 1.4

Event Details

Option	Event						
A	Virtual Firework Display	YES	NO	\$5,000	PRCSD & City Marketing Staff	1	<p>Riverside residents would enjoy a simulated show in the convenience of their homes.</p> <p>PROS:</p> <ul style="list-style-type: none">• Hosting a virtual show would allow the city to be aligned with the Center for Disease Control and Prevention recommendations of social gatherings.• Virtual Community Celebration – The event would allow an opportunity for the Mayor and City Council to bring the City together in these uncertain times and celebrate our Nation’s Independence and City Pride.• A virtual event would meet current orders and be safe and sane.• This alternative aligns with the ‘State of California, Pandemic Roadmap, Stage 1”• Provide community the opportunity to experience Show broadcasting live on Channel 3 Riverside TV <p>CONS:</p> <ul style="list-style-type: none">• Only offers a limited experience to community
B	Patriotic City Celebration Week	YES	NO	\$5,000	PRCSD & City Marketing Staff	2	<p>Riverside residents will be encouraged to celebrate Independence Day in a variety of ways including, a week long celebration themed "United! Spirit of Riverside, Spirit of America!" virtual event. Residents could participate in fun, simple, collective activities to show their community spirit and patriotism. For example, "United! Spirit of Riverside, Spirit of America!" Week might kick off with an activity where residents are invited to decorate their homes announcing their household’s participation. In addition:</p> <ul style="list-style-type: none">• Public decoration of City Hall, such as red, white and blue bunting, large flag• Use of electronic billboard messaging and fireworks graphics• Virtual Community Center Fourth of July Activities - special holiday games, crafts, and recipes• Online gallery of patriotic home décor– residents invited to share pictures on social media• Fourth of July Spirit of Riverside slide show – residents invited to submit photos for a festive slide show of Riverside Fourth of July holidays and history, set to music and posted online and broadcast on Riverside TV• “United! Spirit of Riverside, Spirit of America” window/balcony/yard signs via free, downloadable templates• National Anthem singing collage performed by various community youth. Posted at 9pm via social media/Riverside TV, symbolizing the kick off of the traditional Fireworks display• “Spirit of Giving” Blood Drive, Food Drive, Student Backpack Supply Drive: community groups will be invited to host or coordinate community drives where residents can support their neighbors to overcome coronavirus and/or help neighbors who have lost jobs. <p>PROS:</p> <ul style="list-style-type: none">• Every Ward will be represented• Riverside TV could possibly follow Councilmembers and PRCSD staff around throughout the day of July 4th, and take a look at all the community streets or homes that are participating and interview them Live and announce the winners live on Riverside TV• Residents can practice social distancing within their own homes or neighborhoods. <p>CONS:</p> <ul style="list-style-type: none">• PRCSD will have less than a month to implement a successful event• Expenses for PRCSD personnel/overtime, Awards, give-a-ways, etc.
C	Searchlights Display on Mount Rubidoux	YES	NO	\$30,000	PRCSD & City Marketing Staff	2	<p>Host searchlights display on Mt. Rubidoux. For example, three searchlights could be used to display red, white and blue colors. These lights can be visible for 15-20 miles away under reasonable weather conditions and would allow the City to be aligned with the Center for Disease Control and Prevention recommendations of social gatherings. Riverside residents would enjoy a statement light display from the convenience of their property.</p> <p>PROS:</p> <ul style="list-style-type: none">• Event could allow the City to celebrate the Nation’s Independence and City Pride in a unique way.• Requires minimal staff coordination with PRCSD and City’s Marketing Team and no staff resources diverted from RFD, Public Works, or Code Enforcement’s essential duties.• Fixed lighting would meet current orders and be safe and sane.• This alternative aligns with the ‘State of California, Pandemic Roadmap, Stage 1” <p>CONS:</p> <ul style="list-style-type: none">• Could encourage show-goers to picnic at Ryan Bonaminio and Fairmount Parks, creating large gatherings• Parking and street closures may be required to limit show-goers• Event will encourage non-residents to visit parks and increase the contact of persons• Expenses include; lighting company, security, PRCSD staff, porta-potty rentals, etc.
D	Fourth of July Family Day along Victoria Avenue	NO	YES	\$35,000	RPD, RFP, Public Works, City Marketing and PRCSD	4	<p>Event will begin on the corner of Jefferson and Victoria Ave. and end at Arlington and Victoria Ave. Event will allow the public to bike ride up and around Victoria Avenue, wearing their patriotic masks and attire. It will provide an opportunity to get out, celebrate the country and see their neighbors. Street closures will be required to keep traffic flowing. Community outreach will only include notification by mail a minimum of two weeks prior to event with the limited time frame and staffing in effect.</p> <p>PROS:</p> <ul style="list-style-type: none">• Riverside community will be allowed to enjoy the special holiday celebrating their patriotism by decorating their bikes and going for a short bike ride honoring Independence Day east on Victoria Ave. returning west down Victoria Ave. ending at Jefferson Ave. <p>CONS:</p> <ul style="list-style-type: none">• Not in compliance with the state's Resilience Roadmap Stages. This event is considered a Stage 4 activity. The state is currently in the early part of Stage 2. The County has not received approval to move into the next phase of Stage 2.• Parking and street closures challenges will be present due to multiple streets with cul-de-sac communities, one way in and out private residences and closed main streets. Challenging intersections include Victoria Ave. and Grace St, Victoria and Madison St., Victoria and Washington Ave. (Corona Farm utilizes both streets - Washington and Madison to access property), Maude and Victoria Ave., and Horace and Victoria Ave. which leads into a gated community with one entrance/exit.• Lack of ability to ensure public safety and monitor social distancing precautions following CDC Stage 2 Guidelines• Putting City Staff safety at risk• Due to the current events of the Pandemic, it is suggested that the Victoria community may not approve of the additional traffic in their backyards.• Additional resources such as volunteers are not permitted at the current time• Event will be accessible to less than 1% of City residents.• Expenses include; Portable Restroom Rentals, Traffic Control equipment, RPD Services, Event equipment (Tables, Chairs, decor), personnel time, overtime cost, etc.