

*City of Arts & Innovation*

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: MAY 26, 2020**

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

SUBJECT: FOUR ALTERNATIVE OPTIONS FOR THE 2020 FOURTH OF JULY EVENT

ISSUE:

Review and select an alternative option for the 2020 Fourth of July event.

RECOMMENDATIONS:

That the City Council:

1. Waive the City of Riverside Sunshine Ordinance No. 7301, pursuant to Municipal Code Section 4.05.050(D)(1)(a) in that there is a need to take immediate action and hear the report on alternative options for the 2020 Fourth of July event, which alternatives came to the attention of the local body after the agenda was posted; and
2. Select an alternative option for the 2020 Fourth of July event celebration.

BACKGROUND:

On Tuesday, May 19, 2020, City Council voted 6-1 to cancel the 2020 Fourth of July Fireworks Shows at Mt. Rubidoux and La Sierra Parks. City Council requested that Parks, Recreation and Community Services Department (PRCSD) explore alternative options to the fireworks displays.

DISCUSSION:

In light of the COVID-19 Pandemic, the State of California's Pandemic Roadmap to recovery guidelines, and the Minimal Staffing Order implemented by the City on March 20, 2020, the City of Riverside's 2020 Fourth of July Firework Displays were cancelled.

As a result of the cancelled events, staff has identified several alternative activities to celebrate the Fourth of July for Council's consideration. Activities would be marketed through social media, print advertising, signage and community partnerships. Additional details are provided on the attached event matrix and presentation.

Option A: Virtual Firework Display

Riverside residents would enjoy a simulated show in the convenience of their homes. Staff would produce the virtual fireworks show using FWsim Pro - <https://www.fwsim.com/shows.html>. PRCSD would need to purchase the license for the fireworks simulation software at a flat fee of \$549. The length and size of the show is unlimited. In addition, staff has the capability to insert background images of the City or 3D models, create timed pyro musicals, and customize messaging throughout the broadcast. This alternative aligns with the State of California, Pandemic Roadmap, Stage 1.

Option B: Patriotic City Celebration Week

Riverside residents would be encouraged to celebrate Independence Day in a variety of ways including, a weeklong celebration themed “United! Spirit of Riverside, Spirit of America!” Event details include:

1. Competition between residents with the “most spirit”:
 - a) Council would have the opportunity to visit neighborhoods, interview residents and broadcast interview/winner on Riverside TV.
 - b) Online gallery of patriotic home décor shared through social media.
2. Virtual Fourth of July activities broadcasted throughout the week:
 - a) Holiday crafts, cooking demonstrations/recipes, games, etc.
3. Spirit of Riverside slide show:
 - a) Invite residents to submit photos of their Fourth of July celebration, create a collage and synchronize it to music and broadcast on Riverside TV.
4. National Anthem singing collage performed by various residents (youth/adults/seniors) and broadcasted on Riverside TV:
5. “Spirit of Giving” – blood drive, food drive, and student backpack supply drive:
 - a) Non-Profit groups will be invited to coordinate community drives where residents can support their neighbors to overcome the stress and challenges from the Coronavirus.

This alternative aligns with the State of California, Pandemic Roadmap, Stage 2.

Option C: Patriotic Searchlights display on Mount Rubidoux

A display of red, white and blue searchlights can be placed on top of Mount Rubidoux. 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.

The estimated cost of \$30,000 allows for a 20-minute display. This alternative aligns with the State of California, Pandemic Roadmap, Stage 2.

Option D: Family Day along Victoria Ave

This event would allow residents to enjoy a bike ride up and around Victoria Ave. while displaying their patriotic spirit. Event details include:

1. Event will begin on the corner of Jefferson and Victoria Ave., and end at Arlington and Victoria Ave.
2. Event will require street closures, traffic plan and resident notifications.
3. Parking and street closures pose a challenge due to multiple streets with cul-de-sac communities, one way in and out, and impact to private residences. There are no parking areas for visitors to park. Vacant lots along Victoria are privately owned and require maintenance to make it safe for visitors to park.

4. Event is accessible to less than 1% of city residents

The estimated cost of \$35,000 includes marketing material, signage and Riverside Police Services to assist with closing streets and traffic control, equipment rentals (portable restrooms, tables, chairs, etc.). This option aligns with the State of California, Pandemic Roadmap, Stage

FISCAL IMPACT:

Funds are available in the General Fund under Parks, Recreation and Community Services budget in the Recreation Services account 5205000-421040. The fiscal impact would depend on Council's selection of the options provided. Proposed activities and estimated costs are listed below for each event.

Event	Estimated Cost
Option A: Virtual Firework Display	\$5,000
Option B: Patriotic City Celebration Week	\$5,000
Option C: Patriotic Searchlights Display on Mount Rubidoux	\$30,000
Option D: Family Day along Victoria Avenue	\$35,000

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

Attachments:

1. Alternative Events Matrix
2. Presentation