



# City Council Memorandum

*City of Arts & Innovation*

**TO: HONORABLE MAYOR AND CITY COUNCIL**

**DATE: JUNE 8, 2021**

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

**WARDS: 1 AND 7**

**SUBJECT: AGREEMENT WITH EXPOSHOWS, INC. OF SANTA MONICA, CALIFORNIA,  
FOR TWO DISTINCT FOURTH OF JULY FIREWORK DISPLAYS, IN THE  
AMOUNT OF \$198,000 FOR THE TERM OF APRIL 1, 2021 THROUGH JULY 5,  
2024, WITH THE OPTION TO EXTEND FOR ONE ADDITIONAL ONE-YEAR  
TERM**

## **ISSUE:**

The issue for City Council consideration is authorization to enter into an agreement with Exposhow, Inc. of Santa Monica, California, in the amount of \$198,000 for the term of April 1, 2021 through July 5, 2024 with the option to extend for one additional one-year term.

## **RECOMMENDATIONS:**

That the City Council:

1. Approve the agreement with Exposhow, Inc. for two distinct pyrotechnic shows covering the period of June 1, 2021 through July 5, 2024, with a contract price of \$198,000.
2. Authorize the City Manager, or his designee, to execute the agreement with Exposhow, Inc. for a term of June 1, 2021 through July 5, 2024 and to make minor and non-substantive changes including contract amendments, changes to locations for subsequent years, and execution of term extensions, subject to the availability of funds.

## **BACKGROUND:**

Since 1996, the firework displays have been a staple of Riverside's Fourth of July celebration, with shows at both La Sierra Park and on top of Mt. Rubidoux. Throughout the years, the firework shows have drawn more than 100,000 families each year from throughout the Inland Empire. In 2020, in response to the Novel Coronavirus (COVID-19) pandemic, the firework shows were cancelled.

On March 23, 2021, City Council approved to move forward with the 2021 firework shows at La Sierra and Ryan Bonaminio Park. The approval was contingent upon the County of Riverside's

continued decrease of COVID-19 cases, and the State's improved Tier levels.

### **DISCUSSION:**

On January 25, 2021, the Parks, Recreation and Community Services Department posted RFP No. 7817, for the Fourth of July Pyrotechnic Services and Nine prospective bidders registered for the RFP. Proposals were due on February 9, 2021 and one proposal was submitted by Exposhow Inc. and deemed responsive after review and evaluation. After undergoing negotiations, Exposhow, Inc. proposed firework programs at the following Locations: La Sierra Park and Ryan Bonaminio Park, and for the terms of the agreement with extension options.

The sites for these firework displays are Ryan Bonaminio Park (Program "A") and La Sierra Park (Program "B"). The total cost of both shows will be \$49,500 annually; \$24,750 for La Sierra Park (approximately 25 minutes in duration), \$24,750 for Ryan Bonaminio Park (approximately 25 minutes in duration). The two firework displays will begin simultaneously at 9:00 p.m.

The Purchasing Manager concurs that the recommendation to award is in compliance with Purchasing Resolution 23256.

### **FISCAL IMPACT:**

The total fiscal impact of the agreement is \$198,000. The total amount of \$49,500 is required for July 2021. The July 2022 shows are not included in the proposed budget; however, sufficient savings are anticipated in the General Fund in FY 2020/21 and will be recommended for carryover to fund the July 2022 requirement of \$49,500. The annual amount of \$49,500 required for July 2023 and July 2024 shows will be included in the proposed budget for those fiscal years. The following table details the fiscal impact of RFP 7817 with extensions.

Fiscal Impact of RFP 7817			
Term	Account No.	Account Name	Amount
April 1, 2021-July 5, 2024	5205000-421040	Professional Services	\$198,000
April 1, 2025-July 5, 2025 (extension)	5205000-421040	Professional Services	\$49,500

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: Kristi J. Smith, Interim City Attorney

Attachment: Agreement with Exposhow, Inc.