



# City Council Memorandum

*City of Arts & Innovation*

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**TO: HONORABLE MAYOR AND CITY COUNCIL**                      **DATE: NOVEMBER 16, 2021**  
**FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT**                      **WARDS: 1 AND 7**  
**SUBJECT: DISCUSSION AND SELECTION OF OPTIONS FOR THE 2022 FOURTH OF JULY FIREWORK SHOWS**

**ISSUE:**

Review and provide direction on a preferred option for the 2022 Fourth of July firework shows.

**RECOMMENDATION:**

That the City Council:

1. Provide direction on a preferred option for the 2022 Fourth of July firework shows.

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

The 2020 firework shows were cancelled in response to the Novel Coronavirus (COVID-19) pandemic.

On January 25, 2021, the Parks, Recreation and Community Services Department (PRCSD) posted Request for Proposal (RFP) No. 7817, for the Fourth of July Pyrotechnic Services, on the City's website. Proposals were due on February 9, 2021. One proposal was submitted by Exposhow, Inc. After review and evaluation Exposhow, Inc. was deemed responsive. After negotiations, Exposhow, Inc. proposed the following locations: La Sierra Park, Ryan Bonaminio Park, and Mt. Rubidoux for the terms of the agreement and subsequent years.

On March 23, 2021, City Council approved to proceed with the 2021 firework shows at La Sierra and Ryan Bonaminio Parks.

On June 4, 2021, City Council approved the award for RFP No. 7817 for pyrotechnic services for the Fourth of July fireworks shows to Exposhow, Inc.

On July 4, 2021, Exposhow Inc., notified the Parks, Recreation and Community Services Department that they would not be able to provide a firework show at La Sierra Park per the agreement with the City.

On September 21, 2021, the Parks, Recreation and Community Services Department (PRCSD) requested City Council to approve the cancellation of the Professional Service Agreement with Exposhow, Inc. due to a breach of contract. City Council requested that PRCSD staff return with options for the 2022 show to make up for the cancellation of the La Sierra Park show.

**DISCUSSION:**

**Fourth of July Event Staff Resources**

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 and Police, PRCSD, Traffic Engineering, Arts and Cultural Affairs, and Code Enforcement.

**Event Options**

**Option 1 – Host shows at BOTH Ryan Bonaminio and La Sierra Parks with the addition of an airplane flyover**

The first option would be to host the shows at Ryan Bonaminio and La Sierra Parks, increasing the show time at both locations by 5 minutes. In addition, incorporating an airplane flyover with LED lights for both sites. This option requires funding in the amount of \$107,000 in pyrotechnic costs, non-personnel expenses, part-time staff costs, and overtime costs.

Option 1				
Location	Description	PRCSD Non-Personnel Cost	PRCSD Personnel Cost	Comments
La Sierra	23-25 Min Fireworks show at La Sierra Park (increase of 5 min)	\$47,000	\$5,000	Non-Personnel cost includes \$35,000 for the Firework show and \$12,000 additional event cost, Portable restrooms, security, Road Closures, etc.. Personnel Cost only includes PRCSD.
Bonaminio	23-25 Min Firework show at Bonaminio (increase of 5 min)	\$50,000		Non-Personnel cost includes \$35,000 for the Firework show and \$15,000 additional event cost, Portable restrooms, security, Road Closures, etc.. Personnel Cost only includes PRCSD.
Both	Skywriters Fly over	\$5,000		Airplane fly over both locations with a message written out with LED lights
<b>Overall Event Grand Total</b>		<b>\$102,000</b>	<b>\$5,000</b>	<b>\$107,000</b>

**Option 2 – Host shows at BOTH Ryan Bonaminio and La Sierra Parks**

The second option would be to host the shows at Ryan Bonaminio and La Sierra Parks, increasing La Sierra’s show by 15 minutes and the show at Ryan Bonaminio Park by 5 minutes. This option requires funding in the amount of \$112,000 in pyrotechnic costs, non-personnel expenses, part-time staff costs, and overtime costs.

Option 2				
Location	Description	PRCSD Non- Personnel Cost	PRCSD Personnel Cost	Comments
La Sierra	35 min firework show at La Sierra Park (increase of 15 min)	\$57,000	\$5,000	Non-Personnel cost includes <b>\$45,000</b> for the Firework show and <b>\$12,000</b> additional event cost, Portable restrooms, security, Road Closures, etc.. Personnel Cost only includes PRCSD.
Bonaminio	23-25 Min Firework show at Bonaminio (increase of 5 min)	\$50,000		Non-Personnel cost includes <b>\$35,000</b> for the Firework show and <b>\$15,000</b> additional event cost, Portable restrooms, security, Road Closures, etc.. Personnel Cost only includes PRCSD.
<b>Grand Total for 2 Shows</b>		<b>\$107,000</b>	<b>\$5,000</b>	<b>\$112,000</b>

**Option 3: – Host shows at BOTH Ryan Bonaminio and La Sierra Parks with the addition of a 100-count drone light show at La Sierra Park**

The third option would be to host the shows at Ryan Bonaminio and La Sierra Parks, increasing both shows by 5 minutes and adding a 100-drone count light show to La Sierra's show. This option requires funding in the amount of \$120,400 in pyrotechnic and drone costs, non-personnel expenses, part-time staff cost, and overtime costs.

Option 3				
Location	Description	PRCSD Non-Personnel Cost	PRCSD Personnel Cost	Comments
La Sierra	23-25 Min Fireworks show at La Sierra Park (increase of 5 min)	\$65,400	\$5,000	Non-Personnel cost includes <b>\$35,000</b> for the Firework show, <b>\$18,400 drone light show</b> (100 drone count) w/ 12 formations and <b>\$12,000</b> additional event cost, Portable restrooms, security, Road Closures, etc.. Personnel Cost only includes PRCSD.Drone Light Show Co: Pricing is all inclusive no additional fees. Show includes 12 formations. Custom formations are \$1,000 extra for each addition
Bonaminio	23-25 Min Firework show at Bonaminio (increase of 5 min)	\$50,000		Non-Personnel cost includes <b>\$35,000</b> for the Firework show and <b>\$15,000</b> additional event cost, Portable restrooms, security, Road Closures, etc.. Personnel Cost only includes PRCSD.
<b>PRCSD Overall Event Grand Total</b>		<b>\$115,400</b>	<b>\$5,000</b>	<b>\$120,400</b>

**Option 4: – Host shows at BOTH Ryan Bonaminio and La Sierra Parks with the addition of a 200 count drone light show at La Sierra Park**

The fourth option would be to host the shows at Ryan Bonaminio and La Sierra Parks, increasing both shows by 5 minutes and adding a 200-drone count light show to La Sierra's show. This option requires funding in the amount of \$128,100 in pyrotechnic and drone costs, non-personnel expenses, part-time staff costs, and overtime costs.

Option 4				
Location	Description	PRCSD Non-Personnel Cost	PRCSD Personnel Cost	Comments
La Sierra	23-25 Min Fireworks show at La Sierra Park (increase of 5 min) & Drone Light Show	\$73,100	\$5,000	Non-Personnel cost includes <b>\$35,000</b> for the Firework show, <b>\$26,100 drone light show</b> (200 drone count) w/ 12 formations and <b>\$12,000</b> additional event cost, Portable restrooms, security, Road Closures, etc.. Personnel Cost only includes PRCSD. Drone Light Show Co: Pricing is all inclusive no additional fees. Show includes 12 formations. Custom formations are \$1,000 extra for each addition
Bonaminio	23-25 Min Firework show at Bonaminio (increase of 5 min)	\$50,000		Non-Personnel cost includes <b>\$35,000</b> for the Firework show and <b>\$15,000</b> additional event cost, Portable restrooms, security, Road Closures, etc.. Personnel Cost only includes PRCSD.
<b>PRCSD Overall Event Grand Total</b>		<b>\$123,100</b>	<b>\$5,000</b>	<b>\$128,100</b>

**Option 5: – Host shows at BOTH Ryan Bonaminio and La Sierra Parks with the addition of a sky diving show at La Sierra Park and drone light show at Mt. Rubidoux**

The fifth option would be to host the shows at Ryan Bonaminio and La Sierra Parks, increasing both shows by 5 minutes and incorporating a pyro sky diving team to the La Sierra park show. This option requires funding in the amount of \$146,950, in pyrotechnic and sky diving team costs, drone show costs, non-personnel expenses, part-time staff costs, and overtime costs.

Option 5				
Location	Description	PRCSD Non-Personnel Cost	PRCSD Personnel Cost	Comments
La Sierra	23-25 Min Fireworks show at La Sierra Park (increase of 5 min)	\$47,000	\$6,000	Non-Personnel cost includes <b>\$35,000</b> for the Firework show and <b>\$12,000</b> additional event cost, Portable restrooms, security, Road Closures, etc. Personnel Cost only includes PRCSD.
Bonaminio	23-25 Min Firework show at Bonaminio (increase of 5 min)	\$50,000		Non-Personnel cost includes <b>\$35,000</b> for the Firework show and <b>\$15,000</b> additional event cost, Portable restrooms, security, Road Closures, etc. Personnel Cost only includes PRCSD.
La Sierra Park Only	Sky Diving Show	\$17,850		FastTrac Pyro Skydiving Team: Show features 4 skydivers with lighted outfits and 150 pyro shots from feet per diver. Work with Pryo team to end as fireworks start.
Mt. Rubidoux	Drone Light Show	\$26,100		200-drone count light show w/ 12 formations displayed on top of Mt. Rubidoux
<b>Overall Event Grand Total</b>		<b>\$140,950</b>	<b>\$6,000</b>	<b>\$146,950</b>

**Option 6: – Host shows at BOTH Ryan Bonaminio and La Sierra Parks with the addition of sky diving show at both locations**

The sixth option would be to host the shows at Ryan Bonaminio and La Sierra Parks, increasing both shows by 5 minutes and incorporating a pyro sky diving team at both locations. This option requires funding in the amount of \$137,700 in pyrotechnic and sky diving team costs, non-personnel expenses, part-time staff costs, and overtime costs.

Option 6				
Location	Description	PRCSD Non-Personnel Cost	PRCSD Personnel Cost	Comments
La Sierra	23-25 Min Fireworks show at La Sierra Park (increase of 5 min)	\$47,000	\$5,000	Non-Personnel cost includes <b>\$35,000</b> for the Firework show and <b>\$12,000</b> additional event cost, Portable restrooms, security, Road Closures, etc.. Personnel Cost only includes PRCSD.
Bonaminio	23-25 Min Firework show at Bonaminio (increase of 5 min)	\$50,000		Non-Personnel cost includes <b>\$35,000</b> for the Firework show and <b>\$15,000</b> additional event cost, Portable restrooms, security, Road Closures, etc.. Personnel Cost only includes PRCSD.
Both	Sky Diving Show	\$35,700		FastTrac Pyro Skydiving Team: Each show features 4 skydivers with lighted outfits and 150 pyro shots from feet per diver. One plane would drop both groups one after the other. Work with Pyro team to end as fireworks start.
<b>Overall Event Grand Total</b>		<b>\$132,700</b>	<b>\$5,000</b>	<b>\$137,700</b>

**Option 7: – Host shows at BOTH Ryan Bonaminio and La Sierra Parks with the addition of a drone show at La Sierra and Mt. Rubidoux**

The sixth option would be to host the shows at Ryan Bonaminio and La Sierra Parks, increasing both shows by 5 minutes and incorporating a drone show at La Sierra and Mt. Rubidoux. This option requires funding in the amount of \$155,200 in pyrotechnic and drone show costs, non-personnel expenses, part-time staff costs, and overtime costs.

Option 7				
Location	Description	PRCSD Non-Personnel Cost	PRCSD Personnel Cost	Comments
La Sierra	23-25 Min Fireworks show at La Sierra Park (increase of 5 min)	\$47,000	\$6,000	Non-Personnel cost includes <b>\$35,000</b> for the Firework show and <b>\$12,000</b> additional event cost, Portable restrooms, security, Road Closures, etc. Personnel Cost only includes PRCSD.
Bonaminio	23-25 Min Firework show at Bonaminio (increase of 5 min)	\$50,000		Non-Personnel cost includes <b>\$35,000</b> for the Firework show and <b>\$15,000</b> additional event cost, Portable restrooms, security, Road Closures, etc. Personnel Cost only includes PRCSD.
La Sierra Park	Drone Light Show	\$26,100		200-drone count light show w/ 12 formations
Mt. Rubidoux	Drone Light Show	\$26,100		200-drone count light show w/ 12 formations displayed on top of Mt. Rubidoux
<b>Overall Event Grand Total</b>		<b>\$149,200</b>	<b>\$6,000</b>	<b>\$155,200</b>

Due to limited resources, staff only included the most affordable drone options not exceeding \$26,100 per site. However, each drone show can exceed \$100,000 which includes more elaborate 3-D presentations.

Sponsorship Opportunities

A viable option to offset the expenses associated with the firework shows is through sponsorship opportunities (private, corporate, etc.). Administrative Manual Policy 06.001.00, Minor Donation Acceptance Policy, and the Corporate Partnership Policy provides this opportunity and has the potential of generating funds. Donations and/or sponsorships are a good option to offset the high costs associated with providing firework shows (pyrotechnics, traffic control equipment, temporary fencing, etc.); however, previous attempts to raise funding through sponsorship efforts have proven to be unsuccessful. Additionally, due to limited staffing and internal capacity, resources are limited to execute a full marketing and sponsorship campaign required to raise the funds necessary to offset some of the major non-personnel expenses. As personnel

resources are eventually restored, a focus on fundraising efforts through donations/sponsorship will be shifted towards future firework shows.

Regardless of which option is selected, the Fireworks Task Force, which consists of members from Fire, Police and Code Enforcement are committed to patrolling all areas of the city to educate and enforce the City ordinance on the use of illegal fireworks within the City limits.

The Police Chief, Fire Chief, and General Services Director all concur with the options provided in this report.

#### Fourth of July Event Fiscal Resources

The cost of two Fourth of July shows, including pyrotechnics, fire permits and PRCSD personnel is as high as \$155,200, depending on the option selected.

It is important to note that in 2017, funding in the amount of \$73,657 for the Firework Shows was removed from PRCSD budget. In 2017, 2018, and 2019, the Department used salary savings to pay for the shows. The Department will continue to utilize salary savings to produce funding for the Fourth of July shows and a transfer of salary savings would be required.

#### **STRATEGIC PLAN ALIGNMENT:**

The Fourth of July celebrations aligns with Strategic Priority 1 – Arts, Culture and Recreation and specifically, **Goal 1.2**, to enhance equitable access to recreational services offerings.

1. **Community Trust** – Providing a controlled Fourth of July show at a city facility increases community.
2. **Equity** – A reliable provider who can provide services at both locations allows a larger population of the City to be served.
3. **Fiscal Responsibility** – Staff continues their research to secure a vendor that is reliable, and will be able to fulfill the services desired by the public.
4. **Innovation** – The proposed enhancements to 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 PRCSD 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 can range from \$107,000 to \$155,200, depending on the option selected. Permission to use personnel savings will be required to fund a portion the non-personnel costs of the show. In 2017, funds were removed from the budget to provide the Fourth of July Firework shows and have never been re-appropriated. The PRCSD has utilized salary savings or non-personnel savings to produce the show. While personnel costs are minimal, most of the non-personnel costs of the show need to be appropriated to the budget.

Due to the cancellation of the show in 2021 at La Sierra Park, \$24,750 was unexpended at June 30, 2021. This amount, plus an allocation of FY 2020/21 savings required to meet the cost of Council's selected option, will be proposed for carryover approval with the fourth quarter financial report expected to be presented to Council in December.

The table below outlines the total cost of each option.

<b>4th of July Firework Shows - Costing of Options</b>			
<b>Option</b>	<b>Personnel</b>	<b>Non-Personnel</b>	<b>Total Cost</b>
Option 1	\$ 5,000.00	\$ 102,000.00	\$ 107,000.00
Option 2	\$ 5,000.00	\$ 107,000.00	\$ 112,000.00
Option 3	\$ 5,000.00	\$ 115,400.00	\$ 120,400.00
Option 4	\$ 5,000.00	\$ 123,100.00	\$ 128,100.00
Option 5	\$ 6,000.00	\$ 140,950.00	\$ 146,950.00
Option 6	\$ 5,000.00	\$ 132,700.00	\$ 137,700.00
Option 7	\$ 6,000.00	\$ 149,200.00	\$ 155,200.00

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