



LODI CITY COUNCIL

Carnegie Forum
305 West Pine Street, Lodi

"SHIRTSLEEVE" SESSION

Date: January 7, 2014

Time: 7:00 a.m.

For information regarding this Agenda please contact:

Randi Johl-Olson

City Clerk

Telephone: (209) 333-6702

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Informal Informational Meeting

- A. **Roll Call by City Clerk**
- B. **Topic(s)**
 - B-1 Proposed Changes for Fourth of July at the Lake (PRCS)
- C. **Comments by Public on Non-Agenda Items**
- D. **Adjournment**

Pursuant to Section 54954.2(a) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day.

Randi Johl-Olson
City Clerk



**CITY OF LODI
COUNCIL COMMUNICATION**

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AGENDA TITLE: Proposed Changes for Fourth of July at the Lake

MEETING DATE: January 7, 2014

PREPARED BY: Parks, Recreation and Cultural Services Director

RECOMMENDED ACTION: Receive report on proposed changes for Fourth of July at the Lake.

BACKGROUND INFORMATION: Before 1993, Fourth of July was like any other day at Lodi Lake Park, with the exception of boat races and fireworks. From 1993 to 2006, several services clubs took over the park for the Oooh Ahhh Festival, charging a fee for entry and providing a variety of activities throughout the park, including the fireworks show.

The City has coordinated Fourth of July at Lodi Lake Park since 2007. In light of costs associated with the Fourth and nominal revenue, as well as seven years of experience, City departments are considering several changes to the event beginning in 2014. Further information will be presented to the City Council.

Jeff Hood
Parks, Recreation & Cultural Services Director

APPROVED: _____
Konradt Bartlam, City Manager



Proposed Changes for Fourth of July at the Lake

Lodi City Council
January 7, 2014

Fourth of July at the Lake

History

- Traditional fireworks show at Lodi Lake; dating to at least 1940
- Before 1993, park open like any other day
 - Incidents in 1992 prompted changes
- 1993-2006: Rotary Club's "Oooh Ahhh Festival"
 - Entry fee (\$8 adults/\$5 ages 5-12), activities, fireworks
- 2007-present: City of Lodi special event
 - No fee, controlled entry, activities, fireworks



Fourth of July at the Lake

Current event logistics

- Turner Road closed from Ham to Mills (since 2003)
- Park fenced
- Pancake breakfast 7 a.m. to 11 a.m.
- Farmers Market on Turner Road from 7 a.m. to 11 a.m.
- Park opens at 10 a.m., visitors screened for contraband
- Beach/boathouse open until 5 p.m.
- Food/activity vendors
- Vendors not allowed to leave until crowd clears
- Fireworks from 9:30-9:45 p.m.



Fourth of July at the Lake

Major event expenses

- More than \$12,000 for fencing, portable toilets and additional trash receptacles
- \$5,700 in Police overtime
- Nearly \$9,000 for Public Works and Parks wages
- Fireworks \$15,625





Fourth of July at the Lake

Event results

- Vendor fee net revenue \$800 in 2013
- Light attendance outside beach area
- Beach area and boat rentals busier than normal
- Attendance starts building around 6 p.m.



Fourth of July at the Lake

Recommendations for 2014

- Continue fencing park
 - Result has been safer event since 1993
- Continue closing Turner Road
- Continue fireworks
- Eliminate vendors
- Begin charging entry fee to include beach access
- Keep east, north areas of park closed until 5 p.m.
 - Reduces cost of garbage removal/portable toilets
 - Reduces post-event cleanup
 - Reduces Police costs

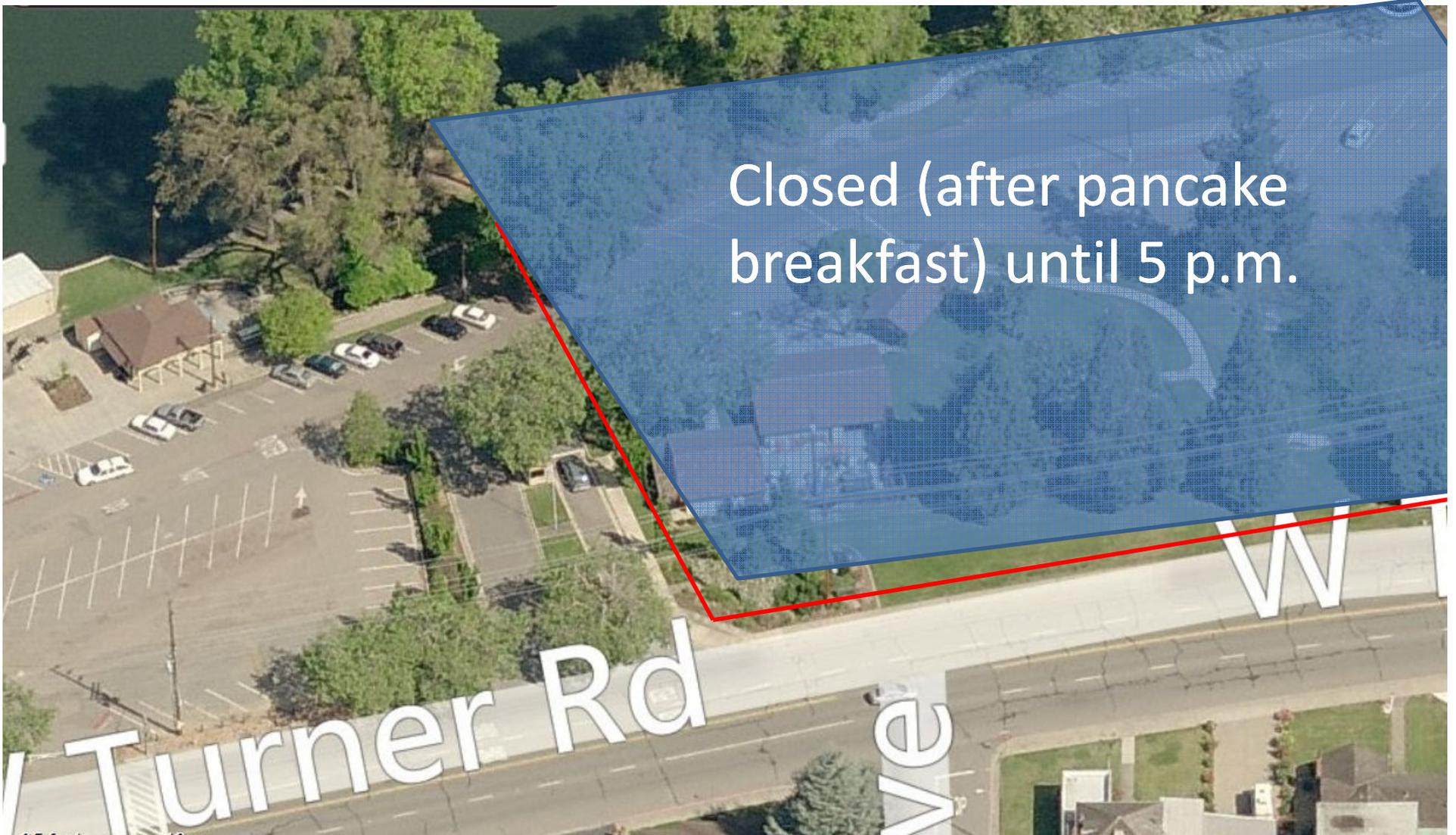


Fourth of July at the Lake



Fourth of July at the Lake

Closed (after pancake breakfast) until 5 p.m.



Fourth of July at the Lake

Recent Years	Proposed 2014
Turner Road closed/park fenced	No change
Pancake breakfast	No change, open 7 a.m. to 11 a.m.
Farmer's market on Turner Road	No change
Park and beach opens 10 a.m./security screenings	Beach/boat house access only at 10 a.m./security screenings
Boat house opens 11 a.m.	No change
Food/activity vendors	Eliminate
Fireworks	No change
No entry fee	Charge entry fee; includes beach access; rest of park opens at 5 p.m.

Fourth of July at the Lake

Cost/Revenue	2013	2014 estimate
Fencing, toilets, refuse	\$12,250	\$5,500
Public Safety labor	\$13,420	\$9,400
Police overtime	\$5,700	\$2,700
PW and Parks labor	\$9,000	\$7,000
Fireworks	\$15,625	\$15,625
Vendor revenue	(\$800)	\$0
Miscellaneous expenses	\$750	\$0
Swimming area revenue	(\$1,500 +/-)	\$0
Entry revenue estimate	N/A	(\$3,000 {1,000 x \$3})
Total net cost to City	\$48,745	\$34,525
Projected cost reduction:		\$14,220

Fourth of July at the Lake

Alternatives

- Status quo
- Return to open park, no Turner Road closure
 - Savings in excess of \$30,000

