



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Adopt resolution approving contract with Boom Boom Productions, of Hayfork, CA, for 2007 Fourth of July fireworks display and approve proposed venue location

MEETING DATE: April 4, 2007

PREPARED BY: Parks and Recreation Director

RECOMMENDED ACTION: Adopt a resolution approving the contract with Boom Boom Productions of Hayfork, CA for the Fourth of July fireworks display and approve the proposed venue location.

BACKGROUND INFORMATION: On March 6, 2007, staff presented several Fourth of July site location options to Council for consideration. The sites identified were: (1) Lodi Lake Park, (2) Salas Park and (3) Lodi Grape Bowl. Following a brief discussion, two sites (Salas Park and Lodi Grape Bowl) were eliminated.

The area traditionally used to launch shells on the west shore of Lodi Lake was also found to be unacceptable according to current fallout area standards and other public safety concerns, and was eliminated as well. Members of Council, however, expressed their desire to respect a long standing tradition of holding the event at the Lake, and asked staff to explore other Lodi Lake park locations from which to launch the fireworks display.

Members of staff, which included representatives from Police, Fire, Public Works and Parks & Recreation Departments, have thoroughly evaluated and compared three Lake launching site options: (1) Original (west shore) site, (2) North of lake location, and (3) Undeveloped 13 acre area west of the lake. With the exception of Site (1), which was previously discarded due to safety concerns and projected costs incurred, Options 2 & 3 both seemed to be suitable launching locations but each had its own set of pros and cons. Considering those (pros and cons) staff came to the conclusion that Option 3, undeveloped 13 acre site west of Lodi Lake, is the most workable solution to the fireworks clearance issue and offers numerous intrinsic advantages:

1. Allows good viewing while causing only a slight distance modification to the past launch site.
2. Impact and costs to the City would be the easiest to handle as this is primarily a fenced area.
3. The need for police/security personnel would require the lowest number at this site compared to other options.
4. Impact to the Streets Department should be reduced as street closures, pertaining to only the fireworks event, would not be required.
5. Closing and monitoring the river would not be necessary.
6. Offers the most workable option and accommodates the long-standing tradition of having fireworks at Lodi Lake.
7. Site should work for numerous years with possible reevaluation occurring upon development of the 13 acres.

For the reasons and advantages stated heretofore, staff strongly recommends Option 3 as the 2007 Fourth of July fireworks launching site.

In addition to the above, another use affecting a specific portion (north side) of Lodi Lake on the Fourth of July has been proposed and is currently being considered. Representatives of the Lodi Rotary Club and World of Wonders Science Museum ("WOW") have tendered a rental reservation for a major portion of the Lake's north side. The

APPROVED: _____
Blair King, City Manager

area being considered would include the Rotary/RV, Parson's Point, and Ron Williamson Youth areas. Proponents of what is being referred to as a "Family Friendly" event are planning activities that would include a children's play area, sack races, pie eating contests, etc. – almost a throwback to the old Field and Fair Day era, but in much smaller scale and certainly not to the magnitude of past Ooh Ahh festivals. The inherent theme of the day's activities would focus on "reviving the sense of patriotism". The day may be concluded with a flag waving ceremony assisted by members of Century Assembly Church.

To accommodate this event, staff recommends gating a portion of the Lake's north side and securing it. Gating and security will both need to be provided by promoters of the event. Admission will be charged for public entry with the proceeds going to Lodi Rotary Club and WOW. Lodi Rotary has traditionally given money raised through fundraisers back to the community in the form of scholarships and community projects. WOW will use the proceeds to help fund its ongoing efforts to build a science museum for children, to be located in the downtown Lodi parking structure.

Anticipating that the aforementioned activities might attract relatively large crowds throughout the holiday day, staff strongly encourages Council to consider the following set of conditions. These conditions, however, do not come without costs to the City.

1. To assist the Lodi Police Department in dealing with possible crowd control issues and public safety concerns, temporary fencing should be installed. Linear footage fenced would be similar to that placed for past Ohh Ahh festivals.
2. Free admission to be charged at entry gate to Lodi Lake Park. This will allow the public to use the park as it's normally used on any other day or holiday. Those wishing to support the WOW/Rotary fundraising event will be charged at that gate. The Parks and Recreation Department will recover its costs from the swimming/beach areas and boat rentals.
3. Cadets, under the supervision of a uniformed officer, will be assigned to control gate entrances. Assigning an officer to supervise the Cadets at the gate should be less costly than the deployment of more officers needed to patrol an unfenced and uncontrolled event.
4. No bottles, cans or BBQs will be allowed in the park. Ice chests will be subject to search for bottles and cans. And, signs must be posted.
5. All persons will be checked with a weapon detection wand for weapons upon entry to the park. This is common practice today at most large events (e.g. Arco Arena) for all functions.
6. Additional Port-o-Pots and waste bins will have to be rented to accommodate the crowd.
7. Parks and Recreation staff will assist throughout the day and evening.

FISCAL IMPACT: Participating City departments would be absorbing event related costs from within their respective budgets with the exception of costs related to temporary fencing, port-o-pots and waste bins. These costs are still being determined at this writing.

FUNDING AVAILABLE: \$18,048.00 (Cost of Fireworks Display) and those related to temporary fencing, port-o-pots and waste bins (TBD) charged to City's Special Events Account 100245.8099

Kirk Evans, Budget Manager

Tony C. Goehring
Parks and Recreation Director

RESOLUTION NO. 2007-_____

A RESOLUTION OF THE LODI CITY COUNCIL APPROVING
CONTRACT WITH BOOM BOOM PRODUCTIONS FOR
2007 FOURTH OF JULY FIREWORKS DISPLAY, AUTHORIZING
THE CITY MANAGER TO EXECUTE A CONTRACT ON BEHALF
OF THE CITY OF LODI, AND FURTHER APPROVING
PROPOSED VENUE LOCATION

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NOW, THEREFORE, BE IT RESOLVED that the Lodi City Council does hereby approve contract with Boom Boom Productions for the 2007 Fourth of July Fireworks Display; and

BE IT FURTHER RESOLVED, that the City Council authorizes the City Manager to execute the contract on behalf of the City of Lodi; and

BE IT FURTHER RESOLVED, that the Lodi City Council hereby approves the proposed venue location.

Dated: April 4, 2007

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I hereby certify that Resolution No. 2007-_____ was passed and adopted by the City Council of the City of Lodi in a regular meeting held April 4, 2007, by the following vote:

- AYES: COUNCIL MEMBERS –
- NOES: COUNCIL MEMBERS –
- ABSENT: COUNCIL MEMBERS –
- ABSTAIN: COUNCIL MEMBERS –

RANDI JOHL
City Clerk