



City Council Meeting

Item 7 – RTC24-433

Action on Proposed Changes to the City's 4th of July Special Event Activities and an Amendment to Silicon Valley Power's Sponsorship List of Annual Events and Activities to Include Sponsorship of the 4th of July Fireworks Show in the Amount of \$50,000

April 23, 2024

Background

- Historically, the City has sponsored an All-City Picnic and Fireworks show at Central Park on the 4th of July
- Special events were paused during COVID
- In FY 2021/22, funding for special events was reduced by \$358,116 and the fireworks component was eliminated
- City Manager requested that staff evaluate if a fireworks show be restored for 2024

Central Park

- Conditions have changed since last fireworks event at Central Park:
 - Central Park Elementary has been fenced off, irrigation installed, and the School District has imposed conditions for use (City to reimburse for all costs)
 - Ongoing construction of Magical Bridge All-Inclusive Playground
 - Closure of the George F. Haines International Swim Center
 - Critical incidents at large scale events across the country heightened concerns about security
 - City no longer has fireworks vendor on contract. Time of the essence



Proposed Solutions

- **Location:** Identify alternative location with sufficient capacity and resources to hold large scale event safely and with minimal impact to neighborhoods on the holiday
- **Fireworks:** Identify a means to secure a vendor in time for a July 2024 show
- **Funding:** Identify source of funding for fireworks show component
- **Proposed solution:** Partner with Mission College to host All-City Picnic. Partner with Great America to leverage and enhance their existing fireworks show. Authorize SVP annual sponsorship of fireworks show component



Mission College

- Event Staging Capacity
- Central Plaza for Entertainment
- Parking
- Emergency Vehicle Access
- Access for Food Trucks
- Utilities & Power
- Security
- Staff Resources
- Proximity to Great America



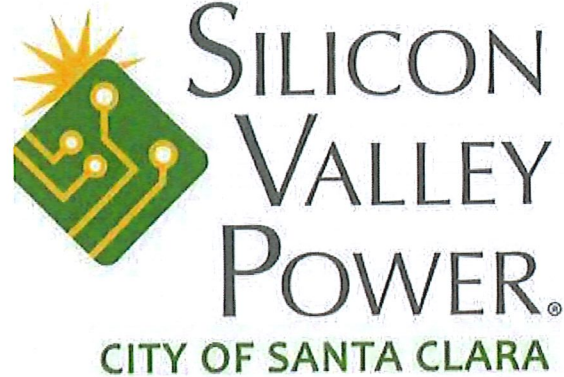
Great America

- Existing contract with fireworks vendor previously used by the City
- Established safety zone
- Minimal cost to restore fireworks
- Mobile app to synchronize musical experience
- City can focus on All-City Picnic
- Strengthens public safety presence in the area



Silicon Valley Power (SVP)

- In June 2019, Council approved SVP annual list of sponsored community events
- List was updated in October 2019; 4th of July Fireworks show was not included. Show was previously sponsored
- Designation as Presenting Sponsor: "4th of July: Firework Extravaganza Presented by Silicon Valley Power"



Summary

- Current conditions at Central Park present challenges in hosting a large-scale event safely
- Partnering with Mission College, Great America and Silicon Valley Power provide a viable alternative to achieve the Council's goal for a fireworks show in 2024
- Piloting the large-scale special event lays the foundation for future partnerships to better serve north Santa Clara residents

Recommendation

1. Authorize the City Manager to continue negotiations with Mission College and Great America and take all necessary steps to host and provide services for the 2024 All-City Picnic and Fireworks Extravaganza in alignment with the Plan outlined in this report; and
2. Approve the addition of the 4th of July Fireworks show to Silicon Valley Power's List of Annual Sponsorships in the amount of \$50,000



Council Feedback

