



2018 Independence Day Report

Parks and Recreation Commission

October 10, 2018

July 4, 2018 Reduced Scope

New budget of \$91,470

Parade sponsored by Corona
Rotary

Traffic Management-reduced the
number of lane closures and
controlled areas

Elimination of carnival games,
shuttle buses, military tribute video
and vendors paid all expenses



Main Street Parade Highlights

- Expenses paid by Corona Rotary (\$8,437)
- Over 5,000 spectators
- 87 entries
- \$3,380 in parade application revenue to off set ID expenses
- Spectacular flyover by Corona Pilots Association
- Addition of a fourth announcer booth for improved sound
- Street closures and reopening went smoothly

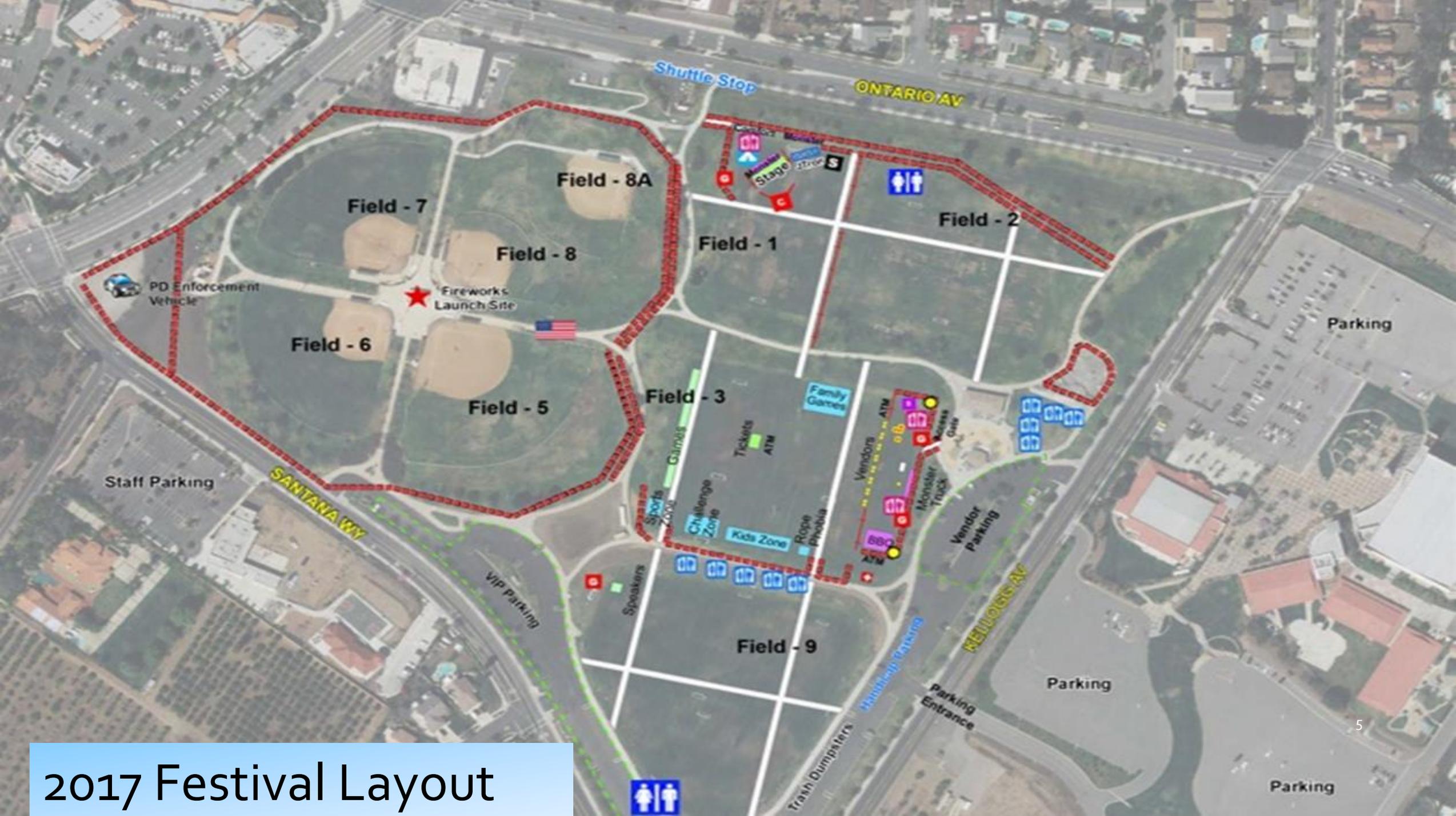


2018 Festival Layout



- 2018
- 8 ft. Fence
- Public Restroom
- Vendors
- Vendors Cont./Cooking
- Staff Restroom
- Stage Control
- First Aid
- Staff Tent
- Sponsor Booth
- Light Tower
- Bike Fence





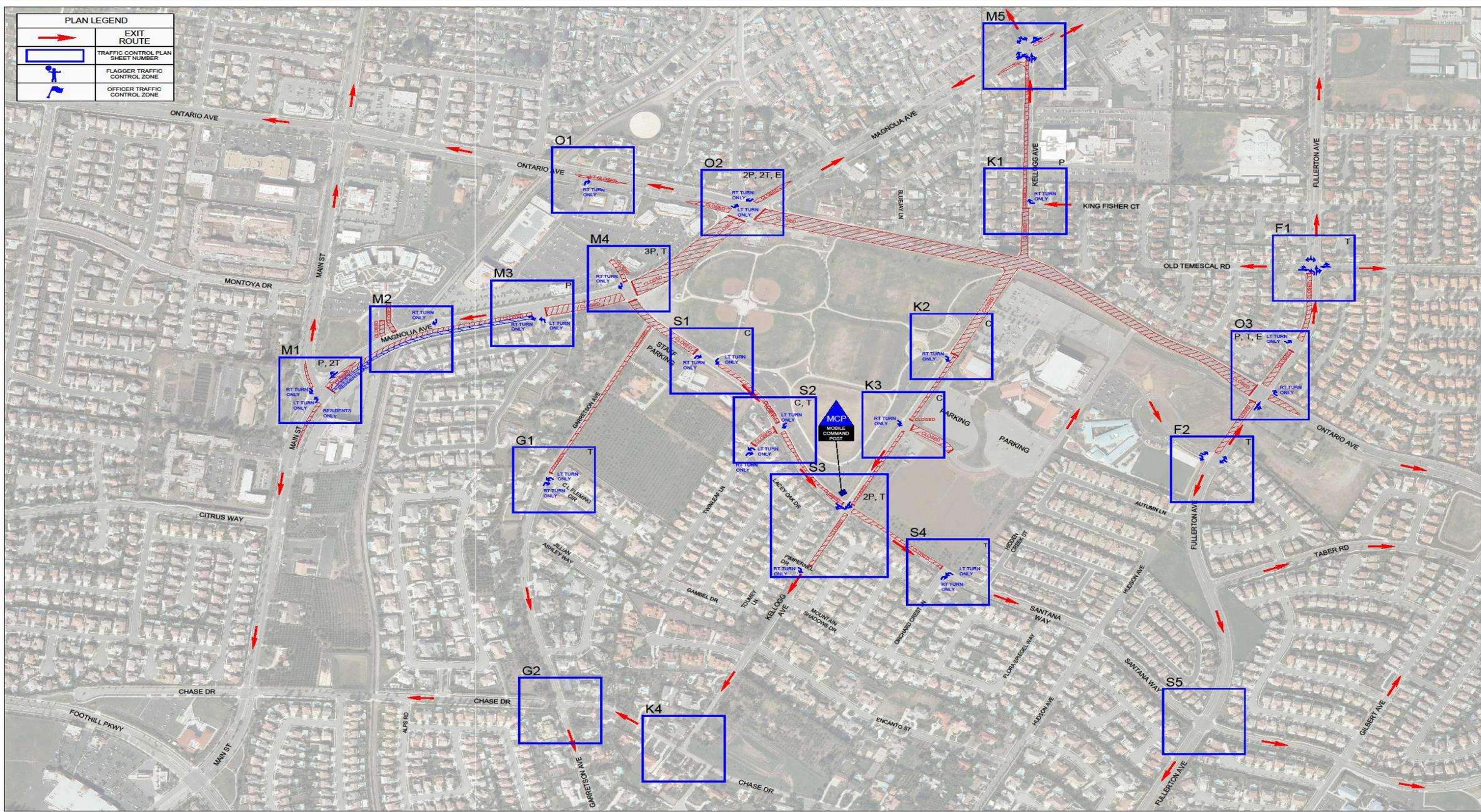
2017 Festival Layout

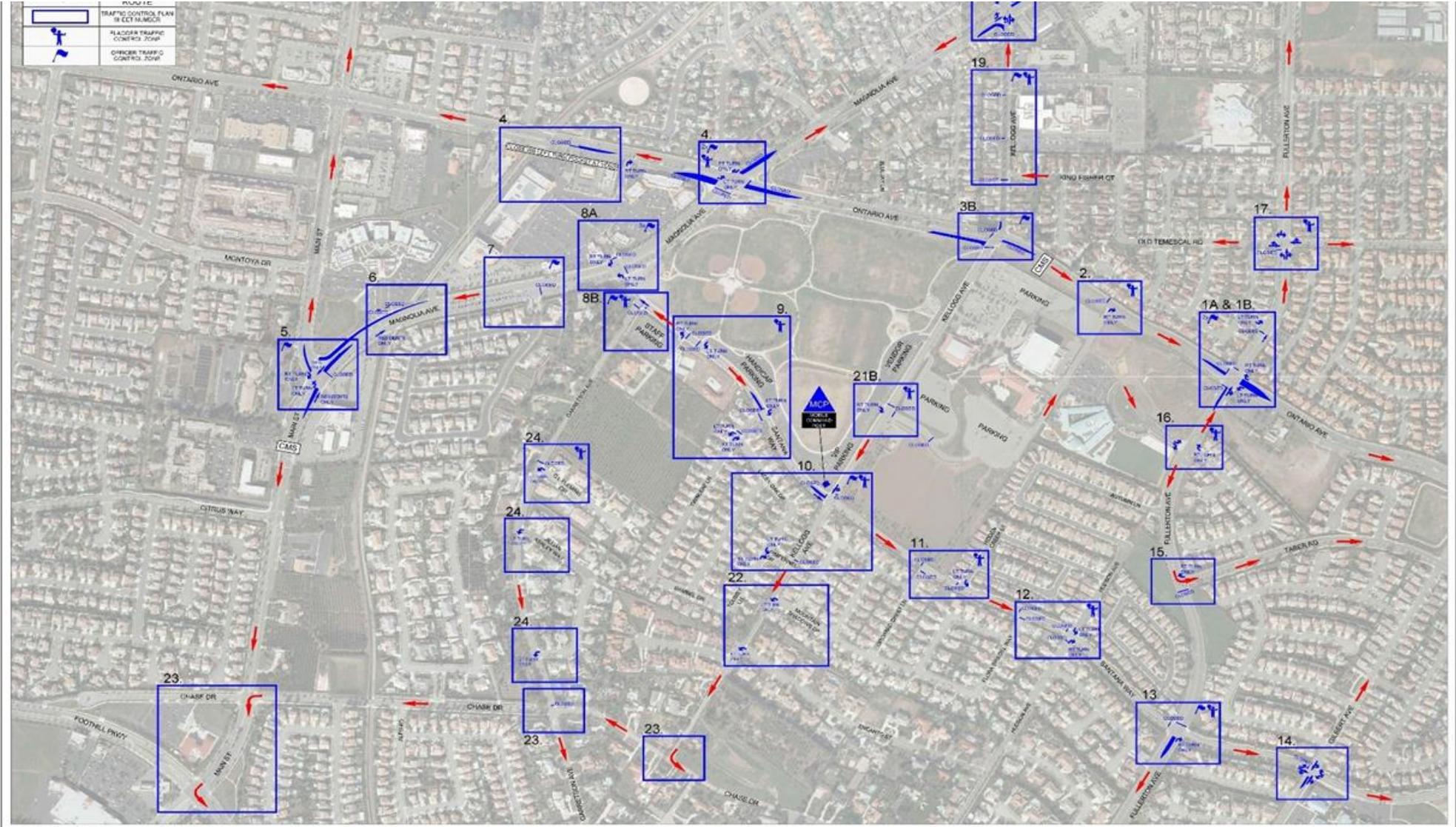
Festival Highlights

- Over 30,000 people in attendance on July 4th
- 10 Food Vendors provided great food fare
- Miguel's Restaurant sponsored the band (\$2,400)
- New Military Tribute was well received
- Dynamic firework show
- Traffic Management went well with reduced controlled areas



PLAN LEGEND	
	EXIT ROUTE
	TRAFFIC CONTROL PLAN SHEET NUMBER
	FLAGGER TRAFFIC CONTROL ZONE
	OFFICER TRAFFIC CONTROL ZONE





CITY OF GORHAM
 PLUM ICE
 TRAFFIC CONTROL PLAN
 ALCOHOL TRAFFIC CONTROL ZONE
 CHICKEN TRAFFIC CONTROL ZONE
 NO SCALE

SANTANA PARK TRAFFIC POLICE EXIT PLAN - JULY 4TH EVENT

Parade Staffing

Department	2017 Costs	2018 Costs
LRS	\$2059	\$2,248
Maintenance Services	\$600	\$2,044
PD	\$6,860	\$0**
	\$9,519	\$4,292

***Using scheduled traffic staff*

2017 parade expenses= \$12,837

Operational Costs

Vendor	2017 Costs	2018 Costs
3 PA Systems	\$500	4 PA Systems \$780
Bearcom Radios	\$1,008	\$365
A Cone Zone Traffic Mgmt	\$2,331	\$2,331
National (5 toilets)	\$255	\$300
Supplies	\$80	\$369
	\$4,174	\$4,145

2018 parade expenses= \$8,437

Festival Expenses

Expense	2017	2018	Notes
Fireworks	\$21,000	\$21,500	
Jumbotron	\$7,000		Eliminated Military Video
Traffic Management	\$15,992	\$10,437	Reduced lane closures
Temp Fencing	\$13,500	\$10,600	New vendor
Portable Toilets	\$6,649	\$3,087	
Parking Services	\$3,500	\$4,068	
Shuttle Bus	\$4,498		Eliminated
Military Tribute Video	\$3,000		Eliminated
Event Insurance	\$8,779	\$7,604	
Festival Games	\$29,707		Eliminated
Band	\$1,900		Paid by sponsor
Equipment Rental	\$11,104	\$1,797	Eliminated generators and reduced # of UTV rentals
Security	\$4,657	\$2,650	New vendor
Miscellaneous expenses	\$4,798	\$1,804	
Totals	\$136,084	\$63,547	

Festival Staffing

Department	2017	2018
Fire - Fire Inspector & Suppression	\$5,796	\$3,560
LaRS	\$9,367	\$4,902
Maintenance Services	\$1,000	\$2,608
Police Department	\$20,496	\$24,917
Public Works	\$1,679	\$1,298
Community Development	\$701	\$0
	\$39,039	\$37,285

2017 festival expenses=\$175,927

2018 festival expense=\$100,832

Comparison of Expenses

	2017	2018
Parade: Operations	\$3,918	\$4,145
Parade: Staffing	\$8,919	\$4,292
Festival: Operations	\$136,888	\$63,547
Festival: Staffing	\$39,039	\$37,285
TOTAL:	\$188,764	\$109,269
Revenue	\$27,200 <ul style="list-style-type: none"> • Parade entry fees (\$2,635) • Fest. Vendors Fee (\$2,250) • Festival Wristbands (\$3,190) • Festival tickets (\$14,125) • Sponsors (\$5,000) 	\$11,740 <ul style="list-style-type: none"> • Parade entry fees (\$3,380) • Fest. Vendors Fee (\$2,500) • Santana Parking Lot (\$960) • Sponsors (\$4,900)

\$79,495 savings from 2017

REVENUE

2017	2018
<p>\$27,200</p> <ul style="list-style-type: none">• Parade entry fees \$2,635• Fest. Vendors Fee \$2,250• Festival Wristbands \$3,190• Festival tickets \$14,125• Sponsors \$5,000	<p>\$11,740</p> <ul style="list-style-type: none">• Parade entry fees \$3,380• Fest. Vendors Fee \$2,500• Santana Parking Lot \$960• Sponsors \$4,900

SPONSORSHIP
<p>Corona Rotary Thomas Miller Mortuary Estancia Del Sol Miguel's Restaurant</p> <p><u>In Kind Sponsorship</u> Monster-stage for Festival General Outdoor Advertising A Cone Zone</p>

Items to consider

- Allowing charcoal and/or propane BBQs. PD and Fire's recommendation is to prohibit all bbqs due to safety
- Continue to charge for festival parking at Santana Park



A photograph of a band performing. The band members are wearing clothing with the American flag pattern (stars and stripes). One member in the foreground is wearing a blue cap with white stars. They are playing brass instruments, including trumpets and trombones. A microphone is visible in the foreground on the left. The background is dark and out of focus.

Questions and Comments