



# 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



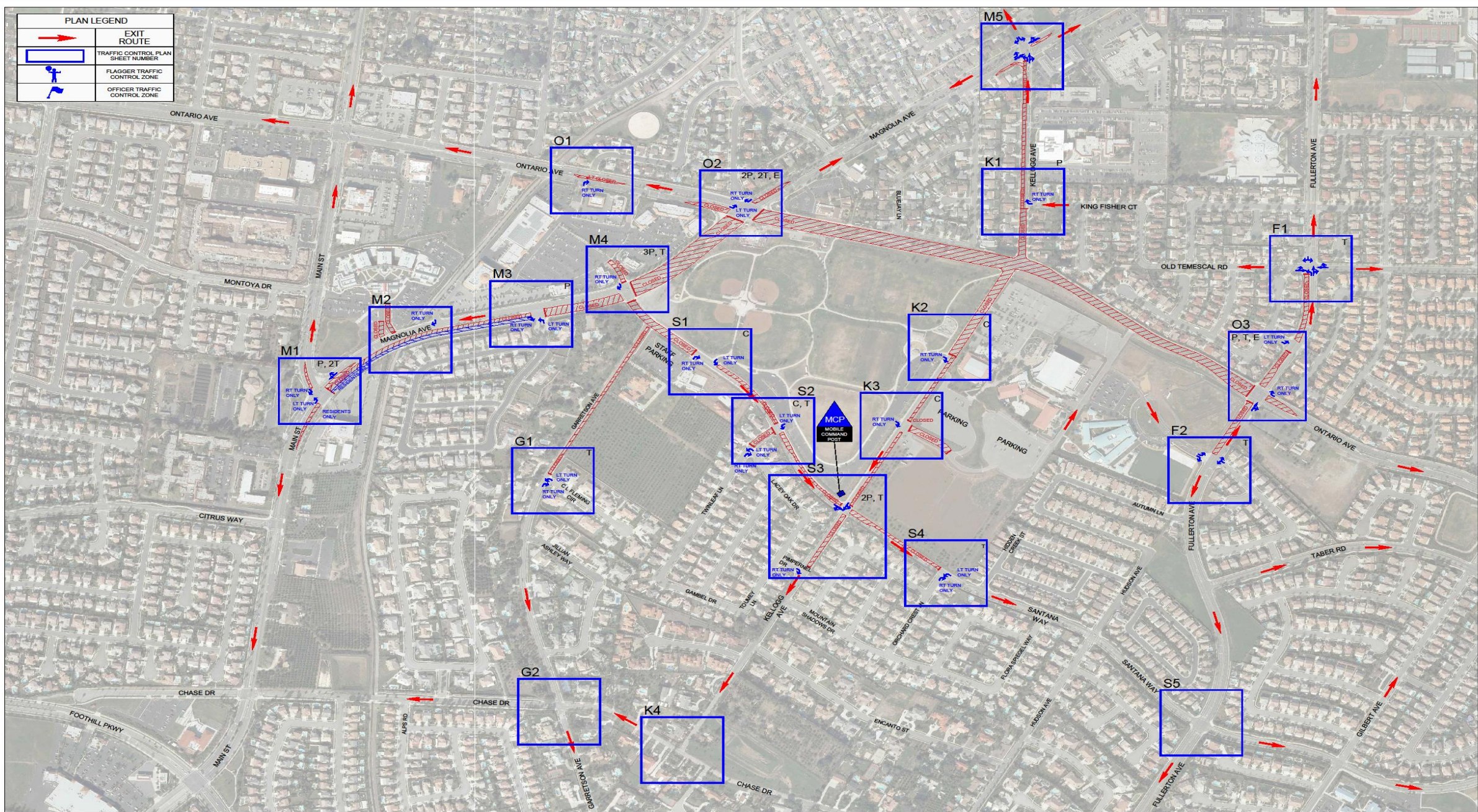
# Festival Highlights

- 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

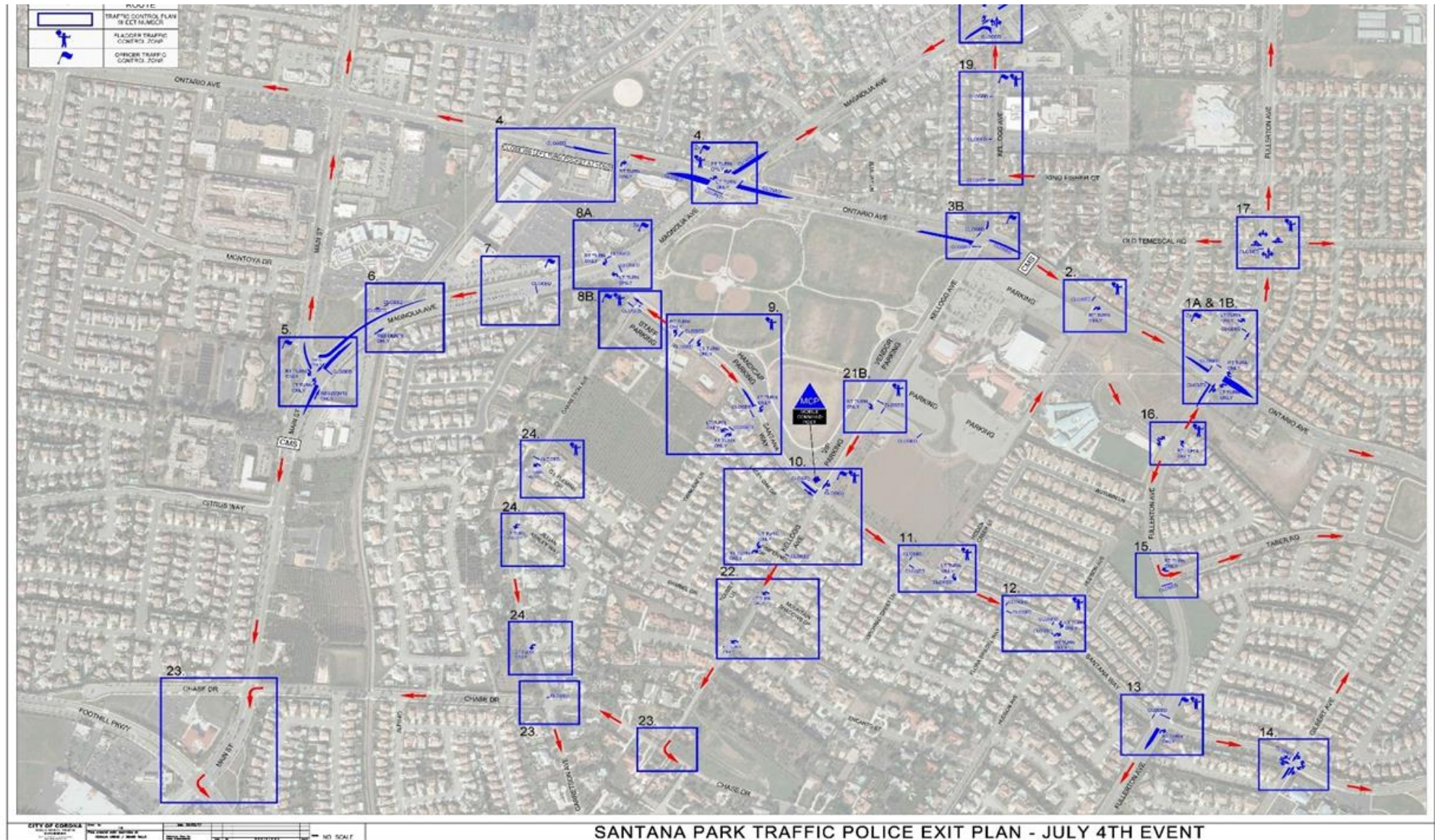




PLAN LEGEND	
	EXIT ROUTE
	TRAFFIC CONTROL PLAN SHEET NUMBER
	FLAGGER TRAFFIC CONTROL ZONE
	OFFICER TRAFFIC CONTROL ZONE









## Parade Staffing

Department	2017 Costs	2018 Costs
LRS	\$2059	\$2,248
Maintenance Services	\$600	\$2,044
PD	\$6,860	\$0**
		<small>**Using scheduled traffic staff</small>
	<b>\$9,519</b>	<b>\$4,292</b>

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
	<b>\$4,174</b>	<b>\$4,145</b>

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
	<b>\$39,039</b>	<b>\$37,285</b>

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
<b>TOTAL:</b>	<b>\$188,764</b>	<b>\$109,269</b>
Revenue	\$27,200 <ul style="list-style-type: none"> <li>• Parade entry fees (\$2,635)</li> <li>• Fest. Vendors Fee (\$2,250)</li> <li>• Festival Wristbands (\$3,190)</li> <li>• Festival tickets (\$14,125)</li> <li>• Sponsors (\$5,000)</li> </ul>	\$11,740 <ul style="list-style-type: none"> <li>• Parade entry fees (\$3,380)</li> <li>• Fest. Vendors Fee (\$2,500)</li> <li>• Santana Parking Lot (\$960)</li> <li>• Sponsors (\$4,900)</li> </ul>

**\$79,495 savings from 2017**



# REVENUE

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

## SPONSORSHIP

Corona Rotary  
Thomas Miller Mortuary  
Estancia Del Sol  
Miguel's Restaurant

### In Kind Sponsorship

Monster-stage for Festival  
General Outdoor Advertising  
A Cone Zone



# 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 outdoors at night. The band members are wearing clothing with the American flag pattern (stars and stripes). One man in the foreground is playing a trumpet. Another man is visible behind him, also playing a brass instrument. A woman in the foreground is wearing a blue cap with white stars and a red and white striped shirt. The background is dark, suggesting an outdoor night setting. The text "Questions and Comments" is overlaid in white in the center of the image.

# Questions and Comments