

CITY OF CORONA'S

4TH^{OF} JULY

CELEBRATION

2019 EVENT RECAP

JASON LASS, RECREATION SERVICES MANAGER



2019 “A NEW NORMAL”

- **MAINSTREET USA PARADE**
- **FESTIVAL @ SANTANA PARK**
MUSIC • FOOD • FIREWORKS
- **BUDGETING FOR SUSTAINABILITY**



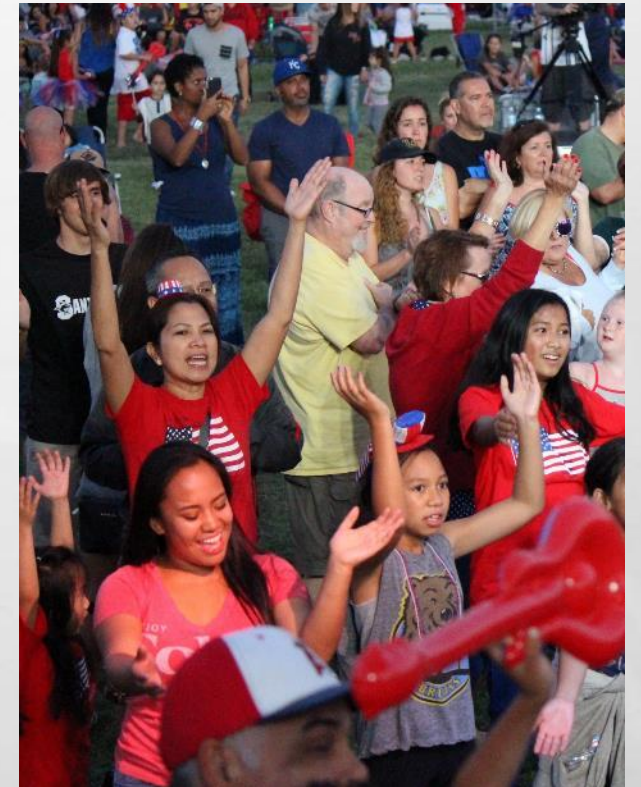
MAINSTREET USA PARADE

- **5,000+ SPECTATORS**
- **62 ENTRIES**
- **\$10K IN SPONSORSHIP**
- **\$3,450 IN PARADE ENTRY FEES (\$50-\$100)**
- **4 ANNOUNCER BOOTHS**
- **STREET CLOSURES AND REOPENING**



FESTIVAL @ SANTANA PARK

- **30,000 GUESTS**
- **NEW FIREWORKS VENDOR**
- **8 FOOD VENDORS**
- **3 PERFORMING GROUPS**
- **NEW GRILLING & FAMILY GAMES AREA**
- **FREE AND PREMIUM PARKING OPTIONS**
- **TRAFFIC CONTROLLED**



FESTIVAL @ SANTANA PARK

EVENT MAP



WELCOME TO CORONA'S

4TH^{OF} JULY

CELEBRATION



NO GAS/PROPANE BBQs.
CHARCOAL GRILL ONLY IN DESIGNATED AREAS.

FESTIVAL @ SANTANA PARK

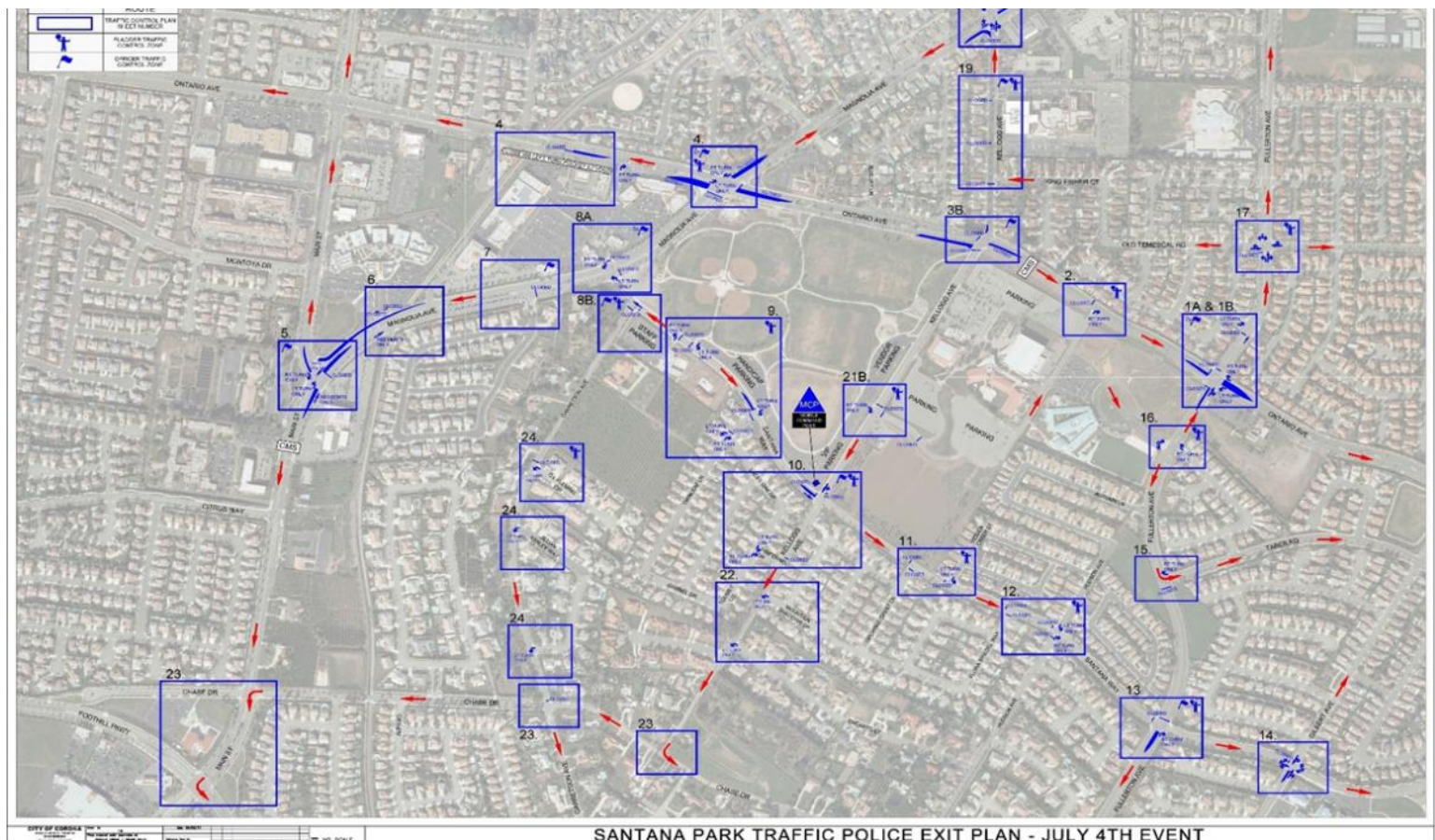
UPDATED RULES

SIGNAGE & HANDOUTS



**Charcoal Grills Only
Welcome Here.**

Please dispose of hot coals
in provided collection bins.



FESTIVAL @ SANTANA PARK

TRAFFIC CONTROL

BUDGET \$91,470

EXPENDITURES	\$125,292
• PARADE OPERATIONS	\$3,727
• PARADE STAFFING	\$5,948
• FESTIVAL OPERATIONS	\$65,422
• FESTIVAL STAFFING	\$50,899



BUDGET \$91,470

REVENUES	\$22,654
• PARADE ENTRY FEES	\$3,450
• FESTIVAL VENDORS	\$2,000
• SANTANA PARKING	\$1,204
• SPONSORS	\$16,000



SPONSORSHIP

- MONETARY CONTRIBUTIONS
- IN-KIND CONTRIBUTIONS



STAFFING

DEPARTMENT	PARADE	FESTIVAL
Fire	\$0.00	\$3,114
LaRS	\$764	\$9,258
Maintenance Services	\$5,183	\$2,679
Police	\$0.00	\$33,043
Public Works	\$0.00	\$2,802
TOTAL	\$56,843	



2020 RECOMMENDATIONS

- **SEEK A NEW FIREWORK OPERATOR**
- **HEADLINER FOR CONCERT STAGE**
- **PUSH PRESALE PARKING**
- **GRILLING AREA STAYS**
- **CONTINUE TO ADDRESS TRAFFIC MITIGATION**
- **MORE SPONSORSHIPS**



QUESTIONS?



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