



CITY OF HUNTINGTON PARK

Parks and Recreation Department
City Council Agenda Report

REVISED

May 16, 2017

Honorable Mayor and Members of the City Council
City of Huntington Park
6550 Miles Avenue
Huntington Park, CA 90255

Dear Mayor and Members of the City Council:

REVIEW AND APPROVE VENDOR OPTIONS FOR THE 2017 4TH OF JULY EXTRAVAGANZA EVENT

IT IS RECOMMENDED THAT THE CITY COUNCIL:

1. Review and approve vendor options for coordination of the 2017 4th of July Extravaganza event;
2. Contingent upon option selected, approve additional budget appropriations;
3. Authorize the Finance Department to make the appropriate modifications contingent to option selected; and
4. Authorize staff to move forward with the selected vendor for the 2017 event.

BACKGROUND:

The Parks and Recreation Department was directed by City Council at the regularly scheduled City Council meeting on Tuesday, May 2, 2017, to seek additional vendors to provide the annual (4) four-day carnival event, from July 1, 2017 – July 4, 2017 at Salt Lake Park – 3401 E. Florence Avenue.

Staff has contacted (11) eleven different vendors to submit a proposal of services for the carnival event; however, staff was unable to obtain additional proposals for the services requested. Multiple vendors have declined to submit a proposal due to the short notice and others have already been contracted for the dates requested.

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The following vendors were contacted for services of the (4) four-day carnival event:

1. Candy Land Amusements	Have yet to hear back
2. Carnival Midway Attraction	Booked
3. Davis Enterprises	Not interested
4. G&S Shows	Booked
5. Christiansen Amusements	Booked
6. Paul Maurer	Short Notice
7. Brass Ring	Booked
8. A & E Amusements	Have yet to hear back
9. Butler Amusements	Booked
10. Brown's Amusements	Have yet to hear back
11. O Entertainment	Booked

In future regarding the 4th of July carnival events, staff will contact additional vendors earlier in the year to provide more vendor options to council. Carnival Midway Attraction and Paul Maurer, both indicated they would be interested in coordinating the event in the future; however, at this moment with the event nearing, the vendors cannot commit with such short notice.

Due to the closeness of the event, the following vendor options presented are for council to choose from for the 2017 4th of July Extravaganza:

1. Provide fireworks display only:

The city awarded Pyro Engineering with the requested pyrotechnic services for the 4th of July event on the regularly scheduled council meeting on Tuesday, March 21, 2017. With the 4th of July holiday nearing, one option would be to only have the fireworks display that evening. Allow the community to bring their own lawn and/or beach chairs, food, and non-alcoholic beverages. Staff would be present to supervise and monitor parking and attendees to make sure everyone enjoys a safe Independence holiday.

1A. In-house coordination from Parks and Recreation Department:

The Parks and Recreation Department can coordinate a one (1) day event on 4th of July to follow the fireworks display. Staff can rent multiple inflatable bouncers for the community to enjoy, a DJ, game booths, face painting and coordinate with local and outside vendors to provide food and beverages for the attendees during the event.

Please note, sufficient staff is not available within the Parks and Recreation Department to coordinate a (4) four-day event and additional costs are associated with this option.

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1B. Events by Noonan:

Events by Noonan is a professional event coordinating company, that has proposed to provide a (1) one day, traditional 4th of July themed event for the city. The vendor has proposed to provide a jumbo slide, game, food and vendor booths, sound system, power, tables and chairs, canopies, traditional entry contest for watermelon, chili pepper and pie eating contest for the community to enjoy and partake in, and will staff all areas. *Please note, additional costs will be associated with this option.*

1C. Respectfully, reconsider Schoepner Shows:

With the event soon approaching, if council decides to reconsider Schoepner Shows to provide the annual (4) four-day carnival event, staff will work closer with Schoepner Shows to guarantee the community a fun, safe, and successful event this year. Staff will request a list of Schoepner Shows' employee names, driver license and identification cards and will have the event producer of Schoepner Shows present and onsite at all times, to ensure proper conduct of all employees.

As previously done, the carnival would follow the fireworks display. Schoepner Shows has proposed providing the community stage, sound, entertainment, food and vendor booths, carnival rides, security, and staffing for the (4) four-day carnival event.

Please note, Schoepner Shows has conducted this event with the city for multiple years and are tentatively not reserving July 1st – 4th with any other organization until final decision is made on event coordination for this year's 4th of July event with the city.

FISCAL IMPACT/FINANCING:

Option 1 - Fireworks Display Only Cost: No additional cost – the fireworks display is a separate cost from the carnival event. The firework display is included in the adopted budget, the pyrotechnic services will cost \$25,000 and will be issued out of account number 111-6010-466.55-40. The fireworks display is not dependent on any option and will continue as usual.

Option 1A – In-house Cost: \$13,273 (estimated) - if council prefers in-house coordination for the 4th of July event, additional budget appropriations are requested into the following accounts:

- Recreation / Salary & Wages – P/T Temp – 111-6020-451.12-00: \$1,475
- Recreation Supplies – 111-6020-451.61-35: \$7,550
- Special Events / Fourth of July – 111-6010-466.55-40: \$3,400

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Estimated cost of \$13,273, includes supplies, materials, and staffing cost for the Parks and Recreation Department. If additional items/services are requested the estimated cost will be higher and additional budget appropriations will be required.

Option 1B – Events by Noonan Cost: \$14,750 – if council prefers to move forward with Events by Noonan, additional budget appropriations are requested for the amount of \$14,750 into Special Events / Fourth of July, account number 111-6010-466.55-40. The proposed supplies previously mentioned: jumbo slide, game, food and vendor booths, sound system, power, tables and chairs, canopies, traditional entry contest for watermelon, chili pepper and pie eating, and staff are all included in the proposed cost of \$14,750.

Option 1C – Schoeppner Shows Cost: None – Schoeppner Shows does not charge the city any fees and no cost is assumed by the city to produce the (4) day carnival event. In fact, the city has previously profited from the event, the vendor has provided 20% of all proceeds from the carnival ride ticket sales and \$50 per booth sold to city. Last year, the city received approximately \$6,900 in revenue. As a result, this has previously provided the city with a positive revenue stream to offset the cost of the fireworks show.

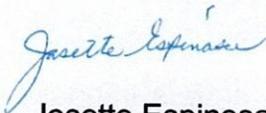
CONCLUSION

Upon Council approval, staff will proceed with recommended actions.

Respectfully submitted,



EDGAR P. CISNEROS
City Manager



Josette Espinosa
Director of Parks and Recreation

ATTACHMENTS

- A. In-House Estimated Cost – Parks & Recreation Department
- B. Events by Noon - Estimate