



MEMORANDUM

To: Finance Committee

From: Rich Olson, City Manager
Bobbi White, Parks and Recreation Director

Date: April 1, 2013

Re: Consideration – Funds Needed for 4th of July Celebration

BACKGROUND:

For years, the annual 4th of July Celebration was sponsored by the Elizabeth City Jaycees. Waterfront Park was the hub of youth and adult activities throughout the afternoon until dark, when the fireworks display began around 9:00 p.m. 2004 was the last year that the Jaycees sponsored the celebration and fireworks. It was determined that they could no longer sponsor or supervise the celebration; and in 2005, no fireworks or activities were held. Beginning in 2006, the Tourism Development Authority (TDA) became the sponsoring agency of the fireworks and activities in Waterfront Park.

In 2010, the TDA was no longer able to sponsor the annual 4th of July celebration and no other organization or agency stepped forward. The TDA conducted a statewide survey and found that in most cities, the 4th of July celebrations were sponsored by the local Parks and Recreation Departments, followed by the local Chamber of Commerce, and then community groups. Therefore, the Elizabeth City/Pasquotank County Parks and Recreation Department was tapped to coordinate the fireworks display and activities for the community. The Parks and Recreation Department has been sponsoring this community wide event on a continuing basis since 2010.

ANALYSIS:

At this time, the Parks and Recreation Department has contracted with Zambelli Fireworks to provide the pyrotechnics as well as operate the display. The fireworks will be deployed from a barge in the Pasquotank River owned by Mr. Lloyd Griffin. Mr. Griffin is charging \$2,000 for the use of his barge.

There will be other costs associated with the celebration such as:

- 8-10 Port-O-Jons located at Waterfront Park and Mariners' Wharf
- Bands (Connected and Michael Ken)
- Mr. Jerry Newell and Taz will provide music from 6:00 pm until the completion of the fireworks show.
- Games and activities for kids and adults

Total Funds Needed:	\$25,000	Fireworks
	2,000	Barge
	1,000	Port-o-Jons
	2,000	Music
	<u>2,500</u>	Games/Activities/Prizes
	\$32,500	

The Elizabeth City/Pasquotank County Parks and Recreation will provide youth and adult activities at Waterfront Park from 6:00 - 8:30 p.m. We have contacted businesses and non-profit organizations to offer concessions throughout the event.

The Parks and Recreation Department has ordered \$25,000 worth of fireworks from Zambelli Fireworks and paid the \$12,500 deposit last October. Last year the City and County each contributed \$5,000 through the TDA toward the purchase of the 2012 fireworks. On April 1, 2013, Bobbi White went before the Pasquotank County Finance Committee; and Pasquotank County has already agreed to contribute \$5,000 toward the 2013 event.

In 2012 our community donated \$7,175 to the City toward the financing of the 4th of July celebration. Letters were written to area businesses, organizations and citizens in February of this year and we have begun to solicit contributions. At this time, we have collected \$4,650.

Just as in the past years, we will need the assistance of several of the departments within the City such as Fire, Police, and Public Works, as well as the Parks and Recreation Department to organize, supervise, and clean-up after such a large event in our downtown area.

The City currently has (as of March 31, 2013) in our TDA funding of \$79,329.63. Payment has been made in April for the City's Port Discover commitment of \$7,500. We anticipate receiving \$4,100 each month in April, May and June providing an estimated total of \$84,126.63 at fiscal year end June 30. The TDA has approved our application in the amount of \$75,000 for the Middle School renovation, which brings our projected available balance at year end to \$9,126.63.

STAFF RECOMMENDATION:

By motion, recommend that the City Council authorize staff to submit an application to the Tourism Development Authority in the amount of \$5,000 to match the Pasquotank County contribution toward the 2013 Annual 4th of July Celebration.

RCO/vdw