



# MEMORANDUM

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**To:** Members of the Finance Committee

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

**Date:** May 19, 2014

**Re:** Consideration – Authorization to Submit Application to TDA

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**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. The Elizabeth City/Pasquotank County Parks and Recreation Department was therefore 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 \$1,200 for the use of his barge.

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

- 8 Port-a-Jons located at Waterfront Park and Mariners' Wharf (two less than 2013 due to the new restroom facilities at Mariners' Wharf Park)
- Bands (Connected, Michael Ken and Eastland)

- Mr. Jerry Newell and Taz will provide music from 6:00 p.m. until the completion of the fireworks show.
- Games and activities for kids and adults

The Elizabeth City/Pasquotank County Parks and Recreation Department 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 2013 fireworks. This year the Pasquotank County Finance Committee and the County have agreed to contribute \$2,500 towards the 2014 event.

In 2013, our community donated \$16,850 to the Parks and Recreation Department toward the financing of the 4th of July Celebration. Letters were written to area businesses, organizations and citizens this spring and we have begun to solicit and collect contributions. We have collected \$4,725, which is about \$100 above what we had collected last year at this time.

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. This will be our third year conducting an Incident Action Plan during the event which is coordinated with Emergency Management, Police, Fire, EMS, 911, Pasquotank County Sheriff, Camden County Sheriff, NC Highway Patrol, US Coast Guard, and NC Wildlife Commission.

**STAFF RECOMMENDATION:**

By motion, recommend that the City Council authorize the submission of an application to the Tourism Development Authority for funds to match the \$2,500 Pasquotank County contribution for the 2014 Annual 4th of July Celebration.

Funds Needed:	\$25,000	Fireworks
	\$ 1,200	Barge
	\$ 1,000	Port-o-Jons
	\$ 2,700	Music
	\$ 2,500	Games/Activities/Prizes
	\$32,400	TOTAL