

COUNCIL AGENDA: May 7, 2013

SUBJECT: FREEDOM FEST AND FIREWORKS SHOW

SOURCE: PARKS AND LEISURE SERVICES DEPARTMENT

COMMENT: The City of Porterville and the Tule River Tribe will present the third annual Freedom Fest and Fireworks Show at the Porterville Sports Complex on June 29, 2013, from 5:00 p.m. to 9:30 p.m. This event will include live music, food vendors, kid's zone, Tribal dances, and a beer garden hosted by the Breakfast Lions Club.

Financially, the City Council and the Tribal Council each contributed \$15,000 to initiate the event in 2011. The initial contributions were enough to hold the event the past two years. The current balance after expenditures combined with the generated revenue is less than \$500. Staff is requesting the City Council to contribute \$7,500 toward this year's Freedom Fest. In the spirit of partnership and collaboration, the Tribal Council is also being asked to contribute \$7,500.

Projected expenditures for this year's event are \$25,000. The fireworks expense is \$20,000 and the remaining \$5,000 covers kid's zone activities, the rental of portable toilets and portable lights, and other miscellaneous costs. The estimated generated revenue from admission, kid's zone ticket sales, sponsors and vendors is \$15,000, which should leave a balance of \$5,000 after this years event.

In conjunction with the Freedom Fest, staff is requesting authorization to extend transit service operating hours and to operate a shuttle route from the downtown Transit Center to the Porterville Sports Complex on June 29, 2013. The Freedom Fest shuttle would operate from 4:00 p.m. to 10:00 p.m., departing every 40 minutes from the Transit Center, and vice versa from the Sports Complex.

Due to limited parking at the Sports Complex, parking will be allowed at the Porterville Fairgrounds during the event. Staff is requesting authorization to operate a free parking lot shuttle to and from the Porterville Fairgrounds and the Sports Complex from 4:00 to 10:00 p.m. The estimated cost to the City for this service is approximately \$1,500, which will be covered out of the Transit budget.

ms Director mp Appropriated/Funded

 City Manager

ITEM NO.: 24

RECOMMENDATION: That the City Council:

1. Consider an appropriation of \$7,500 to the Freedom Fest account from the Council's Special Purpose Reserve;
2. Authorize staff to operate a shuttle route to and from the Transit Center and Sports Complex from 4:00 p.m. to 10:00 p.m. on June 29, 2013; and
3. Authorize staff to operate a free parking lot shuttle to and from the Porterville Fairgrounds and Sports Complex during the event.