



Administrative Report

N.3., File # 21-2364

Meeting Date: 5/4/2021

To: MAYOR AND CITY COUNCIL

From: LAURIE KOIKE, INTERIM COMMUNITY SERVICES DIRECTOR

TITLE

DISCUSSION AND POSSIBLE ACTION REGARDING THE CITY'S 4TH OF JULY DISPLAY AND ADDITIONAL PROPOSED SPECIAL EVENTS IN REDONDO BEACH ON JULY 4, 2021

EXECUTIVE SUMMARY

On April 5, 2021 LA County moved into the less restrictive Orange Tier. On April 6, 2021 Governor Newsom announced that, based on California's low rate of positive COVID-19 case rates and increasing vaccination rates, schools and businesses would be able to full re-open at their pre-pandemic capacities starting June 15, 2021. Due to the expanded re-opening of LA County, an administrative report on options for a 4th of July fireworks show was brought to Council on April 13, 2021. Council was asked to consider various options regarding a possible 4th of July fireworks display in the harbor area, which included: 1) skipping the event for another year; 2) holding land-based fireworks launched near Seaside Lagoon; and 3) barge-launched fireworks from the harbor with or without an event at Seaside Lagoon. Council's decision was to select the land-based display option since it does not entail the use or expense of a barge. Staff was also asked to bring back additional quotes for fireworks displays.

At the April 13, 2021 meeting Jeff Ginsburg, President of the Riviera Village Association ("RVA"), spoke about their interest in hosting an offshore 4th of July fireworks display off of Avenue I. On April 20, 2021, the RVA Board voted to move forward with plans for a 4th of July event. In addition to the fireworks, the RVA plans to host 4th of July Fireworks & Festival for a FUN21, an all-day event on Avenue I between Catalina Avenue and the Esplanade that would include a music stage, beer garden and food vendors. A Special Events Application for the RVA 4th of July event was received on April 29, 2021 but has not yet been reviewed by the Special Events Committee. The RVA is requesting City approval for the event and a fee waiver for police and fire services. It should be noted that the Village Runner will submit a separate Special Events Application for its annual 4th of July (in person) 5k Run. Since the 5k will also impact City services, the estimated costs associated with this event is included in this report and will be the responsibility of the applicant.

Historically on the 4th of July, the impact on City services is significant with Public Works, Police and Fire Departments working from early morning to late in the evening to maintain crowds and traffic and to address illegal fireworks throughout the City. Staff is looking for direction from Council on how to proceed with the City-sponsored 4th of July fireworks display and proposed Riviera Village Association fireworks display event.

BACKGROUND

Historically, the City of Redondo Beach (“the City”) has hosted an annual 4th of July fireworks display as part of its Independence Day Celebration at Seaside Lagoon. Due to the COVID-19 pandemic and prohibition of all gatherings in March 2020, and as part of both the City Manager Proclamation of a Local Emergency and the Countywide Order by the County of Los Angeles Department of Public Health, Redondo did not host a 4th of July fireworks event last summer. Due to the recent and expanded re-opening of the County, an administrative report was brought to Council on April 13, 2021 on options for a 4th of July fireworks show. Council’s decision was to select the land-based display option since it does not entail the use or expense of a barge. Staff was also asked to bring back additional fireworks quotes.

CITY-SPONSORED FIREWORKS DISPLAY: The proposed fireworks display would be a land-based display located behind the Seaside Lagoon. Although the Seaside Lagoon will be open on July 4, 2021 for regular operations, there will not be a hosted holiday event as in past years. Quotes from three fireworks operators were requested; two were received; one operator, Fireworks America, was already booked for the season. Both proposals are for a 20-minute show:

Quote #1: Exposhow: \$29,500

Quote #2: Pyro Spectaculars: \$30,000

Both companies have also provided the RVA with proposals for their fireworks display event. If unforeseen circumstances occur that would prohibit the fireworks display from taking place, such as another COVID-19 surge, the two companies have different cancellation policies. Exposhow would not penalize the City for the cost of the fireworks display, as long as the event is re-scheduled. Pyro Spectaculars would charge the City the full cost of the event if the event is cancelled. If the event is rescheduled, Pyro Spectaculars would charge a 15% service charge in addition to the full amount of the initial event plus any additional incurred costs.

Council also asked staff to inquire with the pier and harbor business associations whether they would be interested in hosting the event or financially contributing to the event. King Harbor Association and the Pier Association were not interested in participating this year. Redondo Beach Travel & Tourism, due to budget constraints, are also not able to assist with the event.

RIVIERA VILLAGE ASSOCIATION FIREWORKS EVENT: On April 13, 2021, Council heard from Jeff Ginsburg, President of the Riviera Village Association, about their interest in hosting a fireworks display off of Avenue I, an idea that has been discussed for the past few years since the end of the Briles Family fireworks display. The offshore barge would be located off of Avenue I. As part of the event, Avenue I would be closed from Catalina Avenue to the Esplanade and would include a music stage, beer garden and food vendors that would be open throughout the day. The 4th of July 5k is also planned to take place in the morning.

IMPACT ON CITY SERVICES AND ASSOCIATED COSTS:

Redondo Beach has never had two fireworks displays occur on the 4th of July. A meeting was held with Public Works and Fire and Police Departments to discuss the financial and staffing impact of having two fireworks displays and a 5k run take place on the 4th of July.

Public Works:

- **City-sponsored fireworks:** Estimate of \$36,000 for Public Works staff to set-up and breakdown all traffic control (barricades, cones, message boards and arrow boards).
- **RVA fireworks:** Since public works does not have enough staff or equipment to support two fireworks displays, the RVA would be responsible to provide barricades and all traffic control. The City would require, and approve, that the traffic plan be performed by a qualified traffic control contractor. The cost would be the responsibility of the RVA.
- **RVA 5k Run:** Estimate of \$5,000 for Public Works to provide trucks and personnel for blocking roadways . This cost would be the responsibility of the sponsor, Village Runner.

Fire Department:

- Traditionally the Fire Department has not staffed additional resources outside of the fireworks enforcement team and Deputy Fire Marshal on the 4th of July.
- **City-sponsored fireworks:** Estimate of \$2,765.90 for an illegal fireworks enforcement team and Deputy Fire Marshal to inspect and supervise special events.
- **RVA fireworks:** Estimate of \$1,015.94 for an additional fire engine that will be deployed for six hours due to anticipated traffic congestion.

Police Department:

- **City-sponsored fireworks:** Estimate of \$25,000 for extra staffing for the beach and harbor area and traffic control. Factors to consider include:
 - Need to have Increased police staffing to monitor the event
 - Traffic control and congestion concerns
 - Uncertainty of the crowd size as articulated previously (other events, weather, etc.)
 - Event hours***Other negative externalities:***
 - Increased maintenance costs for bicycle safety equipment, training and repair
 - Fatigue factor for following day(s)
- **RVA Event:** Estimate of \$7400 for increased staffing and traffic control. Factors to consider include:
 - Increased police staffing event
 - Sales of alcohol
 - Live music - noise and crowd
 - Traffic control and congestion concerns

- Uncertainty of the crowd size as articulated previously (other events, weather, etc.)
 - Size of event footprint (see 2016 Riviera Village Summer Festival for example)
 - Event hours
- **RVA 5k Run:** Estimate of \$9,400 for this event, which requires approximately 60 traffic control and security positions. This cost would be the responsibility of the sponsor, Village Runner. Factors to consider include:
 - Approximately 17 of these positions have been staffed by volunteers who may not be available due to COVID-19
 - These positions need to be staffed by contract traffic control services provided by TMI or other suitable vendor of choice

Early event start time:

 - police personnel need to be on-duty at 5 am to tow vehicles, inspect the course and brief the working participants
 - 5 am start time makes the 16-hour maximum work period for these personnel expire at 10 pm
 - Increase traffic control costs due to the inability to use City PW vehicles as barriers which will require the use of other traffic control implements (provided by contract vendor) to prevent the use of a vehicle as a weapon of mass destruction (see 2016 Nice France truck incident)
- **All of the proposed events are complicated by the following factors:**
 - On-going COVID-19 emergency order conditions that will continue to require social distancing even if limits on crowd size are eased
 - Need to prevent co-mingling of personnel due to concern over possible COVID-19 transmission
 - Unpredictable nature of available staffing levels due to COVID-19
 - Unique draw - likely to bring large crowds
 - Availability for other area events
 - Weather conditions and impacts on crowd size
 - Availability of other police resources (LASD) to provide assistance - inquiry sent about availability of services
 - April 2020 California Department of Alcoholic Beverage Control - Notice of Regulatory Relief that allows licensed bars and restaurants to make off-sale/walk out alcohol sales

Staff is looking for direction from Council on how to proceed with the City-sponsored 4th of July fireworks display and proposed Riviera Village Association 4th of July Fireworks & Festival.

COORDINATION

The Community Services Department coordinated this report with the City Manager's Office. Public Works and the Police and Fire Departments provided information on the potential impact of 4th of July

events on City services and costs. The Waterfront and Economic Development Department also contributed to this report.

FISCAL IMPACT

City-sponsored 4th of July fireworks: Funding for the land-based fireworks display is historically funded from the current fiscal year budget. If Council decides to move forward with the 4th of July fireworks display, a FY2020-2021 budget modification appropriating funding from the Tidelands Fund to the Community Services Department may be required. In addition to the cost of the fireworks display, it is estimated that the cost of public safety services is \$63,765.

Riviera Village Association 4th of July fireworks event: Although the RVA will cover the costs of the offshore fireworks event, there will also be expenses related to public safety services, which is estimated at \$8,415. The RVA is requesting City approval for the event and a fee waiver for police and fire services.

4th of July 5k Run: There is an estimated cost of \$14,000 for public safety services for this event. These costs would be the responsibility of the special event applicant.

APPROVED BY:

Joe Hoefgen, City Manager

ATTACHMENTS

April 13, 2021 Fireworks Staff Report

Fireworks Proposals: Exposhow's, Inc and Pyro Spectaculars

RVA Special Event Application