



Administrative Report

H.16., File # 21-2491

Meeting Date: 5/18/2021

To: MAYOR AND CITY COUNCIL

From: STEPHEN PROUD, WATERFRONT & ECONOMIC DEVELOPMENT
DIRECTOR

TITLE

APPROVAL OF PROPOSAL FOR AN ALTERNATE FIREWORKS VENDOR, PYRO SPECTACULARS, INC. FOR THE CITY'S 4TH OF JULY DISPLAY FOR THE AMOUNT OF \$30,000

EXECUTIVE SUMMARY

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 the 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. At the May 4, 2021 meeting, Council voted to allow the RVA to move forward with its 4th of July fireworks display and event.

At the May 4, 2021 meeting, Council also voted to move forward with the \$29,500 fireworks proposal from Exposhow, Inc. for the land-based fireworks display adjacent to Seaside Lagoon. However, shortly after the meeting, the City was informed that Exposhow, Inc. did not have a valid license as required by the Office of the State Fire Marshal. Therefore, staff is seeking approval for the \$30,000 fireworks display proposal from Pyro Spectaculars, Inc. The proposal and copy of the Fireworks License are attached. If staff receives the approval to move forward with Pyro Spectaculars, Inc., it is anticipated the contract and budget modification resolution will be on the June 1, 2021 agenda. It should be noted that the Riviera Village was also in negotiations with Exposhow and is now working with Pyro Spectaculars, Inc. for their 4th of July 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.

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

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.

On May 4, 2021 Council approved the \$29,500 Exposhow, Inc. proposal. Due to issues with the required State licensing, the City is not able to move forward with the contract with Exposhow, Inc. and is now looking to contract with Pyro Spectaculars, Inc. for the land-based 4th of July fireworks display near Seaside Lagoon. The fire department has confirmed that Pyro Spectaculars, Inc. has current, valid licensing. On May 11, 2021 Torrance City Council approved a 4th of July fireworks display at the Civic Center and will be utilizing Pyro Spectaculars, Inc. with which they have a pre-existing contract in place.

If staff receives the approval to move forward with Pyro Spectaculars, Inc., it is anticipated the contract and budget modification resolution will be on the June 1, 2021 City Council agenda.

COORDINATION

The Waterfront & Economic Development Department coordinated this report with the City Manager's Office and Community Services.

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.

APPROVED BY:

Joe Hoefgen, City Manager

ATTACHMENTS

April 13, 2021 Fireworks Staff Report

May 4, 2021 Fireworks Staff Report

Fireworks Proposals: Exposhow's, Inc and Pyro Spectaculars

Pyro Spectaculars, Inc. Fireworks License