



MEMORANDUM

To: Mayor and City Council

From: Brad Reid, Director of Parks and Recreation

Date: May 24, 2016

Reference: Discussion related to the July 2017 Fireworks Event at Andrew Brown Park

2030: Sense of Community: Successful Community Events and Festivals
Sustainable City Government: Excellent City Services with High Level of Customer Satisfaction

Introduction:

With the redevelopment of the Andrew Brown park system, expected to be completed in July 2017, the Parks and Recreation department has an exciting opportunity to combine the City's annual fireworks event with a "grand opening" of the new park at Andrew Brown East. This event is anticipated to be the largest event that the City has ever held, which will serve to showcase the new park and all of its features as well as celebrate Independence Day.

Analysis:

This event is planned to take place on Saturday, July 1, 2017 in the newly redeveloped space at Andrew Brown East. A new name and a new logo will rebrand the fireworks event into a newer, bigger and better event. Beginning with a "Fun Run" in the morning and ending with a "large name" band music performance and fireworks show in the evening, this event is expected to last at least 12 hours. While the department is still in the preliminary planning stage, staff expects the event to include several musical performances, "pop-up" restaurants, food trucks, a special children's area, and an expanded fireworks show.

Legal Review:

Agenda item does not require legal review.

Fiscal Impact:

No fiscal impact will result from this item.

Recommendation:

No council action is required on this item at this time.