

Memo:

To: Community Marketing Commission

From: Betsey Hale, Economic Development Director

Re: 4th of July Fireworks Event and CMC financial request

Date: April 11, 2013

Background: The 4th of July Fireworks Show at Lake Loveland is considered by many residents to be the “Signature” community event for Loveland. The 2012 show was a great success and attendance levels were very high. The growth of the event attendance has created several operational challenges for the City police, fire, parks and recreation and public works departments.

These issues range from: significant traffic congestion, considerable increases in demands for staffing, delayed response time for fire and emergency medical personnel to reach victims, and unsafe working conditions for law enforcement and volunteers resulting from disruptive attendees and crowd gathering. These challenges occur at Dwayne Webster Park on the South end of the lake as well as North Lake Park. Traffic congestion occurs on main thoroughfares and side streets in adjoining neighborhoods.

Following the show last year a City of Loveland Police Officer was placed in considerable danger and fellow officers were unable to assist due to crowds which were unmanageable. In an effort to reduce the operational challenges and increase the safety for our citizens, volunteers and staff, the Police Department in conjunction with Fire, Parks and Recreation and Public Works have drafted an operations plan for the 2013 event.

Presentation: Representatives from the police department will attend the CMC meeting on April 17th to present the plan and make a funding request to the CMC. These funds, if recommended for approval, will be used to provide enhanced crowd and traffic control devices as well as an increased public safety presence from the police department and Explorers Volunteer Program.

The entire budget for the 2013 Fireworks Event is \$60,000.00. The City Manager’s office, Fire Department, Police Department and Parks and Recreation Department have established this budget based on the previous event expenditures and the added security measures needed. The departments mentioned will contribute \$35,000. On behalf of all city departments that are involved, the Police Department is asking the Community Marketing Commission for a contribution of \$25,000 for the costs associated with the enhanced public safety plan.

Support for this request is consistent with the requirements of the Lodging Tax ballot language to support community events and it is consistent with the recommendations of the Destination Loveland Strategic Plan. City Staff in Economic Development recommend that the CMC make a motion recommending to the Loveland City Council the use of \$25,000 of lodging tax reserves for the purpose of

enhancing the safety and security of our citizens and staff at the July 4th Fireworks show at North Lake Park.