

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: Jeremy Laurentowski, Parks and Recreation Director
BY: Jennifer Mellon Recreation and Community Services Manager 

DATE: September 28, 2016 (CC Meeting of 10/05/16)

SUBJECT: Consider Special Event Report: 3rd of July Fireworks Extravaganza

BACKGROUND AND DISCUSSION

On September 19, 2016, staff presented a report to the Parks & Recreation Commission summarizing the 3rd of July Fireworks Extravaganza special event, attached. The report provides event details, statistical information about the event, and incorporates staff comments.

Recreation staff held two event wrap-up meetings after the event. One with staff in all other City departments who worked the event and one with safety personnel that was present at the event including representatives from Ventura County Sheriff, Ventura County Fire, and ARES. Summary of those meetings is included as part of the Parks & Recreation Commission Agenda Report.

STAFF RECOMMENDATION

Receive and file.

Attachment: Parks & Recreation Commission Agenda Report

**CITY OF MOORPARK
PARKS & RECREATION COMMISSION
AGENDA REPORT**

TO: Parks & Recreation Commission

FROM: Jennifer Mellon, Recreation / Community Services Manager 

DATE: August 15, 2016 (Meeting of September 19, 2016)

SUBJECT: Consider Special Event Report: 3rd of July Fireworks

BACKGROUND

Since 1997, the City of Moorpark has sponsored an annual 3rd of July Fireworks Extravaganza at Arroyo Vista Community Park. This Independence Day celebration features entertainment, vendors, games and attractions, and an aerial fireworks display.

DISCUSSION

The 2016 Fireworks Extravaganza was held on Sunday, July 3, 2016 from 3:45 p.m. to approximately 10:00 p.m. Event features included live entertainment, games and attractions, food vendors, and the aerial fireworks display. Admission fees were \$5.00 per person; children 4 and under were admitted free of charge. Entertainers, vendors, staff members, and qualifying sponsors were also admitted free of charge.

Musical performances included The Reckonin', a country cover band, at 4:30 p.m., and Doc Rock-it at 7:30 p.m. who played a variety of rock, soul, and funk covers. The crowd enjoyed the music and many people were dancing in front of the stage. A variety of other activities took place in the transition time between bands. The American flag was presented by the Ventura County Sheriff's Department Mounted Unit. Corina Gonzales, runner up at the Moorpark Has Talent Competition in March, beautifully sang the National Anthem for the presentation. Mayor Janice Parvin and her "Mayor for the Day" students led the Pledge of Allegiance.

In addition to the above described activities at the main stage, the event featured special attractions, games, and vendors. A fee was charged to the public by the vendors providing the special attractions. Attractions included bounce tents and other inflatable attractions, face painting, a climbing wall, laser tag, and non-motorized rides. Attractions were provided by Jolly Jumps who sold their own tickets for their activities. Again this year, special attractions were split between the outfield of ball field #4 and the field

adjacent of the tennis courts. Jolly Jumps set up the area at ball field #4 with attractions geared towards older kids and the area near the tennis courts with attractions for younger children. Their sales were strong again this year.

The number of food vendors increased this year, with twenty-three food booths this year compared to twenty-one in 2015. Food vendors were located at three food courts, with eight vendors in court #1, seven in court #2, and eight in court #3. Food courts were located near the recreation center, the ball field snack bar, and the fencing at the east end of the park. Items sold included BBQ, funnel cake, kettle corn, hot dogs and fries, corn on the cob, shaved ice, and many other food and drink items. The American Legion distributed hundreds of small flags to the public free of charge.

The Moorpark Explorers Post worked with the Sheriff's Department on parking and traffic control. A City staff person was also assigned to parking in order to assist with communications and oversight. The north side of the access road was striped by Public Works to maximize the number of parking spaces available in the park. This continues to be effective. Permit parking for vendors and staff was again located in lot C. VIP and disabled parking was located in lot B. More handicap parking is needed during this event. Spaces marked for handicap parking in Lot C were full early in the evening. Due to the event being on a Sunday this year the parking lots were full at 5:10 p.m. which is very early compared to prior years.

Police services were provided by the Ventura County Sheriff's Department with 22 sworn officers, 6 non-sworn employees, 13 Volunteers in Policing, and 8 explorers at the event. Cost for police services totaled approximately \$14,800 and services were budgeted at \$16000. A Ventura County Fire inspector was also on site for the day. Volunteers from ARES provided radio communications which continues to be a valuable asset and helps to keep the event running smoothly. This year, American Medical Response (AMR) was contracted to provide medical standby at the event. One medical event took place as the fireworks show ended and the patient was transported by the AMR unit onsite. Immediately following their departure, another medical incident occurred and a second paramedic unit was called to the scene. It took approximately 20 minutes for that unit to get to the attendee in medical distress. Next year the AMR Agreement will be revised to have a second unit on standby and deployed if the unit onsite needs to transport.

There were some concerns with the food vendors at the event this year. Many of the vendors show up late and had difficulty setting up their booths for inspection. This year, as in past years, the City has provided sink availability and power to vendors at an additional cost. This proves to be difficult each year will not be provided next year. This year the City had 3 vendors pay for sink usage and 2 for power which means we need to leave portions of the Recreation Facility unsecured. In the future vendors will provide their own equipment for their food booths and coordinate with the County Environmental Health Department. Other issues with vendors are their clean up and egress out of the facility. Many vendors did not follow the instructions that they were not to drive onto the fields until pedestrian traffic had cleared the park after the event. Vendors will not be allowed back to participate in future events if they violate event rules. Vendors this year

included the American Legion Moorpark Post 502; Crusin' Juice; Duke's Wrap Delight; California Kettle Corn; Glitterworks Glitter Tattoos; Irene's Food Services; It's a Grind Coffee House; It's in the Sauce BBQ; JB's Famous BBQ; Jersey Dogs, Juice it Up!; Kiwanis Club of Moorpark (drinks); Kona Ice; Me So Korny; Nora's Novelties; Nothing Bundt Cakes; Papa John's Pizza; Paradise Italian Ice; Raul's Concessions; Ruben Castro Charities; Sugar Rush Cotton Candy; The Grilled Cheese Truck; Tutu's Shave Ice; and Uncle Chris' Italian Ice.

The main issue with the event continues to be the large amount of pedestrian and vehicular traffic exiting the park at the completion of the event. The traffic egress plan, which has been in place for the past several years, was utilized again this year. Barricades were aligned along the center of the road to delineate between pedestrian and vehicular traffic. The sidewalk on the south side of the access road and the entire inbound traffic lane were reserved for pedestrian traffic, with vehicles limited to the outbound lane. Pedestrian crosswalks were established at key points to allow pedestrians to cross the road without disturbing the traffic flow. The Aerial Fireworks show ended at approximately 9:25 and the park was emptied of vehicular traffic at approximately 10:45.

Sponsorships increased this year. Last year the City received \$2,500 in sponsorships and this year sponsorships totaled \$4,100. Sponsorships included \$1,000 from Anderson Rubbish Disposal, Wayne J. Sand and Gravel, and K. Hovnanian Homes; \$500 from both Ensign-Bickford Aerospace & Defense and Moorpark Country Club; and \$100 from Z Ultimate Self Defense Studio. Sponsors were recognized in print advertising, event banners, and with announcements during the event. They also received complimentary event passes.

Attendance at the event was higher than last year's attendance. This year, approximately 13,300 attended the event which exceeded the estimated 11,720 people who attended the event last year. It is estimated that several thousand more watched the fireworks display from nearby parks, shopping centers, and homes. The Fireworks Extravaganza continues to be a successful event.

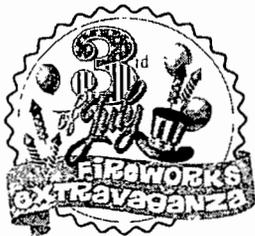
Zambelli International was contracted for the aerial fireworks display this year. Staff again worked with the City's sound engineer to develop the musical accompaniment that was used during the display. The display ran smoothly and staff received many positive comments.

A wrap-up meeting was held after the event. Event staff indicated the event was well managed and no major problems were encountered. Suggestions to refine the event were solicited from those at the meeting and are attached to this report.

STAFF RECOMMENDATION

Review and provide comment.

Attachment: Fireworks Extravaganza Staff and Safety Wrap-Up Report



Fireworks Extravaganza Staff Wrap-Up Meeting

Wednesday, July 20, 2016, 3:00 p.m.

Fireworks Extravaganza Safety Wrap-Up Meeting

Wednesday, July 28, 2016, 3:00 p.m.

Arroyo Vista Recreation Center, Magnolia Room

AGENDA and COMMENTS

I. General Event Information and Pre-Event Planning

- This year the gate at the back of the park was moved due to work on the Football Field. Also, there was a gated area added for vendor truck and trailer parking at the back of the park to alleviate vendors parking oversized vehicles in the parking lots. This helped tremendously and should be considered going forward.
- The Fire Department had last minute changes to the restricted zone. Our measurements should be 400' and were measured at 350'. Work with the Fire Department more in planning to make sure the restricted zone is properly measured. Draft a diagram of the layout of barricades at the event site next year as well.
- Recreation Staff should meet with Fire Department prior to event multiple times.
- New event signage on the Lattice worked well. Continue.
- Make sure the City Booth has the side walls and front curtain as well as their decorations done by 3:30 p.m. Also, need to put something on the City Booth to make it easier to see.
- Deliver water to all locations before 3:30 p.m. Front gate admissions, offices, information booth, stage, and pedestrian bridge.
- Tickets to participants in case of refund for no show.
- Coordinate with High School to provide parking at upper lots. Paid parking fundraising opportunity. Open after the park fills up to accommodate more attendees. Coordinate traffic with PD and PW regarding these locations.
- Coordinate with AYSO to use their Golf Carts.
- Have vehicle designated to Recreation Manager.
- When promoting the event through flyers or press releases make sure to state that to walk into Arroyo Vista Community Park to the event area is a moderate walk of a half mile downhill. To leave the park is an uphill walk.
- Make sure to cone off the area around the red access gate into the park. This area should be well marked to keep clear.
- Consider shuttle bus or other options?
- Address raffles. Several vendors/nonprofit organizations requested raffles for fund raising opportunities.

II. Traffic, Parking, and Admissions

Top of Access Road Monitoring

- Need more signage all the way at Tierra Rejada Road on barricades stating "Event Opens at 3:45 PM. No Line Ups Allowed" so that vehicles see the signage prior to turning onto the access road. Could use VIP's or someone down at the street to direct traffic from 3:00 until gates open. Traffic barricades needed at Tierra Rejada and the access road.
- Make sure that Gate Monitors have some change and a hand stamp for vendors who need to pay for more people or will need to exit and return. Give Gate Monitors the list of vendors and parking passes and the parking pass numbers so that they are prepared with all that information. If vendors then need more parking passes or entrance passes the Gate Monitors can write that down and we can deduct those costs from their deposits.
- Have a barricade and sign at the top of the access road on the pedestrian sidewalk stating "No Entrance Until 3:45 PM" and "Line Starts Here".
- Orange vests for Gate Monitors.
- Gate Monitors need a Padlock Key.
- When lots become full we need PD or Explorers at the entrance to the access road to stop cars from coming in.

Main Gate Admissions

- Need signs that state "\$5.00 per person. Cash Only. Exact Change Appreciated" for the access road at front gate admissions. Cost is not \$5.00 per car.
- Maybe think about charging for parking or auctioning off VIP Passes?
- Continue to keep PD presence at the Front Admissions Gate.
- Continue to have Admissions staff crew move the barricades to the center of the Access Road for egress at 9:00 while the fireworks show is happening. Make sure staff have at least 2 full rolls of caution tape for this activity.

Pedestrian Bridge

- Have zero vehicles come over the pedestrian bridge unless there is an emergency.
- Having a table and easy up in the back were great additions.

Parking Lots

- Better signage for parking lots to distinguish who should park where.
- Handicap Parking needs to be addressed. We marked half of the lot in Parking Lot "B" and ran out of spaces.
- Drop off options for Lot A.
- Explore possibility of having City Staff Parking in the High School Lot off the top of the access road to free up those parking spaces for attendees.
- Have someone scheduled to move barricades at north side of Lot D after the fireworks show. Barricades were moved this year to close lot D, but need to allow pedestrian access along lot C to pedestrian Bridge.

III. Public Safety

City

- Emergency Access gates should be unlocked.
- City staff should have better access to communication.
- If there is an emergency situation, City staff needs to be coordinated with.

Ventura County Sheriff's Department

- More Police presence in the field (citation/tickets) Zero tolerance.
- Double parking and other illegal parking in surrounding neighborhoods.
- Parking on Walnut Creek and Cedar Springs?
- Better emergency communication between PD and City staff.
- Oversize vehicles at Glenwood Park – enforce parking.

Ventura County Fire

- Safety plan – pedestrian bridge should only be used for emergencies. Better coordination/communication with dispatch and AMR. AMR sent to main gate at end of the event and had to be redirected to pedestrian bridge.

Ambulance / Emergency Medical Response

- Make sure to write into the agreement with AMR that we want a one-for-one service. If their ambulance onsite dispatches they are to have another sent to AVCP.
- Work with Ventura County Fire to see if their mobile response unit is available to have on site. This unit is a small all-terrain vehicle that is able to take medical personnel to field locations and transport patients to an ambulance outside of the site.
- Coordinate with Simi Valley or Los Robles hospitals to see if they have volunteer nurses to be onsite.

Communications

- City staff radios worked very well. Make sure that Sheriff's and Fire have one of our radios and that staff have earpieces
- ARES had issues with Sheriff having a communications person in the Restricted Zone
- Cell phones should be used when communication needs to be more confidential in nature.
- Stage Announcements went very well this year. Continue to have the headlining band stop before their last song before the fireworks show to make announcements so that people understand they have one more song to play before the fireworks and can get back to their seats and gather their children.

Code Enforcement

- Illegal Fireworks behind Moorpark College and in other areas of town.
- Illegal street vendors in Via Campesina Park area and Downtown. Unpermitted food truck at the Union 76 station on Leta Yancy.
- RV's parked on Harvester and on some occasions blocking traffic.
- Villa Campesina Park had men drinking beer who were asked to stop.
- Vistapark Drive area had residents set up in the street, had double parked vehicles, etc.
- More patrol needs to be done throughout the City on July 3 based on the issues encountered by our Code Compliance Technician the evening of the event.

IV. Stage and Vendors

Stage

- Keep location the same.
- Opening Band was good. Band vehicles not allowed to drive on turf when people still in the park.
- Those participating in the Flag Presentation need a prep meeting when they head to the stage before they begin their presentation.
- Headlining Band Have the headlining band pause for three to five minutes after the fireworks show so everyone can have a minute to reflect and talk.

Vendors

- The staff person checking in vendors should have an umbrella, chair, and small table put in the access road parallel with the recreation center where they can check in vendors and direct them to either enter the fields from Parking Lot B or from the access road red gate. A second staff person should be stationed at the red access gate. We would not need to monitor the third location because that would just be food trucks who would show up at 3:30 p.m.
- Have someone available to drive Health Dept staff to vendor locations. Recreation staff should attend meeting with Health Dept. and coordinate this.
- Have very explicit instructions to vendors about where they are allowed to drive through the park and when they are not allowed to drive in the park.
- We should not offer the use of sinks or electricity to vendors Vendors we have should be self-contained. This will assist with public health. Not only would this be more efficient but our staff would not have to waste time prepping sinks.
- We should actively recruit food vendors not let them apply. Many of our food vendors in 2016 were less than sanitary. We should work with public health to solicit food vendors for this event.
- We should figure out a way to use the area next to the access road adjacent to the red access gates to allow food trucks to come into the facility at 3:30 p.m., sell food until 8:45 p.m. and then leave through the access gate before the fireworks show begins.
- Locations need to be assessed. Two food courts should be located next to the recreation center and moving towards the access road for better visibility. The second one located near the softball fields should not adjacent to the snack bar. We need to locate and space the vendors so that there is not so much congestion in that area of the park.
- Ventura County Public Health should only be checking the vendors. We should not be using our sinks.
- One staff person should be assigned to monitor the two food courts and have the vendors sign out. It worked well to contain their vehicles in a gated area this year and open the area to let them access their vehicles once the fields were clear.
- More food vendors.

V. Sanitation / Set-up, Clean-up

Set-up and deliveries

- All fencing, portables, and trash bins should be delivered with management present at AVRC. In 2016 the rent a bins were delivered on a weekend day with no management here and they were placed in the wrong spots.
- Work with staff that oversee the solid waste franchise agreements and parks or facilities staff to make sure the Clearstream Trash and Recycling frames and lids are clean and stacked prior to the event.

Sanitation

- Contact the Franchise Haulers to get them to bring cardboard or portable bins for the fields. We need more containers.
- Having staff hand out large plastic trash bags goes over very well. Continue this.
- Portable Toilets worked well this year. We need to make sure someone is on site when delivered. Also, make sure we are left extra supplies. Many positive comments received regarding the restrooms at Glenwood, Tierra Rejada, and Mountain Meadows.
- More hand washing stations
- Make sure there is a custodian position staffed after 10:00 p.m. to thoroughly clean the restrooms at Arroyo Vista Recreation Center.
- Schedule someone to move barricades at the north side of Lot D after the show. Barricades should be moved to close Lot D, but allow pedestrian access along Lot C to pedestrian bridge.

After Event Activities

- Clean-up efforts by the Presbyterian and Bridge Church congregations should be continued if at all possible. In years past and in 2016 the Presbyterian Church was paid and the Bridge Church volunteered. Not sure we should be making donations to the churches. We do donate to the Explorers.

VI. Other

Zambelli Fireworks

- The Agreement with Zambelli should have liquidated damages or other clause regarding cancellation of the fireworks show for any reason. Do they have a back-up plan?
- Zambelli confirmed that they would not discharge the mis-fires; however, they need to fire those shells that did not fire during the show. Better coordination needs to happen with this so we keep people out of the safety zone until they have discharged all their shells.