

**MANAGEMENT SERVICES MEMORANDUM**

#13-01

**TO:** Honorable Mayor Joyce Downing and City Council Members

**FROM:** David Willett, Acting City Manager  
Paula Jensen, Director of Management Services  
Jason Loveland, Finance Director  
Amanda Peterson, Director of Parks, Recreation & Cultural Services  
Brook Svoboda, Director of Planning & Development

**DATE:** February 4, 2013

**SUBJECT:** July 4<sup>th</sup> Fireworks

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**DISCUSSION:**

As a result of the pending construction on the parcels of land at 120<sup>th</sup> Avenue and Grant Street, the established fireworks launch site will need to be relocated for the City's annual 4<sup>th</sup> of July Family Festival. The new proposed "shoot site" will be Webster Lake. Consequently, with said relocation, traditional fireworks cannot be used. The alternative is proximate fireworks. Proximate fireworks are products that have been specifically engineered for use in close proximity to audiences and structures. They are designed for firing close to audiences and provide great entertainment while using only a small fraction of the powder of conventional fireworks. Proximate fireworks will be a great alternative for the City of Northglenn, as development continues at 120<sup>th</sup> Avenue and Grant Street.

Unfortunately there are budget implications with the product change. Proximate fireworks cost more to produce than traditional fireworks. The planned expenditure for traditional fireworks was below the threshold for a formal bid and was within the City Manager's spending authority. Due to the need to use proximate fireworks, staff requested a fee proposal from the fireworks vendor. The proposal submitted does exceed the City Manager's spending authority and normally formal bids would be sought. However, to allow time for production of the proximate fireworks, agreements must be submitted by March 4, 2013. This does not allow time for a formal bid process this year.

In addition, to increased product costs, staff also anticipates added operational costs to the event. Listed below is a breakdown of these costs.

**BUDGET IMPLICATIONS:**

July 4<sup>th</sup> Family Festival Event Costs

	<b>Current Event Budget</b>	<b>Additional Needs</b>	<b>Total</b>
Professional Services	\$4,500	\$1,000 (parking staff)	\$5,500
Technical Services	\$20,000	\$9,500 (fireworks)	\$29,500
Property Services	\$3,600	\$610 (tower lights for parking lot)	\$4,210
Communication Services	\$11,600	-	11,600
Operating Supplies	\$5,360	2,500 (contingency)	\$7,860
<b>Total</b>	<b>\$45,060</b>	<b>\$13,610</b>	<b>\$58,670</b>

The total projected costs for the event is \$58,670. This is \$13,610 over the approved budget, however it is anticipated this additional expense can be absorbed in the existing General Fund budget.

**RECOMMENDATIONS:**

With Council direction, a Professional Services Agreement for \$29,500 with Tri-State Fireworks (references attached to this memo) may be brought forward at the February 11, 2013 regular meeting. This will meet all timing requirements with said vendor.

**STAFF REFERENCE:**

If Council members have any comments or questions they may contact Paula Jensen at 303.450.8877 or [pjensen@northglenn.org](mailto:pjensen@northglenn.org).

**TRI-STATE FIREWORKS, INC.  
PROXIMATE FIREWORKS EXPERIENCE**

**Town of Parker:**  
Kelly Gibson

Location: Parker, CO  
Event: NYE Pace Center  
20000 Pikes Peak  
Parker, CO 80138  
(650) 387-2777

**City of Longmont:**  
Sue Jacobson

Location: Longmont, CO  
Event: Holiday Parade  
700 Longs Peak  
Longmont, CO 80501  
(303) 827-5825

**Veterans Day:**  
Izzy Abass

Location: Denver, CO  
Event: Veterans Day Celebration  
1551 Wewatta  
Denver, CO 80204  
(303) 892-1691

**Aires Conference:**  
Stephanie Topjian

Location: Embassy Suites  
Event: National Conference  
1420 Stout Street  
Denver, CO 80222  
(888) 828-8515

**Macy's:**  
Jan Blankennagle

Location: Macy's Cherry Creek  
Event: Denver, CO  
2500 E. 1<sup>st</sup> Ave  
Denver, CO 80206  
(303) 390-4633

**Hyatt Regency Hotel:**  
Mike Falzone

Location: Hyatt Regency Convention Center Hotel  
Governor inaugural  
555 17<sup>th</sup> Street #2100  
Denver, CO 80202  
(303) 486-4611

*Other references available upon request*