



Memorandum

TO: MAYOR LICCARDO

FROM: Councilmember Johnny Khamis

SUBJECT: BUDGET DOCUMENT

DATE: May 24, 2016

Approved

Date

5/24/2016

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: Safe Legal Fireworks Grant (SLFG) in San Jose

Amount of City Funding Required: \$100,000

Fund Type (i.e. General Fund, C&C funds, etc.): Cultural Affairs Budget

This change is:

One-time Ongoing

Proposal Description, including anticipated outcomes (describe how change would affect services for San José residents, businesses, community groups, etc.):

Importance of Recognizing and Celebrating July 4th as a Shared American Cultural Experience
July 4th is the birth of our nation, the United States of America. It is important to recognize, remember, and celebrate this important holiday (July 4th), which unites all Americans of all diverse ethnicities under the banner of our shared American cultural heritage.

There are millions of immigrants from throughout the world who have worked very hard to become citizens of the United States. They are very proud of their citizenry in this country, just as are those individuals who were born here. Although diverse in ethnic backgrounds and cultural traditions, every American – citizens and other residents alike – can be united in the shared culture that we experience together. We join with one another to honor our collective identity as Americans each July 4th.

Providing safe and legal displays of fireworks on July 4th for the one million residents of San Jose is an important part of uniting the people of our City. In 2014, I, along with the Downtown Rotary Club and the San Jose Giants, provided legal firework displays in three different locations throughout the City: Downtown, at Giants Stadium, and at Almaden Lake Park in South San Jose. From what I have been told, the Downtown location has over 100,000 thousand attendees, Giants Stadium is sold out and more spectators fill Kelley/History Park, and Almaden Lake had over 20,000 attendees.

In addition to those who gather publically for these events, thousands more watch the displays from their homes or neighborhoods. It is clear that these July 4th celebrations, with legal fireworks, unite the San Jose community through its shared American culture.

In 2014, Mayor Reed provided funding to the Almaden Lake Fireworks display. In 2015, we are grateful to Mayor Liccardo for dedicating \$75k to both the Downtown and Almaden Lake fireworks displays. We need to ensure that funding continues for the safe and legal fireworks displays in San Jose to honor our shared culture.

As we know, in an effort to ensure the safety of its residents, the City of San Jose has had a ban in place, for over two decades, on personal/home fireworks displays. As a result, the three current locations of safe and legal displays honoring our American culture are very important for the residents of San Jose. Additionally, in 2014, and again in 2016, I, along with Mayor Liccardo, Vice Mayor Herrera, and Councilmembers Don Rocha and Raul Peralez supported conducting training and authorizing non-police personnel to issue citations to those who engage in illegal firework displays.

Fundraising is essential to ensure that the Downtown and Almaden Lake firework displays take place. Each year, my office works very hard to secure numerous private donors who are willing to provide funding for the Almaden Lake event. With the cost of fireworks, security, and other requirements for the celebration, the sustainability of the future of this event is dependent on the generosity of the sponsors. It would be prudent of the City to ensure a source of adequate base-level funding for this and the other City-funded July 4th celebrations of our shared culture.

Last year, the County of Santa Clara took an innovative and thoughtful approach to provide on-going funding for legal displays of July 4th fireworks in the County. The County set up *County Fireworks Grant Funding* in the amount of \$25,000 and outlined a competitive process and timeline for submissions. This process included a set of eight straightforward questions, a deadline for application submission, and a quick turnaround time on the funding decision. As a result of this process, the Downtown Rotary Club received \$10,000 and my office received \$5,000 for our safe, legal July 4th fireworks displays this year.

I want the City of San Jose to adopt the County's collaborative and welcoming approach to safe displays of legal July 4th fireworks, honoring American culture, for San Jose residents. The County saw a need and created a fair, competitive, and non-bureaucratic approach. San Jose should do the same. Therefore, I respectfully request that the Mayor implement an on-going competitive process by earmarking \$100,000 from the Office of Cultural Affairs budget as an on-going Safe Legal Fireworks Grant (SLFG) fund with the following criteria:

- (1). Create a grant with the following questions:
 1. Name of Non-Profit/Non-Profit Number/Number of Years Non-Profit in existence.
 2. Name of Event/How many years has this event been hosted/number in attendance? (If this is the first year, then attendance needs to be estimated).
 3. How will this event promote, celebrate and honor American culture?
 3. How will event educate public against the use of illegal fireworks?
 4. How will this event be publicized/open to the public? Free?
 5. How will event recognize active Soldiers? Veterans? Other?
 6. How will SLFG monies be used specifically?
- (2) Monies requested from SLFG will take past attendance into consideration and no grant is to exceed \$50,000. At least half of the money requested needs to be matched by fundraising efforts by the non-profit sponsor. For example, if event requests \$50,000, then event needs to show past attendance numbers and proof that they have already raised \$25,000 when they submit their SLFG application.

- (3). Timeline will be one month: January 10, calendar year through February 10, calendar year. If deadline date lands on a weekend and/or holiday, then the first workday following the weekend and/or holiday will be the default deadline.
- (4). Create a panel consisting of the following: City Manager (or designee), SJFD Chief (or designee), SJPD Chief (or designee), Executive Director of San Jose Veterans Center (or designee), Member of the Arts Commission.
- (4). Panel will meet only once before March 15th to review and make recommendations to full council (going through the Rules Committee first) for all the SLFG submissions. Panel recommendations will be done through a memo that will include reasoning for recommendations.
- (5). Mayor and Council will have full authority regarding final SLFG recommendations and will vote on the panel recommendations on or before April 15th.
- (6). Disbursements are to be completed within two weeks of Mayor and Council final approval.
- (7). Any monies not disbursed will remain in the SLFG account. The Cultural Affairs Budget will, each year, replenish the SLFG fund so that it has \$100,000 starting budget.

Funding Source

Essential Services Reserve (\$2 million)

X Other (Program/Project/Fund): Cultural Affairs Budget (Source: TOT)

Department or Organization:
Office of Economic Development & Cultural Affairs

Department or Organization Contact (list contact information for the individual that certified cost estimates contained within your recommendation):

N/A-No Cost estimate required

Name:

Phone number:

E-mail address: