



# Memorandum

**TO:** MAYOR MAHAN

**FROM:** Councilmember Arjun Batra

**SUBJECT: BUDGET DOCUMENT**

**DATE:** May 25, 2023

Approved

*Arjun Dev Batra*

Date May 25, 2023

## RECOMMENDATION

Modify the City Manager's 2023-2024 Proposed Budget to incorporate the following budget proposal, including any required funding allocation adjustments.

### Proposal

Program/Project Title: City Fireworks for July 4<sup>th</sup> Celebration 2023-2024

Amount of City Funding Required: \$150,000

This change is:

One-time       Ongoing

Cost Estimate Number (if applicable):

Proposal Description, including the reason for the need and anticipated outcomes (Please describe how the proposal will affect services for San José residents, community groups, businesses, etc.):

In an effort to curb the use of illegal fireworks within south San Jose, the District 10 office will be again hosting the annual fireworks program at Almaden Lake Park. According to the July 9, 2021 report from SJPD comparing calls for service in 2018, 2019, 2020, and 2021, illegal firework calls on July 4th were trending downward while our event was taking place in 2018 and 2019, and increased by 60% in 2020 and 69% in 2021, the years we were unable to hold the event due to the pandemic. Reducing the number of calls for illegal fireworks allows SJPD officers to respond to other calls for service.

This festival supports local and small businesses, provides a safe place for families to view fireworks, reduces illegal fireworks, and stimulates our economy.

This free community event draws residents from all over San Jose, and brings in revenue from out-of-town guests visiting local family and friends. Approximately 15% of the 30,000 attendees come from outside of San Jose, bringing in revenue to our city as they spend money at our festival, and at other businesses in town. A small percentage of those guests stay in hotels bringing in additional tax revenue to the City.

The cost estimate is based on the scope of work developed for the July 4, 2023 fireworks display produced in partnership with the District 10 Council office, the Almaden Valley Women’s Club (AVWC), and the Kiwanis Club of Almaden Valley. The City would award grant funds based on actual event costs, in an amount up to \$150,000. These funds would provide important support for the AVWC to produce the fireworks show, paying for production costs to include: City permits and services such as street closure(s), tow zones, electrician services (Public Works), pyrotechnics, fire inspections, marketing and communications, and SJPD services. This funding is estimated to support a significant, professional 4th of July fireworks celebration for an estimated 40,000 community members, including those who watch from home.

**Funding Source**

Essential Services Reserve: \$150,000

Other (Please specify program/project/fund):

**Department or Organization Contact**

Please list the contact information for the individual that certified cost estimates contained within your recommendation:

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Department or Organization: District 10

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