



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Authorize the City Manager to execute a contract with Lodi Tokay Rotary Club for the 10th Annual Oooh Ahhh Festival to be held on July 4, 2003 at Lodi Lake Park (\$18,000)

MEETING DATE: April 2, 2003

SUBMITTED BY: Cynthia Haynes, Community Promotions Coordinator

RECOMMENDATION: That the City Council authorize the City Manager to execute a contract with Lodi Tokay Rotary Club for the 10th Annual Oooh Ahhh Festival in the amount of \$18,000. The event is scheduled for July 4, 2003 from 8:00 a.m. to 10:00 p.m. The event will be held at Lodi Lake Park as it has been for nine years.

BACKGROUND INFORMATION: This event serves two purposes. First, it is a community event to celebrate the birthday of our Nation - 4th of July. Secondly, it is a fundraiser for the Lodi Tokay Rotary Club and many local charitable, non-profit organizations.

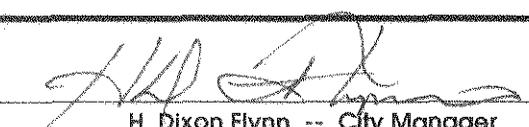
The event has been very well received over its nine year life. When it appeared that the 4th of July fireworks show was in jeopardy of being suspended or terminated all together, a local group of concerned citizens formed an organization called Lodi Events, Inc. After running the event for 2 years, under the guidance of Gamut Promotions & Advertising, Inc., the event "ownership" was transferred to the Lodi Tokay Rotary Club. Steven Whyte, owner of WhyteHouse Productions has been retained to produce the event since its inception - he was an employee of Gamut Promotions & Advertising, Inc. when the event was started.

The event annually strives to provide many activities during the event at no cost the public. Free games, rides, face painting, balloon art, boat rentals, beach access, swimming, river tours, live entertainment and of course, the aerial fireworks show. In 2002 we added the Barbecue Cook-Off Competition and a Bath Tub Regatta. Both activities will continue in 2003. A spectacular sky diving exhibition was also added in 2002 and was incredibly well received by the public. This too will be continued in 2003. The Lodi Tokay Rotary Club puts on a mouth watering barbecue that day, called the Firecracker BBQ. There is an additional cost for this and is well worth it for the nearly 300 - 400 people who attend. Approximately 10,000 people attend the event throughout the day. Lodi Tokay Rotary Club and Oooh Ahhh Festival share the park with the Sunrise Kiwanis Club and their Pancake Breakfast.

The aerial fireworks show exceeds everyone's expectations each year and always leaves the audience in awe and wonder. The past two years we have played a musical soundtrack to accompany the fireworks.

Revenue sources for the event come from Admission (\$5 for ages 13 and over; \$3 for ages 6 to 12; and 5 and under are always free); vendor space sales; City of Lodi contribution for the fireworks show; Firecracker BBQ; BBQ Cook-Off Competition; Bath Tub Regatta; parking; patriotic merchandise sales; and Corporate Sponsorship Sales.

APPROVED: _____


H. Dixon Flynn -- City Manager



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This past year's Oooh Ahhh Festival contributed over \$7,000 to local non-profit organizations who assisted in the staffing of the event and additionally, contributed nearly \$30,000 to the Lodi Tokay Rotary Club to distribute to worthy non-profit organizations throughout the year.

This event is a shining example of what is good in the Lodi Community. It is more than mere entertainment. It lifts people's spirits, brings people together, celebrates our Nation's birthday, and benefits many, non-profit organizations. We appreciate the City of Lodi's support over these past nine years and we look forward to earning your continued support.

Funding: 100206. FY 2002-2003 budget

Respectfully submitted,

Cynthia L. Haynes
Community Promotions Coordinator

APPROVED: _____

H. Dixon Flynn -- City Manager