



**CITY OF LODI
COUNCIL COMMUNICATION**

AGENDA TITLE: Discuss and take appropriate action regarding the proposed \$18,000 City contribution to the July 4, 2005, Oooh Ahhh Festival

MEETING DATE: January 19, 2005

PREPARED BY: Interim City Manager

RECOMMENDED ACTION: That the City Council discuss and take appropriate action regarding the 2005 Oooh Ahhh Festival at Lodi Lake and Lodi-Tokay Rotary Club's request for \$18,000 for the aerial fireworks show.

BACKGROUND INFORMATION: The Lodi-Tokay Rotary Club is requesting the City of Lodi's participation in the annual Oooh Ahhh Festival to be held on the 4th of July 2005 at Lodi Lake. The request is specifically for funding the fireworks component of the overall program. The City has sponsored the fireworks display since 1998 and the requested \$18,000 is included in the Fiscal Year 2004-05 budget under Community Promotions.

Staff has met with members of the Rotary Club to discuss the City's contribution and to additionally discuss expectations for reimbursement for overtime expenses incurred by the City during the event.

Options for Council to consider:

1. Fund the fireworks at the requested \$18,000
2. Fund a lesser amount for a lesser fireworks display
3. Do not fund the event and let Rotary try to find sponsors for the fireworks in addition to the sponsors for their other venues (Rotary will likely cancel event if Council does not fund)

During meetings with Rotarians, City staff repeatedly emphasized that the City appreciates the hard work and dedication put forth by their members and volunteers to host such a large community event. Additionally, staff has reiterated that at this time there is not a desire on staff's part to have the event revert to a City-run standard 4th of July fireworks event. The public and Council are reminded that prior to the Oooh Ahhh Festival, the City experienced many complications at the basic event due to intoxicated attendees and unruly crowds.

On a final note, the City does incur overtime costs associated with Police, Fire, Parks and Recreation, and Public Works. Staff analyzed the cost differential between Rotary's event and if the City went back to the pre-Rotary days and simply allowed the public to come to the Lake for a fireworks program without the full festival venue. Either option will require staffing efforts by Fire, Police, Parks and Recreation, and perhaps minimal Public Works time. These overtime costs will be avoided only if the City cancels the event regardless of whether it is handled by the Rotarians or by the City.

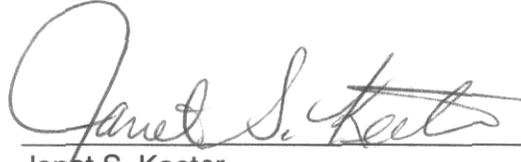
APPROVED: 
Janet S. Keeter, Interim City Manager

A rough estimate of the cost differential is \$2,400 which staff would recommend be reimbursed to the City from Rotary proceeds from the event.

Rotary is holding a Board meeting on Monday January 17, 2005 to continue discussions regarding the event. Staff will provide a verbal update during the Council meeting.

FUNDING: Community Promotions Budget


James R. Krueger, Finance Director


Janet S. Keeter
Interim City Manager

JSK/si

cc: Lodi-Tokay Rotary Club
Tony Goehring, P&R Director
Chief Jerry Adams, Police Department
Chief Mike Pretz, Fire Department