

**RANCHO SIMI RECREATION AND PARK DISTRICT  
INTEROFFICE MEMORANDUM**

DATE: February 7, 2008

TO: Board of Directors

FROM: General Manager

SUBJECT: Approval of Request by Rotary Club of Simi Valley for Additional Contribution by District of \$10,000 in Connection with July 4<sup>th</sup> Community Celebration Event

**INTRODUCTION**

The community fireworks celebration occurs through a long-standing partnership between the Rotary Club, the City of Simi Valley and the Park District. Two years ago the event was moved from the high school to Rancho Santa Susana Community Park. That move eliminated the gate revenue, as the event is now open to the public. To offset the loss of revenue, the Park District and the City each agreed to contribute \$10,000. At recent Board and City Council meetings, the Rotary Club requested each agency to increase its contribution by an additional \$10,000, to help offset the substantial costs associated with this growing event. See attached copy of letter.

**SUMMARY**

The Park District has worked with the Rotary Club of Simi Valley and the City of Simi Valley to cosponsor and present the 4<sup>th</sup> of July Fireworks show for over 30 years. The 1986 Agreement between the three parties and the 1991 Amendment to the Agreement, was terminated when the fireworks show was moved to its current location (the last two years) at the Rancho Santa Susana Community Park.

In its most recent form, the fireworks show is a Rotary Club event with the City and Park District serving as sponsors. Although both agencies financially sponsor the event with \$10,000 in cash, the Park District also allows use of the community park at no fee and contributes maintenance, administrative and ranger support. The City also contributes police support.

The fireworks show was funded for 30 years by spectators paying to enter the event site. There was approximately \$30,000 in gate revenue that paid for approximately \$16,000-\$20,000 of fireworks. Thousands in the community benefitted by watching the fireworks show from other parts of town, including many at the Rancho Santa Susana Community Park and the Metro Link Parking lot. When the event was moved to our park, the District embraced the opportunity to make this event free and helped offset the loss of gate revenue, as did the City, with a \$10,000 contribution towards the show.

When the show became the current "Extravaganza" at the park two years ago, the fireworks display was increased to \$40,000 and the entertainment, sound and stage was increased to almost \$27,000. The Rotary Club of Simi Valley now coordinates over 300 volunteers and well over 1,000 hours of labor in the presentation of this event. In addition, they raised over \$92,000 in sponsor revenue from local business.

Due to the substantial commitment of resources the Rotary Club of Simi Valley has approached the Park District and City of Simi Valley and requested an additional \$10,000 contribution from each agency. Although they received a \$6,000 discount this year from the pyrotechnic company for mistakes of this last years show, and generated \$116,465 in revenue, they were left with only \$26,731 in net revenue. This may seem like a good amount for a community/public service event, however, Rotary is concerned that the full \$40,000 fireworks expense and anticipated 20% lower sponsor revenues this year (due to economic conditions) would bring their \$26,731 net profit to a near "break even point" leaving nothing for the Rotary to distribute to community non-profit and other organizations.

Without a greater financial contribution from the City of Simi Valley and the Rancho Simi Recreation & Park District, the Rotary Club of Simi Valley has indicated that it may withdraw from the event and redirect efforts towards alternative fund raising events. If the extra financial contributions are approved the Rotary Club will coordinate this year's fireworks show like last year, and it would also reevaluate its continuing commitment to the future and size of the event going forward. A Rotary Club member will be present at the meeting to answer any additional questions that the Board may have.

#### **BOARD ACTION REQUESTED**

The Board should consider the Rotary's request for an additional contribution of \$10,000 from the Park District.



Larry Peterson  
General Manager

# Rotary Club of Simi Valley

P. O. BOX 524 • SIMI VALLEY, CALIFORNIA 93062-0524

November 12, 2007

Mr. Michael Sedell, City Manager  
And the City Council  
City of Simi Valley,  
2929 Tapo Canyon Road  
Simi Valley, CA 93063

Mr. Larry Peterson, General Manager  
And the Board of Directors  
Rancho Simi Recreation & Park District  
1692 Sycamore Drive, Simi Valley, CA 93065

Dear City Council, City Manager, Rancho Simi Recreation & Park District Board of Directors and General Manager:

This letter is sent to all four because of the nature of the request.

The Rotary Club of Simi Valley is requesting the City and the Rancho Simi Recreation and Park District to fund the cost of the pyrotechnics for the 4<sup>th</sup> of July Fireworks Show as well as the cost of the liability and cancellation insurance. This year the pyrotechnics cost \$40,000.00 plus the cost of Insurance.

The Rotary Club also requests the continued support with police services and required permits. The Club will continue to provide the thousands of volunteer hours that it takes to put on the show. In addition we will co-sign the contracts with the City for the pyrotechnics and insurance.

For the last 35 years the Rotary Club of Simi Valley has had the tradition of presenting the 4<sup>th</sup> of July fireworks show to the Citizens of Simi Valley. It has been a proud and beneficial tradition. Numerous charitable and worthy causes have benefited from the proceeds of the show. For years The City, The Park District and The School District have been supportive and involved in the production of the show.

Two years ago the show was moved from Simi Valley High School to the Rancho Simi Park across from the train station. Entry to the fireworks show became free of charge. A large stage was added to showcase excellent and well known musicians. Wine and beer was sold with the expectation that the sale of these beverages would make up for the increased cost of the show due to inflation, the new location and the cost of the stage. This however, has not been the case.

The City and the Park District contributed \$10,000.00 each to help with the expected increase in production cost. In addition the City continued to wave fees, and provided a police presence.

Financially and physically the production has overwhelmed our members. After this year's show, we evaluated the feasibility of our proud tradition. It takes months and thousands of labor hours to produce this first class event. We do it with the intent of raising the money necessary to fund our charities, most within the city limits.

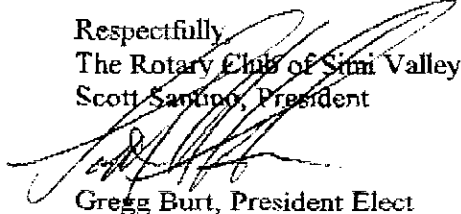
Last year we asked the city to help with the cost of the fireworks show. We were told the city was already helping with fee waivers and Police presence. We were given a total of \$20,000.00, from the City and the Parks District. The cost to put on the show is over \$100,000.00 and that does not include the thousands of hours to plan, set up, and execute the event with hundreds of volunteers.

Major sponsors help with most of that expense, but that leaves very little for our charities. Year after year the struggle to get these funds is harder and harder due to so many other worthy causes. The reason we put on the show is to raise funds. If we are unable to raise the money we need, then alternative fund raising activities will have to replace the fireworks show.

We ask the City of Simi Valley and the Park District to reconsider our previous request to fund the fireworks show. Specifically we ask for the \$40,000.00 for the pyrotechnics plus the cost of the insurance. It is a reasonable request; since all surrounding cities pay for the cost, provide police, and manpower necessary to put on their show. The Rotary Club will continue to do the work with volunteers.

This year the board of directors for the Rotary Club of Simi Valley looked at the cities in Ventura County and the level of participation in their fireworks show. We found that overwhelmingly, the cities pay for, produce, organize and provide the police presence, and the manpower to put on their shows. Attached is the result of our survey.

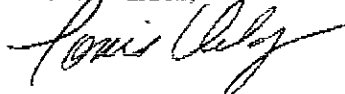
Respectfully,  
The Rotary Club of Simi Valley  
Scott Santino, President



Gregg Burt, President Elect



4th of July Committee Chair  
Tonic Valdez.



# Rotary Club of Simi Valley

P. O. BOX 524 • SIMI VALLEY, CALIFORNIA 93062-0524

## Survey of the surrounding City's Fireworks Displays.

### City of Ventura:

#### City pays 100%

Organize and pays for the show, provides police fire, ambulance and liability insurance.  
They also organize a street fair with booths on the same day. 654-7830

### Ventura College:

#### Foundation and Rotary pay

The public relations of the college said that the City pays for the show through the Alicia Ventura College Foundation. City pays and Downtown Rotary does a lot of the work to put on the show.  
654-6400

### City of Oxnard: 985-4852

City pays 100% Show is at Channel Islands Harbor, they organize it as well.

### Concjo Valley Show: 991-1301, 370-035

City pays 100%. Is now the TO, Westlake fireworks show. It is organized, and paid for by the city.

### Fillmore: 524-0351

City and Railway pay. The city of Fillmore and the Western Railway put on the show.  
No answer as to what percent the city pays. The city takes care of police, fees, ambulance, etc.

### Camarillo: 484-4383, 482-1996

Park district pays 100%. Park District and Recreation Dept put on and pay for the show. It used to be a Lions Club show, but when they were no longer able to do it and after an incident at Freedom Park, the Parks and Recreation Department took over and they now pay for the show. The City helps with a minimal amount (unable to get number) but the city provides police, ambulance fire, etc.

### Santa Paula: 525-5561 Ken? No answer

Moorpark: City pays 100% and puts on the show.

### Ojai: 646-4295

City pays 100% City pays and puts on the show, see [ojai4th.org](http://ojai4th.org)