

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
ACTION AGENDA SUMMARY

DEPT: PARKS AND RECREATION *KMW*
Urgent _____ Routine X
CEO Concur with Recommendation YES X NO _____
(Information Attached)

BOARD AGENDA # B-9
AGENDA DATE March 20, 2001
4/5 Vote Required YES _____ NO X

SUBJECT:
AUTHORIZATION FOR STANISLAUS COUNTY PARKS AND RECREATION DEPARTMENT TO HOLD THE SIXTH ANNUAL FIREWORKS ACTIVITIES ON JULY 4, 2001 AT WOODWARD RESERVOIR AND TO REDUCE FEES FOR VIEWING.

STAFF
RECOMMEN-
DATIONS:

- AUTHORIZE THE DIRECTOR OF PARKS AND RECREATION DEPARTMENT TO SIGN AGREEMENTS TO PROVIDE A FIREWORKS DISPLAY.**
- AUTHORIZE THE DAY USE ENTRANCE FEE REDUCTION FROM \$6.00 PER VEHICLE TO \$4.00 PER VEHICLE FOR VIEWING OF FIREWORKS ONLY FROM THE HOURS OF 7:00 P.M. TO 10:00 P.M. FOR THAT DAY.**

FISCAL
IMPACT:

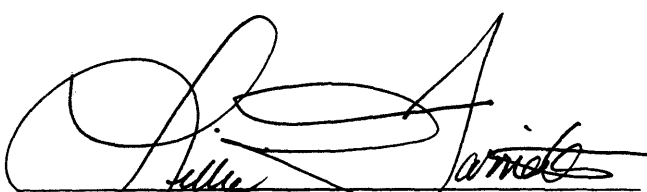
It is anticipated that the costs of the activities will be approximately \$12,000.00 which will be offset by revenues received during the holiday visitation. The funding is available in the Parks and Recreation Department's budget.

BOARD ACTION No. 2001-208

On motion of Supervisor Caruso, Seconded by Supervisor Mayfield,
and approved by the following vote, Mayfield, Blom, Caruso, and Chair Paul
Ayes: Supervisors: _____
Noes: Supervisors: None
Excused or Absent: Supervisors: Simon
Abstaining: Supervisor: None

1) X Approved as recommended
2) _____ Denied
3) _____ Approved as amended

Motion:



ATTEST: REAGAN M. WILSON, Clerk By: Deputy File No.

AUTHORIZATION FOR STANISLAUS COUNTY PARKS AND RECREATION DEPARTMENT TO HOLD THE SIXTH ANNUAL FIREWORKS ACTIVITIES ON JULY 4, 2001 AT WOODWARD RESERVOIR AND TO REDUCE FEES FOR VIEWING.

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DISCUSSION: For the last five years the Parks and Recreation Department has held a Fourth of July fireworks display at Woodward Reservoir. The holiday revenue for Woodward Reservoir has shown an increase when compared to the years preceding an annual display. Prior to 1996 the revenues for the Fourth of July holiday were typically around \$59,233 for Woodward Reservoir. Since the fireworks display began in 1996, the revenues for the Fourth of July holiday have averaged \$83,903.00. These figures demonstrate that the fireworks display has been, and continues to be, well received and supported by the community.

The Parks and Recreation Department would like to continue the fireworks display event by holding it on July 4, 2001, at Woodward Reservoir. The Department recommends reducing the entrance fee to \$4.00 per vehicle from 7:00 P.M. to 10:00 P.M., for those attending the viewing only. Last year, 436 vehicles entered Woodward Reservoir during the viewing only, reduced-fee, time slot.

The Parks and Recreation Department will promote a voluntary "Canned Food Drive" on the day of the event to provide park visitors an opportunity to donate cans of food to benefit local food banks. All advertisements and promotions for the event would include the voluntary donation information. Therefore, staff requests that the Board adopt these recommendations.

**POLICY
ISSUE:**

Board authorization is required to reduce entrance fees and enter into agreements. This request is consistent with the Board's priority of delivering excellent community services.

**STAFFING
IMPACT:**

None associated with this request.