



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: Parks and Recreation

To: City Council

From: City Manager & Staff

Council Meeting Date: June 15, 2020

Re: Authorizing Agreement for the 2020 Fourth of July Fireworks Display

Executive Summary

The Parks and Recreation Department is requesting adoption of a resolution that authorizes the City Manager to sign an agreement in the amount of \$28,000 with J&M Displays to produce a fireworks show at Cosmo-Bethel Park, 4500 Bethel Street for Columbia's "Fire in the Sky" Fourth of July event. Citizens are encouraged to safely watch the fireworks show from their home or from another safe location, as this year's event will consist of only fireworks. The event is funded by generous donations from presenting sponsors Columbia Insurance Group and KOMU 8 and sponsors Cosmopolitan Luncheon Club, BXR 102.3 and KFRU 1400 Radio, Columbia Convention & Visitors Bureau, and the Boone County Bicentennial Committee.

Discussion

Columbia's 2020 Fourth of July Event – "Fire in the Sky" will be a fireworks display only event due to the current COVID-19 restrictions relating to mass gatherings. The event has been moved from the downtown location to a larger property to facilitate a safe fall-out zone so that the department can sponsor a fireworks show that reaches a height that is visible to as many residential homes in Columbia as possible. This will encourage citizens to safely watch the show from their homes. The department evaluated multiple park and private sites based on the following criteria: space for the fireworks discharge and fall zones; elevation in Columbia; not near construction sites; and far enough from federal or Missouri highways as to not cause a problem.

Cosmo-Bethel Park was chosen because of its size (40 acres); elevation (752 ft.); lack of adjacent construction sites; and appropriate distance from federal interstates and Missouri highways. The park will be closed to provide a safe fall out zone and the elevation of the park should provide visibility of the fireworks for at least a four mile radius which includes 40,606 households. All parking areas in Cosmo-Bethel, Gentry and Rock Bridge High School will be closed to the public. There will not be any other Fourth of July activities other than the fireworks show.

The fireworks is scheduled to begin at 9:15 pm and will be choreographed to music that will be played on BXR 102.3 radio. The Community Relations team is investigating ways to live-stream the fireworks display for residents, potentially through resources offered by the City's social media accounts and through City Channel services.

The event is coordinated by the Parks and Recreation Department with support of other City departments, including Public Works, Volunteer Services, and Fire and Police Departments.



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The total cost of the event is \$30,000 (excluding City staff labor), with \$28,000 as the cost of the fireworks contract with J&M Displays. The event is funded by generous donations from presenting sponsors Columbia Insurance Group and KOMU 8 and sponsors Cosmopolitan Luncheon Club, BXR 102.3 and KFRU 1400 Radio, Columbia Convention & Visitors Bureau and the Boone County Bicentennial Committee.

Prior to the restriction on mass gatherings, the P&R Department and the Boone County Bicentennial Committee had planned a joint event to begin with the 2020 Bicentennial Birthday Party in Courthouse Square and then transitioning into the downtown 4th of July Celebration. Since the event is cancelled, the County's Bicentennial Committee has provided financial sponsorship to enhance the fireworks show. In turn, the City will continue to promote the bicentennial activities, as many have transitioned to virtual events, videos and placement of monuments. Additional information may be found at BoCoMo200.com

Under the terms of the agreement, the City will provide sufficient area for the display; protection of the display area with rope, barricades, or similar equipment; adequate security to prevent spectators from entering display area; and necessary local permits. The City will also provide assistance in cleanup to include a dumpster for the debris, and clean-up of CPS parking lots and surrounding streets. The City will provide barricades to close CPS parking lots, roads, and entrances. J&M Displays will provide a fireworks display, will clean up debris, and will provide insurance for the City. J&M Displays has produced Columbia's Fourth of July fireworks show for the past 5 years.

Fiscal Impact

Short-Term Impact: The cost of the contract with J&M Displays is \$28,000. The Parks and Recreation Department raised the funds to cover the cost of the contract through public and private sponsorships.

Long-Term Impact: None.

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Social Equity, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable

Comprehensive Plan Impacts:

Primary Impact: Livable & Sustainable Communities, Secondary Impact: Inter-Governmental Cooperation, Tertiary Impact: Not Applicable

Legislative History

Date	Action
N/A	N/A

Suggested Council Action

Adopt the resolution authorizing the agreement with J&M Displays for the 2020 Fourth of July fireworks display.