



# 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 7, 2021

Re: Authorizing Agreement for the 2021 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 \$38,000 with J&M Displays to produce a fireworks show at American Legion Park, 3675 Legion Lane 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. The event is funded by generous donations from presenting sponsors Columbia Insurance Group and Veterans United Home Loans, and sponsors Cosmopolitan Luncheon Club, Joe Machens Dealerships, KOMU, BXR 102.3 and KFRU 1400 Radio, and Columbia Convention & Visitors Bureau. Veterans United Home Loans also was generous enough to contribute additional funds in order for Columbia to have one of the largest fireworks show in the state, thus recognizing Columbia's bicentennial celebration.

## Discussion

Columbia's 2021 Fourth of July Event – "Fire in the Sky" 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 or large areas nearby. The department evaluated multiple park and private sites based on the following criteria of space for the fireworks discharge and fall zones, elevation in Columbia, viewing from downtown areas, and lack of construction sites.

American Legion Park was chosen of its size (17 acres); elevation (790 feet); lack of adjacent construction sites; and the combination of parkland and other adequate viewing locations nearby to watch the show. 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 43,760 addresses; 34,000 of which are households. Parks and Recreation staff has set a fireworks test date at American Legion Park on May 27 to determine optimal viewing locations. Staff will share that information at the June 7 meeting.

The fireworks show is scheduled to begin at 9:15 pm and will be choreographed to music that will be played on BXR 102.3 radio. Earlier in the day, the department will be hosting a variety of activities at Flat Branch Park to help celebrate the 4<sup>th</sup> of July and the city's bicentennial, including children's activities, food trucks and live music.



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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. The total cost of the event is \$43,000 (excluding City staff labor), with \$38,000 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 Veterans United Home Loans and sponsors Cosmopolitan Luncheon Club, Joe Machens Dealerships, KOMU, BXR 102.3 and KFRU 1400 Radio, and Columbia Convention & Visitors Bureau.

Veterans United Home Loans approached staff offering assistance and was generous enough to contribute additional funds in order for Columbia to have one of the largest fireworks show in the state, thus recognizing Columbia's bicentennial celebration.

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 surrounding streets. 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 more than five years.

### Fiscal Impact

Short-Term Impact: The cost of the contract with J&M Displays is \$38,000. 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
6/15/20	Resolution #R76-20 - Authorizing an agreement with J & M Displays, Inc. for the 2020 Fourth of July Celebration called Fire In the Sky.  <a href="https://gocolumbiamo.legistar.com/LegislationDetail.aspx?ID=4567580&amp;GUID=1B195FFB-715D-4D70-AC5F-B66A376A6583&amp;Options=&amp;Search=">https://gocolumbiamo.legistar.com/LegislationDetail.aspx?ID=4567580&amp;GUID=1B195FFB-715D-4D70-AC5F-B66A376A6583&amp;Options=&amp;Search=</a>



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## Suggested Council Action

Adopt the resolution authorizing the agreement with J&M Displays for the 2021 Fourth of July fireworks display.