



# CITY COUNCIL AGENDA

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MEETING DATE: APRIL 18, 2017

TO: CITY COUNCIL/CITY MANAGER

FROM: PARKS AND RECREATION DEPARTMENT

SUBJECT: FOURTH OF JULY FIREWORKS FESTIVAL –  
VENUE RELOCATION

Approved for Agenda:

  
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City Manager's Office

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## SUMMARY

The City's Fourth of July Fireworks Festival annually held at the Fullerton Union High School stadium will need to relocate to a new venue this year due to high school stadium field renovations. City staff has looked at several venues as relocation options. Staff considers Lions Field the most viable option for 2017.

## RECOMMENDATION

That the City Council direct staff to move forward with the planning and production of the Fourth of July Fireworks Festival at Lions Field.

## FISCAL IMPACT

Projected cost to produce the event at Lions Field is the same as previous years at the Fullerton High School Stadium: \$86,714. Net cost of the event after revenues, is estimated at \$16,857.

## DISCUSSION

The City of Fullerton's annual Fourth of July Fireworks Festival that started in 1990 has taken place at the Fullerton Union High School Stadium for the last 26 years. The venue has been the ideal backdrop for the popular event, as it provided the capacity for attendees to watch from the bleachers or from the track infield. This event is

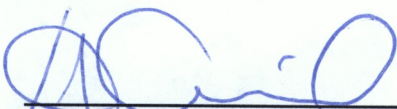


complemented with a live band and several vendors from non-profits selling food and beverages and a kid zone. The location has been ideal for many downtown residents as it is easy to walk to and it provided a great spectacle to be seen from many homes within the area.

In 2016, the High School District informed the City of coming improvements to their high school stadium field. In February 2017, the City and the high school district jointly announced to the community that as of this year the event would no longer be held at the high school stadium, due to high school district field renovations to install artificial turf, beginning in June. With this in mind, City staff set out to look at several alternate locations. Some of these locations included the softball fields at Fullerton High School, Amerige Field, Cal State Fullerton and Lions Field. Although considered, some of these venues either don't have the sufficient capacity to hold the expected crowds and comply with Fire Department's ingress / egress requirements; adequate firework firing zones / fall-out zones; or are too costly.

Upon consideration of all these venues, staff is recommending moving forward with Lions Field. This site has ample capacity and areas for seating / viewing, vendors, attractions, main stage, VIP and staff area, restrooms, parking, and EOC. In addition, the reservoir lawn area atop Hillcrest Park is ideal for a fireworks firing zone and has been reviewed and approved by the City's pyrotechnic consultant. The cost to produce the event at Lions Field would remain essentially the same as previous years. An added benefit to Lions Field is that it would keep the fireworks show essentially in the same location as the previous years, yet a bit more central and visible to the entire City due to the reservoir's high elevation.

While several sites have been considered as a relocation option for the Fourth of July Fireworks Festival traditionally held at the Fullerton High School Stadium, it is staff's recommendation to proceed with the planning and production of the event at Lions Field.



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Hugo Curiel, Director  
Parks and Recreation