



City of Las Cruces
PEOPLE HELPING PEOPLE

Council Action and Executive Summary

Item # 15 Ordinance/Resolution# 10-285 Council District: All

For Meeting of May 17, 2010
(Adoption Date)

TITLE: A RESOLUTION AUTHORIZING THE FOURTH OF JULY COMMITTEE TO PLAN THE 2010 CITY OF LAS CRUCES FOURTH OF JULY CELEBRATION AND APPROVING FUNDING OF THE CELEBRATION TO INCLUDE ENTERTAINMENT, PRODUCTION, AND LOGISTIC COSTS.

PURPOSE(S) OF ACTION:

To obtain City Council approval of the funding and plans presented by the Fourth of July Committee for the 2009 Fourth of July Celebration.

Name of Drafter: Robert Caldwell		Department: Admin/PIO		Phone: 575-541-2200	
Department	Signature	Phone	Department	Signature	Phone
Originating Department	<i>RCaldwell</i>	2200	Budget	<i>[Signature]</i>	2300
			Assistant City Manager	<i>[Signature]</i>	2271
Legal	<i>[Signature]</i>	541-2128	City Manager		

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

The City of Las Cruces Fourth of July Committee develops and coordinates the Fourth of July event and presents recommendations regarding the event to the City Council for approval. Committee Members for 2010 Celebration, which were appointed on April 19, 2010, are Marla Ridgway, Tom Whatley, Chris Cruz, Ryan Dailey and Ali Ahmad. Due to the late nature of these appointments and the length of time needed for booking entertainers, staff has begun the process of making offers, negotiating and contracting with Clay Walker (Country singer) to perform on July 4th.

The City of Las Cruces Fourth of July Committee held a meeting on May 12, 2010 to make the following plans for the Celebration:

- Electric Light Parade
 - Saturday, July 3, 9:00pm
 - Solano Drive to Hadley Avenue to Walnut Avenue ending at Spruce Avenue.

(Continue on additional sheets as required)

Street Fest Concert

Saturday, July 3

Ron T. Galla T-ball Field on Hadley Avenue.

Schedule:

10:00pm – Performance “Journey Unauthorized”**Street Fest Concert**

Sunday, July 4

Ron T. Galla T-ball Field on Hadley Avenue.

Schedule:

5pm - Local Performers

8pm – Performance “Clay Walker”

9:30pm – Mayor’s Welcome

10pm – Annual Fireworks Display

To book a Regional/National Premier Performer there will be a booking fee, which could range from 10 to 15 per cent of the total cost for the Performers. The fee will be included in the entertainment cost.

The Committee requests that Council authorize the funding necessary to pay the fees for the performers, production expenses and logistic costs in order to present the Regional/National and local Entertainers for the Celebration up to the amount itemized below.

Entertainment Cost	\$45,000.00
Production (Stage/Sound/Lights/Roof)	\$30,000.00
Logistic Expenses	\$15,000.00

The Committee has determined the Fee for Vendors as:

Parade Vendor Fee	\$200.00
Food/Product Vendor Fee	\$200.00
Roving Vendor Fee	\$200.00

In addition, many clubs, teams, and organizations have utilized the Fourth of July Celebration as an opportunity to fundraise. They can set up Vendor Booths, staff one of the City’s beverage booths or sell glow ropes for the city.

The Celebration received revenues from Vendor Booths, Beverage/Water sales, and Glow Ropes sales. The 2009 Celebration’s gross revenues were \$5,073.00. Sales were affected by the rain that fell throughout the parade and prevented the concert after the parade.

The Committee will solicit a beverage sponsor to provide beverage products to sell during the Celebration. The cost of the product will be paid for from revenues derived from the product sales.

The 2009 Celebration actual expenses were \$96,288.47.

The 2010 request for funding is for an amount not to exceed \$90,000.00. This amount shall include all entertainment, production, and logistic expenses. The Committee has maintained the same funding request level for the 2010 Celebration, as was requested for the 2009 Celebration, due to the difficult economic climate.

Funding for the Celebration is in Special Community Events Organizational Account (10100160-722190).

SUPPORT INFORMATION:

Fund Name / Account Number	Amount of Expenditure	Budget Amount
10100160-722190	\$90,000.00	\$90,000.00

1. Resolution.
2. Proposed Anticipated Entertainment Expenses, attached as Exhibit "A".
3. Proposed Anticipated Production and Logistic Expenses, attached as Exhibit "B".

OPTIONS / ALTERNATIVES:

1. Approve the Resolution.
2. Modify the Resolution and provide staff with alternative direction.

RESOLUTION NO. 10-285**A RESOLUTION AUTHORIZING THE FOURTH OF JULY COMMITTEE TO PLAN THE 2010 CITY OF LAS CRUCES FOURTH OF JULY CELEBRATION AND APPROVING FUNDING OF THE CELEBRATION TO INCLUDE ENTERTAINMENT, PRODUCTION, AND LOGISTIC COSTS.**

The City Council is informed that:

WHEREAS, The Fourth of July Celebration has been presented in Las Cruces since 1987 offering the Electric Light Parade, Entertainment, a Baseball Tournament and a Fireworks Display, and

WHEREAS, the location of Fourth of July Celebration including; the Street Fest Entertainment and the Electric Light Parade are presented at the Meerscheidt Recreation Center area, and

WHEREAS, the City of Las Cruces Fourth of July Committee is appointed by the Mayor of Las Cruces to develop, stimulate and coordinate the events for the Celebration, and

WHEREAS, the Committee held its first meeting on May 12, 2010 and planned the locations, times, events, fees, projected expenses and entertainment of the Celebration and now requests City Council approval of the event and the funding, and

WHEREAS, the City of Las Cruces incurs all expenses for the cost of Entertainment, Production Expenses, Logistics and Fireworks Display cost to present the Fourth of July Celebration, and

WHEREAS, the Fourth of July Committee has requested that the Las Cruces City Council approve funding for Entertainment, Production Expenses,

and Logistics the 2010 Celebration in the amount of \$90,000.00, contingent upon the FY 2010-2011 Budget Adoption.

NOW THEREFORE, Be it resolved by the governing body of the City of Las Cruces:

(I)

THAT the Mayor and City Council hereby authorize the expenditures listed in Exhibit "A" and Exhibit "B", totaling \$90,000.00, contingent upon the FY 2010-2011 Budget Adoption, Exhibits are attached herein and made a part of this Resolution.

(II)

THAT the Las Cruces City Council authorizes the City of Las Cruces Fourth of July Committee to plan the locations, set the times, plan the events, set fees, and determine the entertainers.

(III)

THAT City staff is hereby authorized to do all deeds necessary in the accomplishment of this task.

DONE AND APPROVED THIS _____ day of _____, 2010.

APPROVED:

Mayor

ATTEST:

City Clerk (SEAL)

Moved by: _____

Seconded by: _____

VOTE:

Mayor Miyagishima: _____

Councillor Silva: _____

Councillor Connor: _____

Councillor Pedroza: _____

Councillor Small: _____

Councillor Sorg: _____

Councillor Thomas: _____

APPROVED AS TO FORM:

City Attorney

Exhibit "A"**Anticipated
Entertainment Expenses**

July 3, Street Fest and July 4 Street Fest	\$40,000.00
Booking Fee	<u>\$ 5,000.00</u>
Total Entertainment	\$45,000.00

Exhibit "B"**Anticipated
Production and Logistic Expenses**

Sound/Lights/Stage/Roof	\$30,000.00
Logistical Expenses to include Rentals (Hotels, Generators, Fork Lifts, Tents, Vans and Ice), Security, Port-a-potties and Fencing	\$15,000.00