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City of Las Cruces[®]
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Council Action and Executive Summary

Item # 11 Ordinance/Resolution# 11-190 Council District: ALL

For Meeting of March 7, 2011
 (Adoption Date)

TITLE: A RESOLUTION AUTHORIZING THE PLANNING AND FUNDING OF THE 2011 CITY OF LAS CRUCES FOURTH OF JULY CELEBRATION.

PURPOSE(S) OF ACTION: Approve plans and funding.

Drafter and Staff Contact: Robert Caldwell <i>[Signature]</i>		Department: Admin/PIO <i>[Signature]</i>		Phone: 575-541-2200	
Department	Signature	Phone	Department	Signature	Phone
Department Director			Budget	<i>[Signature]</i>	541-2107
Other			Assistant City Manager	<i>[Signature]</i>	541-2271
Legal	<i>[Signature]</i>	541-2128	City Manager	<i>[Signature]</i>	541-2076

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS: The Fourth of July Celebration has been presented in Las Cruces since 1987 and has included an electric light parade, entertainment, baseball tournament and a fireworks display. A Fourth of July Committee is appointed by the Mayor with the advice and consent of Council. The 2011 committee members are Christopher Cruz, Chair, Tom Whatley, Vice-Chair, Marla Ridgeway, Ryan Dailey, Ali Ahmad and Kathy Mesa. Committee duties: develop, stimulate and coordinate the event.

The approved budget for the 2010 event was \$90,000.00 with actual expenses totaling \$86,137.00. Gross revenues totaled \$5,176.76, (vendor booths, beverage/water and glow ropes sales). It should be noted that many clubs, teams and organizations utilized the Fourth of July Celebration as an opportunity to fundraise by setting up said vendor booths, staffing one of the City's beverage booths or selling glow ropes for the City. Additionally, the committee solicited and received monetary donations from El Paso Electric, Wells Fargo Bank and Pepsi Cola totaling \$6,000.00.

Funding for the 2011 event is contingent upon approval of the FY 2011/2012 Budget. The projected budget for the 2011 event is for \$90,000.00. This amount includes all entertainment (entertainment costs include the booking fee, which ranges from 10-15% of the total cost for the performance), production and logistic expenses as listed below. The committee will seek a beverage sponsor to provide beverage products to sell during the event. The cost of the product will be paid for from revenues derived from the product sales.

(Continue on additional sheets as required)

The committee held meetings on November 10, 2010 and January 20, 2011 and would like to present Council with the following plan; noting that the events schedule presented herewith is subject to time change with activities ending no later than 12:00 a.m.

Proposed Schedule:

Electric Light Parade

Sunday, July 3

Location: Solano Drive to Hadley Avenue to Walnut Avenue ending at Spruce Avenue

Time: 9:00 p.m.

Street Fest Concert

Sunday, July 3

Location: Ron T. Galla T-ball Complex on Hadley Ave.

Schedule:

10:00 p.m. – Special Guest Performance

Street Fest

Monday, July 4

Location: Ron T. Galla T-ball Complex on Hadley Ave.

Schedule:

4 p.m. – Local Performers

7 p.m. – Opening Act Performance

8 p.m. – Special Guest Performance

10 p.m. – Fireworks Display

The Big Blast Tournament

Friday - Monday, July 1 – 4

Location: Paz Ballfield Complex, Maag Ballfield Complex and Harty Complex, all on Hadley Ave.

Time: 8:00 a.m.

The tournament will be organized and run by an outside/local organization(s) or league(s). The tournament has traditionally attracted teams from Albuquerque, Farmington, Clovis, Hobbs, Arizona and West Texas. The teams were comprised of boys and girls ages 18 and under.

Proposed Funding:

Entertainment Expenses	\$50,000.00
Production Expenses (stage/sound/lights/roof)	\$27,000.00
Logistic Expenses	\$13,000.00

Proposed Vendor Fees:

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

(Continue on additional sheets as required)

SUPPORT INFORMATION:

1. Resolution.
2. Entertainment Expenses (Exhibit "A").
3. Production and Logistic Expenses (Exhibit "B").

SOURCE OF FUNDING:

Is this action already budgeted? N/A	Yes	<input type="checkbox"/>	See fund summary below
	No	<input type="checkbox"/>	If No, then check one below:
	<i>Budget Adjustment Attached</i>	<input type="checkbox"/>	Expense reallocated from:
		<input type="checkbox"/>	Proposed funding is from a new revenue source (i.e. grant; see details below)
		<input type="checkbox"/>	Proposed funding is from fund balance in the _____ Fund.
Does this action create any revenue?	Yes	<input checked="" type="checkbox"/>	Funds will be deposited into this fund: <u>10200010</u> in the amount of \$5,000.
	No	<input type="checkbox"/>	There is no new revenue generated by this action.

BUDGET NARRATIVE

Funding for the 2011 event was included in the proposed FY 2011/2012 Budget in the Special Community Events Fund and is contingent upon approval of the FY 2011/2012 Budget.

FUND EXPENDITURE SUMMARY:

Fund Name(s)	Account Number(s)	Expenditure Proposed	Available Budgeted Funds in Current FY	Remaining Funds	Purpose for Remaining Funds
N/A	N/A	N/A	N/A	N/A	N/A

OPTIONS / ALTERNATIVES:

1. Vote "Yes" to approve the resolution for funding in an amount not to exceed \$90,000 (contingent upon approval of the FY 2011/2012 Budget) and to authorize the City of Las Cruces Fourth of July Committee to proceed with plans to coordinate the event: determine locations, set times, set fees, seek, determine and book entertainers.
2. Vote "No" to cancel the 2011 City of Las Cruces Fourth of July Celebration.
3. Vote to "Amend" to modify the Resolution providing staff with an alternative direction.
4. Vote to "Table" the Resolution to a date specific to provide time to gather more information. This will postpone committee action thereby jeopardizing the booking of quality entertainment.

(Continue on additional sheets as required)

REFERENCE INFORMATION

The resolution(s) and/or ordinance(s) listed below are only for reference and are not included as attachments or exhibits.

N/A.

RESOLUTION NO. 11-190**A RESOLUTION AUTHORIZING THE PLANNING AND FUNDING OF THE 2011 CITY OF LAS CRUCES FOURTH OF JULY CELEBRATION.**

The City Council is informed that:

WHEREAS, the City of Las Cruces Fourth of July Celebration (Celebration) has been presented since 1987 and has traditionally included an electric light parade, entertainment, baseball tournament and a fireworks display; and

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

WHEREAS, the Committee held meetings on November 10, 2010 and January 20, 2011 to propose a plan to include locations, times, events, fees, projected expenses and entertainment to present to City Council for approval; and

WHEREAS, the City of Las Cruces incurs all expenses for the cost of entertainment, production, and logistics to present the Celebration; and

WHEREAS, the Committee requests that Council approve funding for the 2011 Celebration in the amount of \$90,000.00.

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

(I)

THAT City Council authorizes the City of Las Cruces Fourth of July committee to proceed with plans to coordinate the event: set locations, times, fees, and seek, determine and book entertainment.

(II)

THAT City Council approves funding in an amount not to exceed \$90,000 (contingent upon approval of the FY 2011/2012 Budget) for the 2011 City of Las Cruces Fourth of July Celebration.

(III)

THAT City Council hereby authorizes the expenditures listed in Exhibit "A" and Exhibit "B" as attached herein and made a part of this Resolution.

(IV)

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

DONE AND APPROVED this _____ day of _____, 2011.

APPROVED:

(SEAL)

Mayor

ATTEST:

City Clerk

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	\$45,000.00
Booking Fee	<u>\$ 5,000.00</u>
Total Entertainment	\$50,000.00

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

Sound/Lights/Stage/Roof	\$27,000.00
Logistical Expenses to include Rentals (Hotels, Generators, Fork Lifts, Tents, Vans and Ice), Security, Port-a-potties and Fencing	\$13,000.00