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

Item # 4 Ordinance/Resolution# 12-164

For Meeting of _____
 (Ordinance First Reading Date)

For Meeting of April 2, 2012
 (Adoption Date)

Please check box that applies to this item:

QUASI JUDICIAL LEGISLATIVE ADMINISTRATIVE

TITLE: A RESOLUTION AUTHORIZING THE PLANNING AND FUNDING OF THE 2012 CITY OF LAS CRUCES FOURTH OF JULY CELEBRATION.

PURPOSE(S) OF ACTION:

Approve Fourth of July Celebration plans and funding.

COUNCIL DISTRICT: N/A		
<u>Drafter/Staff Contact:</u> Robert Caldwell	<u>Department/Section:</u> Admin/PIO	<u>Phone:</u> 541-2200
<u>City Manager Signature:</u>		

BACKGROUND / KEY ISSUES / CONTRIBUTING FACTORS:

The Fourth of July Celebration has been presented in Las Cruces since 1987 (The Fourth of July Planning Committee was formed twenty-five years ago as the Diamond Jubilee Committee to celebrate 75 years of statehood and the Fourth of July) and has included an electric light parade, entertainment, baseball tournament and a fireworks display. The Fourth of July Committee is appointed by the Mayor with the advice and consent of council. The 2012 committee members are, Marla Ridgeway, Chair, Christopher Cruz, Kathy Mesa and Kari Shepan. Committee duties: develop, stimulate and coordinate the event.

The approved budget for the 2011 event was \$90,000.00 with actual expenses totaling \$66,601.61. 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 beverages 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 2012 event is contingent upon approval of the FY 2012/2013 Budget. The projected budget for the 2012 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

(Continue on additional sheets as required)

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.

The committee held a meeting on February 14, 2012 and voted to incorporate into this year's event the celebration of the 100 years of New Mexico statehood. Included in the plans is to move the Electric Light Parade to downtown. The route will be on Church Street and Water Street with the staging area at City Hall, 700 N. Main Street.

Committee members will contact Main Street merchants to request their input and participation and the Farmer's and Craft Market will be invited to participate. Here is the following plan, noting that the events schedule presented is subject to change.

Proposed Schedule:

Electric Light Parade

Tuesday, July 3

Location: Downtown Las Cruces (Church Street, around to Water Street ending on N. Main Street in front of Las Cruces City Hall). **This is a change in location!**

Time: 9:00 p.m.

Street Fest

Wednesday, July 4

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

Schedule:

12 p.m. – Activities and Entertainment

4 p.m. – Local Entertainers

7:30 p.m. – Opening Act

9:15 p.m. – Mayor's Welcome

9:30 p.m. – Annual Fireworks Display

10 p.m. – Special Guest Performance

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	\$100.00
Food/Product/Roving Vendor	\$150.00
Farmer's & Craft Market Vendors	\$75.00

SUPPORT INFORMATION:

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

(Continue on additional sheets as required)

SOURCE OF FUNDING:

Is this action already budgeted?	Yes	<input checked="" 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 <u>\$5,000.00</u> for <u>FY13</u> .
	No	<input type="checkbox"/>	There is no new revenue generated by this action.

BUDGET NARRATIVE

N/A

FUND EXPENDITURE SUMMARY:

Fund Name(s)	Account Number(s)	Expenditure Proposed	Available Budgeted Funds in Current FY	Remaining Funds	Purpose for Remaining Funds
General Fund Special Community Events Purchased Services	1000- 10100160- 722190	\$90,000.00	\$132,392.00	\$42,392.00	Christmas Tree Light Ceremony and operation of other events

OPTIONS / ALTERNATIVES:

1. Vote "Yes" to approve the Resolution for funding in an amount not to exceed \$90,000.00 (contingent upon approval of the FY 2012/2013 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 2012 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 resolutions(s) and/or ordinance(s) listed below are only for reference and are not included as attachments or exhibits.

N/A

(Continue on additional sheets as required)

RESOLUTION NO. 12-164**A RESOLUTION AUTHORIZING THE PLANNING AND FUNDING OF THE 2012 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 a meeting on February 14, 2012 to propose a plan to include locations, times, events, fees, projected expenses and entertainment for City Council 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 City Council approve funding for the 2012 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 \$90,000.00 (contingent upon approval of the FY 2012/2013 Budget) for the 2012 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 the herein above.

DONE AND APPROVED this _____ day of _____, 2012.

APPROVED:

Mayor

ATTEST:

City Clerk

(SEAL)

Moved by: _____

Seconded by: _____

APPROVED AS TO FORM:



City Attorney

VOTE:

Mayor Miyagishima: _____
Councillor Silva: _____
Councillor Connor: _____
Councillor Pedroza: _____
Councillor Small: _____
Councillor Sorg: _____
Councillor Thomas: _____

**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

**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