



Office of the Mayor

CONSENT CALENDAR  
May 21, 2024

To: Members of the City Council  
 From: Mayor Jesse Arreguín  
 Subject: Budget Referral: Restarting 4<sup>th</sup> of July Celebration

RECOMMENDATION

Refer up to \$630,000 to the Fiscal Year 2025-2026 Budget Process to be reserved in the City's General Fund to be used to restart 4<sup>th</sup> of July Celebrations in 2025.

BACKGROUND

The 4<sup>th</sup> of July Celebration in Berkeley was an annual event funded by the City and placed on pause since the start of the 2020 COVID-19 pandemic. In the past, celebrations drew crowds of hundreds, bringing opportunities for families, residents, and visitors to safely enjoy a fireworks display along the Berkeley Marina while giving patronage to small businesses and vendors in the West Berkeley area. In the past, the event consisted of a full day of activities including live bands, gourmet food trucks, carnival rides, a petting zoo, and other festivities.

After a four-year hiatus, it is appropriate to reconsider options for restarting the event. Below is a breakdown of cost projections for four different types of events that can take place for the celebrations. Costs include personnel, administration and operations, and programming and are different based on length of the event and the types of activities sponsored. The Parks and Recreation Department created these five figures based on a proposal to explore replacing a traditional fireworks display with a modern LED drone show, which can bring a state of the art, environmentally & wildlife friendly, and safe alternative to fireworks. If the City decides to go with an option that includes a drone show, staff should source a vendor that fits within the overall budget.<sup>1</sup>

1. Basic Evening - \$430,000: A 4pm-10pm evening only event, with a DJ for music, food trucks, family activities, and a 25-minute LED drone show with 200 drones.
2. Basic Evening Plus Live Music - \$490,000: A 4pm-10pm evening only event with the activities above, plus live music and stage.
3. Basic All-Day Event - \$530,000: A 12 noon-10pm all-day event with a DJ, food trucks, family activities, and an LED drone show.

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<sup>1</sup> Individual line item cost projections are based on estimates.

Internal

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4. Basic All-Day Event Plus Live Music - \$620,000: A 12 noon-10pm all-day event with the activities above, plus live music and stage.

FINANCIAL IMPLICATIONS

\$630,000 from the City's General Fund as part of the 2025/2026 biennial budget process.

ENVIRONMENTAL SUSTAINABILITY

There are no identifiable environmental effects or opportunities associated with the subject of this report.

CONTACT PERSON

Mayor Jesse Arreguín

510-981-7100

Anthony Rodriguez, Senior Legislative Assistant

Attachments:

- 1: 2025 4<sup>th</sup> of July Celebration options and associated costs



4th of July: Options for 2025  
4/16/2024

Cost Categories	Options for 2025			
	(1) Basic Evening: Drones, DJ, Food Trucks 4pm-10pm	(2) Basic Evening plus Live Music 4pm-10pm	(3) Basic All Day Event: Drones, DJ, Food Trucks 12 noon-10pm	(4) Basic All Day Event plus Live Music 12 noon-10pm
<b>4th of July Costs</b>				
<b>Personnel</b>	<b>98,000</b>	<b>98,000</b>	<b>149,000</b>	<b>149,000</b>
Police Personnel	62,000	62,000	93,000	93,000
Public Works Personnel	11,000	11,000	16,000	16,000
PRW Personnel (Hourly + OT)	25,000	25,000	40,000	40,000
<b>Non-Personnel - Admin/Ops</b>	<b>88,000</b>	<b>93,000</b>	<b>98,000</b>	<b>103,000</b>
Event Mgmt	10,000	15,000	20,000	25,000
Barricades	5,000	5,000	5,000	5,000
Traffic Services	14,000	14,000	14,000	14,000
Recycling	6,000	6,000	6,000	6,000
All other non-personnel (indirect costs, permit fees, signage, etc.)	53,000	53,000	53,000	53,000
<b>Non-Personnel - Program</b>	<b>242,500</b>	<b>292,500</b>	<b>280,000</b>	<b>360,000</b>
Fireworks --> Drone Show	160,000	160,000	160,000	160,000
DJ	5,000	5,000	15,000	15,000
Food trucks	2,500	2,500	5,000	5,000
Live Music & Stage		50,000	-	80,000
Family Activities & Supplies	75,000	75,000	100,000	100,000
<b>Total Cost</b>	<b>430,000</b>	<b>490,000</b>	<b>530,000</b>	<b>620,000</b>