



COUNCIL AGENDA: 9/19/2017
ITEM: 2.19 (17-127)

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Toni J. Taber, CMC
City Clerk

SUBJECT: SEE BELOW

DATE: September 14, 2017

**SUBJECT: DISTRICT 10 5TH ANNUAL JULY 4TH FAMILY FUN FESTIVAL AND
FIREWORK SHOW.**

RECOMMENDATION: As recommended by the Rules and Open Government Committee on September 13, 2017:

- (a) Approve the 5th Annual July 4th Family Fun Festival and Firework Show scheduled on Wednesday, July 4, 2018 as a City Council sponsored Special Event and approve the expenditure of funds.
- (b) Approve and accept donations from various individuals, businesses or community groups to support the event.



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Councilmember Johnny
Khamis, District 10

SUBJECT: SEE BELOW

DATE: September 6, 2017

APPROVED:

**SUBJECT: APPROVAL OF THE 5th ANNUAL JULY 4TH FAMILY FUN FESTIVAL
AND FIREWORK SHOW SPONSORED BY COUNCIL DISTRICT 10 AS A
CITY COUNCIL SPONSORED SPECIAL EVENT TO EXPEND CITY
FUNDS AND ACCEPT DONATIONS OF MATERIALS AND SERVICES
FOR THE EVENT**

RECOMMENDATION

1. Approve the 5th Annual July 4th Family Fun Festival & Firework Show scheduled on Wednesday, July 4th, 2018 as a City Council sponsored Special Event and approve the expenditure of funds.
2. Approve and accept donations from various individuals, businesses, and/or community groups to support the event.
3. Place the item on the Tuesday, September 19, 2017 Council Agenda for action.

BACKGROUND

On February 1, 2005, the City Council adopted Resolution 72517 which requires Councilmembers to submit a memorandum to the Rules Committee regarding proposed City Council sponsored Special Events and the proposed use of any funds.

The 5th Annual July 4th Family Fun Festival & Firework Show will be held on July 4, 2018 at Almaden Lake Park and sponsored by Councilmember Johnny Khamis. This special event will include community and vendor booths, live music, kids' games, a children's dress up contest, food vendors, magician, face painting and a fireworks display. The event is free and open to the public.

ANALYSIS

Approval by the City Council of the event will ensure compliance with the Council's prior direction regarding Council Special Events.

In observance of existing fundraising disclosure requirements, Councilmember Johnny Khamis will report any cash or in-kind donations received for the event on their Disclosure of Fundraising Report (DFR-1). Approval of this memorandum will enable Council District 10, City departments and the Office of the City Clerk to proceed with the event. Any cash donations received will be processed pursuant to the City's normal financial and budgetary procedures.

PUBLIC OUTREACH/INTEREST

The Office of the City Clerk will post the item on the City's Website for the September 13, 2017 Rules Committee Agenda and the September 19, 2017 City Council Agenda.

CEQA

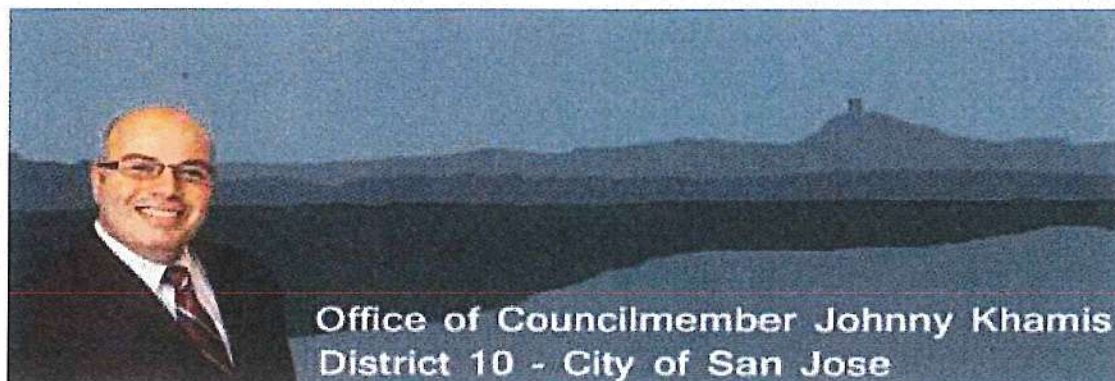
- ☒ Not a Project, File No. PP15-077, Temporary Special Events.
- ☐ Exempt, File No. PP11-046, Graffiti removal services.
- ☐ Exempt, File No. PP12-080, CEQA Guidelines Section 15304(e), Minor temporary use of land having negligible or no permanent effect on the environment.
- ☐ Exempt, File No. PP13-056, Activities associated with citywide litter clean-up activities.

Reviewed by:



TONI J. TABER, CMC
City Clerk

For questions, please contact Toni Taber, City Clerk, at (408) 535-1260.

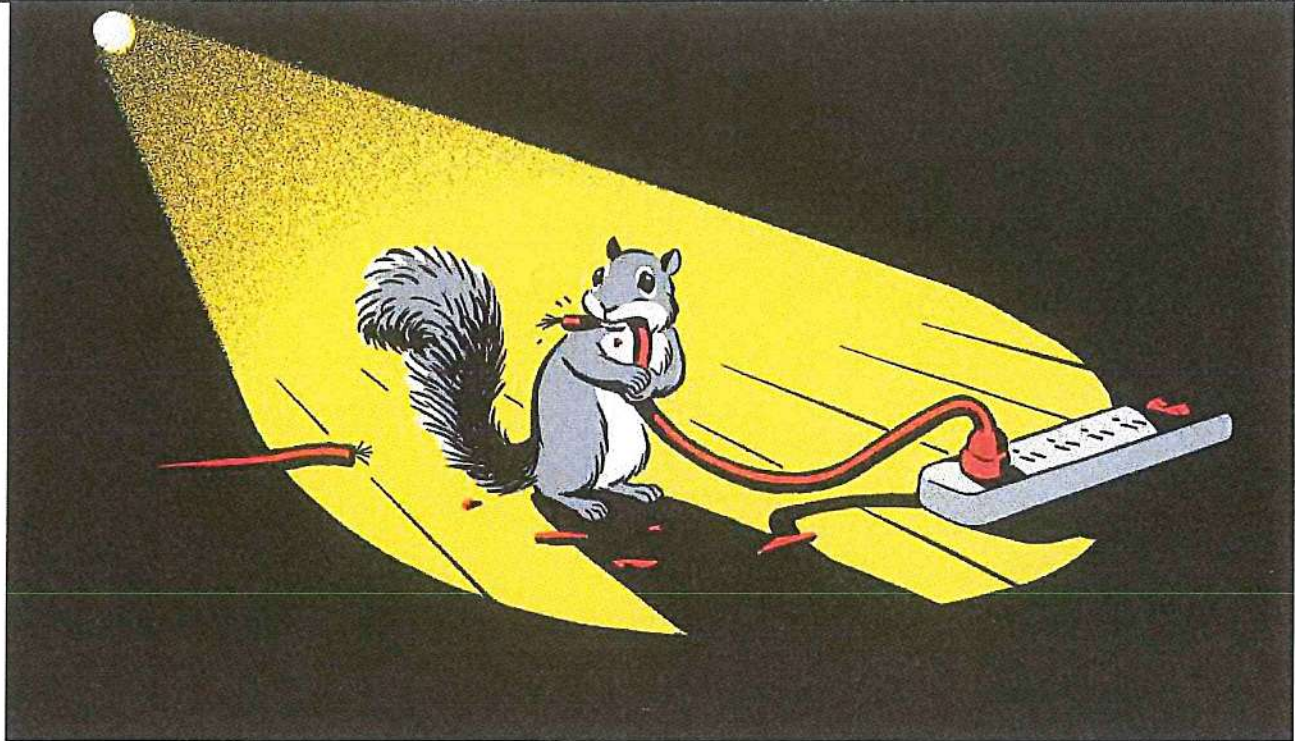


Thank You!



Dear Neighbors,

The **4th Annual July 4th Family Fun Festival & Fireworks Show** was a great success! This year it is estimated that the event attracted over 25,000 people to view this official, sanctioned display of fireworks. Food, entertainment, vendor booths, and, of course, the beautiful fireworks display, all came together wonderfully, despite the best efforts of our rodent friends to thwart the display (yes, those pauses in this year's show were courtesy of an industrious ground squirrel who chewed some of the wiring)!



It is important to me that we have a safe place for us—the community—to gather and celebrate the birth of our nation and to discourage people from endangering loved ones and neighbors with illegal home firework shows. To put together this annual event, my staff and I work vigorously throughout the year. There are many components to organize, from getting civic sponsors (city and county), fundraising from private donors, obtaining various permits, negotiating contracts, arranging for volunteers, and putting on all of the event-day activities. We are very happy to provide this event for you, your families, and friends to enjoy.

The July 4th Family Fun Festival & Fireworks Show is primarily funded through generous private donations solicited by my office. It is also supported by grants from the **City of San José Office of Cultural Affairs**, as well as by in-kind donations from the **City's Environmental Services and Parks, Recreation, and Neighborhood Services (PRNS)** departments. The City's Office of Cultural Affairs receives funding from the Transient Occupancy Tax (TOT) which is a tax paid by visitors to hotels within San Jose. The TOT is not part of the City's General Fund, instead TOT dollars are specifically earmarked for cultural events in San José—like the July 4th celebration. We are grateful to **Mayor Sam Liccardo** for specifically including our celebration in his annual budget message, along with the Rotary Fireworks and the Rose, White, & Blue Parade.

Our many sponsors are the backbone of the event. Without San José businesses and individuals generously donating to this event, it would not happen. Please consider

This year's lead sponsors were:

Skip's Tires - locally-owned, and located in District 10 at the corner of Winfield Avenue and Blossom Hill Road

Salvatore Caruso Design – an award-winning architecture and design firm owned by a District 10 resident

Also sponsoring the 4th Annual Family Fun Festival & Fireworks Show were:

Almaden Senior Association

Almaden Times—Times Media, Inc.

Almaden Valley Women's Club

Amir Ibrahim Photography & Graphic Design

Boulder Ridge Golf Club, a Bay Club property

Bozzuto Insurance

Burnham Construction

California Apartment Association, Tri-County Division

County of Santa Clara

Davidson Foundation

Don Rocha, Councilmember, District 9

Donna Castillo, Intero Real Estate

Forest Consulting, LLC

Garden City Construction

Hunter Storm Properties

International Gourmet Foods/International Food Bazaar

JSM Enterprises

KT Urban

Lan Diep, Councilmember, District 4

Mill Creek Residential

Naprotek, Inc.

PG&E

Republic Services

San Jose Earthquakes

Santa Clara County Association of Realtors

Schoennauer Company

Sergio Jimenez, Councilmember, District 2

...and these online donors:

Betty Steinhoff

Eldon Cherniss

Elizabeth Kean

Julie Herbert

Lorraine Lance

Lynne Brown

Phyllis Prior

Sharon Bynum

Vikki Carmitros

Wolcott Family Trust

A special thank you to **Craig Cutright** and **Kenny Chee**, owners of **Devastating Pyrotechnics, LLC**. They outdid themselves again this year and provided an outstanding fireworks show - despite the squirrels who tried to thwart the show by crawling into the fireworks setup earlier in the day and chewing on the wires!

Thanks go to the **Almaden Valley Women's Club (AVWC)** for being our fiscal agent and, specifically, **Carina Beal**, for her hard work and dedication to making this event prosper. This is the third year that the AVWC has stuck by us, and we value our partnership with them.

We are thankful to the many District 10 volunteers who graciously gave their time to support the event. Two volunteers who assisted my staff throughout the year are **Bob Vonderwerth** (Playa Del Rey) who worked directly with the pyrotechnic team from Devastating Pyrotechnics, arranged for the sale of water and soda as an event fundraiser, and enlisted his family as volunteers; and **Raylene Fedor** (District 10 Leadership Coalition) who helped with obtaining security and arranging for food trucks and permits. Other volunteers included **Michelle DeOcampo** – volunteer check-in; **Tony DeOcampo** - street closure assistance; District 10 interns **Farrah Ballou** and **Bryan Huang** - set up and as-needed; **Robin Hayr** - Letters to the Soldiers Mailboxes and supervisor of the Letters to the Soldiers table; and, **Cheyenne Segura** - helping with set-up, working all day at the Letters to the Soldiers table, and cleaning up on July 5th.

From helping with set-up and take-down and overall help the day of July 4th, these special folks showcased patience and a strong work ethic. The event would not have been possible without them: **Marilyn Rodgers; Aiko Fadness; Josie Supencheck; Dorothy**

Family; Norma Faulkner; Suzan Bartlett; Julie Herbert and Family; Rick, Matthew, and Stephen Dexter.

We are incredibly appreciative of the work of the **San José Conservation Corps/Zero Waste** team who provided garbage and recycling services in conjunction with the **City's Environmental Services department**, and **Molly Tobias** of PRNS who arranged for the huge clean-up team of 70+ **KPMG** interns that left Almaden Lake Park looking spotless after their July 5th work!

A very special thank you goes to **The Snarky Cats**—our live entertainment. The Snarky Cats are **George Nowicki, Cindy Nowicki, Dave Hockenberry, Mike Palos, and Ron Olmsted** - District 10 and San Jose Residents.

The event would not be complete without food, of course, and this year we were blessed with District 10 businesses **Sweet Rendezvous** (located in Sunrise Plaza)--serving Marianne's and Loard's ice cream; **Almaden Kiwanis** - serving hot dogs; and **Dippin' Dots** - serving its signature ice cream treat. Also featured were the best food trucks in town: **Falafel Fresh & Gyro, Los Jarocho Grill**, and the traditional Hungarian street food of **Rill's Chimney Cake & Lángos**.

Danielle Pirslin, Extraordinary Makeup, provided face painting, **Pete, Pete G. Magic**, provided a wonderful magic show, and the National Anthem was sung by San José's young, rising star, **Victoria Thuy Vi McDowell**.

Vendor booths included: **Forma Gym; Rocketship Education; Holy Spirit School; Santa Teresa Foothills Neighborhood Association; Just Serve; Sons in Retirement; Tulip Kids Academy; District 10 Leadership Coalition; Playa Del Rey-Legal Shield; VEP; Almaden Tae Kwon Do; Almaden Super Lions Club; Letters to the Soldiers; Santa Clara County Water District, District 10 Councilmember Johnny Khamis, First Aid/Volunteer check-in.**

Our other great vendors included **KRTY**, with on-air commercials and site promotion; the security teams provided by locally-owned **Intrepid Security** and by **M & R Process Service**; port-a-potties and sinks provided by **Golden State Portables**; stage, tables, and chairs from **Williams Party Rentals**; the printing services of **AB Press, Inc.**; and, **ACS Armored** who provided the ATM.

A special thank you, as well, to the City departments and divisions that help us make the

Transportation; Department of Environmental Services; Department of Public Works; Park Rangers; and Parking Compliance. Thank you to **Suzanne Lew** and her team with **Santa Clara County Health**.

Finally, we thank the **San Jose Vet (Veterans) Center** located at 278 N. Second Street, San Jose, CA 95112 for the services they provide to our soldiers every day. We deeply appreciate our soldiers – they are the people who have sacrificed to ensure that our annual day of freedom—July 4th— remains a reality.

After a short breather, we'll quickly be back to planning the **5th Annual July 4th Family Fun Festival & Fireworks Show**. We look forward to seeing you again next year!



Major Sponsor Skip's Tires showcasing recycled tires as furniture under the trade name "Retyred"



VEP President Marilyn Rodgers selling glow sticks



District 10 Intern Farrah Ballou and Cheyanne Segura volunteer at Letters to Soldiers Booth



Santa Teresa Foothills Neighborhood Association (STFNA) showcasing local fauna



Anthony James Zito (volunteer); Raylene Fedor (Vice President of District 10 Leadership Group); Jim Zito (Evergreen School District Board member); Kathryn Decker (Vice President, VEP); Marilyn Rodgers (President, District 10 Leadership Coalition)



Children's Dress Up Contest assisted by Dora Gonzalez and Tim Healy, District 10 Staff Members



Councilmember Johnny Khamis, Dong Li (volunteer) with Mr. Li's grandchildren.



Pete G. Magic performing



Program signage and clean up reminders



Letters to the Soldiers Table



Letters to the Soldiers Booth



Farrah Ballou, Cheyanne Segura, Robin Hayr, Dong Li-Volunteers who helped at Letters to Soldiers Booth

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THANK YOU

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