

Council/Agency Meeting Held: _____	City Clerk's Signature
Deferred/Continued to: _____	
<input type="checkbox"/> Approved <input type="checkbox"/> Conditionally Approved <input type="checkbox"/> Denied	
Council Meeting Date: 12/20/2004	Department ID Number: CS04-025

**CITY OF HUNTINGTON BEACH
REQUEST FOR CITY COUNCIL ACTION**

SUBMITTED TO: HONORABLE MAYOR CITY COUNCIL MEMBERS

SUBMITTED BY: *Penelope Culbreth Graft*
PENELOPE CULBRETH-GRAFT, CITY ADMINISTRATOR

PREPARED BY: JIM B. ENGLE, COMMUNITY SERVICES DIRECTOR *JBE*

SUBJECT: APPROVE THE ADDITION OF A CONTRACT EVENT COORDINATOR FOR THE 4TH OF JULY CELEBRATION, AND ADDITIONAL BUDGET ALLOCATION

RECEIVED
 CITY CLERK
 CITY OF
 HUNTINGTON BEACH, CA
 2004 DEC - 9 A 9:11

Statement of Issue, Funding Source, Recommended Action, Alternative Action(s), Analysis, Environmental Status, Attachment(s)

Statement of Issue:

Staff is proposing that a contract event coordinator be retained to work with the 4th of July Executive Board to help address the increasing complexity of the 4th of July Celebration, to increase fundraising and sponsorships, and to initiate audit controls.

Funding Source: 4th of July Fund reserves

Recommended Actions: Motions to:

1. Approve utilizing a contract event coordinator to help address the increasing complexity of the city's Fourth of July Celebration, said contract not to exceed \$16,000; and
2. Authorize an additional allocation of \$16,000 from the 4th of July Fund reserves into Contractual Services Account #20445803.69450 to cover hiring a contract event coordinator.

Alternative Action(s): Do not approve the addition of a contract event coordinator for the city's Fourth of July Celebration.

E-13

REQUEST FOR ACTION

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Analysis: The city's 4th of July Celebration is organized by a Council-appointed board with the responsibility of organizing all aspects of the event, including fundraising to cover the costs. The celebration includes a parade, fireworks show, gala, and 5 kilometer run.

In addition to the board, there are currently four independent contractors who oversee specific areas of the event, i.e., the parade, run, fireworks, and public relations. The agreements for these independent contractors are processed through the city. In addition, the Community Services Department provides staff liaison and administrative support. Representatives from the Police and Fire Departments also attend the majority of 4th of July Executive Board meetings. These meetings are held monthly throughout the year and more often as the event approaches. Volunteers, who serve as "at large" members, are appointed by individual Council members to assist in their areas of responsibility on the board. The 4th of July Celebration has become more complex over the years as activities have expanded and the fireworks have been moved to the beach. The budget, which is offset by sponsorships, donations and event fees, has grown significantly to over \$ 360,000 last year.

Contract Event Coordinator: In order to address the increasing growth and complexity of the 4th of July Celebration and to meet increasing fundraising demands, staff is proposing that a contract event coordinator be hired. This individual would oversee other contractors in charge of specific areas of the events (parade, run, gala, publicity); solicit bid proposals for event equipment; share audit responsibility with the Community Services Department for revenues and expenses; assist the Board in soliciting sponsors and funds; and, work with the Board to provide greater sponsor follow-through. This position would be contracted by the city and report to the Community Services Department.

The coordinator would work closely with the 4th of July Executive Board. The board would continue its current role of working with the four contractors to facilitate the 5 kilometer run, parade, fireworks and publicity for the Fourth of July Celebration. The board also would continue its fundraising and sponsorship efforts as well as conduct the gala.

As noted above, city staff from various departments assists the board. Due to other assigned duties and responsibilities, these individuals do not have the time available to assume the role of event coordinator. Because of the need to begin preparations for the 2005 fireworks on the beach and other Celebration activities, Community Services and Administrative Services prepared an RFQ (Attachment 1) seeking qualified event coordinators. RFQs were distributed to five event promoters and only one proposal was received from Pat Stier (Attachment 2). Ms Stier meets the qualifications to oversee the 4th of July Celebration with her private sector business experience and eight years of experience working on the 4th of July Executive Board, including four years as board chair. Her proposal is for an annual fee of \$12,000 plus expenses of up to \$4,000, which is considerably less than the projected contract expense of \$50,000 presented to City Council in the 4th of July study session.

The contract event coordinator would be paid through additional event sponsorships and fundraising. In addition, the 4th of July Fund is a special fund with a surplus of over \$114,000 in its unappropriated fund balance entering into FY 2004/05.

E-13.2

REQUEST FOR ACTION

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Attachment(s):

City Clerk's Page Number	No.	Description
4	1.	Contract Event Coordinator RFQ
8	2.	Stier Proposal
13	3.	Fiscal Impact Statement

E-13.3

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ATTACHMENT #1

**City of Huntington Beach
Community Services Department**

**REQUEST FOR PROPOSAL
Event Coordinator
Fourth of July Celebration**

The City of Huntington Beach is seeking an individual to work under contract for the Community Services Department as an Event Coordinator for the Fourth of July Celebration. The celebration includes the following events: parade, gala, fireworks, and run. This position will coordinate these events working for the City of Huntington Beach and interacting with the Fourth of July Executive Board, a volunteer advisory group to City Council that is also involved in conducting the events and raising revenue through sponsorships, donations, sale of merchandise, and other event-generated fees. This position will also oversee other contract employees responsible for the hands-on operation of the Fourth of July events. The coordinator is actively involved in seeking donations and soliciting sponsors to help offset the costs of the Fourth of July Celebration.

Duties and Responsibilities:

Fundraising

1. Actively seek donations and sponsors to offset costs of events.
2. Assist the Board as it seeks donations and sponsors
3. Review list of previous year's sponsors
4. Review previous year's solicitation materials
5. Oversee production of all sponsorship solicitation materials
6. Create sponsorship agreement and secure sponsorship deals with sponsors
7. Direct creation of recognition plaques, contracted sponsor benefits
8. Coordinate invitations, special passes as appropriate

Official Event Program

1. Review previous program with paid firm
2. Consult with public relations firm and board regarding format, changes
3. Work with public relations firm to create stories for program
4. For Gala, consult with PR firm to design invitations, request bids from printers
5. Construct mailing lists to include city officials, dignitaries, celebrities, donors, and special guests
6. Consult with PR firm to create script for event
7. Coordinate and troubleshoot all aspects of the event

E-13.5

Run

1. Coordinate with event chair and run promoter
2. Coordinate request for bids from run coordinator companies
3. Meet with run consultants to review route, logistics
4. Review and edit all printed run materials with PR consultant
5. Oversee run consultant's plans, program for the race
6. Coordinate with Police, Public Works, Fire for race route
7. Coordinate and troubleshoot event on July 4

Fireworks

1. Coordinate with event chair and fireworks company.
2. Coordinate event coverage, including television, radio and program
3. Review previous year's fireworks event
4. Coordinate events tickets
5. Direct request for bids to fireworks companies
6. Secure entertainment
7. Evaluate requests from vendors, others who wish to participate
8. Order T-shirts for fireworks show
9. Coordinate security, Police and Fire Departments at fireworks show

Parade

1. Coordinate with event chair and parade company
2. Review previous year's parade with board
3. Consult with parade consultants regarding their requirements for assistance
4. Review parade application and coordinate copy changes
5. Consult with city re vendors along parade route
6. Consult with merchandising chair re selling of merchandise along parade route
7. Coordinate rental of tents, booths, radio, golf carts for parade day
8. Coordinate copy logos on parade banners
9. Consult with PR firm re press release and promotions
10. Coordinate car acquisition for VIPs
11. Consult with Public Works, Fire and Police re parade day logistics
12. Coordinate writing of parade script and TV coverage
13. Work closely with parade coordinator consultants on all aspects of managing parade on parade day

Gala

1. Coordinate with event chair
2. Assist in setting site, agenda, VIPs, dinner, entertainment
3. Assist in setting guest list, preparing invitations, etc.

E-13.6

4. Address sponsor awards

The above is an overview of the types of duties expected of the Event Coordinator. In addition to these event functions, the Event Coordinator is responsible for record keeping and auditing of revenues and expenses, including but not limited to, event fees, merchandise, donations and sponsorships.

TO APPLY: Please provide a letter of interest outlining qualifications, references, and proposed fee for this service. The city is seeking an Event Coordinator who will be paid a set monthly fee for a twelve-month period. This is a year-round position with the majority of hours expended as the 4th of July nears. Please submit proposals to:

Jim B. Engle
Director
Community Services Department
2000 Main Street
Huntington Beach CA 92648

Proposals must be received by 4:00 PM December 3, 2004.

E-13.7

ATTACHMENT #2

E-13.8

Patricia A Stier
8172 Burnham Circle
Huntington Beach, Ca. 92646
714-968-0321-714-968-6432
pstier@socal.rr.com

To: Jim B. Engle, Director
Community Services Department
City of Huntington Beach

From: Patricia Stier

Date: December 2, 2004

RE: Proposal for Event Coordinator, Fourth of July Celebration

I am pleased to present the following response to the invitation for proposals to serve as the Coordinator for the City of Huntington Beach 4th of July Celebration.

As a volunteer, member-at-large and Executive Board member, I have been associated with the 4th of July Celebration for ten years. This tenure included serving four years as Chair and three years as Vice-Chair. Under my direction, the 4th of July Celebration has realized a profit each year for the last 7 years, resulting in a sizeable surplus in the current fund.

I have lived in Huntington Beach for 31 years. I am a business owner and President of Streetscape, Inc., a Huntington Beach manufacturing facility, serving the homebuilding industry since 1984.

As Coordinator for the 4th of July Celebration, I will work closely with the City, the parade Board and parade contractors to develop a greater "Team" approach. My goals will be to continue to develop and improve the event, while maintaining its fiscal integrity. The following is an of my qualifications and proposed compensation.

Management Experience

As Chair of the 4th of July Board for four of the eight years that I served on the Board, I have served as the main point of contact for all contract employees for the Run, Parade, Public Relations and Fireworks.

I have trained new board members to serve in all areas of the Celebration and served as the primary liaison between the Board and members of city staff from all departments including Community Services, Public Works, Police and Fire.

E-13.9

I am a local business owner who presently employs and manages 19 individuals. Over the past twenty years, I have initiated and developed three separate corporations, serving as President and CEO of each.

Budget Oversight

For the past seven years I have developed a working budget that is consistent with the budget that is annually reviewed and approved by the City. Through my leadership, all expenses have been covered by revenue. Each year revenue has exceeded expenses, which has resulted in a surplus in the 4th of July Fund. In 2004, the year of the Centennial Celebration, the Board raised an additional \$112,000 which was required to present a fireworks show on the beach.

As coordinator, I will oversee invoicing and auditing of all revenues and expenses, including but not limited to, event fees, merchandise, donations and sponsorships. I would work to maximize expense savings by aggressively researching service providers in order to obtain qualified competitive bids for event materials such as bleachers, sound services, tents, etc. I will insure that all work is completed on schedule, at the agreed upon estimate.

Fundraising

Successful fundraising and the development of new sources of revenue will insure that the event can continue to prosper. I have successfully solicited major sponsors for the 4th of July Celebration and worked with existing sponsors. These range in size from \$3,000 to \$100,000 and include among others K-EARTH, nuVision, Tommy Hilfiger, Orange Coast Memorial Medical Center, Hoag Hospital, Goldenwest College, Auto Dealers Association, Hilton Hotel, Makar Properties, PLC, Mazda Corporation and Toyota, USA.

In addition to sponsors, I have developed grassroots fundraising campaigns that have allowed for individuals to contribute to the event. These include a "Save our Parade" campaign, Patriots Club, and Centennial Club resulting in over \$35,000.

I have also developed and enhanced additional fundraising events and other revenue sources such as carnivals, Breakfast in the Park, bleacher seating, and sale of merchandise. In 2004, a major partnership was established with significant retail outlets including Albertson's, which increased sales revenue.

As the event has grown over the past several years, sponsorship agreements have become more complex. As coordinator I will assist in developing and distributing sponsorship materials as is necessary to fulfill sponsorship agreements. I will further professionalize and update materials to ensure the sponsors continued involvement in the Parade.

Additionally, I will work with all sponsors to insure that deadlines for advertising, press, banners and all other sponsor recognition are met. I will coordinate invitations and special passes as are appropriate. I will work with the board to coordinate the gala for sponsor recognition.

E-13.10

Public Relations and Official Event Program

As a board member, I have supervised the content, design and production of the parade program, and have worked closely with the contracted public relations firms to approve press releases and promotions.

Run

I have worked as the point of contact for the run contractor for the past eight years, overseeing the budget, advertising, public relations and event logistics. This included a successful new run course in 2002. As coordinator I will help to solicit bids from qualified run management companies. I will also work to insure better coordination with run sponsors, integrating them more effectively into the overall Celebration sponsor program.

Parade

The parade is the signature event for the celebration, and I have worked with the parade contractors to facilitate its successful operation for several years. As coordinator I would look forward to improving certain aspects of the parade, including increased oversight of parade participants from application to parade day participation, better communication along the parade route, better parade flow, and greater oversight of parade script and TV script.

In addition I will review the parade application for possible enhancements, encourage increased merchandising sales along parade route, oversee equipment rentals, coordinate parade banners and vehicle acquisition for VIPs, and consult with Public Works, Fire and Police regarding parade day logistics.

Fireworks

Under my leadership, in 2004 fireworks were moved back to the beach for the first time in 30 years. This successful event brought 150,000 spectators to the beach. The increased expenses were completely covered by new revenue. The Downtown Merchants also realized a large increase in business that evening. The success of this event resulted in City Council approval of fireworks at the Pier for 2005.

As coordinator I would work to insure that the event for 2005 is as safe and even more spectacular than the 2004 event. To that end I will work with public safety staff to insure that great attention is given to how the logistical set up of the event will compliment and enhance safety access. I will work with the local downtown business group to form a committee to enhance downtown participation. I will work to solicit competitive bids from qualified fireworks contractors and work with the contractor to ensure that the fireworks display meets the safety and performance requirements agreed to.

Compensation

The following compensation structure is offered in consideration of the responsibilities outlined in the Request for Proposal:

A base monthly fee of \$1000 per month, for 12 months.

Direct expenses not to exceed \$4,000 to be paid from approved receipts.

E-13!!

If you have any questions please feel free to contact me, I look forward to your reply,

Sincerely,

Patricia Stier

Patricia Stier

References

Marci Manker
Chief Executive Officer
Orange Coast Memeorial Medical Center
9220 Talbert Avenue
Fountain Valley, Ca. 92707
714-378-7410

Margie Bunten
Golden West College
15574 Golden West Avenue
Huntington Beach, Ca. 92649
714-895-8315

Pagentry Productions
Ronnie & Bill Lomas
11904 Long Beach Blvd.
Lynwood, CA. 90262
310-537-4240

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ATTACHMENT #3



CITY OF HUNTINGTON BEACH

INTERDEPARTMENTAL COMMUNICATION

To: Penelope Culbreth-Graft, City Administrator

From: Clay Martin, Director of Administrative Services

Subject: FIS 2005-2 Approve the Addition of a Contract Event Coordinator for the 4th of July Celebration, and Additional Budget Allocation

Date: September 30, 2004

As required by Resolution 4832, this Fiscal Impact Statement has been prepared for "Approve the Addition of a Contract Event Coordinator for the 4th of July Celebration, and Additional Budget Allocation."

If the City Council approves this action (total appropriation \$30,000, the estimated fund balance of the Fourth of July Parade Fund as of September 30, 2004 will be reduced to \$99,000.

Clay Martin
Director of Administrative Services

E-13.14