

**TOWN OF PRESCOTT VALLEY
REQUEST FOR COUNCIL ACTION
Date: September 2, 2010**

SUBJECT: New Year's Eve Fireworks & Arizona Centennial Celebration

SUBMITTING DEPARTMENT: Parks and Recreation Department

PREPARED BY: Brian Witty, Parks and Recreation Director

AGENDA LOCATION: Comments/Communications , Consent , Work/Study ,
New Business , Public Hearing , Second Reading

ATTACHMENTS: None

SUMMARY BACKGROUND: The budget for Fiscal Year 2010/2011 currently allocates \$6,000 for a New Year's Eve pyrotechnic display. The pyrotechnic display originated several years back and was a segment of a much larger celebration that included an Arizona Sundogs pep rally, bonfire, inflatable's, and a live concert. In recent years, the celebration has been condensed to bonfires and fireworks and then to simply fireworks. Direct public participation in the New Year's Eve celebration has dwindled as activities have been scaled back (from as many as 3,000 to now less than 100).

As a separate matter, a project team was formed this year to determine how the Town might best participate in Arizona's Centennial Celebration in 2012. The team has identified several possibilities, including vertical roadside banners/flags showing historically and culturally-significant Prescott Valley features. As a budget strategy, the team has identified reallocation of this year's New Year's Eve pyrotechnics revenue to purchase the banners/flags, and rescheduling the New Year's Eve pyrotechnics for FY 2011/2012 to coincide with the statehood anniversary date of February 14, 2012.

Now, the Town has been contacted by the Arizona Sundogs urging continuation of the New Year's Eve pyrotechnic display. In fact, they have inquired into securing sponsorship(s) to return the event to its original scope and funding levels. In response, staff has pledged to provide for a pre-game community bonfire/pep rally in combination with a "Skate with the Sundogs" event after the Sundogs game on New Year's Eve. The question remains, should the Town pursue the recommendations of the Arizona Centennial project team or leave the New Year's Eve pyrotechnic display as budgeted?

OPTION ANALYSIS: For Discussion Only

ACTION OPTION: For Discussion Only

RECOMMENDATION: For Discussion Only

FISCAL ANALYSIS: Continuing the current budgeting of the New Year's Eve pyrotechnic display will require identifying another revenue source for any Town participation in the Arizona Centennial celebration.

REVIEWED BY:

Management Services Director _____

Town Clerk _____

Town Attorney _____

Town Manager _____

COUNCIL ACTION:

Approved Denied Tabled/Deferred Assigned to _____