



Date: May 13, 2025

Honorable Mayor and Council Members:

Author and title: Alfred Knotts, Transportation Program Manager

Title: **2025 Fourth of July Fireworks Celebration Event Sponsorship Request from Truckee Donner Recreation and Parks District (TDRPD)**

Jen Callaway, Town Manager

Recommended Action:

That the Town Council:

1. Authorize Town sponsorship and expenditure of up to \$16,512 to cover Town led mitigation efforts including shuttle service for the event, expanded public information for the event, and placement of portable restrooms and dumpsters at the Shuttle Park and Ride location (TTUSD District Parking Lots) for 2025
2. Identify that the funding and coordination of all other aspects of the event will be the responsibility of TDRPD.

Discussion: On April 18, 2025, TDRPD submitted a special event application for the 2025 4th of July Fireworks and Celebration Event at West End Beach. Staff received a subsequent request from TDRPD on April 24, 2025 requesting Town sponsorship for the event over the next three years, which would include a fee waiver for the special event application fee (\$1,012), organization and funding for the Alternative Transportation Plan, including event shuttles and waste management at the shuttle lot (\$10,000), organization and funding for marketing materials specific to the Alternative Transportation Plan and safety messaging (\$4,500), and organization and funding for portable restrooms at the shuttle lot (\$1,000), with an anticipated 5% increase each year. However, at this time staff is only recommending authorization for the 2025 event. This is due to the fact that staff will be initiating a review of the Special Event Policy in coming years, per the Special Event Policy update and associated Resolution 2024-17 which was presented and approved by Town Council on April 9, 2024.

For the past two years, the Town has funded the following activities to assist with mitigating the impact of the event on the community and the environment:

- Alternative Transportation Services - Event Shuttles
- Portable restrooms located at the TTUSD District Parking Lots (Coordinated by TDRPD, Paid for by Town)
- Event public information geared towards reducing the impact of the event on the community and the environment
- All staff costs associated with the permitting and coordination of the above services.

TDRPD funded and coordinated the following activities associated with the 2023 and 2024 fireworks events:

- Contractor provided traffic control and parking management on event egress routes to improve vehicular egress from the event.

- Police Labor, including overtime, and equipment. (coordinated by Town, paid for by TDRPD)
- Hiring and coordination of the contractor that provides the fireworks show.
- Coordination of other public safety agencies necessary to support the event including CHP and Truckee Fire (Joint effort between Town and TDRPD)
- Post event litter pick up
- Event After Action Report (prepared by Town, paid for by TDRPD in 2023)

Staff is recommending that the Town sponsor the same services for a total Not to Exceed authorization of up to \$16,512 for the Fourth of July Fireworks at the same level as were sponsored last year by the Town in 2024.

Priority:

<input checked="checked" type="checkbox"/> Enhanced Communication	<input type="checkbox"/> Climate and Greenhouse Gas Reduction	<input type="checkbox"/> Housing
<input type="checkbox"/> Infrastructure Investment	<input type="checkbox"/> Emergency and Wildfire Preparedness	<input type="checkbox"/> Core Service

Fiscal Impact: The maximum fiscal impact associated with this action would be \$16,512, which is included within the proposed FY25/26 Transit operating budget for event shuttles and marketing.

Public Communication: A Staff Report for the 2024 event sponsorship was brought to Council on February 13, 2024, and significant Public Communication occurred in 2023 and early 2024 regarding this event in a variety of forums, including the Town and TDRPD board communications.

Attachments:

Attachment 1- TDRPD Fee Waiver and Sponsorship Request Letter