



Date: May 26, 2026

Honorable Mayor and Council Members:

Author and title: Danielle McHugh, Transportation Program Coordinator

Title: **2026 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 authorize Town sponsorship, fee waiver, and expenditure of up to \$16,512 to cover Town led mitigation efforts, as described in this staff report, for the Fourth of July Fireworks Celebration Event hosted by the Truckee Donner Recreation and Park District (TDRPD).

Discussion: For the past three years, the Town has sponsored the Fourth of July Fireworks Celebration Event hosted by the Truckee Donner Recreation and Park District (TDRPD). The Town’s sponsorship has taken the form of funding specifically for the event shuttles and associated mitigation efforts including the portable restrooms and waste receptacles at the Shuttle Park and Ride location at the Truckee Tahoe Unified School District (TTUSD) campus parking lots; funding for increased public communication geared toward reducing the impact of the event on the community and environment; and staff time and administrative costs associated with permitting the event and coordination of the above referenced mitigation efforts.

On April 16, 2026, TRDPD submitted a special event application for the 2026 4th of July Fireworks and Celebration Event at West End Beach. As part of the application, TDRPD submitted a request for sponsorship and fee waiver of up to \$16,512 for the 2026 event, which includes the following:

- Waiver of 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 (approximately \$10,000)
- Organization and funding for marketing materials specific to the Alternative Transportation Plan and safety messaging (approximately \$4,500)
- Funding for portable restrooms at the shuttle lot (approximately \$1,000).

Given that this year’s request is in alignment with our Special Event Policy and prior- year requests, staff recommends that the Town sponsor the Fourth of July Fireworks Celebration Event for a total not-to-exceed authorization of up to \$16,512.

Priority:

<input checked="" type="checkbox"/> Enhanced Communication	<input checked="" 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 FY2026/27 Transit operating budget for event shuttles and marketing.

Public Communication: A similar sponsorship request was requested and approved at the May 27, 2025, Council Meeting. Additionally, 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