

CITY OF LOGAN, UTAH

RESOLUTION NO. 15-11

A RESOLUTION TO APPROVE BUDGET FOR THE 2015 FREEDOM FIRE EVENT

WHEREAS, the City of Logan Parks and Recreation Department is preparing to produce the Freedom Fire annual patriotic community event for Friday, July 3, 2015, at Utah State University Romney Stadium to commemorate our nation's independence; and

WHEREAS, the event known as Freedom Fire is composed of live professional entertainment, aerial fireworks, sound and lighting, and promotion of the event that involves marketing and advertising, and the development of sponsorships, grants, and ticket sales to help offset event expenditures; and

WHEREAS, Freedom Fire requires a budget to be approved by the Logan Municipal Council for the 2015 event and a budget summary is provided as an attachment to this resolution.

NOW, THEREFORE, BE IT RESOLVED BY THE LOGAN MUNICIPAL COUNCIL, that this Council approve the proposed budget for the 2015 Freedom Fire event at Romney Stadium scheduled for Friday, July 3, 2015.

PASSED BY THE LOGAN MUNICIPAL COUNCIL, STATE OF UTAH, THIS ____ DAY OF _____, 2015.

Jeannie F. Simmonds, Council Chairman
Logan Municipal Council

ATTEST:

Teresa Harris, City Recorder
City of Logan

2015 Freedom Fire Budget

| <u>Projected Revenue Budget</u> | <u>2015 Proposed</u> | <u>2014 Actual</u> |
|--|----------------------|--------------------|
| Ticket Sales (\$8/individual & \$36/6 tickets) | \$45,000 | \$44,462 |
| Corporate Sponsorships | \$35,000 | \$34,100 |
| RAPZ | \$30,000 | \$20,000 |
| Population Split | \$45,000 | \$63,300 |
| Donations | <u>\$ 5,200</u> | <u>\$ 0</u> |
| Total: | \$160,200 | \$161,862 |

| <u>Projected Expense Budget</u> | <u>2015 Proposed</u> | <u>2104 Actual</u> |
|---|----------------------|---------------------|
| Production Contract Fee | \$12,000 | \$11,000 |
| USU Event Services Fee | \$15,000 | \$12,784.96 |
| Staging, Lighting, Sound Services | \$25,000 | \$30,900 |
| Stage Handling, Show Caller, Sound Mixing | \$1,000 | \$2,550 |
| Ticket Printing | \$2,000 | \$2,000 |
| Aerial & Stadium Fireworks | \$60,000 | \$60,000 |
| Technical Direction Fee | \$6,000 | \$5,000 |
| Event Insurance Fee | \$10,000 | \$9,469.09 |
| Entertainment (Main Event & Post-Event Concert) | \$23,000 | \$18,000 |
| Master of Ceremonies Fee | \$200 | \$200 |
| Advertising | \$6,000 | \$7,547.83 |
| Miscellaneous Expense | <u>\$ 0</u> | <u>\$1,215.25</u> |
| Total: | \$160,200 | \$160,667.13 |

**CITY OF LOGAN
PARKS AND RECREATION DEPARTMENT
2015 FREEDOM FIRE OUTLINE**

Outline

The Parks and Recreation Department is proposing a budget to produce the 2015 Freedom Fire community event at Romney Stadium on Friday, July 3, 2015.

Changes to the 2015 Event

The following changes reflect changes for the 2015 Freedom Fire event:

- There will be a performance headliner this year
- The event will start at 8 p.m., gates will open 7 p.m. with a pre-show; show starts at 8 p.m.
- Ticket prices: \$8 for general admission; 6-ticket discount package for \$36
- Children 2 years and younger are admitted free of charge
- Only grass area immediately east of the Merlin Olsen memorial statue will be prohibited
- Advance ticket sales begin Saturday, May 23 (Memorial Day weekend) at the Aquatic Center and Recreation Center
- Ryan Shupe and the Rubber Band will be performing as the headliner and the post-fireworks concert
- Parking in designated USU parking lots is free to those buying tickets or have tickets for the event
- Courtesy shuttle service provided from west, east, and south lots to gates
- Holly Fjeldsted is Executive Producer for the 2015 show
- Show production development currently underway

Event Budget & Content

The budget for the 2015 Freedom Fire event is \$160,200. The budget proposed for 2014 was \$177,700. The actual cost for the 2014 event was \$160,667. This year's show includes a continuation of Anthem Idol, a local competition sponsored by the Cache Valley Radio Group that selects the top ten vocal artists to participate in the 2015 Freedom Fire event including the singing of the National Anthem, a tribute to Cache Valley's men and women in military service both active and retired, live entertainment from Ryan Shupe and the Rubber Band, stadium and aerial fireworks, and a post-fireworks concert and laser light show.

Romney Stadium

The west side of Romney Stadium is undergoing an exciting renovation that involves a new press box. While under construction, the west side seating area and part of the parking area and west access gate will not be accessible during Freedom Fire. The east and south gates and bleachers will be accessible. Gates open at 7:00 p.m. Since ticket prices are general admission, event-goers may sit in any section that is not cordoned off.

Ticket Prices

The price for tickets for the 2015 event is \$8 for general admission or a 6-ticket discount package for \$36. The 6-ticket package is a \$2 discount off the general admission price and there is no limit to the number of 6-ticket packages that can be purchased. The Department is projecting to generate \$45,000 in ticket sales as part of its proposed revenue to cover anticipated costs for this year's event. Any combination of general admission tickets and 6-ticket package purchases equaling \$45,000 is needed. Last year's event totaled \$44,462 in ticket sales. There were 8,128 in attendance in 2014. The Department is confident it can reach the projected ticket revenue amount. See the attached 2015 Freedom Fire Proposed Budget.

Children 2 Years and Younger

Admission is free for children 2 years old and younger. No ticket is required.

Restricted Sitting Area Outside Romney Stadium

USU Facilities has requested that the only prohibited area for viewing the fireworks outside the stadium will be the grass hillside area immediately east of the Merlin Olsen memorial at the south entrance of Romney Stadium. This area will be cordoned off. USU has asked that spectators remove all debris from sitting areas. This will reduce cost that will be otherwise assessed back to the Department for additional time needed to remove debris when mowing.

Advanced Ticket Sales

Advance ticket sales will start Saturday, May 23 at the Logan Aquatic Center and the Logan Recreation Center. This is the beginning of the Memorial Day weekend. Advance ticket sales will continue at both locations through day's end, Thursday, July 2. "Day of" tickets will be available for purchase from the south entrance box office at Romney Stadium beginning Friday morning, July 3.

Parking

The Department will provide staffing for parking for event-goers. The parking lots that will be controlled by staff include part of the east lot, part of the west lot, and the south terrace lot. Parking control is used to ensure event-goers have parking spaces, within a decent distance to the stadium, not occupied by spectators who do not plan on attending the event.

Courtesy Shuttle Service

The Department will provide a free courtesy shuttle service for event-goers parked in the controlled sections of the east, west, and south terrace parking lots. This service was provided last year in an effort to reserve parking nearest to the stadium for event-goers. Golf carts from the Logan River Golf Course will be operated by Department staff for the courtesy shuttle.

Holly Fjeldsted, Executive Producer

The executive producer for the 2015 Freedom Fire event is Holly Fjeldsted. Holly performed that role prior to the joint partnership years with USU Caine College of the Arts (2011, 2012, and 2013). She comes with over ten years of experience scripting and directing the event and possesses a genuine spirit for patriotism and love for celebrating our country's independence. Holly is contracted with the City as an independent contractor as Executive Producer for the 2015 Freedom Fire event.