

CITY OF LOGAN, UTAH

RESOLUTION NO. 14-14

A RESOLUTION TO APPROVE BUDGET FOR THE 2014 FREEDOM FIRE EVENT

WHEREAS, the City of Logan Parks and Recreation Department is preparing to produce the Freedom Fire annual patriotic community event for July 3, 2014, 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 2014 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 2014 Freedom Fire event at Romney Stadium scheduled for Thursday, July 3, 2014.

PASSED BY THE LOGAN MUNICIPAL COUNCIL, STATE OF UTAH, THIS ____ DAY OF _____, 2014.

Karl B. Ward, Council Chairman
Logan Municipal Council

ATTEST:

Teresa Harris, City Recorder
City of Logan

CITY OF LOGAN
PARKS AND RECREATION DEPARTMENT

2014 Freedom Fire Proposed Budget

Projected Revenue:	<u>2014</u>	<u>2013</u>
6,400 tickets @ \$8/ea.	51,200	111,488 (10,926 tickets)
800 Six-Ticket Package @ \$36/ea.	28,800	0
Sponsorships	30,300	34,500
Caine College of the Arts	0	11,000
RAPZ Project Application	20,000	20,000
RAPZ Population Split	<u>47,400</u>	<u>63,569</u>
 Projected Revenue:	 177,700	 240,557

Projected Expenses:		
Fireworks	60,000	60,000
Insurance	12,000	11,364
Professional Services Contract	6,000	6,000
Advertising	10,000	26,000
Tickets	5,000	22,000
Stadium Services	17,000	16,538
Entertainment Services:		
Headliner	0	32,310
AFC&O	14,000	13,455
Opening Band	3,000	2,250
Tech Production	35,000	36,450
Video Production	2,300	2,250
Technical Services	1,700	1,620
Orchestra Music	500	120
Field Entertainment	11,000	10,000
Master of Ceremonies	<u>200</u>	<u>200</u>
 Projected Total:	 177,700	 240,557

**CITY OF LOGAN
PARKS AND RECREATION DEPARTMENT
2014 FREEDOM FIRE OUTLINE**

Outline

The Parks and Recreation Department is proposing a budget to produce the 2014 Freedom Fire community event at Romney Stadium on Thursday, July 3, 2014.

Changes to the 2014 Event

The following changes reflect changes for the 2014 Freedom Fire event:

- No headliner performance
- The event will start one hour later than last year
- 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 24 (Memorial Day weekend) at the Aquatic Center and Recreation Center
- The American Festival Chorus & Orchestra will be performing
- Parking
- Courtesy shuttle service provided from west, east, and south lots to gates
- Holly Fjeldsted is Executive Producer for the 2014 show
- Show production development currently underway

No Headliner Performance

In an effort to reduce costs and to provide a more affordable ticket price, the Department has decided to not include a headliner for the event. Event expenditures for 2013 totaled \$240,557 and this year's proposed budget is \$177,700 without a headliner. The reduction in costs allow for a lower-priced ticket while preserving the core elements of the event: an opening act, presentations on the field, stage performances (American Festival Chorus & Orchestra), audience participation (military veterans recognition), and fireworks.

The Event Starts One Hour Later

Freedom Fire will start at 8:00 p.m. Stadium gates (east, west, and south) will 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 2014 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 must generate \$80,000 in ticket sales as part of its proposed budget projection to cover

anticipated costs for this year's event. Any combination of general admission tickets and 6-ticket package purchases equaling \$80,000 is needed. This combination could include 800 6-ticket packages and 6,400 general admission tickets, or 1,600 6-ticket packages and 3,000 general admission tickets. Last year's event totaled 10,926 tickets for \$111,488. The Department is confident it can reach the projected ticket revenue amount. See the attached 2014 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 24 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, Wednesday, July 2. "Day of" tickets will be available for purchase from the south entrance box office at Romney Stadium beginning Thursday morning, July 3.

American Festival Chorus & Orchestra (AFC&O)

This year, Freedom Fire is a City-operated event. The Caine College of the Arts is not a partner. However, the AFC&O agreed to perform on contract at the Department's request. Currently, the event's production is being developed by Executive Producer, Holly Fjeldsted, and the AFC&O segment of the event is being coordinated between Holly and Dr. Craig Jessop, Executive Director of the American Festival Chorus. A complete production outline will be published in the near future.

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 to 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. The service was very popular with event-goers and achieved the desired effect. Golf carts from the Logan River Golf Course were operated by Department staff for the courtesy shuttle.

Holly Fjeldsted, Executive Producer

The executive producer for the 2014 Freedom Fire event is Holly Fjeldsted. Holly performed that role prior to the joint partnership years with USU Caine College of the Arts (2012, 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 2014 Freedom Fire community event. Some of the major expressions for this year's developing theme is love of country, celebrating veterans, and tapping into audience participation as part of the show, in addition to having an opening act, the presentation of colors, the AFC&O and hopeful guest performances by members of the Utah Festival Opera, and fireworks at 10 p.m. The proposed budget this year for fireworks is \$60,000, the same as last year's.

Show Production Underway

As noted, development of the show is underway. Included as one of the desired aspects of past shows is the return of the Utah Air National Guard flyover which was curtailed last year as a result of the federal budget sequester. It is hopeful the Guard can rejoin Freedom Fire this year. Production organizers are also developing a role for a special guest Grand Marshal and potential Honorary Grand Marshals for the event. More is to come on this as the production team continues their development of the show.

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