


MEMORANDUM

TO: Mayor England
Vice Mayor Kostka
Commissioner George
Commissioner Samora
Commissioner Rumrell

FROM: Max Royle, City Manager 

DATE: March 12, 2020

SUBJECT: 2020 New Year's Eve Fireworks Show: Update Report

The City's former Events & Communications Coordinator, Ms. Cindy Walker, provided an after-action report of the City's most recent New Year's Eve event. It is attached as pages 1-2. In it she provided a quick overview of what went right and what needs to be changed. Cindy's report will be a guide for the City's new Events & Communications Coordinator, Ms. Melinda Conlon, when she begins plans for next New Year's Eve

Also, attached as page 3 is the financial report from the Finance Director, Ms. Douylliez, of the event's revenues and expenses. As you can see from it, the revenues were sufficient to pay the expenses.

Cindy Walker- Beach Blast Off into 2020

After Action Report

Law Enforcement:

- fantastic job!
- important for PW staff and event planner to be at day-of LE meeting
- new layout worked well

Volunteers:

- EXCELLENT job
- missing child training was effective

Public Works:

- phenomenal job!
- figure out recycling/ go green for next year

Transportation:

- need more busses
- Old Town Trolley promised to double transportation donation
- park behind stage more efficiently, move bands vans back more, so more people can double park
- communicate effectively with fire department about parking behind the stage
- station volunteer or staff to manage behind the stage parking

VIP Table:

- worked well and appreciated by Old Town Trolley, Burkhardt, and Passero
- suggest having a "commissioner booth" next year, yellow booth placed next to info booth, provided drinks and snacks like volunteers are, let residents interact with commission and give feedback/ ask and answer questions

Food Vendors:

- Wholey Smokey Waffles is not invited back due to inability to pay before the event and refusal to set up on time

- TeamCo is not invited back due to their staff having to be escorted out of the event by police after staff fighting MULTIPLE times and being warned MULTIPLE times
- Woodson's Wrap Shack needs to purchase 3 spaces, cannot fit in 2
- spots 25-28, 37, 38 move to opposite side of grass (directly across road from spots 17-24)
- suggest upping prices to \$600 for an "exclusive contract" (ex. face painter pays \$600 for spot, but we only allow once face painter at event)

Alcohol Vendor:

- great to work with, as always
- ran much more efficiently this year, lines weren't long

Kids Zone Vendor:

- suggest going out to bid next year for refusal to pay on time and lack of bounce houses in toddler zone

Novelties:

- Port in the Storm was excellent to work with
- security issues that need to be resolved – doors on booths?

Stage/ Bands/ Sound:

- Hope You're Happy was excellent!
- Prom Kings great, drew an awesome crowd
- Those Guys had an excellent performance, but one band member consistently yelled and cussed at staff (both event planner, fire rescue, and public works), refused to move cars when we were setting up event, and sped car through pier lot during event setup
- need better fireworks music
- need improved communication between bands and stage manager

Marketing/ Admin:

- need to time Mayor's speech and countdown better so fireworks go off exactly on time
- PRE-RECORDED announcements worked well
- pre-event radio marketing was effective
- consider day-of social media volunteer – cannot manage event and social media at same time effectively

MEMORANDUM

TO: MAX ROYLE, CITY MANAGER
FROM: PATTY DOUYLLIEZ, FINANCE DIRECTOR
SUBJECT: BEACH BLAST OFF FY 2020
DATE: 3/11/2020

Beach Blast Off for FY2020 has been closed out and the grant paperwork submitted to the TDC for reimbursement of the Fireworks and Promotional Financial Assistance. We have heard back from the TDC and they are in the process of reviewing the submission, but first review looks great. The reimbursements would be \$25,000 for Fireworks and \$18,592 for Promotional Assistance.

This year's financials are as follows:

| | | | |
|---------------------|----------------------------------|--------------------|--------------------------|
| Sponsorships | Cash/checks | \$11,250.00 | |
| Vendors | Vietnam Veterans - Alcohol | \$2,500.00 | |
| | Celebrations - Kid Zone | \$4,300.00 | |
| | St Augustine Society - Novelties | \$300.00 | |
| | Food / Misc | \$12,300.00 | |
| | ATM | \$259.50 | |
| Grants | Fireworks | \$25,000.00 | |
| | Promotional Financial Assistance | <u>\$18,592.00</u> | |
| | Total Revenue | | \$74,501.50 |
| Expenses | Entertainment | \$1,350.00 | |
| | Professional Services | \$5,750.00 | |
| | Equipment Rental | \$4,753.44 | |
| | Contracted Services | \$10,470.50 | |
| | Paid Advertising | \$9,122.00 | |
| | Printing | \$395.83 | |
| | Food/Beverage | \$734.38 | |
| | Fireworks | \$25,000.00 | |
| | Labor - Office Staff | \$593.28 | |
| | Labor - Public Works | \$6,627.83 | |
| | Labor - Law Enforcement | <u>\$4,732.20</u> | |
| | Total Expenses | | <u>\$69,529.46</u> |
| | Net Proceeds | | <u>\$4,972.04</u> |