

Light Up the Night Fireworks & Beach Blvd. Block Party - Update 8/2/21

At the direction of the City Manager and the Commission in the March Commission meeting, we are moving forward with the approved plan.

We are doing things a little bit differently in 2021 and designing the New Year's Eve event to attract visitors and locals to patronize our local businesses.

Instead of having thousands of people in one small location at Pier Park, people will be able to spread out along the Blvd. and enjoy the fireworks from multiple locations.

Local businesses will take the place of the many non-local vendors that were crowded into Pier Park in past years. While we will provide fabulous fireworks show, we will encourage people to patronize our businesses for their food, beverages, and entertainment.

This will be a community-based celebration, offering a true taste of St. Augustine Beach. Whether the plan is a weekend stay at one of our local hotels or a local SJC resident looking for wonderful night out with family or friends – the Boulevard will offer something for everyone.

- 1) **Safety/Planning:** We are holding monthly meetings with the PD, PW, and other key staff to discuss several key topics such as viewing areas and needs along the Blvd., parking options, transportation, and traffic patterns.
- 2) **Marketing/Promotion:** We are working on our marketing and promotion materials. We are rebranding from BBO to Light Up the Night. We are emphasizing:
 - a) Fireworks only at the Pier,
 - b) Very Limited transportation and parking, Pedestrian event, uber, bike, walk etc.
 - c) Making plans to watch the fireworks from local businesses where available, private parties such as Embassy, Panama Hattie's, Hotels that may offer beach viewing etc.
 - d) Various locations on the beach to view the fireworks with signage and light towers, providing many options to watch the show.
- 3) **Communications:** We are sending out information to businesses on A1A Beach Blvd. outlining our vision and plans and will follow up with each business individually.
- 4) **Parking:** We have received approval to use the Anastasia Baptist Church parking lot for our one pick-up location for the shuttles.
We have received approval to use the YMCA parking lot for parking.
We are waiting to hear back from the State Park if they will allow parking an
- 5) **Transportation:** Old Town Trolley to provide five (5) – 30 passenger enclosed shuttles that are ADA compliant. This is an IN-KIND sponsorship.

6) Funding:

- a) Sponsorships. We updated our sponsorship forms and have put them in a web-based form on our website. We have sent out several sponsorship letters and to date, we received over \$4,000 in cash sponsorships.
- b) TDC Grant – At the direction of the City Manager and Finance Director, the grant was not pursued. There is a five-year limitation to receive grant funding through the TDC. It was decided that it would be best to apply for the grant in the following year when we have more clarity on the costs of all the holiday events (that we can hopefully group together in one application) and will be more beneficial to the city.