

Town of Windsor

Memorandum

March 9, 2021

7 PM

TO: The Honorable Mayor and Town Council

FROM: William G. Saunders, IV, Town Manager WGSIV

SUBJECT: July 4th Events

Background

As you are aware, the Isle of Wight (IOW) County Board of Supervisors decided to discontinue holding July 4th fireworks displays in the Towns of Smithfield and Windsor, instead holding one display in Heritage Park in 2020. IOW proposes to host festivities at Heritage Park to include fireworks, vendors and other small activities on July 4th 2021 (COVID-19 permitting).

As the Town of Smithfield has typically held a fireworks display on July 3rd, along with no other related events, they are not competing with other July 4th events in regard to participants or availability of fireworks display vendors. Due to July 2nd falling on a Friday this year, Smithfield has opted to fund a fireworks display on that night themselves.

The Town of Windsor, typically holding a July 4th event with fireworks, activities and food provided by local civic groups, did not in our smaller venue in 2020 due to the pandemic. Based upon the current rate of vaccinations, it is questionable whether a 2021 event is reasonable in our small venue; however, with recent approvals of additional vaccines, the rates of vaccinations could increase.

Specifics

In determining how to move forward with this and/or other events, there are a number of considerations to evaluate. Some of these include:

Fireworks

If the town were to host its own fireworks, depending on the date, it may be competing with IOW or Smithfield. Partly due to permitting of pyrotechnic displays being more onerous in Virginia than in some other states, costs of displays and permits are high and demand a premium on July 4th. American Fireworks out of Ohio, who has provided the displays in IOW in recent years, stated that they would only quote shows in excess of \$20,000 on July 4th or the July 4th weekend for 2022.

Cost of Event (Excluding Fireworks)

In total, the Town spent \$5,316 on the 2019 July 4th event, those figures are enclosed in your packet. These included the band, garbage receptacles, dumpster, T-shirts, award plaques, porta-potties, and tent rentals.

Participation by Civic Groups and Local Businesses

In previous July 4th events, civic groups and local businesses provided assistance with the car show and parade, donated and provided food and drink at no cost for participants, donated funds to benefit other elements of the event, and assisted with set up and clean up. It is currently unknown if, and to what degree, support by civic groups and local businesses may change for future July 4th events.

The prior July 4th events really showcased how when everyone works together a wholesome, family event that cost participants nothing, can come to fruition; and to a degree they defined the Town of Windsor. We now find ourselves at a crossroads in regard to future July 4th events, or other events that may take their place, and it will likely take the input and participation of numerous groups to make them happen in the future.

Recommendations

For Council's consideration

Enclosures

July 4th, 2019 Expenses Spreadsheet

Town of Windsor Fourth of July 2019 Expenses

DESCRIPTION	YEAR	EFF DATE	VDR NAME/ITEM DESC	AMOUNT	COMMENTS
4th of July Celebration	2019	05/21/2019	RALLYE PRODUCTIONS, INC	\$ 246	Award Plaques
4th of July Celebration	2019	05/21/2019	MADE	\$ 900	T-shirts
4th of July Celebration	2019	07/31/2018	BAY DISPOSAL & RECYCLING	\$ 200	Garbage Receptacles
4th of July Celebration	2019	07/12/2018	BAY DISPOSAL & RECYCLING	\$ 311	Dumpster
4th of July Celebration	2019	07/10/2018	S & B TENT RENTAL	\$ 290	Tent Rentals
4th of July Celebration	2019	07/10/2018	EURE, INC.	\$ 1,770	Porta-Potties
4th of July Celebration	2019	07/04/2018	JOE DEMATTEO	\$ 1,600	Band - Live Music
			TOTAL	\$ 5,316	