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Title: July 4th Activities

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Attachments: 1. July 4.pdf

Date	Ver.	Action By	Action	Result
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TO: Chair and Members of the Board

FROM: Rachel Bach, Assistant Director

DATE: April 9, 2014

July 4th Activities

BACKGROUND: In past years, July 4th festivities consisted of a morning parade and a fireworks display in the evening. On July 4, 2013, the City and CRA hosted a series of activities spread throughout the day which included the following: a parade from 9:00 a.m. to 11:30 a.m.; a post parade gathering with complimentary hot dogs, soft drinks, and bounce houses; a pool party at Calypso Cove in the afternoon; and food trucks, music, and fireworks from 5:00 p.m. to 9:00 p.m. The post parade gathering and evening activities were funded by the MCRA and done in conformance with the MCRA plan to market the Redevelopment Area as a major destination point by continuing to sponsor and hold community events. The total cost to the MCRA for the post parade and evening activities was \$32,834 as detailed in the attached spreadsheet.

RECOMMENDATION: TBD

FISCAL IMPACT: Not to exceed the budget of \$36,500

CONTACT PERSON: Rachel Bach, Assistant Director