

AGENDA

INFORMATION UPDATE

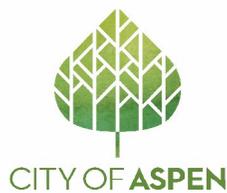
March 22, 2022

5:00 PM,



I. INFORMATION UPDATE

I.A. Aspen's Old Fashioned Fourth of July Celebration



MEMORANDUM OF INFORMATION

TO: Mayor and Council
FROM: Nancy Lesley Director of Events and Marketing
THROUGH: Austin Weiss, Director of Parks and Recreation
MEMO DATE: March 16, 2022
MEETING DATE: March 22, 2022
RE: Aspen's Old Fashioned Fourth of July Celebration

REQUEST OF COUNCIL: There is currently no request of Council. This is a final report to Council on the work that the committee has completed over the last 12 months.

SUMMARY AND BACKGROUND: In early 2021 a committee was formed to take a close look at the July 4th celebration. The committee consists of the following: Council member Ward Hauenstein, former Council member and public at large representative Ann Mullins, public at large representative Stephanie Soldner and staff Sandra Doebler and Nancy Lesley. Over the spring, summer and fall of 2021 the committee met weekly with the public and stakeholders. Staff and the committee presented outreach and findings to Council on November 11, 2021. At that time staff identified the following:

- Determine parade route
- Focus on patriotism
- Create a community wide celebration
- Create a day where most everyone feels there is something of interest or that they can connect with

DISCUSSION: Staff continued to engage stakeholders and public safety over the course of the last several months. Staff is still working on collaboration, partnerships and smaller details that have not been fully vetted. What staff is able to share, after considerable discussions and with the full support of the committee, follows:

- The parade will be held on its traditional route starting on Main Street and ending at Hyman and Monarch
- The parade will be juried and limited both in entrants and time (an outside entity will be managing this part)
- The parade will start at 11am and end at noon
- Streets other than the parade route will be closed to host "4th of July Experiences" or booths
- The 4th of July Experience will be from 10am to 2pm
- Wagner Park will be part of the activation area
- Some of the streets used as the parade route in the core will remain closed into the afternoon

- The nighttime activation of a laser light show will be based in Wagner Park
- AVSC has requested their traditional BBQ/Fundraiser in Koch Park

The committee heard from the public regarding what makes the July 4th so special to them. Many of the traditional elements of our long standing parade are important to the community. The following is a short list, by no means complete, but just as an example:

- The calliope
- The flyover
- Kids bike decorating and kids on bikes in the parade
- Classic cars
- The Veterans
- First Responders

The following items are still being fully vetted and discussed.

- A “Healthy Climate Environment” aspect
- A performance stage and it’s activation
- A kids section
- The theme for the parade (to assist in selection)
- The Buddy Race

As with everything we do, staff is working closely with public safety to pre-place equipment, create predetermined emergency routes and work as a cohesive group. Staff has requested the assistance of the State Patrol, as we have done for the past several years. This force multiplier assists with traffic control throughout the day.

FINANCIAL IMPACTS:

Staff submitted a supplemental request during the spring supplemental cycle. Staff is requesting the use of the on-going, unobligated balance of \$43,000 in the Mayor and Council budget for Tourism and Marketing as well as an on-going appropriation increase of \$37,000. These funds will be used primarily for, but not limited to the evening entertainment, outreach and marketing, various new components and enhancement to the traditional 4th of July celebration.