

# Background of 4<sup>th</sup> of July Parade

- ▶ 1999: First Year 4<sup>th</sup> of July Parade held
- ▶ 1999-2002: Funded and organized by the City; rotated between historic districts
- ▶ 2003: Economic downturn eliminated City's funding; community developed non-profit to manage parade; cost approx. \$55,000
- ▶ As years went on, cost of parade varied depending on district and route, eventually the parade settled permanently in Downtown Fremont for ease of planning



# Cost of Special Events

- ▶ Permit Application Fee
- ▶ Special Event Committee Review
- ▶ Staff cost on day of event:
  - 2008: Council adopted a flat-fee hourly rate for City employees and eliminated all costs for equipment use
  - For the first time in ten years, staff is considering a 3% increase to all staff fees for events in FY 2019/20

| Staff Type                  | 2008 Rates | 2019/2020 Rates |
|-----------------------------|------------|-----------------|
| Police Officers             | \$84.81    | \$85.84         |
| Fire Employees              | \$59.83    | \$61.62         |
| Maintenance Employees       | \$50.07    | \$51.57         |
| Other Police Dept Employees | \$46.28    | \$47.67         |

# Fremont Police Cost-Sharing

- ▶ Introduced in 2015 to reduce the staffing cost impact on event organizers
- ▶ The Police Department discounts the first \$5,000 of all special event bills by 50% and further reduces the remaining cost by 25%
- ▶ PD does not charge for services such as bomb dogs, undercover officers, Major Crimes Task Force or SWAT
- ▶ PD enhanced safety in recent years by acquiring new street barricades, installing fixed video cameras and surveillance tower for large events



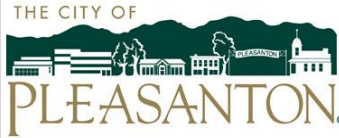
# Cost of Fremont 4<sup>th</sup> of July Parade

The costs associated with City staff for the Fremont 4<sup>th</sup> of July Parade, over the last three years is as follows:

|               | Actual City Cost | Billed Cost     | Subsidized Cost |
|---------------|------------------|-----------------|-----------------|
| 2016          | \$29,748         | \$13,259        | \$16,488        |
| 2017          | \$27,070         | \$12,487        | \$14,582        |
| 2018          | \$42,475         | \$13,140        | \$29,335        |
| <b>Total:</b> | <b>\$99,294</b>  | <b>\$38,887</b> | <b>\$60,406</b> |

Anticipated billing cost for 2019 (inclusive of 3% rate increase):  
between \$13,534.00 to \$16,346.84

# Approach of Comparable Cities



## Pleasanton

- Does not bill non-profits, schools, or city events
- For-profit billing involves flat-fee for road closures, and 4-hour minimum at employee's top step rate x 1.5



City of  
Oakland

## Oakland

- Recovers all costs; bills employee's top step rate x 1.5
- Established funding account for particular special events



## San Jose

- Flat fee for staff costs, similar to Fremont but no discounts or cost sharing



## Irvine

- Minimum 4-hour per employee x 1.5
- Charges actual costs and costs for vehicles; no discounts or funds

# Options for City of Fremont

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- 1) Recognize the current subsidized cost contribution and make no recommended changes
- 2) City covers full staffing costs for the parade, with a stipulation that only the parade is covered with no change in scope
- 3) Official City of Fremont Sponsorship
- 4) Study modification to the City's flat fee and/or the Police Department's cost-sharing program