

STAFF REPORT TO THE CITY COUNCIL

DATE: Special Meeting of November 16, 2021

TO: Honorable Mayor and Members of the City Council

SUBMITTED BY: Brad Helfenberger, Parks and Recreation Director

APPROVED BY: Ron Bernal, City Manager *RBM for RP*

SUBJECT: Sesquicentennial Celebration Next Steps

RECOMMENDED ACTION

It is recommended that the City Council consider the options for the provision of Sesquicentennial Events and provide direction.

FISCAL IMPACT

The Fiscal Year 2021-2023 General Fund Budget has allocated \$100,000 toward the cost of the 2022 Sesquicentennial Celebration. Additional funding may be needed depending upon Council direction.

DISCUSSION

Founded in 1850 and incorporated in 1872, next year marks Antioch's 150th year as one of California's oldest cities. Recognizing this historic milestone, a series of sesquicentennial events are being organized that will showcase Antioch's storied past and bright future. Planning meetings began in 2019 and continued into early 2020. Although the onset of the COVID-19 pandemic slowed efforts, once the most stringent health restrictions began to subside, planning activities resumed in 2021.

A series of commemorative events are envisioned throughout the City in the first half of 2022, beginning with the anniversary of incorporation on February 6th and culminating in a large celebration on July 4th. In June of this year, the City Council approved \$100,000 in the Fiscal Year 2021-2023 budget to help fund sesquicentennial events.

At the regular meeting of October 26, 2021, the City Council gave staff direction to invite Celebrate Antioch to discuss their proposal. There was also interest in using an RFP process to collect proposals from other agencies. Options for next steps are discussed below.

Option 1: Partner with the Celebrate Antioch Foundation for the Provision of Sesquicentennial Events

The City and Celebrate Antioch Foundation (CAF) have a longstanding relationship with reference to special events for the public's enjoyment and City staff have been engaged in ongoing work with CAF on logistics associated with future activities. CAF has been the lead agency for the 4th of July Celebration for over a decade. This allows them to leverage relationships with past vendors, donors, and other community-based organizations to execute the events in ways that the City or other organizations are not currently equipped. The 2021 Independence Day celebration in the Rivertown District was a city and region-wide gathering. Staff and CAF considered this to be a "dry run" for the anticipated larger scale celebration next year.

In anticipation of Sesquicentennial planning, Staff and CAF have been collaborating with other partners to hold special events. These organizations include but are not limited to the Antioch Historical Society, East Bay Regional Park District, Delta Veterans Group, and El Campanil Theater. Discussions are also in progress with other non-profit and service organizations interested in joining efforts with the City.

CAF's well-established fundraising base can enhance the funding currently budgeted by the City. A proposed event budget is attached to this report, which details expenses proposed to be paid for by the City and Celebrate Antioch. Celebrate Antioch is proposing to raise a total of \$56,500 for sesquicentennial events to supplement the funding provided by the City. In order to carry out the series of events as proposed, \$145,000 or an additional \$45,000 would also need to be budgeted and approved. Under the proposed partnership, the City would contract with CAF for the full amount budgeted, then CAF would contract with the individual vendors. As contracts and payments become due, the City would pay CAF for the direct costs of those services.

As part of the budget, Celebrate Antioch is requesting an administrative fee of \$25,000 for the planning and implementation of these events. While Celebrate Antioch has historically been operated as a 100% volunteer organization in the past, they are proposing this fee in recognition of the many hours of planning that has already gone into, and will be required to execute, the proposed set of events. The fee would be distributed to the board members who are committing their time to the planning of the events that would otherwise need to be done by City staff. The fee requested is likely to be significantly lower than it would cost to pay additional staff or a contracted event planner for similar services. When considering the proposed fundraising and administrative fee, the result would be a net positive financial contribution to the effort.

Option 2: Issue an RFP to Give Other Community Organizations the Opportunity to Express Interest in Organizing Sesquicentennial Events

This option will give the opportunity for other community-based organizations to provide the services needed to plan and implement the Sesquicentennial Events for 2022. However, it will take additional time to issue the RFP, collect bids, award a contract, and begin the planning process. Given the anticipated expenses of the Sesquicentennial events, there will likely not be a financial incentive for an organization to take on the responsibility. Celebrate Antioch is the only organization known to have experience in

executing a large-scale 4th of July Event in the City of Antioch, which is envisioned to be the pinnacle of the Sesquicentennial Celebration.

Option 3: Hire an Outside Firm or Additional Staff to plan Sesquicentennial

Events This will likely be the most expensive option as additional funds will be needed to pay an outside firm or staff to plan these events, in addition to the funds needed for entertainment and amenities. Additional time would also be needed to recruit staff or a contractor, orient them to the plans, and execute. Preliminary research by staff shows that the costs to hire an outside firm for these services would likely exceed \$50,000. Given the tight timeline in which to plan and execute these events, many qualified firms and individuals already have other commitments during the needed timeframe.

Option 4: Use Existing Staff for the Provision of Sesquicentennial Events

Currently, there is not adequate staff capacity to plan and execute the Sesquicentennial Events as envisioned. Under this option, the proposed list of activities as currently envisioned would need to be evaluated and prioritized. Individual contracts would need to be executed with various vendors for services which would not be necessary if the City were to contract with a single vendor.

ATTACHMENTS

- A. Celebrate Antioch Foundation's Proposed Budget

ATTACHMENT A

Sesquicentennial Events Proposed Budget

Expenditures			
Event Name/Expense	City Funds	CAF Funds	Partner in-kind
January Sesquicentennial Art Contest with AUSD		\$1,000	
Printing/ Outreach costs		\$5,000	
Commemorative Coins		\$2,500	
2/6/22 Incorporation Anniversary Event		\$2,500	
4/2/22 Historical Museum Sesquicentennial Kick-Off Picnic		\$2,500	
4/23/22 Keep Antioch Beautiful Day		\$1,000	
Sesquicentennial Taste of Antioch - Date TBD			Kiwanis
5/14/22 Sesquicentennial History Walk			Antioch Historical Society
5/21/22 Sesquicentennial Black Diamond Days (at Black Diamond Mines)		\$3,000	EBRPD
Sesquicentennial Rivertown Dinner and A Movie - Date TBD			El Campanil Theater
6/4/22 Free Day at the Water Park for Antioch Residents			City of Antioch
6/10/22 Sesquicentennial Golf Tournament			Lone Tree Golf Course
6/16-6/30 Sesquicentennial Dinner and Movie Series at Prewett Park		\$2,000	
6/25-6/26 Race Weekend		\$2,500	
7/2/22 Concert in the Park - Williamson Ranch Park		\$8,500	
7/3/22 Rivertown Concert at Beede Lumber Yard		\$4,000	
7/4/22 July 4th Celebration:			
Fireworks	\$37,000		
Barge for Fireworks	\$10,000		
Security		\$10,000	
Entertainment (bands, fire dancers, etc)	\$35,000		
Insurance		\$2,500	
Golf Cart Rental		\$2,000	
VIP Area		\$3,000	
Stage, Sound, lighting	\$30,000		
Kids zone/bounce houses	\$8,000		
Misc/contingencies		\$4,500	
CAF Administrative Fee	\$25,000		
Totals	\$145,000	\$56,500	\$201,500

Revenue	
City of Antioch Budgeted funds*	\$100,000
CAF Proposed fundraising	\$56,500
Unfunded	\$45,000
*\$50,000 each in FY 21/22 and 22/23	
Total	\$201,500