

End of Activity Report

Legacy Blast

2019

Report Completed by: Michael Hedrick

Executive Summary:

Program Description:

The City of Lee's Summit and Lee's Summit Parks and Recreation teamed up to offer fireworks free of charge to the public on Wednesday, July 3 at Legacy Park. The park gates opened at 6:00pm. Entertainment at the Softball venue included 2- face painters, 1-balloon artist, and a 36' inflatable obstacle course from 6:00pm-9:00pm. The Lee's Summit Girls Softball Association offered concessions and a vendor sold light up toys. KCMO 94.9 also set up a tent and gave away free concert tickets and promotional items. At the Soccer venue, entertainment included 2-balloon artists, a 15' inflatable double slide from 6:00pm-9:00pm. The Lee' Summit Soccer Association offered concessions. At the Baseball North venue, entertainment included 2-face painters and a 36' inflatable obstacle course from 6:00pm-9:00pm. The Kiwanis Club sold concessions and a vendor sold light up toys. At the Baseball South venue, entertainment included 2-balloon artists, and a 36' inflatable obstacle course from 6:00pm- 9:00pm. Hawaiian Ice sold shaved ice and KC Poppers sold popcorn. At the Football venue entertainment included 1-face painter, 1-balloon artist, and a 15' inflatable double slide from 6:00pm-9:00pm. KC Poppers sold popcorn and Snowie Ice of KC sold shaved ice. The fireworks began at 9:47pm and lasted until 10:06pm. Music was simulcast by KCMO to a variety of patriotic songs. Staff was able to play the simulcast music on portable sound systems at all five venues. Legacy Park Community Center parking lot was open to a list of approved attendees, LSPD and LSFD families. No food vendors or entertainment was provided at this venue.

Participant number:¹

2019: 22,092 Participants

2018: 21,120 Participants

2017: 22,276 Participants

Softball	494 x 4= 1,976
Football	290 x 4= 1,160
Baseball	1,041 x 4= 4,164
Soccer	748 x 4= 2,992
Disc Golf	52 x 4=208
LPCC	72 x 4=288
Church	320x 4= 1,280
Elem School	255 x 4= 1,020
Sub Total	13,088
Trails/ Blackwell / Grass	504
Surrounding neighborhoods	8,500
Total	22,092 ¹

¹ Estimated attendance based on the park capacity for designated parking areas multiplied by four people per car and surrounding neighborhoods. (A breakdown of attendance history for Legacy Blast can be found on Attachment A)

Service hours: (number of participants x 2.5 hours)

2019: 55,230 hours
2018: 52,800 hours
2017: 55,667 hours

Refunds:

No refunds were issued. This was a free event.

Fee Charged: None

Total Revenue:	Budget	Actual
2019:	\$24,145.00	\$25,350.00
2018:	\$29,000.00	\$31,050.00 ⁵
2017:	\$24,000.00	\$24,750.00

Total Expense:	Budget	Actual
2019:	\$25,934.00	\$49,739.64 ¹
2018:	\$30,917.00	\$48,110.58
2017:	\$24,918.00	\$39,432.49

Net:	Budget	Actual
2019:	(\$1,789)	(\$24,389.64) ⁴
2018:	(\$1,917.00)	(\$17,060.58)
2017:	(\$918.00)	(\$14,682.49)

Direct Costs:

Fireworks:	\$19,000.00 ²
Entertainment (inflatable's, stilt walkers, face painters):	\$ 5,145.00 ²
Food for LSPR staff:	\$ 312.95
LSPR part time staff costs:	\$ 550.40
Supplies	\$ 96.42
Banners	\$ 55.00
Barricades	\$ 774.00
Direct Cost Total:	\$25,933.77

Indirect Costs:

LSPR Staff:	\$ 14,858 ³
Administrative Staff:	\$ 1,517.00
Park Operations Staff:	\$ 10,488.00
Recreation Staff:	\$ 2,853.00
Police Department:	\$ 8,097.19
Fire Department:	\$ 850.68
Indirect Cost Totals	\$23,805.87

¹These figures include direct expenses in the amount of \$25,933.77 and indirect expenses in the amount of \$23,805.87 which is not used in the budget projection.

²The City of Lee's Summit paid for fireworks, and entertainment in the amount of \$24,000. The additional entertainment cost of \$145 was covered by LSPR.

³This figure includes the staffing costs for LSPR, which is not used in budget process.

⁴In FY19 full time city employees received wage increases based on a comp study that was completed in FY18. The increase in additional full time staff cost is the reason that the Actual cost increased \$7,329.06 over the actual cost in 2018.

⁵Revenue in 2018 was higher due to a transfer an additional \$5,000 from fund 200 to cover additional cost for the 50th anniversary celebration of the Parks and Recreation department and an additional \$700 in vendor fees was collected for the 2018 event.

Recommendations:

Comment: Staff needs training on the use of hand held radios, communication was ineffective this year due to lack of knowledge on the use of the radios.

Recommendation: Staff had trouble communicating with each other between venues. The radios had a lot of static and communication between staff was not easy. Some staff members eventually just started communicating via cell phones. Staff recommends providing additional training to staff on the use of the radios prior to future events.

Comment: The entertainment tents need to be set up in the middle grass area at the venues.

Recommendation: Entertainment tents were set up in the grass areas at the baseball north, baseball south, and softball venues. At the football and soccer venues, the entertainer tents were set up on the concrete, by the information tents and restrooms, which caused congestion in those areas. Staff will develop an entertainment map and discuss the set up with Park Operations staff prior to the events in the future.

Comment: Many patrons enjoyed the patriotic music.

Recommendation: The soundtrack is chosen by LSPR staff and is changed every odd numbered year. Staff updated the sound track for the 2019 event and staff will utilize the same sound track for the 2020 event.

Comment: Two portable message boards provided by Public Works helps to provide information to the public.

Recommendation: Staff will continue to request the use of the two message boards from Public Works and put rules and radio station information on the signage.

Comment: Gates closed at 9:15pm due to the high volume of traffic.

Recommendation: In 2018 due to the high volume of traffic, gates were closed at 8:50pm. In 2019 staff updated marketing material to include the statement, “venues will be closed when parking has reached maximum capacity,” and not advertising a specific closing time to the public. Staff will continue to include this statement and not advertise a specific time to the public on marketing materials for future events. All gates will close by 9:30pm regardless if the venues are full or not.

Comment: The connector trail from Joseph A. Dyke playground to the Legacy Park loop trail will need to be blocked off to keep patrons from entering Legacy Park trail system during the closure of the trails.

Recommendation: Prior to Legacy Blast, trails are closed at 6:00pm. Staff is located at three points on the trail system around the blast site area. Staff recommends adding an additional staff member at the Joseph A. Dyke Memorial playground with trail-closed signage to make sure patrons do not get access to the trail during the event.

Comment: Patrons at soccer were missing the face painters.

Recommendation: Staff booked five face painters, six balloon artists, and five inflatables. Based on venue size and location staff utilized two face painters and 1 balloon artist at softball, two face painters at baseball north, two balloon artists at baseball south , one face painter and one balloon artist at football and two balloon artists at soccer. Staff recommends booking six face painters, five balloon artists, and five inflatables for future events. Adding one additional face painter will cost an additional \$315, and will allow a face painter to be available at the soccer venue.

Comment: A personal invitation was sent to the approved 2019 VIP list to view the show at the Legacy Park Community Center or to join the public at one of the four venues.

Recommendation: Approximately 330 people (72 cars) viewed the show from LPCC. A parking pass was provided to access the community center parking lot. Staff was placed at the Community Center to help direct VIP's to the restrooms and approved areas of viewing. Staff will also need to clear the R7 Early Childhood Center playground at approximately 9:00pm prior to the fireworks show. Staff recommends inviting these groups to LPCC each year.

Comment: Staff had numerous issues with patrons setting up their chairs and tents in the parking spots.

Recommendation: This is an issue that occurs each year and creates challenges for staff when trying to maximize all the available parking spots in each venue. Staff recommends adding signage placed at the entrance of each venue and adding a statement to the portable message boards stating, "Parking spots are reserved for vehicles only." Having additional signage and additional staff training will give staff confidence to enforce the rule. If this issue continues to be a problem, management staff may consider additional parking lot staff for this event.

Comment: Choose a date for Legacy Blast 2020.

Recommendation: Having the event prior to the 4th of July has resulted in the largest turnouts. Personnel from LSPD and LSFD are stretched to support the community on July 4th. Moving Legacy Blast to a date prior to July 4th reduces the personnel demands on the holiday and allows for full police support on July 4th throughout our community. Independence Day, July 4, 2020 falls on a Saturday and Friday, July 3rd will be designated a full time staff holiday. Staff recommends hosting Legacy Blast 2020 on Thursday, July 2, 2020 with a rain out date of Friday, July 3, 2020. It should be noted that July 3 is a city-designated holiday and in the event the rainout date is utilized, full time staff working the event will be paid at the holiday rate of double time.

Extensive Staff Report:

Purpose of Report:

End of Activity reports are used to evaluate each recreational activity at its conclusion. Four areas are reviewed: program content and execution, participant satisfaction, participation numbers, and financial performance. These areas are compared to the planned budget and previous sessions. Recommendations for improvements are developed from this review.

Benefits of Program:

- Socialization among the citizens of Lee's Summit and surrounding communities.
- Enjoyment of the outdoors.
- Participant awareness of Legacy Park and the goodwill generated for the city by this free event.
- Enhanced feeling of patriotism through celebration of this national holiday.

Program Timeline:

- **September:** Date confirmed with the City for the 2020 event.
- **January:** Special event permit sent to planning and development.
- **February:** Notify Fire Chief, Police Chief, Public Works and the City Manager of the dates and times for Legacy Blast. Finalize commitment from the Radio Station.
- **March:** Confirm LSPD and LSFD involvement and coordination of the fireworks with music.
- **April:** Meet with the LSPD Police Sergeant to coordinate traffic control, barricades, signage and police command posts. Submit work orders for banners and all signage.
- **May:** Work order submitted for the shoot site to be mowed. Request Pumper/Rescue truck from LSFD. Contact Youth Sports Associations about concessions, food vendors and entertainment contacts.
- **June:** Invitation letter sent to all special guests, media, senior city staff, park board, park committees, and city council members. Letters sent to all entertainers with assignments and parking permits sent out. Letter sent to Blackwell and Scruggs residents. All signage printed including no alcohol, no grills, no firework signs, and parking spots are reserved for cars only. Work order for trash cans submitted. Begin scheduling staff for the event.
- **July:** Host a successful event and have the EAR completed and ready for review.
- **August:** EAR submitted for Park Board review. Request memo sent to City administration and City Council for approval of date and funding for following year's event (Attachment B and C).

Marketing:

1. City Newsletter sent to all residents in Lee's Summit: 5/25
2. Eblasts:
 - a. Youth (6,984 HH's): 6/27, 7/2
 - b. Adults (10,578 HH's): 6/26

3. 135 Weekly Reader Subscribers on 6/6, 6/13, 6/20, 6/27
4. Commercial on Government Access Channel on June 9 – July 4.
5. Added to summeroffun.net webpage: 6/10
6. Posters distributed to Park and Recreation facilities 6/16
7. Press Releases to Media: 6/25;
8. “Event” on LSPR Home Page 6/25.
9. City Employee E-Newsletter: 6/27, 7/3
10. LSPR Facebook and Twitter page on 6/28, 6/30, 7/1, 7/2, 7/3
11. LPCC Facebook: 6/25, 6/26, 6/30, 7/3
12. Summit Waves Facebook: 7/2
13. Event created on LSPR FB: 6/30

Evaluation/assessment:

Comments received from patrons on our website and social media are attached to this report
Comments at the conclusion of the event were very positive regarding the fireworks display and patriotic music. All traffic was out of the venues in approximately 50-60 minutes.

Comments from Social Media:

- Staff searched all forms of social media and there were no negative comments related to Legacy Blast.