

Fourth of July Event Options

Recommended Options:

1) Community Celebration at Oxbow Commons - \$69,290

- Duration: 5 Hours
- Family-friendly event for all ages
- Musical entertainment, tribute to America, kids zone activities and food & drinks
- City will be funding the stage and musical entertainment in 2024 without the Oxbow Riverstage
- Optional Enhancement: Additional \$10K for lighting and additional music if there is a desire to extend to 8-9:30pm; increases total cost to \$79,290

2) Parade Support - \$10,000

- Duration: 1 ½ Hours
- City of Napa co-sponsorship funding and Parade support for Napa Sunrise Rotary July 4th Parade include costs for Street Closures and City staff over-time expenses for Public Works, Police, and Parks & Recreation staff to assist with over 20 street closure locations

3) Patriotic Decor - \$3,500

- Installation of 42 patriotic pole banners
- 2nd & 3rd Street bridges and Veterans Park decorations

Additional Alternatives for Consideration:

4) July 4th Fireworks Display - \$48,000-\$68,000

- Duration: 20 Minutes
- Current show - \$48,000
- Improved show - \$68,000
- Includes expenses for Napa Expo rental and event security
- If fireworks are not provided with the event support at the Oxbow Commons Community Celebration, there will be additional expenses for staffing, AMR, PD, Portable Restrooms, etc.

5) Drone Show - \$150,000-\$200,000

- Duration 10-15 Minutes
- High-quality 3D show: 300-500 Drones
- Avoid poor quality shows (advertised at \$50K-\$75K)
- Availability of qualified vendors is limited

6) Projection/Digital Artwork, Lasers, or Spotlight Show - \$85,000-\$150,000

- Duration: 15-20 Minutes
- Large LED screen at Oxbow Commons
- Mixture of lasers and spotlights choreographed with music and other visual content
- Pricing would need to be finalized and scaled to the available budget