

Memo

To: Honorable Mayor and City Council
From: Joe Kohlmann, City Administrator
Date: March 10, 2014
Re: Request for Fourth of July Funding

Martie McGlasson will be in attendance to make a power point presentation on behalf of the Excelsior Chamber of Commerce. Also, there will be a request for supporting the 4th of July event.

The City has budgeted \$1,500 to support the 4th of July celebration. Efforts at the SLMPD Coordinating Committee to support 4th of July instead of the cities fell short this past year. In the past, the City has donated the funds to be used for police services.

Council Action Requested:

Motion to approve the spending of \$1,500 from the miscellaneous general fund to support the Chamber of Commerce Fourth of July Celebration with needed police patrols.

2015 Presentation to Local City Councils



How does the 4th of July Enhance the Entire South Lake Area?

Volunteers - over 146 volunteers donate their time for this one day



The only public fireworks show over Lake Minnetonka

The Excelsior – Lake Minnetonka Chamber fundraises 100% of the budget of \$150,000 it takes to put on this annual event



The Firecracker Race is in its 38th year and is a tradition for all ages. Over 1800 people participated in 2014



Traditions and important civic partnerships

Local businesses sponsor the race



Important Partnership with Minnetonka Community Education

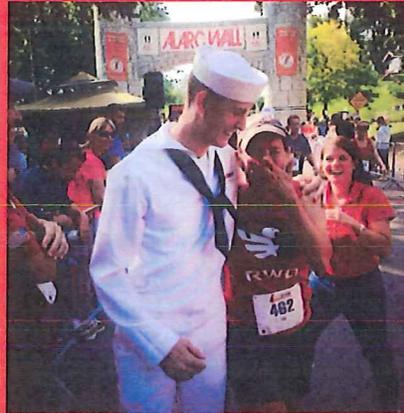


Valuable community tradition!

Community representation



You never know what will happen! This woman's son returned from active duty and surprised her at the Firecracker finish line!



Free entertainment for All

Thrilling airshow you can't see anywhere else in the Twin Cities Metro Area



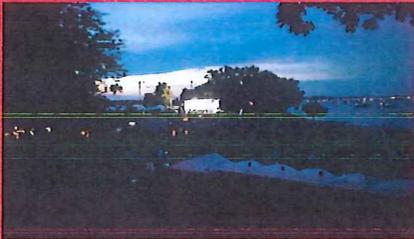
This event touches over 250,000 people – land, lake, and outreach



Fun for all!

Pure enjoyment for our residents and visitors!

Big Band Orchestra – free and open to the public



Building Important Memories

Everyone loves the 4th of July!

Favorite day of the summer for many!



The Commons Park is full all day!

People are enjoying the National
Holiday together!

Families gather for the popsicle
social and to dance to DJ Bill!



Finale!



Full day of Events on the 4th *most are free to all*

Schedule of Events

- 8:10 AM Firecracker 1 mile run begins at Excelsior Elementary
- 8:30 Firecracker 5K and 10K begins at Excelsior Elementary and ends at the Commons Park
- 9:00-10:30 Sand Sculpture Contest
- 9:30-noon Popsicle Social
- 11:00 Water Street Kids' Parade
- 11:30-1:00 Kids' Fishing Contest
- 6:00 The Wolverines Big Band performs
- 8:00 Lake Minnetonka Airshow begins
- 8:45 Salute to our Veterans and Presentation of the Colors
- 9:55 The National Anthem
- Dusk Fireworks Display over Lake Minnetonka

Challenges facing the Chamber in 2015

- Increase in safety agency costs - \$0 in 2014, to \$8500 in 2015
- Limited sponsorships in the community – businesses are stretched
- Need to educate the public how this event is paid for – 100% supported by donations and sponsorships
- Limited human capital – difficult to get volunteers
- Costs of Permits, insurance other operational costs rising
- Chamber spends 364 days a year fundraising for this cherished holiday

The Chamber's 2015 Big ASK:

***Please consider doubling your annual donation
and build it into your budget***

- Surrounding Cities donated the following last year:
 - Deephaven – \$1,200 ***or \$.32 per person***
 - Greenwood - \$1,000 ***or \$1.41 per person***
 - Shorewood - \$5,000 ***or \$.66 per person***
 - Excelsior - \$2,000 ***or \$.89 per person***
 - Tonka Bay - \$1,500 ***or \$.98 per person***