



TO: Parks and Recreation Advisory Board

FROM: Kirk Kincannon, CPRP, Director of Parks and Recreation
Alice Guthrie, Recreation Superintendent
Jeff Dillon, Parks and Planning Superintendent
Abbie Poniatowski, Senior Business Manager
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Marketing and Partnerships

SUBJECT: Matters from the Department

DATE: July 26, 2013

- A. No Smoking Ordinance – Parks/Civic Areas/Bike Paths/Bus Stops – verbal
- B. Boulder Reservoir July 4, 2013 Event Report

EXECUTIVE SUMMARY:

Consistent with community priorities as expressed in the 2013 master planning process, on July 4, 2013 the department offered a family-oriented event that included games, activities, live music, and fun for all ages at the Boulder Reservoir. The purpose of this item is to report to the Parks and Recreation Advisory Board (PRAB) on the July 4, 2013 special event.

The special event was offered to help refocus the use of the reservoir on July 4, 2013. The past management issues of overcrowding, patron and staff safety, medical issues and alcohol controls and abuse were mitigated with this year's event by the prohibition of possession and consumption of alcohol at the Boulder Reservoir except in permitted areas, increased Boulder Police Department presence and the addition of family-friendly activities that included a 5k fun run, free bouncy house, face painting, water activities and live music.

ANALYSIS:

The de-brief of the event included staff from Boulder Police, Boulder Fire and Rescue, Boulder County Sheriff and Boulder Parks and Recreation. In general, staff observed a successful event and discussed opportunities to improve the event in coming years.

Programming/Attendance: Overall attendance is estimated at 2000, a significant decrease from the 8,000-10,000 estimated 2012 attendance. Department staff collaborated to provide free programming including "Let's Move" physical activities, pottery, air-brush tattoos and a bouncy house. All vendors and staff reported high participation numbers. Several large family picnics were held on the west grass area. Live music and a professional DJ "Master of Ceremonies" added to the event. Staff received positive feedback from families in attendance and other participants on the positive atmosphere and fun and friendly activities.

Alcohol Limitations: Alcohol limitations were put in place by way of a city manager's rule limiting alcohol to permitted areas on July 4. Boulder Police reported that the limitation of alcohol to a beer garden on Pro Hill successfully mitigated many of the safety issues of previous years. Two permitted picnic areas were also allowed to have alcohol. The officers present reported zero negative interactions with participants and Boulder Police recommends continuing this approach. Boulder Fire and Rescue also reported a successful day, with zero transports to the hospital and recommend continuing with the family-focused event.

Neighborhood Impacts/Site Management: The Boulder County Sheriff's Office also reported a positive experience, including no impacts to the Valhalla neighborhood. The closure of the 55th St. trailhead was successful in eliminating enforcement issues on the north shore for the duration of the day.

Communication: The communication efforts to publicize the new event utilized many forms of media, including Daily Camera print and online advertisements, KUNC radio ads, Channel 8 notices and social media. Staff also spent significant time communicating with users to educate them as to the goals of the special event and the reasons for changes to programming and rules. On the day of the event, there were very few people who arrived unaware of the changes, and many who had learned of the family friendly event due to the communication efforts.

Budget Impact: Staffing levels were consistent with previous year events to ensure safety. The addition of programming resulted in higher costs and the decrease in attendance resulted in decreased revenue.

In planning for 2014, staff are evaluating and considering several areas:

- Given positive results of alcohol limitations, staff will explore options for continuing the City Manager's rule limiting alcohol possession on July 4th.
- Family programming was successful, and staff will evaluate options for augmenting this area and increasing participation in family activities.
- The special event fee (\$15.00/person, 12 and under free) will be evaluated to consider additional options, such as: discount or option for annual pass holders, family pricing, and reduced rate pricing.
- The reduced safety issues of a family-focused event result in a decreased need for police officers, medical staff and event staff. Staffing levels will be evaluated to ensure safety and efficient use of resources.

NEXT STEPS:

PRAB's input related to the alcohol policy and fees will be considered at a future meeting in the planning process for July 4, 2014 at the Boulder Reservoir. Staff, with input from the City Manager's Office and City Attorney's Office, will prepare a special event plan to share with the PRAB in December, 2013.

C. PLAY Boulder Foundation Update (verbal)