



Sunnyvale

# Consider Hosting a Semiquincentennial Fourth of July Celebration Event and Approval of Budget Modification No. 3

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Sunnyvale City Council  
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# Fourth of July Celebration Event

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## Background

- 2024 Drone Show (300 drones) at Baylands Park – approx. 8,000 in attendance
  - ◆ Innovative and unique idea resulted in large attendance, only city with drone show
  - ◆ Opportunities for improvement – traffic and parking, longer drone show, requests for food/activities, enhanced public safety resources and crowd control/crowd limitations
- 2025 Downtown Family Fun Festival – approx. 5,000 in attendance
  - ◆ Free family friendly activities very popular, great entertainment
  - ◆ Opportunities for improvement – requests for food trucks, more activities

# Fourth of July Celebration Event

## Five Alternatives (Alternatives One and Two)

### Alternative One

- Downtown Family Festival (similar to 2025)
  - ◆ 10 a.m. to 2 p.m.
    - Carnival games and live music
    - Budget modification for \$400,000

### Alternative Two

- Civic Center Family Festival (similar to 2025, but held at the Civic Center)
  - ◆ 10 a.m. to 2 p.m.
    - Carnival games and live music
    - Budget modification for \$400,000

*Food Trucks can be recommended to be added to any location except Downtown*

# Fourth of July Celebration Event

## Five Alternatives (Alternatives Three and Four)

### Alternative Three

- Drone Show Only at Baylands Park
  - ◆ 5 p.m. to 10 p.m.
    - 750 drones, 13-minute show
    - Budget modification for \$1,200,000
    - Ticketing requirement to limit crowd size

### Alternative Four

- Drone Show and Family Festival at Baylands Park
  - ◆ 4 p.m. to 10 p.m.
    - Carnival games and live music
    - 750 drones, 13-minute show
    - Budget modification for \$1,500,000
    - Ticketing requirement to limit crowd size

*Food Trucks can be recommended to be added to any location except Downtown*

# Fourth of July Celebration Event

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## Five Alternatives (Alternative Five)

### Alternative Five

- No City-led event and no use of Service Level Set-Aside funds

# Preliminary Considerations

Matrix (scale is between one and three \*. The lower number of \* means fewer challenges, greater number of \* means more challenges)

| Event Options                                     | Event Scalability | Logistical Feasibility | Fewer Safety Challenges | Fewer Staffing Requirements | Financial Feasibility | Totals |
|---|-------------------|------------------------|-------------------------|-----------------------------|-----------------------|--------|
| 1 – Downtown Family Festival                      | *                 | **                     | **                      | **                          | **                    | 9      |
| 2 – Civic Center Family Festival                  | *                 | *                      | **                      | **                          | **                    | 8      |
| 3 – Drone Show Only at Baylands Park              | **                | ***                    | ***                     | ***                         | ***                   | 14     |
| 4 – Drone Show & Family Festival at Baylands Park | ***               | ***                    | ***                     | ***                         | ***                   | 15     |

# Preliminary Considerations – Alternatives 1 & 2: Family Festival

- ◆ Event Scalability
  - Fun family event; room for attendee growth; no attendance limitations or ticketing; easily walkable and bikeable
- ◆ Logistical Feasibility
  - Minimal disruption to surrounding areas; some barricades; minimal road closures; vendor for stage, tents and game vendor
- ◆ Safety Challenges
  - Crowd staggered over 4 hours; on-duty Public Safety patrols staff and dedicated event staff
- ◆ Financial Feasibility
  - Approx. \$350,000 - \$400,000
- ◆ Staffing Requirements
  - Large number of staff & volunteers needed; 8-hour day

# Preliminary Considerations – Alternatives 1 & 2: Family Festival Location Differences

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- ◆ Downtown
  - Event Scalability
    - ◆ Additional business to Downtown
    - ◆ Greater public accessibility
  
- ◆ Civic Center
  - Logistical Feasibility
    - ◆ Zero waste management
    - ◆ Site is more manageable for City staff

# Preliminary Considerations – Alternatives 3 & 4: Baylands Park

## ◆ Event Scalability

- Number of attendees limited due to capacity, safety, and traffic/parking limitations, requires advance tickets; accessibility challenges; food trucks

## ◆ Logistical Feasibility

- Many third-party agencies to be involved: FAA, CHP, Moffett Airspace, County, vendor for stage, tents, contracted food trucks; significant road closures; street signage; fencing and barricades; shuttle buses for attendees; zero waste management; offsite parking; additional lighting, power resources, and marketing

## ◆ Safety Challenges

- Crowd present at one time; need dedicated events officers; regular patrol officers will be responding to large call volume (fires, illegal fireworks, disturbances, etc.); will need to supplement DPS with private security; street closures; potential 237 off-ramp closures (would require CHP approval, which is challenging); would not be able to have a fire engine on-site; mutual aid agreements are for emergency incidents rather than planned events and special agreement for this date is unlikely given demands in other jurisdictions

## ◆ Staffing Requirements

- 12-hour day; City Manager will need to require safety personnel and city staff to work

# Preliminary Considerations – Alternatives 3 & 4: Baylands Park Drone Show/Family Festival Differences

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- ◆ Drone Show Only

- Financial Feasibility

- ◆ Approx. \$1,000,000 - \$1,200,000

- ◆ Drone Show and Family Festival

- Logistical Feasibility

- ◆ Game vendor; contracted fencing and barricades; potential contracted shuttle buses for attendees; potential offsite parking; additional rented lighting; additional rented power resources

- Financial Feasibility

- ◆ Approx. \$1,300,000 - \$1,500,000

# Staff Recommendation

## Alternative 1 or 2

- Alternative 1: Family Festival Downtown, similar to 2025 (10am to 2pm) and Approval of Budget Modification No. 3 for \$400,000
- Alternative 2: Family Festival at the Civic Center, with programming similar to the festival held in 2025 (10am to 2pm) and Approval of Budget Modification No. 3 for \$400,000

Note: Event is one time for this significant anniversary, would not become an annual city sponsored community event.