



City of Flagler Beach

P.O. Box 70 • 105 South 2nd Street
Flagler Beach, Florida 32126

Phone (386) 517-2000 • Fax (386) 517-2008

MEMORANDUM

From: William R. Whitson, City
Manager

To: Fourth of July Findings Committee

Subject: Follow-up Assignment

Date: October 11, 2021

As requested at your last meeting, City staff has gone back and evaluated the issue of how we can put on the 4th of July Fireworks celebration in a safe and cost effective manner. As you know, the City staff has been leading and coordinating the 4th of July Holiday operations for years and has built up an extensive experience base and knowledge of this complex event. All in all, the operations over the years have been pretty successful.

The team discussed two (2) main issues that we believe would help significantly improve the safety and cost effectiveness of the Fourth of July operations. Those were:

- 1) Parking & Shuttle operations
- 2) Event Scheduling for that day

Parking & Shuttle:

A parking inventory will be taken and a detailed shuttle bus plan with a map will be developed. Outlined below is an estimated inventory for two (2) new parking lots that may be added to the existing parking inventory. We estimate that up to 470 spaces could be added to our existing spot at Babcock's Furniture lot (260) spaces. If we could obtain permission to use the lots listed, we would advertise an off-site parking and shuttle system by a RED, WHITE & BLUE Parking lot scheme:

- A) First Baptist lot behind Publix- Asking for permission (220 spaces)
- B) Boston Whaler Lot- Asking for permission (250 spaces)

The buses ordered at the last 4th of July event cost \$7,625.00. Those busses were offered free and were paid for by the City. Our new plan is for patrons using the busses to pay the cost for this service.

Proposed fees would be \$5.00 per person for a round trip ticket on and off the island. For \$15.00 per person; bus transportation back and forth multiple times would be available. We would distinguish the two (2) levels of fees with different colored wrist bands. If fee collections are not adequate to cover the cost of the bus service, the City would propose that we split the remaining balance with the Business Community and the City. Thus, if the cost was say \$8,000 and we collect \$4,000 in fees the balance would be paid by the business community or split 50/50 with the City and the business community. Another option would be for Flagler Strong to support some of the costs as well.

Event Scheduling

Upon detailed examination of the schedule for the day; we would like to make some recommendations for the committee to review and consider that we believe would help make the day run more smoothly and effectively. The primary focus of this recommendation is to ease traffic congestion. Please review the proposed schedule as a general “strawman” to organize our discussion. The main suggestion is to “trade” the 4th of July Parade for “old fashioned” family friendly activities in Veterans Park:

Proposed Schedule of Events

- 5K Freedom Run under the Bridge @6:00am
- Set-up & Activate “Cool Zones” @11:00am and Event Information Center
- Old Fashion Family Fun at Veterans Park (Led by Vern S.)- 1:00pm – 4:00pm
- Trash Bag Handout at the Beach 4-6:00pm
- Fireworks @ 9:00pm

NOTE: “Cool Zones” (Tented Areas- with Fans/Misters) would be set up and sponsored by various local businesses. Cool Zones would be set up at Veterans Park, the A-Frame and both ends of the City Boardwalk.

In addition, a comprehensive Press Release with a map and information related to what is happening, where to go (Traffic/Parking), what are the costs and information center location.

In closing, I am hopeful this background memo will be helpful to our discussions and serve as a useful tool to develop a final plan/recommendation. Should you have any additional questions, please feel free to contact me at any time.

Copy: Mayor & Commission
City Clerk