COUNTY OF YORK
MEMORANDUM

DATE: October 31, 2001

TO: James O. McReynolds, County Administrator

FROM: A. B. Smith, Community Services Director

SUBJECT: July 4th

There is a core group of highly committed volunteers who assume responsibility for the July 4th Celebration. They are well supported by various County departments and staff. As you know, however, over the past few years the broader volunteer and community organization support base has somewhat eroded. As a result, there were many areas of the July 4th Celebration that required special attention this year. Significantly, the change in ownership from Amoco to BP has drastically reduced the fiscal commitments, making a structured plan for fund-raising an important concern.

During the late Winter and Early Spring, the County engaged in an all-out to assist the July 4th Committee in overcoming these difficulties by recruiting volunteers, assisting in clarifications with crafters and undertook major fund-raising activities in the name of the Committee. This was done by Parks and Recreation regular staff and by the use of work-as-required funds. It required enormous "surprise" effort and was only possible on a one-time basis.

This is a major annual event with vast attendance and extraordinary demands for community and County support in order to sustain the levels of quality and success that have become associated with "Yorktown on the 4th of July". It is clear that a management plan for the event has become necessary. We see this as similar to the internal plan that I put in place in the 1980's delineating the division of responsibilities among the various County departments providing support for the 4th. Cheryl Sonderman developed the attached index reflecting a division of responsibilities between the July 4th Committee and the County. This was presented to the Committee at their September 25th meeting and approved by vote of the Committee at the October 23, 2001 meeting.

In addition, you will find attached the budget proposed for County support of the 2002 event. Once again, the Tourism Fund is the suggested source of this support.

Thank you and we look forward to discussing both the management plan and the budget with you on November 16th.

ABS/

Attachments

✓PC memo only: Cheryl A. Sonderman

COUNTY OF YORK
Memorandum

DATE: October 30, 2001

TO: A. B. Smith, Director of Community Services

FROM: Cheryl Sonderman, Parks and Recreation Manager

SUBJECT: Tourism Fund Request

This is to request that the attached budget in support of the 2002 Yorktown Fourth of July Celebration be forwarded to the Board of Supervisor's for their consideration for approval. Over the last two years, The Yorktown Fourth of July Celebration Committee, Inc. has submitted a request to the Board for financial support from the Tourism Fund. These funds were used to make a deposit to secure the fireworks display and to allow County staff to procure special equipment (digital message signs, light towers, etc.) that was beyond the Committee's ability to fund. However, because the Committee operated a very successful event in 2001, they do not need to request financial support from the Board in order to contract for the 2002 fireworks show or make other financial commitments for the portion of the event they have agreed to sponsor. Consequently, the request for Tourism Funds in support of the 2002 event is being submitted by staff.

To that end, the funds requested are intended to be used to support the logistical, public safety, and public health aspects of the event, which have been the responsibility of the County for the last few years.

Please let me know if you have any questions pertaining to this request or need any additional information.

Attachment

2002 YORKTOWN FOURTH OF JULY CELEBRATION
COUNTY TOURISM FUND REQUEST

11 Solar Powered Digital Message Signs @ $700 each	$ 7,700
23 Diesel Powered Light Tower Units @ $200 each	$ 4,600
6 Lighted Directional Arrow Signs @250 each	$ 1,500
45 Regular Portajohn Units @ $40 each	$ 1,800
5 Handicapped Portajohn Units @ $100 each	$ 500
Afternoon Cleaning of 50 Portajohn Units	$ 200
4 20kw Diesel Whisper Watt Generators @ $275 each	$ 1,100
2 Spider Boxes w/25 ft. cables & 20 amp circuits	$ 150
6 42 - 48 inch High Volume Fans @ $30 each	$ 180
24 ft. Box Truck for one week	$ 400
50 6 ft. long tables @ $5 each	$ 250
150 White Metal Samsonite Chairs @ $1.30 each	$ 200
50 Disposable Table Clothes @ $2 each	$ 100
Damage Waiver Fees to Rental Company	$ 90
3 2500 Watt Generators for Fans @ $60 each	$ 180
Ice Trailer with 650 bags of Ice	$ 600
Sand for Fireworks Area	$ 200
1 30'x40' Tent (delivered and set-up)	$ 475
1 10'x40' Tent (delivered and set-up)	$ 450
16 Weighted Barrels for tents	$ 100
6 Gators @ $125 each	$ 750
500 Traffic barrels - 4 day rental @ $5 each	$ 2,500
6 Type III Barricades - 4 day rental	$ 200
Safety Fencing	$ 500
Wire Ties, Caution Tape	$ 275
Work-As-Required Staff	$ 3,000
Contingency	$ 1,000
TOTAL REQUEST	$29,000

Celebrate Yorktown Committee
Post Office Box 557
Yorktown, Virginia 23690

November 31, 2001

Mr. James Burgett, Chairman
York County Board of Supervisors
P. O. Box 532
Yorktown, Virginia 23690

Dear Mr. Burgett:

It feels like the 2001 concert by the Virginia Symphony in Yorktown was just a few weeks ago, but it's been just over three months since over 4,000 friends, neighbors, and visitors joined together to enjoy a wonderful evening at the Victory Monument. This means that in less than nine months, we will be doing it again!

Your generous support this year was very much appreciated by the Celebrate Yorktown Committee, and we are writing you a little earlier than we have before so that you can include our request for support in 2002 in your financial planning (several sponsors have suggested an early request). I am enclosing a Sponsor Card and a copy of this year's program which is indicative of community participation in this event, including your own.

Hopefully you are aware, the 2001 concert greatly exceeded our expectations as far as attendance was concerned. The new location at the Victory Monument on Main Street accommodated over 4,000 people who arrived with chairs or blankets and some very elaborate picnics. And the Virginia Symphony presented an outstanding concert based on The Great Outdoors as we sat under a star-filled sky.

We are already looking forward to another evening of beautiful music and community moments. We hope the Board of Supervisors will be generous in its support for the Virginia Symphony in Yorktown in August 2002. We would like to count on you for at least the same amount of money that you donated in 2001, and would be most appreciative if you were able to increase it. As in the past, all sponsors at the $500-and-above level will be recognized on our Sponsor Board, and all donors, at any level, will be recognized in our program.

Each year the level of community enthusiasm ratchets up a notch when this event is discussed, and we have already received inquiries and donations towards 2002. We will look forward to hearing from you once again. Thank you for your consideration.

Sincerely,

Susan H. Powell

Susan H. Powell, Chairman
Virginia Symphony in Yorktown 2002
898-5510

cc: J. O. McReynolds