



City of Tracy
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Memorandum

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Date: May 23, 2023
To: Mayor and Council Members
From: Michael Rogers, City Manager ^{DS}
Via: Brian MacDonald, Director of Parks & Recreation
CC: Jolene Jauregui, Recreation Services Manager
Subject: 2023 Updates on 4th of July Annual Events

This memo is to update City Council of the upcoming events for the 2023 annual 4th of July.

On October 25, 2022, the City of Tracy Parks and Recreation Department issued a Request for Proposal (RFP), to provide 4th of July services for the following services but not limited to a Fireworks Display, Drone Light Show, Laser Light Show, or similar aerial show, and/or Parade. After reviewing the five (5) proposals submitted, the City accepted the following two (2) proposals:

1. Tracy Chamber of Commerce (Chamber) to host the following 4th of July Services: The Annual Tracy Lions Club Pancake Breakfast and Hot Air Balloon launch located in Lincoln Park. New for this year, the Chamber will be hosting a Drone Light Show at the Wayne Schneider Stadium at Tracy High School in the evening.
2. Tracy City Center Association (TCCA) to host the 4th of July Parade in Downtown Tracy (on Central Avenue to 6th Street). Following the parade, TCCA will host additional festivities including food vendors, a face painter, and a balloon artist located at the Front Street Plaza.

City staff has been working closely with both organizations, the Tracy Chamber of Commerce and Tracy City Center Association to fully execute Professional Services Agreements (PSA) and to ensure safe and enjoyable 4th of July events for the community. Both organizations will begin to market the 4th of July activities to the public and work with our City staff regarding messaging and outreach.