

**CITY OF ALBANY  
CITY COUNCIL AGENDA  
STAFF REPORT**

Agenda date: April 6, 2009  
Reviewed by: BP

**SUBJECT:** Green, Red, White, and Blue Celebration, July 4, 2009

**REPORTED BY:** Penelope Leach, Recreation and Community Services Director

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**RECOMMENDATION**

1. That the Council approve the street closure on Portland Ave between Pomona and Carmel on Saturday, July 4, from 6 a.m. to 6 p.m.
2. That Council encourage a variety of community groups to be involved in the event and to go to [www.albanyca.org](http://www.albanyca.org) information on participating.

**BACKGROUND**

Each year the City of Albany hosts a July 4th celebration at Memorial Park. As is customary will all of the Albany's citywide special events, the primary purpose of the event is to create a sense of community. From the games and entertainment to the community booths, the July 4 event typically includes 25-30 different community groups as well as up to 60 volunteers. As an example, in 2008, the groups involved in the event included:

Prevention Council, Albany Lions, Boy Scouts, Girl Scouts, Volunteers Corps, Foundation, Friends of 5 Creeks, Historical Society, Waste Management, Albany Veterans, SYP Intern, Block Captains, Chamber of Commerce, Jimbo Trout & the Fish People, East Bay Vivarium, Mobile Rock, Kalana Corral, APAL, Friends of Albany Seniors, AHS Cheerleaders, Fremont Aces, Oakland Colonels, Social & Economic Justice Committee, and City Departments including Recreation, Maintenance, Community Development, Police, and Fire.

**DISCUSSION**

Over the past few years, the City's recreation staff, in addition to the traditional activities, has included new activities. The traditional activities that give the event its hometown feel include the Watermelon-Eating contest, the Dunk Tank, the Pet Show, and Family Games such as the 3-legged race, relays for all ages, as well as the sack race. These activities have been longtime traditions for the City and are very popular with families attending the event.

City staff has also brought in new activities in the past five years that include the East Bay Vivarium Animal and Reptile Show – a big favorite for all ages, the Dog Jog – between 50-75 participants each year, the Dog Agility Show, additional Jumpies, rock climbing, a stage with live music, exhibitions from recreation classes like Belly Dancing and Akiedo, a petting zoo, an expanded food court, face painting, and a number of other games. City staff also updated the method for participating and paying for the games with a wristband. The purchase of a wristband allows participants to take part in all the games and activities offered. Proceeds from the wristband help pay for the event.

In 2006 the City named the event the GREEN, Red, White, and Blue Celebration to raise awareness and implement an all-green, zero-waste event. Materials and supplies used for the event are 100% recyclable and/or compostable. Staff worked with the City's Waste Management agency and had more recycle and food waste containers delivered especially for the event. Staff also had volunteers stationed at the recycle containers throughout the park explaining the difference between the containers and educating the public as to the benefits of recycling, composting, and having a zero-waste event.

Also implemented in the last few years is an overall theme for the event. For instance, in 2008, the July 4 Celebration had a Centennial Theme as it was the City's 100<sup>th</sup> birthday. To commemorate the Centennial, an 1850's old-fashioned baseball game was played on the Memorial ball field. Dressed in old-fashioned baseball uniforms and using gloves and bats that looked at least 100 years old, the players honored the old-time tradition in Albany of playing a baseball game on July 4.

All community groups including neighborhood groups, book clubs, block parties, committees/commissions, etc, are encouraged to participate. The only requirement for participation is that the group has an activity that supports the July 4<sup>th</sup> theme. The group sponsoring the activity needs to submit a participation request form to the Recreation Department. The group, or a representative from each group, also needs to attend the planning meeting and supply all materials for the activity except for tables and chairs, if needed. The City will supply tables and chairs as long as supplies last. The participation form can be found online, [www.albanyca.org](http://www.albanyca.org), or you may pick up a form at the Community Center, 1249 Marin Avenue, after April 5.

### **SUSTAINABILITY IMPACT**

The July 4 event is a zero-waste event. Staff uses supplies that can be recycled and plates and utensils that are compostable.

### **FISCAL IMPACT**

Not including staff time, the July 4th event costs approximately \$6,000 from the General Fund budget.

### **Attachments:**

Summer Activity Guide July 4 advertisement

