



Legislation Text

File #: 18-4934, Version: 1

Title:
Thanksgiving Day Parade

Summary

ACTION:

Approve appropriation of \$150,000 to Charlotte Center City Partners for the purchase of a Sprung Structure for the storage of Floats and Props for the Novant Health Thanksgiving Day Parade

Staff Contact: Dena R. Diorio, County Manager

Presentation: Yes

BACKGROUND/JUSTIFICATION:

Since 2014, the floats and props for the Thanksgiving Day Parade have been stored at a Park and Recreation storage warehouse on Remount Road. If you recall, in 2013, the parade's future was in jeopardy due to financial difficulties and had been cancelled. Charlotte Center City Partners took over operation of the parade, Novant Health signed on as the title sponsor and the parade continues to draw 110,000 spectators every year. In fact, the Novant Health Thanksgiving Day Parade was named the fifth best holiday parade in the nation by USA Today.

Due to the County's investment in capital projects and the opening of new park facilities, we now need that space for park operations. Our Park and Recreation Department has given Center City Partners notice that they must vacate the warehouse after this year's parade. Center City Partners has asked the County for assistance in securing a new facility.

Center City Partners is interested in purchasing a "sprung structure" that would be installed at the Hal Marshall Annex Parking lot. The structure would be moved to another location when the Hal Marshall site is redeveloped. The total, one-time cost is \$150,000. The request is time sensitive in that Center City Partners needs to order the structure and install it before the parade in November.

This is a community effort in that the City contributes \$120,000 each year in in-kind services for the event including, police, fire, street cleaning, VIP breakfast and convention center staging. Our one-time contribution will demonstrate our continued support for this event and our willingness to work with and collaborate with our community partners.

Cost Breakdown:

Structure: \$94,000

Installation: \$36,000

Electrical: \$20,000

Total: \$150,000

PROCUREMENT BACKGROUND:

N/A

POLICY IMPACT:

N/A

FISCAL IMPACT:

\$150,000: will be funded from funds not needed for FY19 merit increases