



# FIREWORKS DISPLAY 2024

DS-23-118

December 12 , 2023

# Background

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- ❑ In 2021, the City of Killeen allocated ARPA funding for Downtown Events to promote foot traffic and economic vitality in the area.
- ❑ In 2021, 5 signature events were created for Downtown Killeen: Motown Downtown Music Festival, Celebrate Killeen, Independence Day, Touchdown Downtown, and Holiday Under the Stars.

# Background

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- ❑ In 2021, it was decided to launch the fireworks from the Killeen Athletics Complex to accommodate larger fireworks, but creating a distance of over a mile between the viewing area of downtown.
- ❑ The event has grown in the last two years and in 2023 we saw an estimated 6,200 people attend the firework show in Downtown Killeen.

# Background

- ❑ After the July 2023 event, Downtown Killeen staff sent surveys to vendors and downtown businesses, and compiled feedback both in person and online.
  - ❑ Positive feedback included:
    - ❑ Great for businesses in Downtown Killeen
    - ❑ Diversity of festival entertainment
    - ❑ New visitors to downtown
    - ❑ City-wide visibility of the fireworks show

# Background

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- Recommendations for improvement included:
  - Host the event on July 4<sup>th</sup> or change the name of the festival
  - Consider launching the fireworks closer to Downtown Killeen or move the festival to the launch location

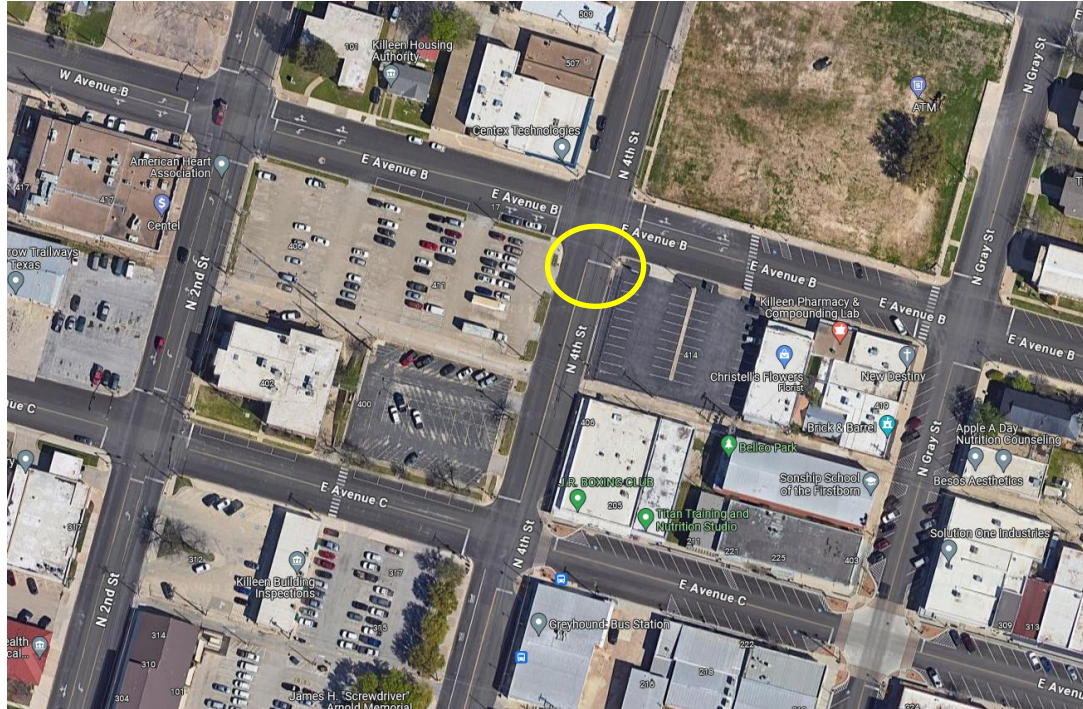
# Background

- In October 2023, Downtown Staff met with the Downtown Advisory Sub-Committee for events and were given the recommendations of:
  - Keeping the festival on the first Saturday in July but rename it Red, White, and Blues Music Festival
  - To keep the event downtown to support businesses, but change the launch location if possible to Downtown Killeen

# Background

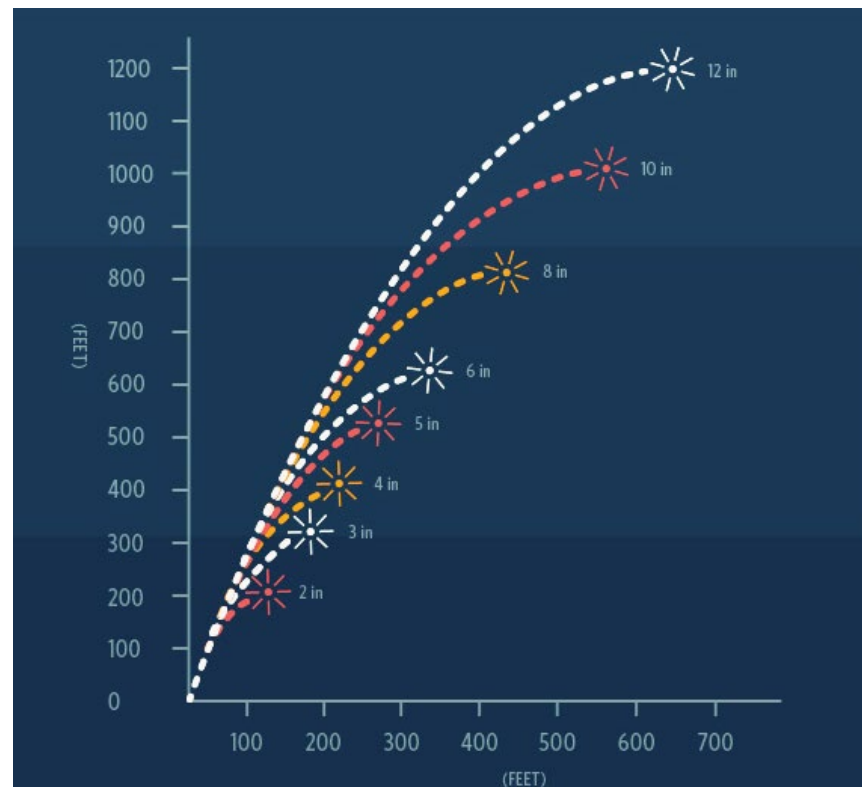
- In October 2023, Downtown Staff met with the pyrotechnician to find alternative launch locations closer to downtown.
  - There is only one feasible location in the area of 4<sup>th</sup> and Ave B for the launch, but it would limit the size of the shells to 4 inches and “cakes”.
  - For reference the past shows for the City of Killeen were 12 inch shells and Ft. Cavazos launches 4-6 inch shells for their celebration.

# Background





# Background



# Advantages of Firework in Park

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- ❑ Maintain the claim of hosting the largest firework show in Central Texas by continuing to utilize 12-inch shells.
- ❑ 12 inch shells allow for a larger viewing around the city for those not at the event.
- ❑ Safest location to launch high impact show.

# Disadvantages of Firework in Park

- ❑ Obstructions such as buildings and trees between the park and downtown, make the fireworks not visible from Ave D.
  - ❑ The optimal location to view the show in downtown is the Sante Fe Plaza parking lots as up-close views are not available.
- ❑ Cost of the show, the 12-inch shell show is the largest expense in the Downtown event budget.

# Advantages of Fireworks in Downtown

- ❑ Obtain an up-close view of fireworks in downtown
- ❑ Centralize the festival and foot traffic to downtown exclusively
- ❑ Ample parking opportunities in Downtown Killeen for the event to grow
- ❑ Reduce cost of large show and reallocate funds towards bigger entertainment acts for festival(s)

# Disadvantages of Firework in Downtown

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- ❑ Losing the city-wide impact of the firework show and claim of largest show
- ❑ Limited locations to launch from in downtown, and smaller firework size as larger shells may cause damage to windows

# Alternatives

- ❑ Staff is seeking a recommendation from City Council on how to proceed with the event. The alternatives are:
  - ▣ Keep firework display at the Killeen Athletic Complex, and continue hosting the event downtown
  - ▣ Move firework display to downtown with specific requirements
  - ▣ Keep the firework display at the Killeen Athletic Complex, but move the event out of downtown