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**Samir Sheikh**  
Executive Director  
Air Pollution Control Officer

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DATE: March 21, 2024

TO: SJVUAPCD Governing Board

FROM: Samir Sheikh, Executive Director/APCO  
Project Coordinator: Todd DeYoung



RE: **ITEM NUMBER 8: ALLOCATE UP TO \$600,000 IN ADDITIONAL FUNDING FOR THE DISTRICT'S CLEAN ALTERNATIVES TO FIREWORKS PILOT INCENTIVE PROGRAM**

**RECOMMENDATIONS:**

1. Allocate up to an additional \$600,000 in funding (for a total of \$850,000) for the District's Clean Alternatives to Fireworks Pilot Incentive Program to help offset the cost of integrating drone light shows, or other approved alternatives, in large-scale public displays.
2. Authorize District staff to fund all eligible applications received during the open solicitation period for the Clean Alternatives to Fireworks Pilot Incentive Program.

**BACKGROUND:**

On November 29, 2023 during the Governing Board Study Session, your Board received a detailed presentation regarding the significant health and public safety impacts associated with fireworks during the 4<sup>th</sup> of July, New Year's Eve and other celebratory events. Among the recommendations to promote alternative practices and reduce the use of fireworks in the Valley, your Board authorized the creation of the Clean Alternatives to Fireworks Pilot Incentive Program, with an initial Valley-wide allocation of \$250,000 in funding to support the pilot program. During the discussion in November, District staff committed to return to your Board at the conclusion of the solicitation for projects to determine if additional funding would be necessary to adequately support this pilot program.

Based on this direction, on February 5, 2024 the District opened a solicitation for potential projects that would offset or eliminate the use of fireworks at large-scale celebratory events such as the 4<sup>th</sup> of July, New Year's Eve and other events that traditionally use fireworks. The solicitation closed on March 1, 2024 with 25 applications from entities throughout the Valley. The total funding requested from these 25 applications was \$845,500. The purpose of today's item is to provide an update on the results of the solicitation and request up to an additional \$600,000 in funding to accommodate the funding requests for this pilot program.

**DISCUSSION:**

Pollution from fireworks continues to impact the Valley's air quality on specific holidays, including the 4th of July and New Year's Eve and during other celebratory events. Various toxic chemicals present in fireworks emissions are particularly harmful to human health and continue to be a public health concern across the region. These air quality and public health impacts are intensified in neighborhoods where street level fireworks are commonly used to celebrate these holidays. Use of illegal and other fireworks at the residential level also pose public safety risks and have been the cause of residential fires and serious injuries.

For these reasons, many areas of the country have opted to transition away from traditional large-scale fireworks shows, and moved to drone light shows. Drone light shows utilize a fleet of drones, each fitted with brilliant LED lights, to create patterns, shapes, and animations in the sky. These shows serve as a contemporary alternative to traditional fireworks displays, offering a unique, customizable, and eco-friendly form of entertainment. Drone shows serve as a modern alternative to fireworks displays in the form of a unique, zero-emission way to celebrate. Depending on the size and complexity, these shows can typically cost anywhere from \$20,000 to more than \$100,000.



To address emissions from large-scale fireworks displays and develop options for cleaner alternatives, in November 2023, your Board allocated up to \$250,000 for the Clean Alternatives to Fireworks Pilot Incentive Program, with grants of up to \$50,000 in eligible expenses, for any public or private entity within the Valley to fund a drone light show in lieu of a portion or all of a large-scale fireworks display during the 4<sup>th</sup> of July, New Year's Eve or other celebratory events. The program offers incentives to public

and private entities to reduce (or eliminate) large-scale fireworks shows and supplement (or replace) those shows with drone light shows, with the below program criteria.

**CLEAN ALTERNATIVES TO FIREWORKS PILOT INCENTIVE PROGRAM:**

**Program Funding:**

- Up to \$250,000 from Community Incentives (Proposing increase to \$850,000 total to accommodate all eligible applications as part of this item)

**Funding Allocation:**

- First-come, first-served, based on submittal of complete applications

**Eligible Entities:**

- Public and Private Entities with show locations within the District boundaries

**Eligible Projects:**

- Projects that can document a reduction in use of large-scale fireworks through the use of a drone show, or other approved alternatives

**Eligible Costs:**

- Cost of contracting with drone show contractors, or other approved alternatives
- Local permitting
- Insurance

**Incentive Amount:**

- Maximum incentive funding per event of \$50,000
- Funding limited to one show per entity per calendar year

Based on these criteria, on February 5, 2024 the District opened a solicitation for applications Valley-wide. The District made this information available on our website, conducted outreach through our various email list serves that include individuals, public agencies, businesses, and organizations that have expressed interest in the District's various grant programs. Additionally, District staff met individually with interested parties during the open solicitation period. The solicitation closed on March 1, 2024 with 25 applications received. The District received applications for a wide variety of celebratory events including 4<sup>th</sup> of July, high school graduations, county fairs, rodeos, community events, and baseball games, among others. These applications are summarized in Table 1 below. Additional information regarding each project, including a description of each event, date and location of event, duration of event and proposed fireworks alternative is included as Attachment A to this memorandum.

**ITEM NUMBER 8: ALLOCATE UP TO \$600,000 IN ADDITIONAL FUNDING FOR THE DISTRICT'S CLEAN ALTERNATIVES TO FIREWORKS PILOT INCENTIVE PROGRAM**

**March 21, 2024**

**Table 1: Applications Received**

<b>County</b>	<b>Apps</b>	<b>Eligible Amount</b>
<b>Fresno</b>	<b>11</b>	<b>\$307,500.00</b>
Clovis Horse Show & Festival Association	1	\$48,000.00
Mendota Unified School District	1	\$2,500.00
Rexford Properties, LLC DBA Island Waterpark	1	\$32,000.00
Sanger Unified School District	1	\$10,000.00
21st District Agricultural Association, Big Fresno Fair	1	\$50,000.00
California State University, Fresno DBA Fresno State	1	\$15,000.00
Clovis Unified School District	2	\$15,000.00
Mike Oz LLC	1	\$35,000.00
Eye Connect Dots	1	\$50,000.00
Mendota Community Corporation	1	\$50,000.00
<b>Kings</b>	<b>4</b>	<b>\$155,000.00</b>
City of Hanford	1	\$50,000.00
Hanford Joint Union High School District	1	\$40,000.00
City of Avenal	1	\$35,000.00
Avenal Rotary Club	1	\$30,000.00
<b>Madera</b>	<b>1</b>	<b>\$16,000.00</b>
Valley Children's Healthcare Foundation	1	\$16,000.00
<b>Stanislaus</b>	<b>5</b>	<b>\$240,000.00</b>
State of California 38th District Agricultural Association	1	\$50,000.00
Turlock Downtown Property Owners Association	1	\$50,000.00
The Baseball Club of Modesto, LLC	1	\$40,000.00
South Modesto Businesses United, Inc.	1	\$50,000.00
Oakdale Enrichment Society	1	\$50,000.00
<b>Tulare</b>	<b>3</b>	<b>\$102,000.00</b>
First Pitch Ent., LLC DBA Visalia Rawhide Baseball	1	\$32,000.00
City of Visalia	1	\$50,000.00
International Association of Lions - Exeter	1	\$20,000.00
<b>San Joaquin</b>	<b>1</b>	<b>\$25,000.00</b>
Manteca Unified School District	1	\$25,000.00
<b>Grand Total</b>	<b>25</b>	<b>\$845,500.00</b>

**NEXT STEPS:**

Given the high level of interest in this pilot program throughout the Valley, the number of applications received exceeds the initial \$250,000. Therefore, to adequately accommodate the interest in this program, at this time, staff recommends to increase the total allocation from \$250,000 to \$850,000 to provide incentive funding for all eligible applications received during the solicitation. The District will continue to work closely

with each individual applicant to obtain any additional necessary information and enter into funding agreements with selected, eligible applicants at the appropriate time.

**FISCAL IMPACT:**

Approval of the attached Resolution will authorize the allocation of up to an additional \$600,000 in available community incentive funds received by the District into the 2023-24 Non-Operating Budget for a total of up to \$850,000 for the implementation of the Clean Alternatives to Fireworks Program.

*Attachments:*

*Attachment A: Description of Applications (1 page)*

*Attachment B: Budget Resolution (3 pages)*

San Joaquin Valley Unified Air Pollution Control District  
Meeting of the Governing Board  
March 21, 2024

**ALLOCATE UP TO \$600,000 IN ADDITIONAL FUNDING FOR THE  
DISTRICT'S CLEAN ALTERNATIVES TO FIREWORKS PILOT  
INCENTIVE PROGRAM**

**Attachment A:**

**Description of Applications**  
**(1 page)**

# Clean Alternatives to Fireworks

Applicant Name	Event Name	City	Grant Funding	Event Date	Fireworks Offset	Event Description
<b>Fresno</b>						
Mendota Community Corporation	2024 Mendota Fireworks Show	Mendota	\$50,000	06/28/2024	50% reduction	10 minute show with 50/50 drones & fireworks
Clovis Unified School District	Buchanan High School Class of 2024 Graduation	Clovis	\$10,000	06/06/2024	217 aerial shells	16 minute full drone show no fireworks, applicant applied for 2 events
Eye Connect Dots	Christmas in July	Fresno	\$50,000	07/04/2024	various fireworks	16 minute full drone show no fireworks
Clovis Unified School District	CIF State Track and Field Championships	Clovis	\$5,000	05/25/2024	486 aerial shells	10 minute full drone show no fireworks, applicant applied for 2 events
Clovis Horse Showe & Festival Association	Clovis Rodeo Xtreme Bull Riding & Clovis Rodeo	Clovis	\$48,000	4/24/24-4/26/24	various fireworks	13 minute full drone show no fireworks, nightly for 3 nights
Mendota Unified School District	Mendota High School Graduation	Mendota	\$2,500	06/06/2024	15 minute show	18 minute show with 15 min of fireworks and 3 min of drones
Sanger Unified School District	MESA Halloween Drone Light Show	Sanger	\$10,000	10/23/2024	New show	15 minute full drone show no fireworks
Rexford Properties, LLC DBA Island Waterpark	Pelican Pete's Birthday Bash	Fresno	\$32,000	06/08/2024	1,518 aerial shells	16 minute full drone show no fireworks
Mike Oz LLC	Taco truck Throwdown	Fresno	\$35,000	10/19/2024	various fireworks	two 12 minute full drone shows no fireworks on same night
21st District Agricultural Association, Big Fresno Fair	The Big Fresno Fair	Fresno	\$50,000	10/2/24-10/14/24	various fireworks	16 minute full drone show no fireworks, on both weekends of the fair
California State University, Fresno DBA Fresno State	Vintage Days 2024	Fresno	\$15,000	04/20/2024	20 minute show	16 minute full drone show no fireworks
<b>Kings</b>						
Avenal Rotary Club	41st Avenal Old Timers Day	Avenal	\$30,000	05/04/2024	400 fireworks	10 minute full drone show no fireworks
Hanford Joint Union High School District	Class of 2024 Graduation	Hanford	\$40,000	06/05/2024	10 minute show	10 minute full drone show no fireworks
City of Hanford	Hanford Winter Wonderland	Hanford	\$50,000	11/16/24-1/5/25	15 minute show, 30 fireworks	15 minute full drone show no fireworks, on 4 nights
City of Avenal	Independence Day 2024 Show	Avenal	\$35,000	06/29/2024	378 shells	12 minute show with 50/50 drones & fireworks
<b>Madera</b>						
Valley Children's Healthcare Foundation	Harvest Ball	Madera	\$16,000	09/02/2024	340 shells	10 minute full drone show no fireworks
<b>San Joaquin</b>						
Manteca Unified School District	East Union High Class of 2024 Graduation	Manteca	\$25,000	05/23/2024	500 fireworks	10 minute full drone show no fireworks
<b>Stanislaus</b>						
Oakdale Enrichment Society	All American Bash	Oakdale	\$50,000	06/29/2024	531 shells	18 minute full drone show no fireworks
The Baseball Club of Modesto, LLC	Los Alebrijes De Modesto Latino Night	Modesto	\$40,000	07/20/2024	1,012 shells	10 minute full drone show no fireworks
South Modesto Businesses United, Inc.	SMBU 4th of July Celebration	Modesto	\$50,000	07/04/2024	75% reduction	23 minute full drone show no fireworks
State of California 38th District Agricultural Association	Stanislaus County Fair	Turlock	\$50,000	7/6/24 & 7/7/24	15 minute show	15 minute full drone show no fireworks, on 2 nights
Turlock Downtown Property Owners Association	Turlock Downtown Independence Celebration	Turlock	\$50,000	06/29/2024	20 minute show	20 minute full drone show no fireworks
<b>Tulare</b>						
International Association of Lions - Exeter	Exeter Lions Club 4th of July Festival	Exeter	\$20,000	07/04/2024	50% reduction	10 minute show with 50/50 drones & fireworks
City of Visalia	Independence Spectacular 2024	Visalia	\$50,000	07/03/2024	15 minute show	two 13 minute full drone shows no fireworks on same night
First Pitch Entertainment, LLC DBA Visalia Rawhide Baseball Club	Rawhide baseball game	Visalia	\$32,000	06/22/2024	1,000 shots, 4 minute show	10-15 minute full drone show no fireworks

San Joaquin Valley Unified Air Pollution Control District  
Meeting of the Governing Board  
March 21, 2024

**ALLOCATE UP TO \$600,000 IN ADDITIONAL FUNDING FOR THE  
DISTRICT'S CLEAN ALTERNATIVES TO FIREWORKS PILOT  
INCENTIVE PROGRAM**

**Attachment B:**

**Budget Resolution**  
**(3 pages)**



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**BEFORE THE GOVERNING BOARD OF THE  
SAN JOAQUIN VALLEY UNIFIED  
AIR POLLUTION CONTROL DISTRICT**

IN THE MATTER OF INCREASING THE  
2023/24 DISTRICT BUDGET \$600,000  
FOR ADDITIONAL FUNDING FOR THE  
COMMUNITY INCENTIVES – CLEAN  
ALTERNATIVES TO FIREWORKS  
PILOT INCENTIVE PROGRAM

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**RESOLUTION NO. 24-3-8**

**WHEREAS**, The San Joaquin Valley Unified Air Pollution Control District (District) is a duly constituted unified district, as provided in California Health and Safety Code sections 40150 to 40161, and;

**WHEREAS**, the District is authorized by California Health and Safety Code section 40702 to make and enforce all necessary and proper orders, rules and regulations to accomplish the purpose of Division 26 of the Health and Safety Code, and;

**WHEREAS**, the District will provide incentive funding to the Clean Alternatives to Fireworks Program which allows for any public or private entity within the Valley to fund a drone light show in lieu of a large-scale fireworks display during the 4th of July or New Year's Eve to assist in the reduction of PM emissions. On February 5, 2024 the District opened a solicitation for applications Valley-wide, and;

**WHEREAS**, given the high level of interest in this pilot program throughout the Valley, the number of applications received exceeds the initial requested funding amount. Therefore, to adequately accommodate the interest in this program, at this time, staff recommends to increase the total allocation to provide incentive funding for all eligible applications received during the solicitation period, and;

**NOW, THEREFORE, IT IS ORDERED THAT** the District's Director of Administrative Services is authorized to increase the 2023/24 District Budget as follows:

**APPROPRIATIONS:**

**NON-OPERATING - INCENTIVE PROGRAMS**

Community Incentives – Clean Alternatives to Fireworks Program 504-8650-350-100	<b><u>\$600,000</u></b>
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1 TOTAL INCENTIVE PROGRAMS \$600,000

2 TOTAL APPROPRIATIONS \$600,000

3 **BE IT FURTHER RESOLVED THAT**, the Director of Administrative Services is  
4 ordered to adjust the following:

5 DISTRICT RESERVES:

6 F/B Assigned – Community Incentives Reserve \$600,000  
7 100-3086-000-100

8 TOTAL RESERVES DECREASED \$600,000

9 **BE IT FURTHER RESOLVED THAT** the estimated transfers for the 2023/24  
10 District Budget be adjusted as follows:

11 OPERATING – TRANSFERS OUT  
12 GENERAL FUND \$600,000  
13 100-9010-000-100

14 NON-OPERATING – TRANSFERS IN  
15 Community Incentives \$600,000  
16 504-4710-350-100

17 Approved as to Accounting Form

18 By \_\_\_\_\_  
19 Ryan Buchanan  
20 Director of Administrative Services

21 **THE FOREGOING** was passed and adopted by the following vote of the Governing Board  
22 of the SAN JOAQUIN VALLEY UNIFIED AIR POLLUTION CONTROL DISTRICT this 21st  
23 day of March, 2024 to wit:

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25 AYES:

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27 NOES:

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ABSENT:

SAN JOAQUIN VALLEY UNIFIED  
AIR POLLUTION CONTROL DISTRICT

By \_\_\_\_\_

Vito Chiesa, Chair  
Governing Board

ATTEST:

Deputy Clerk to the Governing Board

By \_\_\_\_\_

Katrina Rojas