



SCRIPPS MESA
FIREWORKS
A Neighborhood Celebration!

MINUTES

MEETING 2025 Fundraising Kickoff
DATE July 31, 2024
TIME 6:00pm
LOCATION Mira Mesa Presbyterian Church

Attendees: Michael Spencer, Jeff Stevens (substituting as secretary for Pam Stevens), Jennifer Dronick, Karin De Jauregui, Lou Labaw, Norm Enquito, Shane O'Garro, Kimi Williams, Amy O'Connor, Morgan Nipper, Rachel Tagliareni, Linda Lewis

Next Meeting: August 28, 2024, 6:00pm, Mira Mesa Presbyterian Church

Michael: Scripps Mesa Fireworks (SMF) was formed as a 501c(3) nonprofit in 1997 for the purpose of raising funds for the Mira Mesa Fourth of July Fireworks.

State law requires 70 feet per inch of shell. Wangenheim is 700 ft by 700 ft square, which allows up to 4.5" shells. We have been using a maximum of 4" shells. Wangenheim is the only location in Mira Mesa or Scripps Ranch that is acceptable for setting off fireworks.

Last year SMF raised \$24,149, which was pretty good. Major sponsors were Mesa Centers, Little Sakana, Vulcan, Casa Mira View, Mira Mesa Senior Center, Mira Mesa Town Council, and Title Sponsor 3Roots.

The "opportunity drawing" for the quilt generated \$1200.

Costs were:

1. Fireworks (Pyro-Spectaculars): \$23,260
2. Security: \$1,809
3. Clean-up (Gorilla Services): \$995
4. Special event permit: \$124
5. Fire department permit: \$292
6. Portalet: \$500

Next year will not have portalet cost because rest room at the park will be open.

Total cost was about \$27,000.

SMF received a \$15,000 grant through the County via the American Recovery Act, but this is a special, one-time grant.

SMF currently has \$11,156 left in the bank account. Looking for sources of revenue. Could apply for a County CE grant to pay non-firework expenses.

Michael is paying approximately \$100/month for a storage unit for T-shirts and other promotional materials.

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For 2025, Pyro-spectaculars has provided an estimated cost of \$24,888 for the same show as 2024. This is a 15 minute show, but stretches out to 20 minutes. This is for July 3rd. The show could be extended to 17-19 minutes, but that would cost \$29,888. July 4th would cost \$35,000. Currently planning to do the stretched 15 minute show on July 3rd. July 3, 2025 will be on a Thursday, so this will be a good start to a long weekend.

For comparison, the company that did the La Jolla drone show quoted a show that would last 10 minutes, would be visible for only ½ mile and would cost \$35,000.

Discussions about how to get the word out about the event – posters, banners, schools, special events, etc. Will have a booth at the Mira Mesa Street Fair on October 5th.

Discussions of other fundraising opportunities. Maybe have a restaurant night once per month. Maybe on the 3rd of each month to remind people fireworks will be on the 3rd. Possibly focused on chicken restaurants.

Jennifer Dronick has quilted a Hot Pot table runner for this year's opportunity drawing (see picture).

Michael is trying to get translation services for all publicity, particularly for Tagalog and Vietnamese.

SMF is producing a newsletter, schedule monthly but has not been keeping to that schedule.

A few final comments:

December is the biggest month for donations, so focus on that time period.

Scripps Mesa Fireworks could use a better name that emphasizes Mira Mesa.

Get Mira Mesa performing arts to perform prior to Fireworks.

Michael would like to delegate contacting sponsors to a willing volunteer.



Jeff Stevens, for Pam Stevens, Secretary.