

TOWN OF WINDSOR AGENDA REPORT

Parks and Recreation Commission Meeting Date: August 13, 2025

To: Chair and Commissioners
From: Nelle Herman, Recreation Manager
Subject: 2025 Kaboom Summary Report

Recommendation:

Receive a summary report of the 2025 July 3 Kaboom event and provide feedback and recommendations to Town Council.

Background:

Between 2009 and 2019 the Town coordinated with non-profit and business partners to build an Independence Day firework show into what has become Windsor Kaboom (Event). As the partnerships developed, the Town moved into a secondary, supportive role reducing the associated costs for the Town to under \$10,000 per event.

The 2020 and 2021 Events were cancelled due to the pandemic, and concerns with local drought and weather conditions. In 2022, following the lifting of COVID-19 group gathering restrictions, the Town was permitted to host the Event and invite the community to Keiser Park once again. The Town eased back into this community celebration by hosting the Event without a partnership agreement.

Leading into the 2023 Event, and following a competitive Request for Proposals (RFP) process, the Town Council approved a three-year Cooperative Agreement (Agreement) with the Active 20-30 Club #50 of Santa Rosa and Club #205 of Healdsburg to revive Windsor Kaboom. The Agreement encompasses reimbursable support amounting to \$35,000 in year-one of the Agreement, earmarked mainly for pyrotechnics and security, and \$25,000 in year-two and three earmarked for pyrotechnics. Additionally, the Active 20-30 Clubs have assumed responsibility and the costs for several substantial aspects of the event, which include the organization of live musical entertainment, professional sound production, the provision of a stage, VIP area, coordination of food and alcohol vendors, security, management of sponsorships, facilitation of ticket sales and providing a large number of volunteers.

The mission of the Active 20-30 Club is “providing young adults an opportunity for personal growth, friendships, and leadership development while improving the quality of life for the underserved children in our communities”. The revenue earned from the Event contributes to the respective clubs’ ongoing mission-driven community projects and initiatives. For example, one of the ongoing projects both Clubs participate in is the “Back to School Children’s Shopping Spree.” The shopping spree serves up to 300 children by providing back-to-school clothes and shoes, dental screening, haircut, a new backpack and grade level school supplies.

Discussion:

The 2025 Event followed the same successful format as in previous years, taking place on July 3 at Keiser Park. The Event kicked off with gates opening at 4:00pm, offering general admission tickets at \$10 for adults and \$5 for children. The crowd was treated to live music by the Igniters, Gas Money, and finally the headliner, Adam Aldana and the Aces, who took the stage at about 7:00pm.

The Active 20-30 Clubs report ticket sales were higher in 2025 compared to 2024 and 2023. The presale General Admission, Youth General Admission and VIP tickets reached 4,130 and an estimated 1,990 were sold at the gate bringing in a about \$66,000 in ticket sale revenue.

A new addition to this year's event was the inclusion of the SMART train as a transportation option for attendees. In advance of the event, Town staff coordinated with SMART to schedule a special late-night train to accommodate return travel. According to the post-event report provided by SMART, the service was well utilized. A three-car train was scheduled to depart at 10:50 p.m., however, passengers began arriving as early as 10:00 p.m., and by 10:30 p.m. the train had reached capacity, prompting an early departure with over 415 passengers on board. In response to the demand, SMART deployed an overflow train that departed shortly after 11:00 p.m., carrying an additional 150 passengers. The special late-night service extended as far south as the Petaluma Downtown station, where it was reported that over 100 individuals disembarked.

In response to previous feedback from the Parks & Recreation Commission and Town Council, the 2025 Event included a new partnership with Waste Less Windsor. The organization recruited approximately 12 volunteers to support waste diversion efforts. Volunteers assisted with posting signage on waste receptacles, educating attendees on proper disposal practices, and monitoring receptacles for contamination. Following the event, volunteers sorted improperly disposed materials and weighed the rolling bins to estimate the total amount of waste diverted from the landfill.

Overall, the 2025 Kaboom event was a success, earning approximately \$28,297 dollars each for the Active 20-30 Club of Santa Rosa #50 and Healdsburg #205. Attachment 1 shows the preliminary detailed Event Budget for 2025 and reflects both expense and revenue for the Event.

Considerations

This year represents the final year of the three-year agreement approved by the Town Council in 2023. The following are two staff recommendations with alternatives for Commission to review to help determine the most appropriate course of action for the future of the fireworks event.

1. Recommendation to Extend the Agreement

Consider extending the agreement with Active 20-30 Club #50 of Santa Rosa and #205 of Healdsburg to continue producing the Event in its current format.

Over the past three years, a dedicated team including Town Parks and Recreation and Public Works, the Windsor Police Department, the Sonoma County Fire District Civil Air Patrol, private Security, California Highway Patrol, Pyrotechnics, the Windsor Unified School District, Bells Ambulance and sound and stage technicians have committed countless hours and resources into establishing and refining the Event put on by Active 20-30. Active 20-30 event coordinators have been able to build upon successes and learning opportunities, creating a well refined playbook for the following event year.

One of the greatest assets the Active 20-30 Clubs bring to the partnership is their access to a robust volunteer base, which is essential given the size and scale of the event. In addition to the extensive planning required in the weeks leading up to the event, volunteers arrive on-site more than 24-hours before gates open and volunteer's takedown and cleanup activities extend into the July 4th holiday. Without a strong network of volunteers, this level of time commitment would present a significant burden on the Town.

Given the heavy reliance on volunteers from the Active 20-30 Club, along with the significant time commitment from each of the key safety partners in refining the event's success over the past three years, staff suggests that Commission forward a recommendation to Council to consider extending the three-year agreement with the Active 20-30 Club for the planning and execution of the July 3 Kaboom event.

Alternative: If the Event agreement with Active 20-30 is not extended, Staff will need to run a full, new RFP process to recruit and negotiate a new Event producer agreement. This is time-intensive and the Town runs the risk of losing the institutional knowledge gained over the last three years.

2. Recommendation on Event Funding Support

Consider providing a tiered reimbursement schedule toward the pyrotechnic component of the event annually for the duration of the extended agreement.

During the Event debrief, the pyrotechnic company, who has been a professional and reliable partner for many years, expressed growing concerns about rising demand and costs heading into 2026. Several factors are contributing to this concern, including the holiday falling on a weekend in 2026 and a recent tragic incident involving another California-based pyrotechnic supplier and operator. The Kaboom pyrotechnic operator stated that, while they do not yet know how these factors will affect customer pricing, they anticipate a more significant cost increase than in previous years. Since 2023, pyrotechnic costs have risen by \$1,000–\$1,500 each year, with the 2025 total reaching \$27,500. The Town of Windsor currently reimburses the Active 20-30 Club in the amount of \$25,000 to help cover this cost.

The total cost of executing the Kaboom event exceeds \$100,000 annually. Each year, the two Active 20-30 Clubs collaborate to secure the necessary funding to cover these expenses. It is essential that the event organizer is both well-established and dependable, as significant upfront funding is required to secure deposits and make advance payments for the various components needed to successfully produce the event.

As a result of recent budget reductions, the Town's \$25,000 funding contribution to the Kaboom event has been placed on the Town Council's discretionary funding list. This list will be reviewed in October, at which time the contribution may be funded at the Council's discretion. Net proceeds from the event are equally distributed between the two Active 20-30 Clubs and allocated to local community service projects. Should the \$25,000 contribution not be approved, the total financial burden on the Clubs will increase, thereby reducing the amount ultimately available for reinvestment in community initiatives.

Staff suggests that the Commission consider recommending to Council for approval a tiered reimbursement structure. Under the tiered model, if net proceeds from the event are equal to or less than \$10,000 (prior to being equally distributed between the two Clubs), the Town will reimburse the full amount budgeted by Council. In the example below, staff is showing a maximum reimbursement of \$20,000. For every \$5,000 increment in net proceeds exceeding the \$10,000 threshold, the Town's reimbursement would be reduced by \$5,000. See the table below as a conceptual example of a tiered reimbursement.

Net Event Proceeds	Town Reimbursement to Event
\$10,000 or less	\$20,000
\$10,001-\$15,000	\$15,000

\$15,001-\$20,000	\$10,000
\$20,001-\$25,000	\$5,000
\$25,001 and above	\$0

In the above example, staff used the total contribution amount of \$20,000. Using the table, if the future net proceeds were \$20,000 the Town would contribute \$10,000. Making the grand total proceeds \$30,000 to be split between the two Clubs. Their individual amounts of \$15,000 would go back into their reserves for the following year's Event and a portion of that to go towards their community projects and initiatives.

Alternative: Ultimately, if the Town does not contribute financially to produce this event, the Clubs will need to determine the financial viability to produce the event in the future. If the Clubs step down as the Event producer, the Town may be in a circumstance of contributing more to the Event with a new producer or worst case scenario, cancelling the Event entirely.

Any recommendations discussed and approved by the Commission at their regular meeting in August will be forwarded to the Town Council for consideration at their regular meeting on September 17, 2025. The discretionary funding amount for Windsor Kaboom will be part of the considerations for Town Council when they take a look at the Town wide discretionary funding in October.

Fiscal Impact:

There is no fiscal impact as a result of this report.

Attachment(s):

[1. Preliminary 2025 Kaboom Budget](#)

[11.2 PowerPoint \(Distributed 2025-08-13\)](#)

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