

MEMORANDUM
City of Chino
Community Services
Parks & Recreation Department

DATE: OCTOBER 28, 2024

TO: COMMUNITY SERVICES, PARKS & RECREATION COMMISSION

FROM: SILVIA AVALOS, DIRECTOR OF COMMUNITY SERVICES, PARKS & RECREATION
NIKKI LOVE, STRATEGIC INITIATIVES MANAGER

SUBJECT: FIREWORKS UPDATE 2024

cc: File

BACKGROUND

The Community Services, Parks & Recreation Commission is charged with oversight of Title 8.12 of the Chino Municipal Code relating to the sale and discharge of safe and sane fireworks in the City of Chino. At the end of each fireworks season, an update is provided to the Commission regarding the sale of safe and sane fireworks and any violations that may have occurred, calls for service/complaints, citations issued, injuries or fires resulting from the use of fireworks, confiscated fireworks, surcharge payments, and gross and net sales of safe and sane fireworks.

ISSUES/ANALYSIS

2024 Recap: This year, 25 non-profit organizations were issued retail permits by the Finance Department for the sale of safe and sane fireworks. Sales were conducted from July 1-4, 2024. There was one violation of the Chino Municipal Code related to the operation of fireworks stands.

Twenty-five retail sales permits were approved by the Community Services, Parks & Recreation Commission on April 22, 2024:

American Legion Post 299	Gavin R. Stevens Foundation
CHAPPS	Living Word Assembly of God
Chino American Little League	Magnolia Jr. High School After School
Chino Cowboy Huddle	Magnolia Jr. High School Music Boosters
Chino High School Basketball	Monte Vista 4-H Council
Chino High School Pep Squad	Nitemares Soccer Club
Chino High School Band Boosters	Parents of Chino Scouts
Chino High School Sports Boosters	Parents of Troop 202

Chino Neighborhood House	Praise Chapel
Christ Lutheran Church	The Bridge
Don Lugo High School Grad Night	To the Pointe Dance Productions/Mission Sports
Don Lugo Performing Arts/Band	Victory Outreach Church
Don Lugo Sports Boosters	

As in past years, the City experienced a large volume of illegal fireworks throughout the City on July 4, as well as before and after the holiday.

Complaints/Calls for Service:

The following Departments within the City received complaints or calls for service regarding the use of illegal fireworks in 2024. A comparison of the last five years' calls for service is below:

Department	2024	2023	2022	2021	2020
Administration	0	1	0	4	10
Community Services, Parks & Recreation	0	1	0	3	3
Finance	0	0	0	0	0
Police	426	235	200	230	225
Public Works	0	0	0	0	0
Total	426	237	200	237	238

Two emails were received from residents and are attached.

Injuries and Damage:

The Chino Valley Fire District reported 13 calls related to the use of fireworks. One injury was reported.

Police Deployment (6:00 p.m.-midnight):

This year, the Police Department deployed 59 sworn personnel during the deployment period. This was up from 67 sworn in 2023.

Citations:

A total of 55 fireworks citations were issued for the use of illegal fireworks. Twenty-one of those citations were issued to non-residents. The Chino Police Department issued 1 additional criminal citation by the Special Investigations Unit (SIU) and 3 administrative citations by Patrol prior to July 4.

Confiscated Fireworks:

This year, the Chino Police Department confiscated 525 pounds of illegal fireworks and the Chino Valley Independent Fire District confiscated 310 pounds. The Fire District numbers reflect the total amount collected from their service area and is not specific to Chino. In 2023, the Police Department confiscated 392 pounds and the Chino Fire confiscated 518.5 pounds throughout the district.

Educational Campaign:

This year’s educational campaign, “Illegal Fireworks Strike Again!,” was distributed via social media, direct mail, newspaper ads, theater advertisements, and posters and flyers distributed to all City facilities and fireworks booths.

Illegal Fireworks Strike Again!
Man gets severely burned lighting illegal fireworks.

The City of Chino strictly enforces fireworks laws and fines:
 Possession or use of illegal fireworks - \$1,000 fine.
 Inappropriate use of safe and sane fireworks - \$500 fine.
 No fireworks allowed anywhere outside a residential zone in any public park, in the area bounded by Euclid Avenue to the west, Kimball Avenue to the south, and the City limits to the north and east, and in the area south of Pine Avenue to the City limits.
 Chino Municipal Code 8.12.
 To report the use or storage of illegal fireworks, download the Chino Police Department App or call 909-638-1234.

Don't let this be you!

A man was shooting off illegal fireworks when one blew up in his face and hands. He was severely burned and needed to be taken to a nearby burn center where he received immediate medical attention. Every year, more individuals get burned from using illegal fireworks during the 4th of July. Don't let this happen to you. Stop using illegal fireworks!*

Refuse to light the fuse!

*This was not an actual event that occurred.

Illegal Fireworks Strike Again!
Man gets severely burned lighting illegal fireworks.

Don't let this be you!

Illegal fireworks turn into a medical emergency.

A man was shooting off illegal fireworks when one blew up in his face and hands. He was severely burned and needed to be taken to a nearby burn center where he received immediate medical attention. Every year, more individuals get burned from using illegal fireworks during the 4th of July. Don't let this happen to you. Stop using illegal fireworks!*

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For more information about fireworks in Chino, please scan the QR code or call 909-334-3256.

11220 Central Ave., Chino, CA 91710
 909-334-3256
 July 4, 2024
 cityofchino.org/fireworks

RIGHT TO LIFE POLICE AND INDUSTRY CA PERMIT # 137

*****ECRWSSDDM****
 Residential Customer

POSTERS DISTRIBUTED

RESIDENT POSTCARD MAILER

Below is a snapshot of the social media impact:

Source	Date	Post (All social media)	Reach	Engagement
Chino, CSPR, Chino PD, Chino Valley Fire District	6/04	Encouraged residents to celebrate the 4th of July responsibly by re-informing them on Safe and Sane fireworks, firework laws, and penalties.	8,300	258
Chino PD	6/11	Photograph of confiscated fireworks and a reminder of Safe and Sane fireworks, firework laws, and penalties	NA	764
Chino PD	6/20	Fireworks promotion and reminder of Safe and Sane fireworks as well as laws	NA	661
Chino PD	7/02	Informing residents of the ability to report illegal fireworks	NA	91

Reach = The number of unique persons who have seen post.

Engagement = Individuals who have reacted to, shared, clicked, or commented on post.

Community Support Services ~ Human Services ~ Neighborhood Services ~ Parks & Facilities ~ Recreation Services ~ Senior Services

Surcharge:

In 2024, the total surcharge collected from each fireworks booth operator averaged 4% per organization. The surcharge is calculated based on the City’s additional costs incurred for Public Works, Police, and marketing services. Those costs totaled \$69,737. Public Works did not report additional costs in 2024.

Sales:

The summary below provides gross sales and net profit for each fireworks booth. Total gross sales totaled \$1,546,907.88 in 2024, as compared to \$1,575,599.95 in 2023. Total net profit in 2024 was \$447,243.59, as compared to \$463,930.13 in 2023. The average profit generated was \$17,889.74 in 2024, as compared to \$18,557.21 in 2023.

Below is a summary of gross sales and net profit for your information:

2023			2024		
ORGANIZATION	GROSS SALES	2023 NET PROFIT AFTER PAYING SURCHARGE	ORGANIZATION	GROSS SALES	2024 NET PROFIT AFTER PAYING SURCHARGE
A	34,495.13	5,636.04	A	23,389.00	3,467.44
K	27,189.17	3,897.96	G	31,489.00	12,004.41
R	24,696.00	5,266.49	K	32,116.67	7,179.32
E	32,538.00	6,929.64	B	34,200.72	6,528.86
V	35,209.00	7,852.02	C	34,909.00	8,739.56
G	46,776.20	8,001.80	Y	38,771.00	3,896.13
J	51,683.50	11,338.06	H	39,553.38	7,492.84
L	46,827.10	12,551.28	D	42,019.00	7,035.33
C	42,178.38	12,618.46	P	43,686.00	18,773.55
W	53,174.26	12,743.79	J	45,334.00	13,833.36
S	42,357.78	13,655.37	I	48,707.00	11,389.79
H	70,258.42	13,886.92	F	50,392.00	10,247.83
O	93,243.45	14,932.83	N	52,182.00	16,589.97
U	73,581.61	15,358.27	Q	52,534.00	9,195.45
M	48,547.80	16,633.38	M	53,548.00	17,809.47
T	70,779.00	18,244.56	E	55,547.05	16,887.25
I	84,557.90	18,526.83	R	69,240.00	17,300.56
P	52,978.00	20,126.84	R	76,197.42	29,506.57
D	55,227.00	20,666.27	T	76,801.00	21,894.26
Q	60,428.50	22,221.54	L	92,909.77	24,590.26
Y	70,217.89	28,003.67	U	94,533.00	28,582.47
F	93,010.33	33,097.86	V	98,421.52	34,360.66
N	101,163.51	38,821.96	O	105,955.00	24,192.79
B	119,981.00	43,363.94	W	121,931.85	43,129.74
X	144,501.02	59,554.33	X	132,540.50	52,615.70
TOTAL	1,575,599.95	463,930.13	TOTAL	1,546,907.88	447,243.59
AVERAGE NET		18,557.21	AVERAGE NET		17,889.74

RECOMMENDATION

For Community Services, Parks & Recreation Commission information and direction if desired.