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Bigger bang: Fireworks display expected to be longer and better this year

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GREENFIELD — The town is about to get “the best” fireworks display it has ever seen, according to the mayor and the town’s recreation director.

Mayor William Martin said the New Hampshire company that short-changed Greenfield for the past three or four years has come to an agreement with the town and promised a “most spectacular show” on Sunday on Beacon Field below Poet’s Seat Tower.

Atlas PyroVision Productions Inc. Vice President Matt Shea the fireworks display will be comparable to the town’s Winter Carnival display this past February, but will be much bigger and more exciting.

“The Winter Carnival show lasted about 12 minutes,” said Shea. “When it’s cold like that you get in and out and give the most excitement you can give in a short time.”

Shea said Atlas, which is located in Jaffrey, will use the typical patriotic red, white and blue shells this year, but will also add lots of new color and different types of willows and waterfall fireworks, while providing a really strong variety of fireworks.

“When the display is over and people are done watching, they’ll be able to say they saw every type of effect they could,” said Shea. “We’re going to have a great finale.”

Shea said typically the technicians put the show together, but this year he himself designed it.

“We’re really looking forward to this,” said Shea. “Greenfield is near and dear to us.”



Recorder file photo/Beth Reynolds
Happy Birthday America! Greenfield will celebrate Independence Day on Sunday with live music and fireworks at Beacon Field. The rain date is Monday. You can get more details on this and other celebrations under “Fourth of July” in our calendar. Pictured, the 2013 fireworks.

Martin said the good news is that the display cost the town \$4,500 for 1,338 shells this year. The town's Fire Department will be at Poet's Seat Tower to count as they are unloaded.

Last year, the town learned that it had not been getting the bang for its buck it thought it had during previous years.

Atlas, which has provided the town its annual fireworks display for more than two decades, appeared to have been short-changing Greenfield.

Martin said that the town learned last year that between 2011 and 2014 Greenfield was shorted an average of 600 to 650 shells per year — the difference between the number of shells it paid for and the number fired during each show.

For instance, in 2014, Atlas contracted with the town to shoot 1,360 shells during the fireworks display on July 5 at Beacon Field and received 672.

Shea said any issues that came from last year's investigation by the town have since been resolved.

"It has made us a better company — one with a commitment to Greenfield," said Shea.

Martin said the town and fireworks company lawyers came to an agreement out of court.

"They promise us 'fantastic' this year," said Martin. "I'm looking forward to it."

Christy Moore, the town's recreation director, said the town did not do its typical fundraising this year for the Fourth of July event.

"The mayor wanted to give residents a break this year," she said.

The town usually raises about \$17,000 for the summer celebration. Fireworks have typically cost the town about \$11,000 to \$12,000 and the rest of the money was spent on entertainment and such.

"Atlas says our show is packed and ready to go," said Moore. "People are going to get the show they deserve this year. We're ready!"

The Greenfield Fourth of July Celebration will be held on Beacon Field Sunday, July 5, from 4 to 10:30 p.m. Fireworks will begin at 9:35 p.m. There will be music and vendors of all types. The rain date is Monday.

For more information, call 413-772-1553 or visit: www.greenfieldrecreation.com. Also visit the department on Facebook or follow it on Twitter.

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