EDC Agenda
November 09, 2026

Minutes Resolution **Action Item**

Agenda Description:

Discuss, consider, and possible action regarding the allocation of promotional funds to support the City of Joshua's 2027 Independence Day Celebration.

Background Information:

The City of Joshua's 2026 America's 250th Independence Day Celebration was a tremendous success and quite possibly the largest event in the City's history, attracting more than 5,000 attendees. The event brought together residents and visitors from Joshua and surrounding communities for an unforgettable celebration.

Building on the overwhelming success of last year's event, the City is excited to continue this tradition with an even bigger and better Independence Day Celebration in 2027.

With only approximately six weeks to plan last year's event, City staff recognizes the importance of beginning preparations much earlier. To ensure the continued success of this signature community event, staff is requesting promotional funding from the Corporation at this time. Early funding approval will allow the City to secure entertainment, reserve vendors and attractions, and begin planning and promotional efforts well in advance.

The City's goal is to build on the momentum of the 2026 celebration, attract visitors to Joshua, promote local businesses, and establish the Independence Day Celebration as a highly anticipated annual event.

Financial Information:

Funding is being requested from the Corporation's promotional expenditures budget to support the City's 2027 Independence Day Celebration.

City Contact and Recommendations:

Alice Holloway, City Secretary

Attachments: