

MEMORANDUM

To: Parks and Recreation Commission

Department: Administration

Date: May 8, 2025

Subject: Annual Summary of Park Events

Background

The City of La Vernia continues to offer a vibrant calendar of events in our public parks that promote community engagement, family fun, and local tradition. These events are a vital part of La Vernia's quality of life and are largely made possible through partnerships with the La Vernia Municipal Development District (MDD), the La Vernia Police Department, and private community organizers.

Proposal / Overview of Annual Events

The following is a summary of recurring major events held in the park throughout the year:

- **Independence Day Celebration**
La Vernia's largest annual event, drawing approximately 8,000 attendees in 2024. This event includes live entertainment, food vendors, family activities, and a professional fireworks display. The event is organized and funded by the La Vernia MDD.
- **Halloween Movie Night in the Park**
A community favorite that features a family-friendly Halloween movie, costumes, themed activities, and concessions. Attendance continues to grow each year, with strong local participation.
- **Summer Movie Series**
New for this year, the City and MDD are hosting a six-part summer movie series featuring family-oriented films and themed activities for children and families. This initiative is part of our expanded effort to offer more recurring, low-cost recreational opportunities.
- **Christmas in the Park**
A cherished La Vernia tradition for over 30 years, this event brings together approximately 2,000 attendees annually. It features holiday music, lights, crafts, food, and a visit from Santa Claus. Organized by the MDD with support from City staff and volunteers.
- **National Night Out**
Hosted by the La Vernia Police Department, this event focuses on public safety awareness and strengthening relationships between residents and local law enforcement. The event includes demonstrations, games, and refreshments.
- **Market Days and Youth Market**
These recurring events are privately produced and hosted in the park throughout the year,

providing opportunities for local businesses, youth entrepreneurs, and artisans to connect with the community.

Conclusion

The City of La Vernia's park events serve as important community-building tools that enhance the livability and charm of our city. Staff recommends continued support for these activities and future partnerships to expand programming in response to resident feedback.

Please let us know if you have any questions or if additional event programming is desired.