

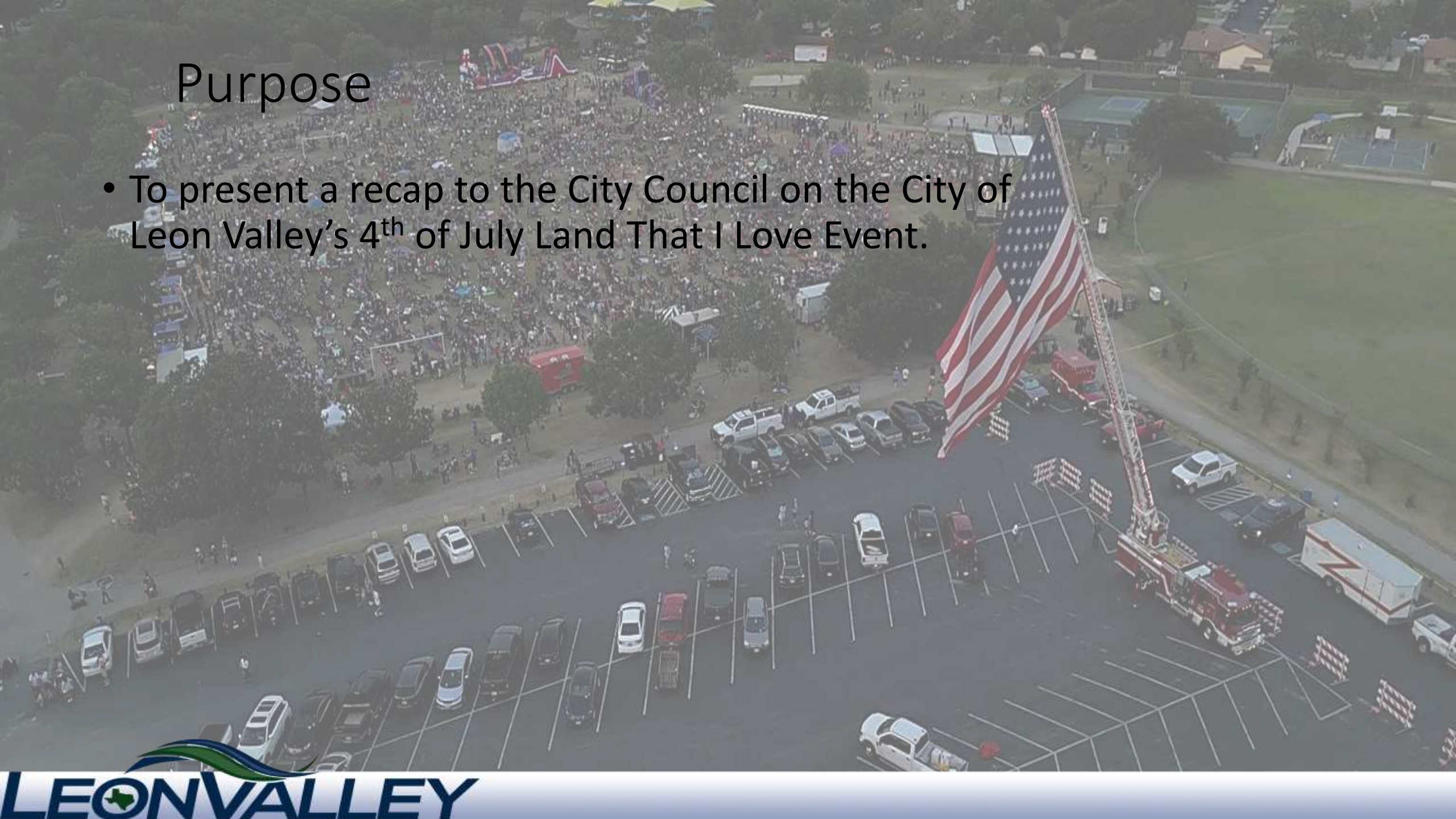


Land That I Love Recap

Crystal Miranda
Community Relations Director
City Council Meeting
September 5, 2023

Purpose

- To present a recap to the City Council on the City of Leon Valley's 4th of July Land That I Love Event.



"Land That I Love"

Overview

Tuesday, July 4th, 2023

- ★ Leon Valley Historical Society Pioneer Run at 7:30 a.m.
- ★ Vendors, Food Trucks, SBFZ 6:30 p.m. – 9:30 p.m.
- ★ Parade 7:00 p.m.
- ★ Spazmatics 8:00 p.m.
- ★ Fireworks at 9:45 p.m.
- ★ Spazmatics Finale 10:30 p.m.

**Tuesday,
July 4,
2023**

Pioneer 5k - 7:30 a.m.

Parade - 7 p.m.

The Spazmatics - 8 p.m.

**Vendors, Food Trucks,
Beer - 5 p.m.**

**Small Business FunZone
Fireworks Display - 9:45
p.m.**

Concert Ends at 10:30

Revenue

Name	Amount
Sponsorship	\$54,500
Vendor Fees	\$2,170
Small Business Support	\$4,850
Total	\$61,520

In-Kind Support

Business	Cost/Item
Bexar County	Cooling tent
Tiger Sanitation	Trash and Recycling Bins
Smash Dance	National Anthem and Dance Performance
H-E-B	In store credit \$1,000
Image 360	Banner \$300
Sunset Funeral	2 tents
Randolph Brooks	Water for volunteers - \$150

Expenses – Advertisement

Category	Cost
Event Set-Up & Staging/Operations	\$52,231.90
Advertising	\$4,694.59
Entertainment	\$30,274.89
Miscellaneous	\$2,942.92
Staff Overtime	\$41,918.60
Total	\$132,062.90

Event Summary of Cost

Total Cost (Set-Up and Staging)	\$ 52,231.90
Total Cost (Advertisement/Signage)	\$ 4,694.59
Total Cost (Entertainment)	\$ 30,274.89
Total Cost (Miscellaneous)	\$ 2,942.92
Total Cost (Employee OT)	\$ 41,918.60
Total Cost	\$ 132,062.90

Event Fiscal Impact

City Budget	
Fourth of July Budget	\$80,000
Fourth of July Overtime Budget	\$18,000
Total Budget	\$98,000

Revenue	
Monetary Sponsorships	\$54,500
Vendor Fees	\$2,170
Small Business Sponsorship	\$4,850
Total Revenue	\$61,520.00
Expenditure	
Set-Up & Staging	\$52,231.90
Advertising	\$4,694.59
Entertainment	\$30,274.89
Miscellaneous	\$2,942.92
Hourly Staff	\$41,918.60
Total Expenditures	\$132,062.90

Event Fiscal Impact - Entertainment

- Entertainment Breakdown:
 - SMASH – Dance and National Anthem = \$0 (in-kind plus sponsorship)
 - The Spazmatics - \$10,500
 - Fireworks - \$15,900
 - Inflatables - \$3,265
 - Rent Giant Games - \$175
 - Academy - \$434.89
- Total = \$30,274.89

Event Fiscal Impact - Operations

- Operations Breakdown:

- Barricades, Message Boards, Restrooms, Light Towers, Sink Stations, etc. = \$14,556.90
- Stage and Sound Production for Entertainment = \$20,000
- Security = \$7,695
- Portacools = \$360
- Electrician = \$9,620

- Total = \$52,231.90






Event Feedback

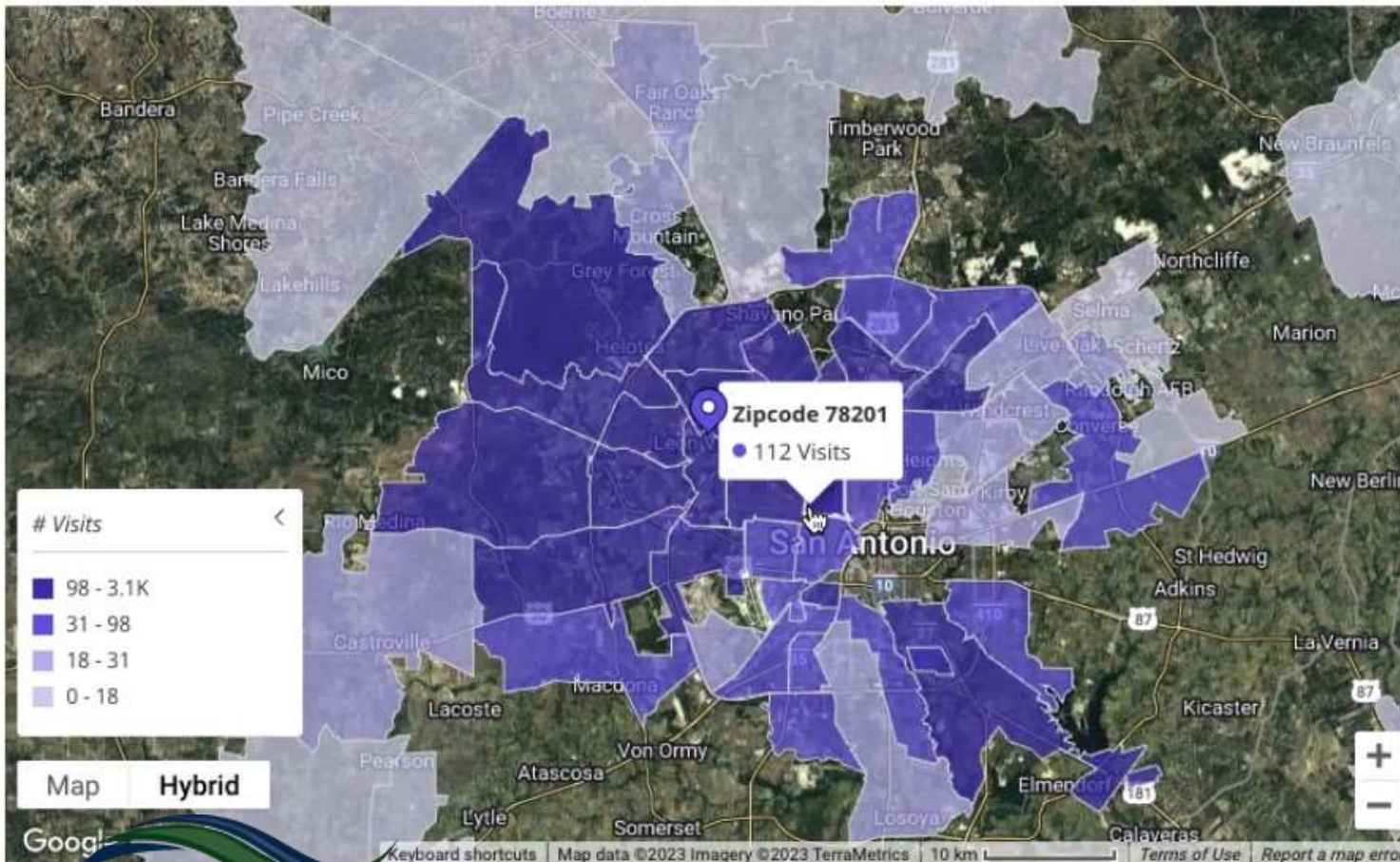
- **Concerns and Recommendations**

- **5k**
 - Contract additional officers
- **Parade**
 - More volunteers/staff
 - Barricades were moved or ignored – look into different road closures
 - Better communication
 - Information station – check in table with shade needs to be visible
 -
- **Event**
 - Security
 - EMS/Fire
 - More volunteers/staff
 - Move stage – allow for fair vending opportunities
 - Stick to deadlines
 - Fencing off fireworks zone
 - Golf Carts
 - Inflatables – injuries, lost children, etc.
 - Vendors

Economic Impact

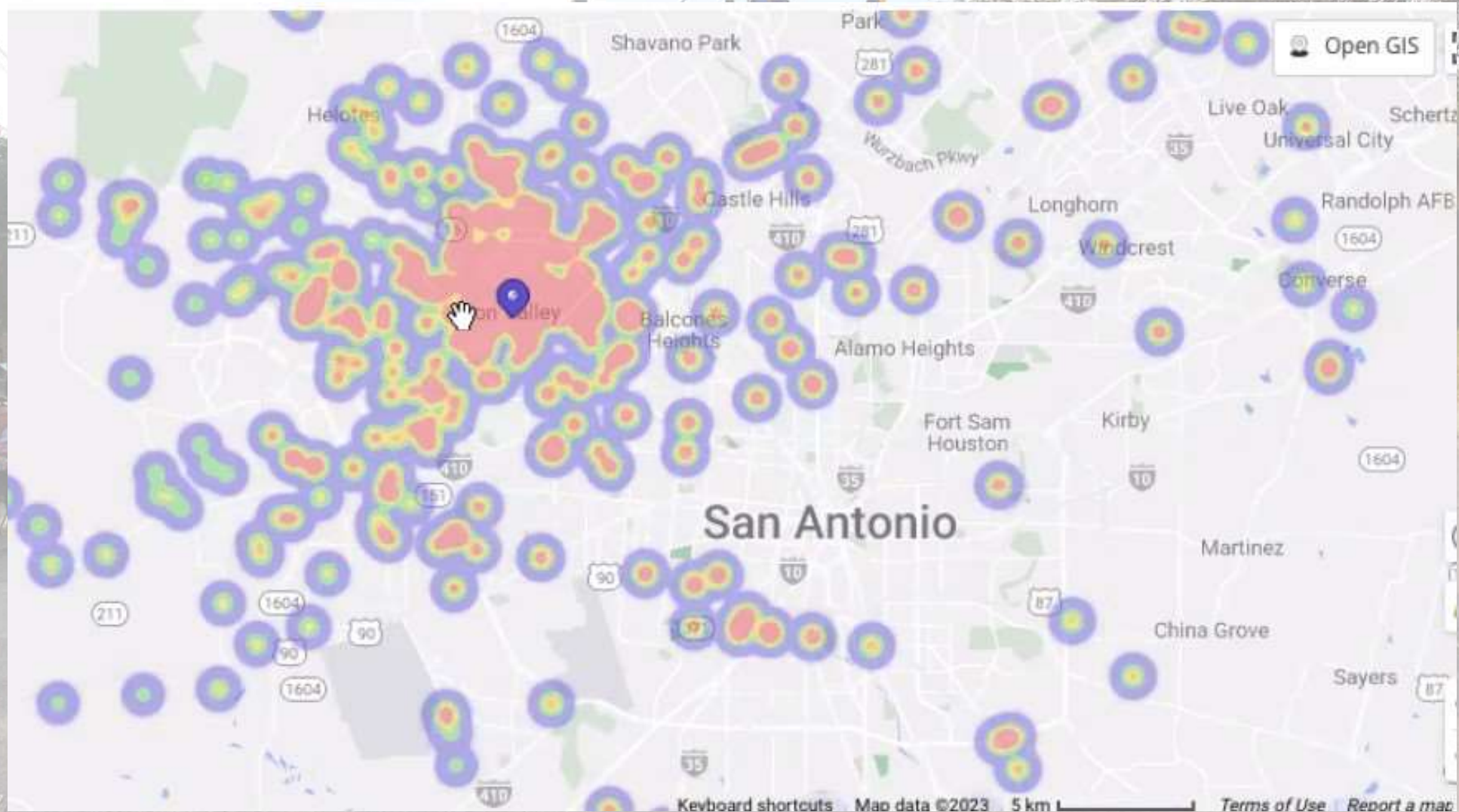
Visitors By Origin

Venues:   Origin: Home Location  Metric: Visits  View: **# of Visits** % of Visits YoY Change 



Zipcode / City	Visits (% of Total)
78240 San Antonio, TX	3.1K (26.3%)
78238 San Antonio, TX	1.3K (10.6%)
78250 San Antonio, TX	1.1K (9.2%)
78251 San Antonio, TX	600 (5%)
78229 San Antonio, TX	597 (5%)
78228 San Antonio, TX	504 (4.2%)
78254 San Antonio, TX	372 (3.1%)
78245 San Antonio, TX	309 (2.6%)
78227 San Antonio, TX	298 (2.5%)
78230	287 (2.4%)

Economic Impact



Economic Impact

Property Overview

Jul 4 - Jul 4, 2023

Hourly Visits

Raymond Rimkus Park
6440 Evers Rd, Leon Valley, TX 78238



Visits | Jul 4th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Trade Area Coverage by Distance

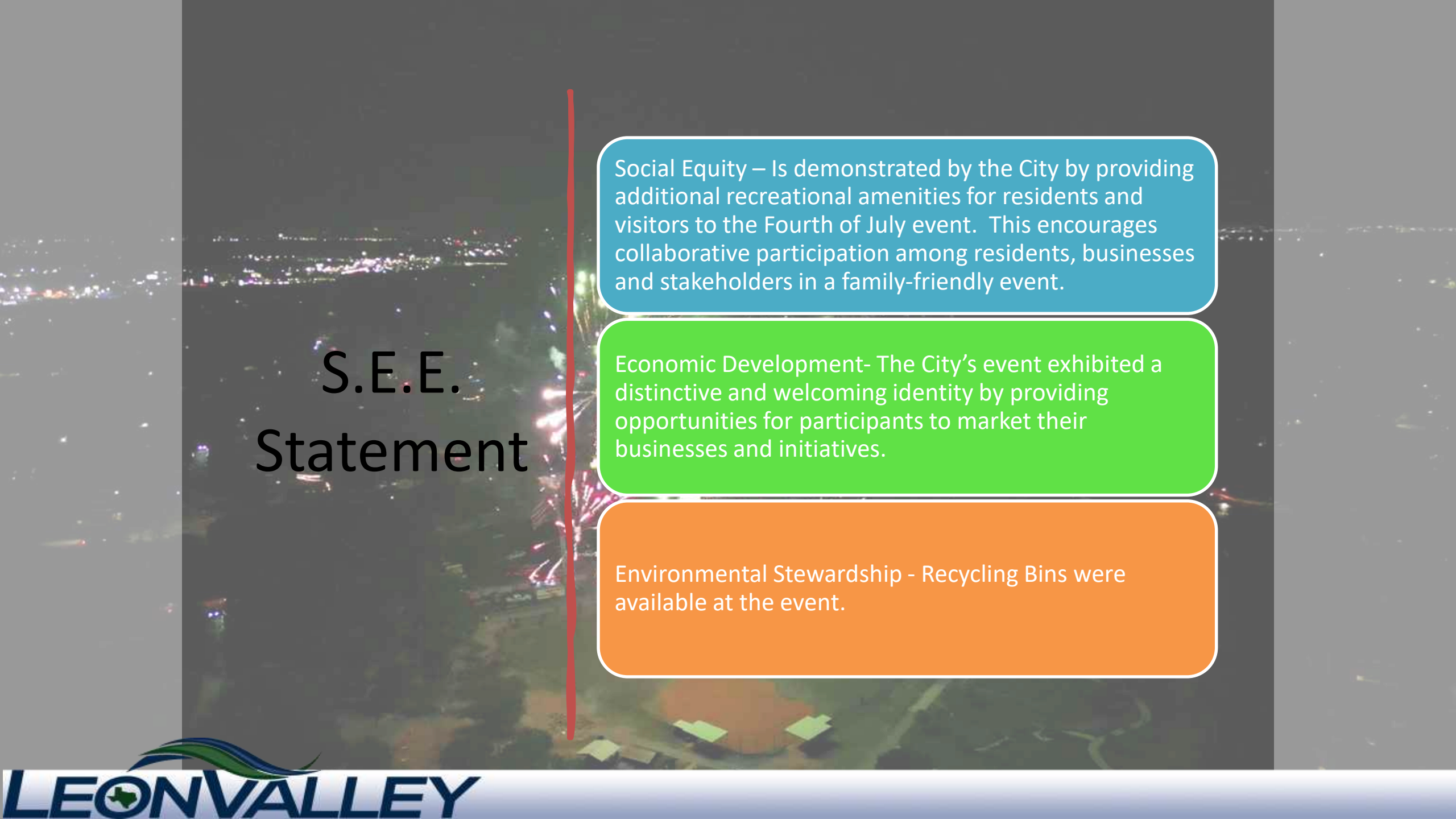
Venues: ☒ Metric: % of Visits By: Home Location Min. Visits: 1 View: Distribution



Questions



LEON VALLEY

An aerial night photograph of a city, likely Leon Valley, with numerous lights and a large firework exploding in the center. The image is dark, with the city lights providing the main illumination.

S.E.E. Statement

Social Equity – Is demonstrated by the City by providing additional recreational amenities for residents and visitors to the Fourth of July event. This encourages collaborative participation among residents, businesses and stakeholders in a family-friendly event.

Economic Development- The City's event exhibited a distinctive and welcoming identity by providing opportunities for participants to market their businesses and initiatives.

Environmental Stewardship - Recycling Bins were available at the event.