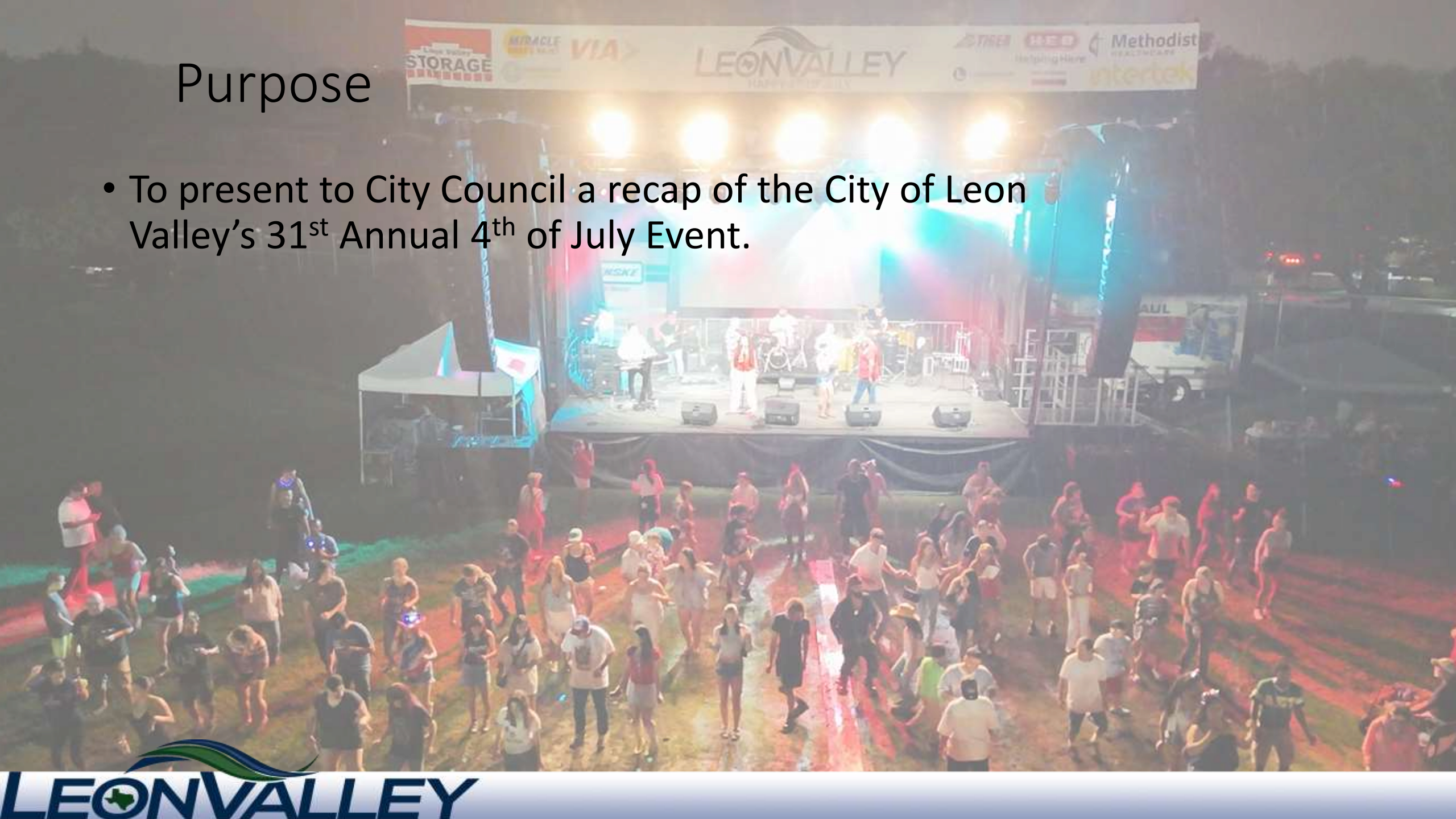


31st Annual 4th of July Recap

Crystal Miranda
Community Relations Director
City Council Meeting
9/2/2025

Purpose

- To present to City Council a recap of the City of Leon Valley's 31st Annual 4th of July Event.



Overview

Friday, July 4th, 2025

- ★ Leon Valley Historical Society Pioneer Run at 7:30 a.m.
- ★ Vendors, Food Trucks, 4:00 p.m. – 9:30 p.m.
- ★ Michael Alanis 6:00 p.m. – 7:00 p.m.
- ★ Welcome/National Anthem 7:15 p.m.
- ★ Finding Friday 7:45 p.m.
- ★ Fireworks & Laser Show 9:30 p.m.
- ★ End of Event 10 p.m.



Fiscal Impact

4th of JULY CELEBRATION EVENT

FY 2025

REVENUE

Vendors	3,250
Sponsors:	
Leon Valley Storage	10,000
VIA	5,000
Tiger Sanitation	2,500
Miracle Body and Paint	2,000
Bexar County	2,500
Intertek	5,000
Methodist (PENDING)	5,000
H-E-B	2,500
Linebarger	2,500
Small Business Sponsors:	
Kung Fu Noodles	1,000
Kung Fu BaoBao	1,000
Grey Forest	500
Marks Outing	400
Vantage	350
Yo-Go Yogurt	350
Renewal by Andersen	350
Bandera Bowling	350
Ray Lopez	350
Gia Lex	350
Flagship	350
EZ Air Conditioning	350
Complete Care	350
Refunds	(600)
TOTAL REVENUE	45,700

4th of JULY CELEBRATION EVENT

FY 2025

EXPENDITURES

Personnel Overtime	48,132
Personnel Benefits - Retirement & Social Security	12,068
Set-Up and Staging	48,765
Advertisement/Signage	1,500
Entertainment	28,299
Miscellaneous	3,701
OPERATING EXPENDITURES	142,465

4th of JULY CELEBRATION EVENT

FY 2025

CITY ALLOCATION BUDGET RECAP

CITY ALLOCATION BUDGET	100,000
CITY SOT BUDGET	50,937
EDC ALLOCATION BUDGET	30,000
TOTAL	180,937

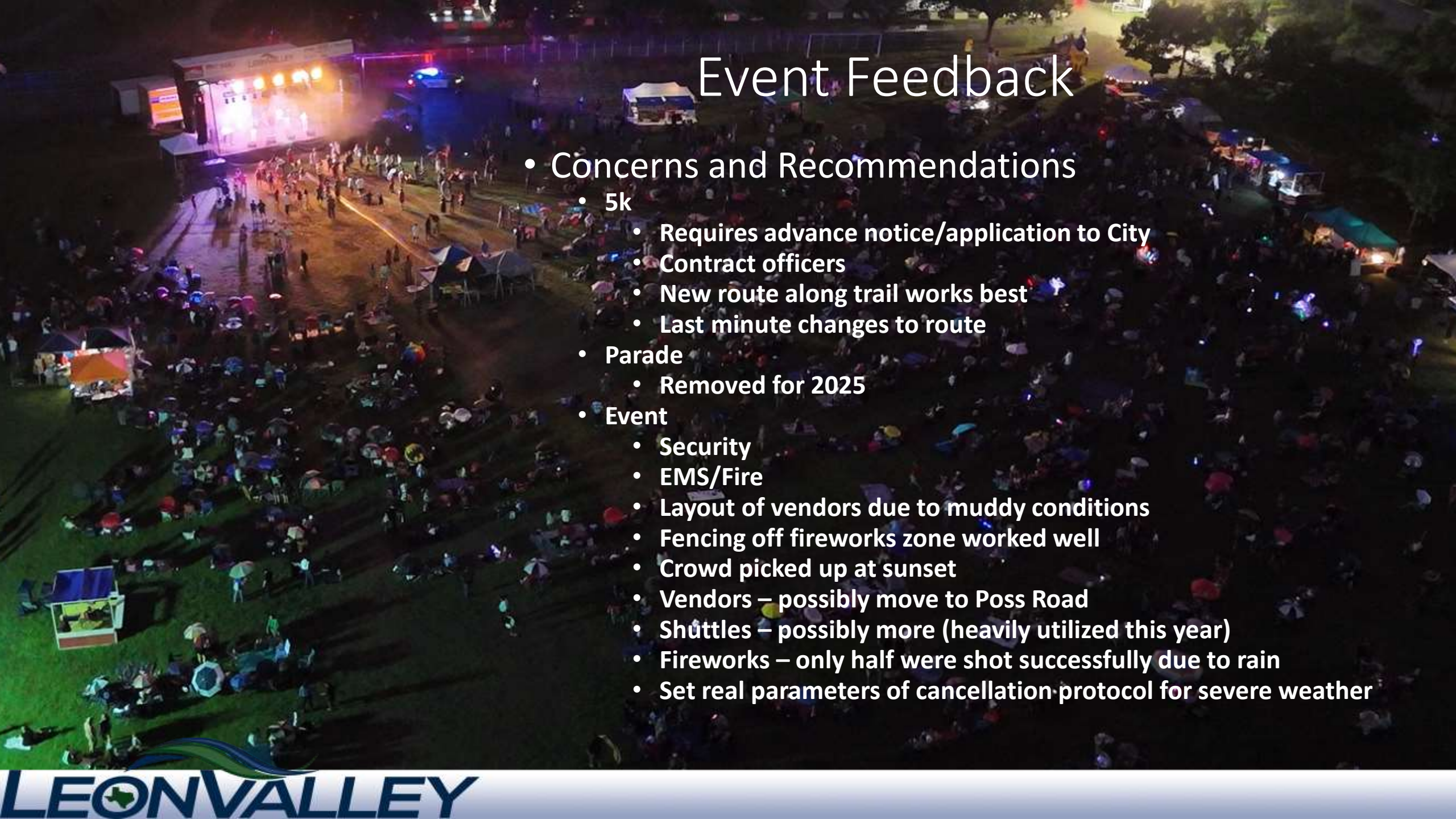
City Expended: \$84,172 -\$89,172

Depending on the Methodist donation



In-Kind Support

Business	Cost/Item
Bexar County	Cooling tent
Tiger Sanitation	Trash and Recycling Bins
Smash Dance	Dance Performance
Individual	National Anthem
Various	Fans, Clips, Masks
COLV	Shirts, Tumblers, Koozies, Sunglasses, Slingshot Swag
Randolph Brooks	Gatorade for volunteers

An aerial night photograph of a large outdoor event, likely a festival or fair. A large crowd of people is gathered on a grassy field. In the upper left, there is a brightly lit stage with performers. Several tents and booths are scattered throughout the area. The scene is illuminated by stage lights and ambient festival lighting.

Event Feedback

- **Concerns and Recommendations**

- **5k**

- Requires advance notice/application to City
 - Contract officers
 - New route along trail works best
 - Last minute changes to route

- **Parade**

- Removed for 2025

- **Event**

- Security
 - EMS/Fire
 - Layout of vendors due to muddy conditions
 - Fencing off fireworks zone worked well
 - Crowd picked up at sunset
 - Vendors – possibly move to Poss Road
 - Shuttles – possibly more (heavily utilized this year)
 - Fireworks – only half were shot successfully due to rain
 - Set real parameters of cancellation protocol for severe weather