



Freedom & Fireworks Recap

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Community Relations Director
City Council Meeting
November 15, 2022

Purpose

- To present a recap to the City Council on the City of Leon Valley's 4th of July Freedom and Fireworks Event.
- To receive direction and feedback for next year's Fourth of July event.

Purpose / Background

- At the August 2 City Council meeting staff was asked to provide more details on the cost of the event.
- Staff presented Council the total revenue and expenses for the entire day activities.
- Overview/Recap:
 - 2022 event was well attended with 15k+
 - Events included a 5k, evening parade, concert, and fireworks display.

Revenue	
Fourth of July Budget	\$50,000
Fourth of July Overtime Budget	\$24,030
Monetary Sponsorships	\$47,500
Vendor Fees	\$1,590
Total Budget plus Revenue	\$123,120.00
Expenditure	
Set-Up & Staging	\$45,296.07
Advertising	\$6,605.95
Entertainment	\$26,000
Miscellaneous	\$7,849.08
Hourly Staff	\$29,396.04
Total Expenditures	\$115,147.14

Fiscal Impact - 5k

5k		
Item Needed	Business Providing	Cost
Barricades/Cones/Delivery	American Signal	\$ 1,355.00
Public Works Staff		\$ 1,600.00
Police/Security		\$ 1,290.00
Fire/EMS		\$ 260.00
Facility/misc		\$ 500.00
Total Cost		\$ 5,005.00

Fiscal Impact – Parade and Festival


- The budgeted amount for the 2023 July 4th festival is \$80,000.
- Event feedback of 2022
 - Additional volunteers
 - Additional security
 - Additional EMS/Fire staff and equipment
 - Additional vendors
 - Adding amusements

Next Steps

- Secure Entertainment
 - During the recap presentation to Council in August a list of entertainers were provided with costs.
 - Staff reached out to two additional entertainers:
 - Vocal Trash – Band has separated but 2B1 is available at \$3,500
 - Lt. Dan Band - \$75,000 plus lodging, meals, etc.
- Determine Schedule
 - Keep the timeline from 2022
 - Change to day parade and night concert with fireworks display
 - Council discretion
- Determine Theme

Next Steps

- City Council discretion.
- Staff will provide updates in January or as requested by Council.



S.E.E. Statement

Social Equity – Providing community events utilizing amenities for residents and visitors to the Fourth of July Festival and encourages collaborative participation by residents, businesses and stakeholders in a large-scale family friendly event.

Economic Development- The Fourth of July Festival exhibits tradition a distinctive and welcoming identity providing opportunities to market and brand the City for potential developers, businesses and/or residents.

Environmental Stewardship – The City will provide recycle bins and encourage earth-friendly practices during the event.