

# Discussion, Consideration & Possible Action on 2025 July 4<sup>th</sup> Celebration

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Community Relations Director  
City Council Meeting  
March 18, 2025

# Summary

- Question
  - **City Council is being asked to consider options for the 4<sup>th</sup> of July Celebration event.**
- Options
  - Fireworks
  - Entertainment
  - Council Recommendations

# Purpose / Background

- During the previous City Council retreat/workshop, City Council directed the City Manager to eliminate the 4<sup>th</sup> of July Parade and focus on an evening event.
- City Council directed staff to hire Finding Friday for the entertainment.
- Fireworks
  - High aerial
  - Low aerial
  - Mix
  - No Laser Show
  - Council Recommendation

# Schedule

- Leon Valley Historical Society Pioneer Run
- Food Trucks/SBFZ – 6 p.m. – 9 p.m.
- Finding Friday – 7:30 p.m. – 10 p.m.
- Fireworks Display – 9:30 p.m.
- Finding Friday finale following fireworks with event ending at 10 p.m.

# Fiscal Impact

## Last Year

Category	Cost
Event Set-Up & Staging/Operations	\$62,885.34
Advertising	\$4,992.60
Entertainment	\$24,670.44
Miscellaneous	\$4,086.43
Staff Overtime	\$44,505.37
Total	\$141,140.18

## 2025

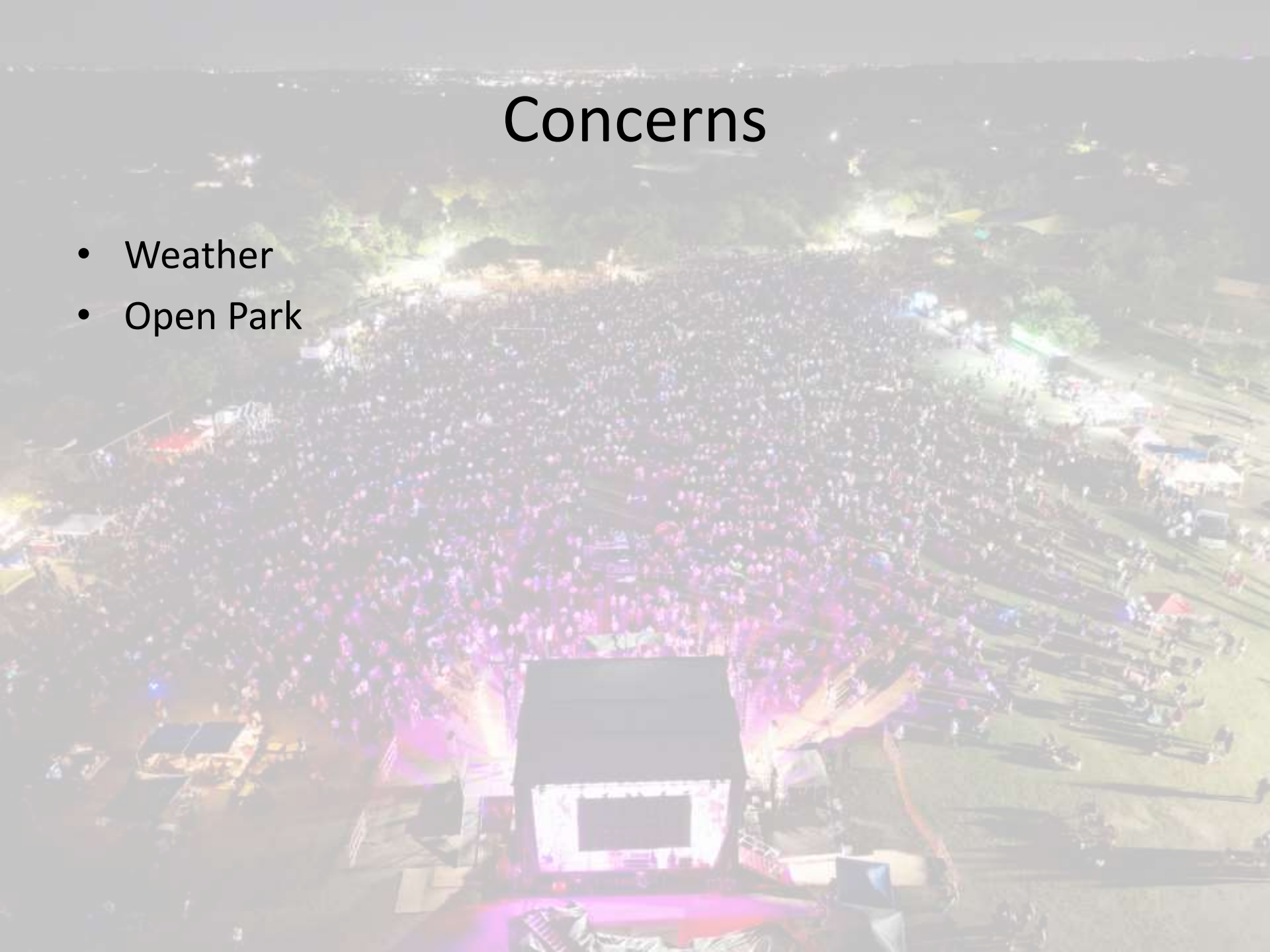
- Cost increase for services, entertainment, and products.
- Budget
  - COLV \$100,000
  - ECD \$30,000
  - Overtime \$39,600

# Fiscal Impact - Estimates

- **Production Audio, Lighting, Staging & Video Wall**  
\$25,000
- **Barricades, Cones, and Message Boards** \$6,500
- **Portable Restrooms, Fencing, Light Towers, Generators**  
\$14,600
- **Electrical** \$9,500, **Booths** \$1,500
- **Advertisement and Signage** \$6,000
- **Entertainment** \$33,200 - Breakdown: (Finding Friday \$5,700, Fireworks \$20,000, Opening Band \$3,000, Outdoor Games \$500, SBFZ \$4,000)
- **Miscellaneous** - \$5,500
- **Extra Security** - \$14,500

# Concerns

- Weather
- Open Park



# Recommendation

- City Council Discretion