



4th of July Presentation Update

Crystal Miranda

Community Relations Director

City Council Meeting

June 20, 2023



Purpose

- To present an update to the City Council for the City of Leon Valley's 4th of July Land That I Love Event.



Schedule

- Tuesday, July 4th, 2023
- Leon Valley Historical Society Pioneer Run at 7:30 a.m.
- Vendors/Food Trucks/Amusements 4:00 p.m. – 10:00 p.m.
- Parade 7:00 p.m.
- Spazmatics 8:00 p.m.
- Fireworks at 9:45 p.m.
- Spazmatics Finale 10:30 p.m.

Parade Route

- Parade begins at DPS parking lot on Evers Road
- Travels down Evers and turns onto Poss Road
- Participants will travel down Poss towards Bandera Rd.
- Parade begins promptly at 7 pm





Layout-Raymond Rimkus Park



Road Closures

- **4th of July** - Beginning at 4:00 p.m. on Tuesday, July 4th, Evers Road will be closed until the event ends. Streets closed during that time will include:
- Evers Road from Huebner to just before the **flood gate**,
- Timberleaf,
- Grass Valley,
- Strawflower
- Peachtree,
- Tealeaf,
- Larksong,
- Canterfield,
- Sulky, and Poss Road;
- Poss Road from Evers to the entrances to Cherryleaf and Peachtree. **All streets will reopen after the parade ends, EXCEPT FOR POSS ROAD.**
- **EVENT PARKING:** Event parking will be available at the Community and Conference Centers Parking Lot and Leon Valley Elementary; 7111 Huebner Road. Shuttles will run from 6:00 pm until 11:00 pm, from the Bandera Bowling Center & Leon Valley Elementary School to the Park.



Advertisement

- **June 5th** – Banners Installed
- **June 20th** - Post Cards
- **June 30th** – Iheart Radio Broadcast
- Ongoing Social Media Advertisements
- Ongoing Emails



Participation

- Vendors
 - 20 various food/boutique/game/etc
 - 6 beer booths
 - Ongoing
- Sponsorship
 - Small Business - \$3,000 (Kung Fu Noodles = \$1,000) ongoing
 - Event Sponsors - \$23,000 confirmed (ongoing/pending)
 - In-Kind - ongoing
 - Economic Development - \$30,000
- Parade – still accepting applications



Concerns

- Clear Bag Policy
- Security
- Weather
- Fencing/Open Park



Questions?