



MEMO

**People. Principles.
Purpose. Partnerships.**

To: Mayor and City Council Members
From: Yalondra M. Valderrama Santana, Heritage & Tourism Manager
Date: August 21, 2024
RE: **Community Development Department July Report**

EVENTS

4th of July Celebration – Coordinated Event

Thur., July 4th from 4pm to 10pm
East Manor Development No. 1, 15317 Us Hwy 290 E. Manor
Approximate Attendees = 5,500
After Action Report (AAR) Attached

COMMUNITY COLLABORATION

- Manor ISD Reading on the Go Bus – July 10th & July 17th
- Keep Manor Beautiful Meeting -July 15th

TRAINING, EDUCATION, SEMINARS, WORKSHOPS, WEBINARS, ETC.

- NRPA Leadership Development Network Webinar – July 10th
- The Economic Development Benefits of Community EV Charging – July 24th
- Social Media and the Legal Landscape – July 25th

COUNCIL MEETINGS

- City Council Meeting – July 3rd
- City Council Meeting – July 17th

OTHER MEETINGS

- Staff weekly meetings
- EMD#1 Property Tour – July 1st
- Final 4th of July Planning Meeting – July 2nd
- 4th July Supply Shopping – July 3rd
- Public Tree Advisory Committee Meeting – July 8th
- Golden Shovel Demo Presentation – July 8th
- Xplor Recreation Demo Presentation – July 11th
- CivicPlus City Website Proposal Meeting- July 12th
- 4th of July After Action Meeting – July 15th



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- Place.ai Proposal Meeting – July 15th
- Staff Meeting with Hunden Partners – July 17th
- HUMNA sponsorship proposal meeting – July 18th
- SML meeting – July 24th
- Community Collaboration Committee Meeting -July 24th
- Meeting with Richard from Wino Fest – July 25th
- Central Texas Learning Festival Meeting – July 30th

COMMUNITY PROGRAMS AND ENGAGEMENT

- Manor Youth Advisory Commission
 - Adopted by City Council on July 3, 2024
 - Appointed Manor Youth Advisory Commission liaison by Scott Moore, City Manager, on Monday, July 29, 2024.
 - Schedule 1st recruitment event at the Manor ISD Back-to-School Bash
 - Created all the marketing materials for the program

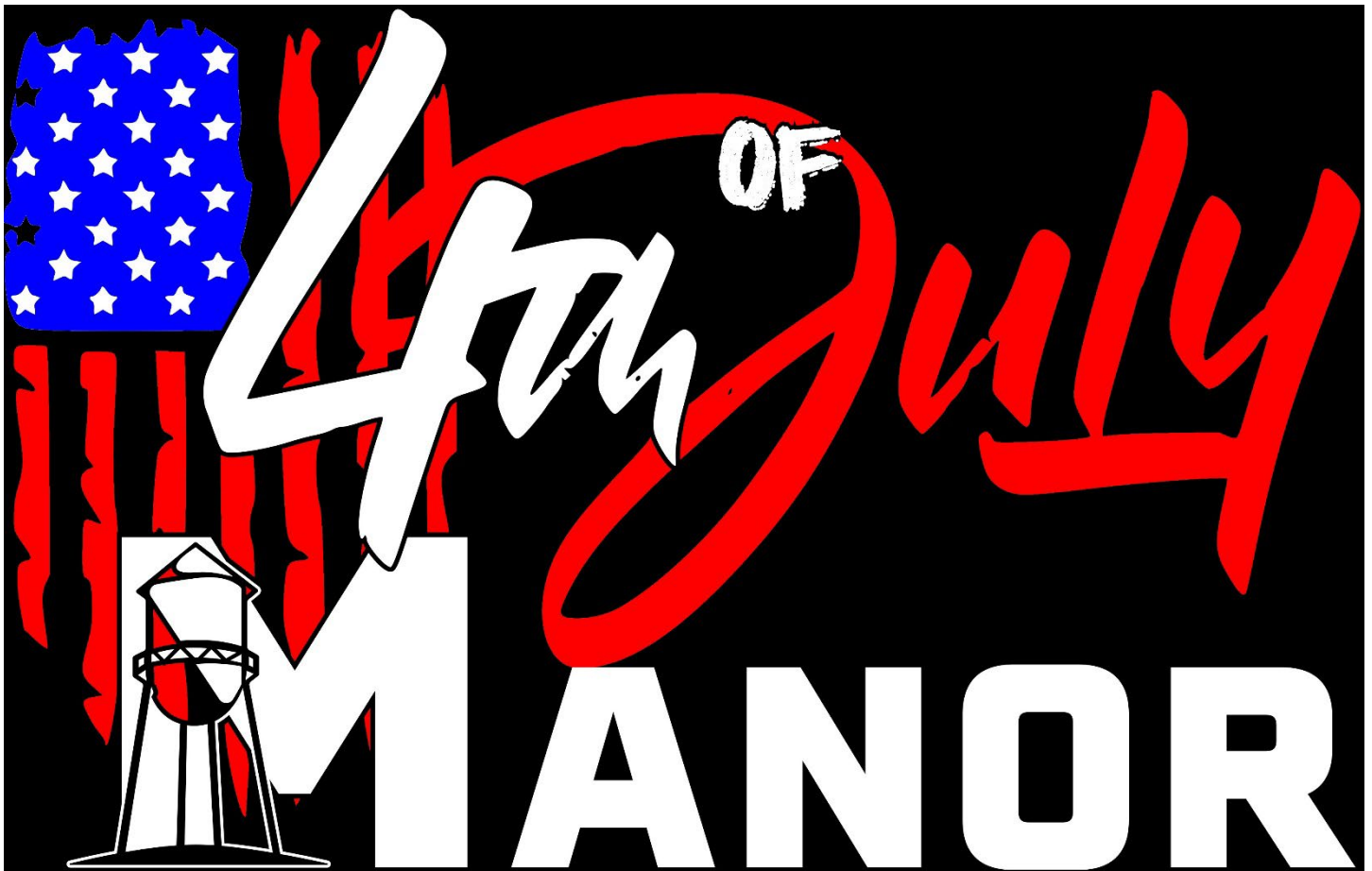
OTHER

- Update and draft ordinances for Parks and Special Events
- Draft ordinance for Social Media Policy
- Update Park & Amenities Reservation Application
- Create the City Sponsorship Program and its application process, policies, and agreement
- Create marketing materials and schedule weekly social media posts for the city
- Community Development FY 2024-2025 Budget
- FY 24-25 City Events Schedule
- Coordinating Mayor's Ball Event
- Daily duties as the Heritage & Tourism Manager



4th of July

Thursday, July 4, 2024 from 4:00pm to 10:00pm
East Manor Development #1, 15317 US HWY 290E. Manor TX



Yalondra Valderrama Santana,
Heritage & Tourism Manager

I. Overview

- *Description:* The 4th of July Celebration is a fun, family-friendly, FREE event to celebrate the United States' Declaration of Independence. There will be a firework show, games, arts & crafts, food trucks, vendors, live music, photobooths, Bouncy Houses, and more.
- *Target Audience:* Families in the Manor Community & surrounding areas
- *Estimated Expected Attendees:* 2,500

II. Timeline & Program

Day	Time	Details	Areas	POC
2-Jul	8:00am	Viking delivering fencing	Fence	Lance
3-Jul		King Portable Thrones delivery	Restroom	Lance
		United Rentals delivering	Light Towers	Lance
		Kenfield Golf Cars delivery	Golf Cars	Lance
	9am	Noble Party Rental delivering	Tents	Yalondra
		PD Trailers	PD Area	Offi. Lout
4-Jul	10:00am-9:30am	Staff start arriving		
	10:00am	Stage-Lance Stacy	Stage	Lance S.
		Kwik Ice delivery	Ice Trailer	Lance
		Bouncy Houses	Kids Zone	Yalondra
		Lone Star Draft Arrival	Beer Garden	Alex
	12:30pm-3:30pm	Food Vendors Arrival	Food	Yalondra
		Market Vendors Arrival	Food	Yalondra
	3:00pm	PD Arrival	PD Area	Offi. Allen
		Travis County ESD Arrival	ESD Area	McKenzie/Kassidy
	3:30pm-3:45pm	Final Walththrough	All	Yalondra
	4:00pm	Event Open		
	5:00pm-6:30pm	Welcoming by Mayor Dr. Chris Harvey	Stage	Yalondra
		Invocation by Pastor David		
		4th of July Proclamation		
		Presentation of Color Ceremony		
National Anthems by Tavian Mghee				
5:30pm	Sky Diving Show by Skydive Skylark			
6:00pm-8:00pm	Super Heroes Show and Meet & Greet			
7:30pm-9:00pm	Rewind Band			
9:30pm-10:00pm	Firework Show	Fireworks	Lance	
10:00pm-11:00pm	Teardown	All	All	

III. Planning

Planning Areas	Tasks	Done/Confirm By	POC	Details
Permit	TABC Temporary Event Permit	6/24/2024		Lone Star Draft and the Grand Lady got it DONE

	Travis County ESD12 - Fire Permit	7/1/2024		DONE
Marketing	SD Flier	5/6/2024	Yalondra	DONE Added to the scheduled posts on 5.23.2024
	Detail Flier	6/3/2024		DONE on 6.6.2024
	Social Media	ASAP		Send details to post on the event calendar to Scott Dunlop on 2.14.2024 DONE
	City Wesite	5/6/2024		Send details to post on the event calendar to Scott Dunlop on 2.14.2024 DONE
	Advertising Groups	5/20/2024		Agreement CONFIRMED with Townsquare Media = \$3,720 Sent Invoice and Vendor W-9 to Gracie on 2.20.2024
	Printed Marketing	6/3/2024		DONE
	Video	6/24/2024		Agreement CONFIRMED with Adam = \$2800 Promotional video, event day videos and photos Sent Invoice to Gracie on 2.20.2024
	VIP Invitations	6/10/2024		DONE Sent on 2.12.2024
Actractions	Firework Show	2/1/2024	Yalondra	CONFIRMED with USG Pyrotechnics by = \$20000 Sent Invoice to Gracie
	Photo Booth	6/3/2024		CONFIRMED with Captured Charms Photo Booths = \$500 Send to Gracie
Activities	Yard Games	5/31/2024	Yalondra	In inventory: Corn hole, football toss, soccer
	Face Painting			CONFIRMED by Lisa = \$1,800 3 face painters from 4pm to 9pm Send to Gracie
	Gaming: Arcade		Yalondra	CONFIRMED Neon City Arcade = \$300/6 hours Send to Gracie
	Bouncy House			CONFIRMED with Amazi Party Rental = \$7,632 Send to Gracie
Entertainment	Sound/DJ/MC	5/28/2024	Yalondra	CONFIRMED Lance Stacy = \$5000 Includes stage, sound equipment, DJ, & MC

	Music/Artist			CONFIRMED with TSE - Rewind Party Band = \$3000
	Stage			CONFIRMED Lance Stacy = \$5000 Includes stage, sound equipment, DJ, & MC
	Super Heros Show, Meet & Greet			CONFIRMED with Lone Star Character Entertainment = \$755
	Skydiving Jump Demonstration			Quote by Texas Skydiving = \$2,00 (4 jumpers, one flying a 20'x50' American flag banner, and the others flying smoke and/or streamers) - <i>No response from vendor</i> CONFIRMED with Skydive Skylark = \$2,500 (3 jumpers, one flying a 20'x50' American flag banner, and the others flying smoke and/or streamers) Sent Invoice to Gracie Waiting on W9
	National Anthem			E-mail Kellen (Manor ISD)
	Invocation			Pastor David CONFIRMED on 7.2.2024
	Color Guard/Red, White & Blue Display			E-mail Mr. Mr. Garcia (Manor ISD)
Vendors	Food Truck	6/3/2024	Yalondra	E-Mail sent on 7.2.2024 DONE
	Market Vendors (Non-Food Vendors)	6/3/2024		E-Mail sent on 7.2.2024 DONE
	Event Detail E-mail	7/1/2024		E-Mail sent on 7.2.2024 DONE
	Alcohol Vendor	6/3/2024		CONFIRMED with Lone Star Draft
	Sitting Area	6/17/2024		CONFIRMED with Noble Party Rentals = \$1,827.24 Includes a 30x30 tent, 8 (60" round tables) & 64 chairs
Sponsorship	Find Sponsors	5/27/2024	Yalondra	Agreement & send DONE *See sponsorship spreadsheet for details
Saftey Plan	First Aid Station	6/10/2024	FD	CONFIRMED
	Lost Child		PD: Off. Tate	Working with on it
	Traffic Control			CONFIRMED
	Security			
Layout	Full Event Map	6/28/2024	Yalondra	1st Draft on 5.22.2024
	Vendor Map			Final walkthrough on 6.27.2024

Transportation	Shuttlers	6/21/2024	S. Moore	CONFIRMED by Mr. Moore with CapMetro	
	Map for Pick Up Locations				
Miscellaneous	Staff T-Shirts	6/14/2024	Tracey/Yalondra	Baby J's T-Shirt Logo Design CONFIRMED Tracey ordered DONE	
	Event Signs	6/3/2024	Yalondra	Ordered with Ideal Signs -Banner Received on 6.7.2024 DONE	
	Event Timeline	6/3/2024	Yalondra	DONE and sent to the team on 6.27.2024	
	Event Program	6/28/2024			
	Trash Cans	6/3/2024	Lance	In-House - all DONE	
	Light Towers			In House - 8 Renting - 10 with United Rentals = \$3,965.31 DONE	
	Port-a-Poties			CONFIRMED with Kings Portable Thrones = \$2,240.40 4 handicaps, 8 regulars & 8 hand washing stations	
	Golf Carts			CONFIRMED with Kenfield Golf Cars = \$750 Sent to Gracie	
	Fence			CONFIRMED with Viking Rentals = \$3,899.30 (2,500' fenceing)	
	Generator			PW has it for stage	
	Water for Public			6/12/2024	2 Pallets DONE
	Ice Trailer			6/28/2024	CONFIRMED by Kwik Ice for \$1,575_4.11.2024
	Fans			6/4/2024	CONFIRMED with Bluebonnet donation
	City Info. Tent			6/28/2024	Tracey
	Staff Area	6/28/2024	Yalondra	Inside EMD #1 Building DONE	
	Walkie Takies	6/28/2024		CONFIRMED by New Communications = \$475 for 25 radios Received_7.2.2024	
Cooling Tent	6/28/2024	CONFIRMED with Noble Party Rentals = \$1,827.24 Includes a 30x30 tent, 8 (60" round tables) & 64 chairs			

IV. Marketing

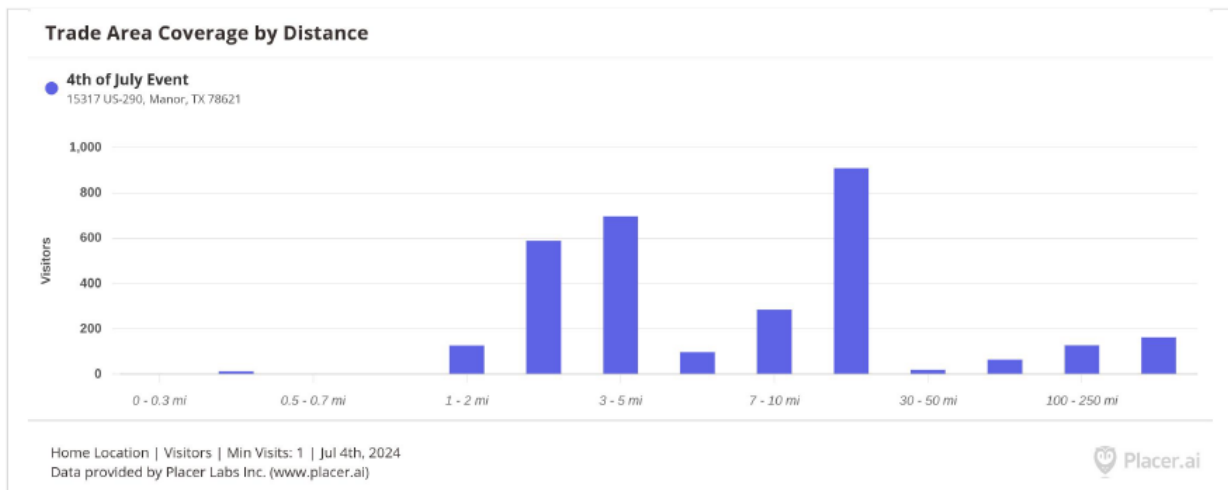
- Programmatic Audio
 - 48.1K audio commercial interaction through various apps
- Digital Ads
 - Over 45.5K digital ad interaction through various apps
- Radio Ads through B106 & 103.1 Kiss
 - Over 57.7K audience interaction in 1 week
- Flyers
- Social Media
- Austin/Manor Area Event Websites
- City Website

V. Event Data

- Attendees Report:
 - Total Attendees by Clicker = ~5.5K
 - Total Vehicles = ~1.9K
 - Total Cellular Report Attendees = 3.9K

Trade Area

Jul 4 - Jul 4, 2024



- Weather:
 - Temperature: 73°/50°
 - Sunny, windy and hot

Thu 04 | Day

99°

Record High
102°

Average High
94°

Sunrise
6:34 am

Sunset
8:37 pm

Thu 04 | Night

79°

Record Low
66°

Average Low
73°

Moonrise
4:59 am

Moonset
8:00 pm

Waning Crescent

VI. Staff

- Number of Staff
 - Street/Parks = 17
 - Waste Dept. = 2
 - City Hall = 2
 - Police Department = 15
 - In-Duty = 10
 - Fire Department = 6
 - Community Development Departments = 1
- Staff Duties
 - Stage
 - Bouncy House Area
 - Vendor
 - Trash
 - Water & Ice Refills
 - City Tent
 - Set-Up & Teardown
 - First Aide Area
 - Safety
- Food & Refreshments
 - Dominos Pizza = 16 boxes
 - Street Treats
 - Gelu Italian Ice
 - Dominos
 - El Bandido
 - Snacks: chips, bars, crackers, & goldfish
 - Drinks & water
- Staff T-Shirts = 75

VII. [Map & Layout](#)



VIII. Kids Zone Area

- Bouncy Houses
 - Amazin Party Rental = 4 Bouncy Houses
- Face Painting
 - Lisa's Face Painting = 3 Artists
- Mobile Arcade
 - Neon City Arcade
- Photo Booth

IX. Market & Food Truck Area

- Total Vendors = 30
 - Food Vendors = 6
 - Food Trucks = 7
 - Art & Crafts = 5
 - Specialty = 1
 - Commercial/Businesses = 6
 - Non-Profit = 5

0000#	Business	POC	Vendor Type
1	N'Less Body Care	Nicole Booker	Art & Crafts
2	Yareli Pradise	Yareli Contreras	Art & Crafts
3	*Manor Area Youth Association	Robin	Non-Profit/Community Group
4	Commons at Manor	Valencia Williams	Commercial/Business
5	Mari's Ballon Bar LLC	Marison Vasquez	Food - Carnival Food
6	South Africa Food Affair	Devan Naidoo	Food Truck VIN: 5B4LFG2EXB3442966
7	Street Treats	Gary Pena & Debora Tellez-Pena	Food Truck VIN: IGBHP32R0X3306785
8	Texas Empowerment Academy	Shannon Kennard	Non-Profit/Community Group
9	KT's Boutique	Iris Tinajero	Commercial/Business
10	Mirchi Boyz	Ishtiaq Uddin	Food Truck VIN: 6018249Y
11	Whats the Tea?	Jasmine Carter	Food - Cottage
12	El Bandido Suelto LLC	Bianca Castillo	Food Truck VIN: 5JW0E1423PF044272
13	The Ojedas	Yuly Ojeda	Commercial/Business
14	Taylor Embroidery	Ashlynn Taylor	Commercial/Business
15	Gelu Italian Ice	Blair Mosley	Food Truck VIN: 4A9BC1426NH185149
16	Frostie Bites	Patrick Baltzor	Food - Cottage
17	*Linda Rae Clark Designs	Rae Downing	Art & Crafts
18	*Elemental Engravings	Tony Goodman	Art & Crafts
19	Sno Ball Dude LLC	John Jonse	Food Truck VIN: 4D6EB162XDC033325
20	Compass Rose Destiny	Dora Negrete	Non-Profit/Community Group
21	I Juan Tacos	Gabriel Cruz	Food Truck VIN: 4UZAARDU8FCGR5837
22	Healing with Horses Ranch	Rebekah Fookes	Non-Profit/Community Group
23	Humana	Virginia Chirinos	Commercial/Business

24	Deborah's Designs	Deborah Pearce	Art & Crafts
25	*Keep'n It Sweet Lemonade	Charlotte Nelson	Food Tent
26	Zirentart	Evenlyn Reategui-Zirena	Specialty
27	*Lippi Lipgloss = Accessories	Shantai Bonner	Commercial/Business
28	Sam's Sweets	Samantha Smith	Food - Cottage
29	American Legion Post 331 + Auxilliary Unit 331	Jenise Baker	Non-Profit/Community Group
30	Dulce Paleta	Esmeralda Santamaria	Food - Cottage

- Total Attended = 21
 - N'Less Body Care
 - Whats the Tea?
 - KT's Boutique
 - Healing with Horses Ranch
 - American Legion Post 331 + Auxilliary Unit 331
 - The Ojedas
 - Frostie Bites
 - Zirentart
 - *Linda Rae Clark Designs
 - *Elemental Engravings
 - Dulce Paleta
 - *Lippi Lipgloss = Accessories
 - *Keep'n It Sweet Lemonade
 - Sam's Sweets
 - Humana
 - Compass Rose Destiny
 - Mari's Ballon Bar LLC
 - Street Treats
 - El Bandido Suelto LLC
 - Gelu Italian Ice
 - I Juan Tacos
- Cancelled/Excused Vendors = 4
 - Manor Area Youth Association
 - Mirchi Boyz
 - Sno Ball Dude LLC
 - Deborah's Designs
- No Show/No Call Vendors = 5
 - Yareli Pradise
 - Taylor Embroidery
 - Commons at Manor
 - Texas Empowerment Academy
 - South Africa Food Affair

X. Entertainment

- Sky Diving Show by Skydive Skylark
- Superheroes Show and Meet & Greet
- Rewind Band
- Firework Show

XI. Contracted Vendors

Business	POC	Phone	E-Mail	Services
Neon City Arcade	Cody Wright	(512) 659-7154	neoncitytexas@gmail.com	Mobile Arcade
Amanzi Party Rentals	Heather	(512) 850-9168	heather@amanzipartyrentals.com	Bouncy House
	Adam Grumbo		adam@adamgrumbo.com	Video/Photographer
Lisa's Face Painting	Lisa Eklund	(806) 671-9854	lisa@lisasfacepainting.com	Face Painting
Lance Stacy Pro Sound	Lance Stacy		lancestacyprosound@gmail.com	Stage/DJ/Music
Noble Party Rental		(512) 850-1530	customerservice@noblepartyrental.com	Tent, chairs, & tables
King's Portable Thrones		(512) 581-5581	kingsportablethrones@yahoo.com	Portable Restroom
Viking Rentals	Jesus Lumbreras	(512) 633-2678	jesus@vikingfence.com	Fences
Kenfield Golf Cars	Kaleb Mullen	(512) 258-8515	kaleb.mullen@kenfieldgolfcars.net	Golf Cars
Kwik Ice	James	(512) 459-5945	james@kwikice.com	Ice Trailer
TSE	Mark Nix	(254) 7173078	marknix@tseentertainment.com	Music Acts
	Glenda Black	(512) 762-0603	glendablack@tseentertainment.com	
Lone Star Character Entertainment	Adam Stone	(410) 504-9864	info@lonestarcharacters.com	Super Heroes
United Rentals		(361) 494-1301	hestrada@ur.com	Light Tower
USG Pyrotechnics	David Freston	(512) 820-5973	usgpyrotechnics@gmail.com	Fireworks
Lone Star Drafts/The Grand Lady	Alex Akin	(469) 708-9375	alex@lonestardrafts.com	Beer Garden
Capture Charms Photo Booth	Mandi Lavan		allinthehustlellc@gmail.com	Photo Booth
Skydive Skylark	Anthony Maschek		anthony@skydiveskylark.com	Skydiving Show
Townsquare Media	Shelly Freitag		Shelly.Freitag@townsquaremedia.com	Media
	Piggie	(309) 502-9815	Piggie@townsquaremedia.com	
Manor New Tech High School	Tavian Mghee	(737) 354-5737	taviananthonymcgee@gmail.com	National Anthem Singer

XII. Financials

Account#	Vendor	Item	Price	Quantity	Total	Payment Method	Confirmed
10-5811-51-51010	Adam Grumbo Films	Videographer & Photographer	\$2,800.00	1	\$2,800.00	Check	Yes
10-5811-51-51010	Ideal Signs	Banner	\$90.00	1	\$90.00	Check	Yes
10-5811-51-51010	Ideal Signs	Pole Banners	\$120.00	10	\$1,200.00	Check	Yes
10-5811-51-51010	Ideal Signs	Event Signs	\$32.00	6	\$192.00	Check	Yes
10-5811-51-51010	Manor Journal	1/4 pg Color Ad	\$165.00	1	\$165.00	Check	Yes
10-5811-51-51010	Townsquare Media	Marketing Programmatic Audio	\$3,720.00	1	\$3,720.00	Check	Yes
10-5811-51-51043	Lance Stacy	Sound/DJ/Stage/MC	\$5,000.00	1	\$5,000.00	Check	Yes
10-5811-51-51043	Kwik Ice	4,000lb-Ice & Ice Trailer Rental	\$1,575.00	1	\$1,575.00	Check	Yes
10-5811-51-51043	Kings Portable Thrones	4 HC, 8 R & 8 HW Stations	\$2,240.40	1	\$2,240.40	Check	Yes
10-5811-51-51043	Noble Party Rental	Tent, chairs & tables	\$1,827.24	1	\$1,827.24	Check	Yes
10-5811-51-51043	Viking Rentals	2,500' Fencing	\$3,899.30	1	\$3,899.30	Check	Yes
10-5811-51-51043	Kenfield Golf Cars	Golf Cars: 3 cars with 6 passengers	\$750.00	1	\$750.00	Check	Yes
10-5811-51-51043	New Communications	25 Walki Talkies	\$475.00	1	\$475.00	Check	Yes
10-5811-51-51043	United Rental	Light Towers - 10	\$2,847.07	1	\$2,847.07	Check	Yes
10-5811-51-51043	Neon City Arcade	Gaming	\$300.00	1	\$300.00	Check	Yes
10-5811-51-51043	Capture Charms Photo Booth	Photo Booth	\$500.00	1	\$500.00	Check	Yes
10-5811-51-51043	TSE	Music Shows - Rewind Party Band	\$3,000.00	1	\$3,000.00	Check	Yes
10-5811-51-51043	Amazin Party Rental	Bouncies - Water SLides	\$7,632.00	1	\$7,632.00	Check	Yes
10-5811-51-51043	USG Pyrotechnics	Fireworks	\$20,000.00	1	\$20,000.00	Check	Yes
10-5811-51-51043	Skydive Skylark	Skydiving Show	\$2,500.00	1	\$2,500.00	Check	Yes
10-5811-51-51043	Lisa Face Paintin g	Face Painting (3 artist)	\$1,800.00	1	\$1,800.00	Check	Yes

10-5811-51-51043	Lone Star Character Entertainment	Super Heroes Characters-Meet&Greet755	\$755.00	1	\$755.00	CC	Yes
10-5811-51-51480	Walmart	Snacks. Drinks & batteries	\$226.86	1	\$226.86	CC	Yes
10-5811-51-51480	Street Treats	Staff Food	\$13.50	1	\$13.50	CC	Yes
10-5811-51-51480	Gelu Italian Ice	Staff Food	\$40.00	1	\$40.00	CC	Yes
10-5811-51-51480	Dominos	Staff Lunch	\$210.44	1	\$210.44	CC	Yes
10-5811-51-51480	El Bandido	Staff Food	\$240.86	1	\$240.86	CC	Yes
10-5811-51-51746	Amazon	Traffic Lights - 12	\$68.75	1	\$68.75	CC	Yes
					\$0.00		
			\$62,828.42	42	\$64,068.42		

Revenue	
Revenue Source	Total
Vendor Fees	\$775.00
	\$775.00
Summary	
Expense	\$64,068.42
Sponsorships	\$0.00
Revenue	\$775.00
Total	-\$63,293.42

XIII. Sponsorship

- Bluebonnet: donated the fans

XIV. What went well?

- Planning process and timeline worked.
- Kids' zone area was well-managed and organized.
- Vendor area setup was well-managed and ran smoothly throughout the event.
- The stage looked amazing and everyone loved it.
- Artists performing did a great job
- Kids zone area was well-managed and organized
- Teardown went smoothly and everyone did a great job in their area
- Face painting was very popular
- Superheroes show was a success. All kids had a lot of fun. The cooperation between the superheroes and FD/DP was incredible and they did a great job.
- Program works perfectly with the event and timeline

- Marketing was successful and managed to reach over 60.5K people per week.
- All staff and contracted vendors were on time
- Food Truck area was organized and well-managed.
- Travis County ESD and Police Department area ran smoothly and with minimal incidents.
- Entertainment program was on time at all times and was well managed by staff and stage vendor.
- Radios worked great for fast and efficient communication during the event.
- Parking was managed accordingly and smoothly, with the exception of the last hour before the fireworks show, when we were overwhelmed by the number of last-minute arrivals. But nonetheless, the staff did a great job adjusting and utilizing the resources we had.
- Having staff using the traffic light stick was a great idea and it worked.
- Bottles of water for attendees were distributed accordingly and in a timely manner.
- Townsquare Media did a great job with the marketing.
- Social Media campaign was successful, and the followers were very interactive.
- Restroom area was kept clean by the vendor.
- Fireworks show was a success with no incidents.
- Beer Garden ran smoothly and was a success.

XV. What can be improved?

Areas to Improve	Recommendations
Parking Area – Overwhelmed with last-minute arrival around 8 PM. It took almost 2 hours to evacuate the parking lot.	<ul style="list-style-type: none"> • More entrance/exit areas • More staff are needed to manage the parking area, especially after 6 PM. Consider having 2 shifts of staff to give better breaks and dinner time. • More and bigger directional signs • Utilize an electronic sign to direct attendees to the parking exit. • Have a designated emergency entry/exit for PD & FD. • Have CapMetro provide shuttlers • Post Entry/Exit routes through marketing to help direct people • Earlier lunch/dinner time for all staff • Have at least 15 to 18 staff working the parking area • More Walkie-Talkies
Emergency Plan	<ul style="list-style-type: none"> • We need a full IAP (In-Action Plan)
Food/Market Vendors	<ul style="list-style-type: none"> • More food trucks with a variety of food
Event Venue Entry	<ul style="list-style-type: none"> • Restriction signs need to be bigger and add NO TENTS allowed. • Have a designated exit away from the entry area

	<ul style="list-style-type: none"> • Staff need to stay in their designated area, if staff needs to assist in another area, staff needs to communicate with everyone. • Have at least 4 staff working the entry area
Inside Event Venue	<ul style="list-style-type: none"> • Make sure to have all supplies to run the event including trash bags. • Have at least 6-8 staff working the inside • Make sure to keep up with refilling the water and ice, and changing the trash • More Walkie-Talkies
	<ul style="list-style-type: none"> •

XVI. Recommendations for Next Year:

- Use the same event timeline
- Kids Zone:
 - Arts & Crafts
 - More bouncy houses
 - Mobile Arcade
 - Add free teenager activities and attractions
 - Have superheroes for kids
 - Photo boot
- Entertainment:
 - Teens popular band/music show
 - Magic Show
 - Sky Dicing Show
 - Use the same or similar music genre band
 - Add more music
 - Battle of the band
 - Firework show
- Attraction Ideas:
 - Adult games
 - Carnival
 - Competition
 - Car show
- Food/Market Vendors
 - More food trucks
- Giveaways
 - More t-shirts
 - Add giveaways such as sunglasses, kids toys, etc.
 - Get adult-friendly giveaways
- Use the same layout but expand the event area to at least 500' x 400' (similar to ManorPalooza square-footage)
- More 4th of July branding signs and marketing
- Use the same or similar marketing strategies
- Use the same stage and stage set-up
- Start looking for sponsors at least 9-months in advance
- Get more and bigger directional signs

- Add to marketing event direction with entry/exit instructions
- Sale tickets for VIP area

XVII. Next Year Event:

4th of July

Friday, July 4, 2025 from 4pm to 10pm

East Manor Development #1, 15317 US HWY 290E. Manor TX