



## MEMO

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**To:** Common Council – Mayor Teske  
**From:** Daron J Haugh – City Administrator  
**Subject:** 4<sup>th</sup> of July Event  
**Date:** 2025-02/11

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The success of last year's July 4th celebration showed us just how much our community values these gatherings. For 2025, we have an exciting opportunity to take things to the next level by adding Carnival rides to our festivities. After extensive discussions with vendors and local sponsors, we've secured a potential booking – but we need to move quickly to lock it in.

I'm requesting \$17,800 from our celebrations budget to reserve the Carnival. While this represents an upfront investment, we plan to offset the cost through two channels: sponsorships that I'm actively pursuing and day passes that we'll offer at the event. Given the draw of Carnival rides, we expect a significant increase in attendance, making this a worthwhile addition to our celebration.