

Montgomery Economic Development Corporation  
**AGENDA REPORT**

<b>Meeting Date:</b> 08/19/2025	<b>Budgeted Amount:</b> \$52,000
<b>Department:</b> MEDC	<b>Prepared By:</b> Stephanie Johnson

**Subject**

Consideration and possible action to approve Quality of Life events for FY 2025-2026

**Recommendation**

Staff recommends proceeding with select community events for the remainder of this year, as approved by the Board. This approach allows for a strategic transition period in which the MEDC can begin leveraging its resources to support the potential adoption of some or all of these events by another organization in the future. The MEDC could then shift into a sponsorship or support role rather than event management.

**Discussion**

The proposed FY 2025-2026 budget was presented to City Council and approved July 12, 2025, workshop.

Marketing \$20,000

Quality of Life \$52,000

Maximum Available Funds \$72,000

Committed & approved Dennis Quaid Video \$30,000

Budget for the remaining 2025 events \$28,400

Previously Discussed Community Impact \$10,000

**Grand total for the 2025-2026 year \$68,400**

Pending TBD Neighbors Magazine \$26,00 - \$46,000

Christmas Parade

If the Board chooses to continue with the Christmas Parade, the scope of work and permit application are already prepared. A vote is required at this meeting, as planning must begin immediately. This includes opening registration and submitting the required letters to TxDOT from Chief Anthony Soloman for road closure authorization and signage.

Overview of Remaining 2025 Events

Quilt Walk (October 2025)

Preparations for this event began in January 2025. It draws attendees from across Texas and must remain on the calendar for this year.

Lone Star Street Dance

Attracts spectators from neighboring communities and contributes to regional visibility.

Trick-or-Treat Downtown

Community response has varied; attendance may or may not include participants from outside city limits.

Light Up the Park

Primarily serves residents of Montgomery, TX, and remains a popular local tradition.

Movie Night Downtown

Attendance has been historically low and draws residents within city limits. Consideration should be given to continuing or phasing out this event.

The Snow Party presents several logistical challenges that warrant consideration. The event follows immediately after the Christmas Parade, which already requires significant coordination and road closures. Given the nature of the event, it is highly dependent on favorable weather conditions. The Snow Party represents a \$24,000 investment, which carries substantial financial

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risk if weather forces cancellation or limits attendance. The potential event site at 777 Clepper may not be available, adding to the uncertainty and planning complexity.

Annual City of Montgomery Events  
State of the City  
Lone Star Street Dance – Spring  
Texas Flag Day Celebration & Mayor’s Reception  
Movie Night Spring  
Monty’s Well  
Lone Star Street Dance - Summer  
Montgomery Water party  
Movie Night Spring -Fall  
Trick or Treat Business District  
Movie Night Spring -Halloween  
Lone Star Street Dance - Fall  
Movie Night Spring -Holiday  
Light Up the Park  
Light Up the Park Contest  
Annual Christmas Parade  
Snow Party

Approved By		
City Secretary & Director of Administrator Services	Ruby Beaven	Date: 08/06/2025
City Administrator	Brent Walker	Date: 08/06/2025