



**TOWN OF PALMER LAKE
BOARD OF TRUSTEES - AGENDA MEMO**

DATE: February 13, 2025	ITEM NO.	SUBJECT: Special Event Application – Festival on the Fourth, APL
Presented by: Deputy Town Clerk		

Background

As Board members are aware, the Festival on the Fourth has been a significant event for the town, involving several resources of the town. Staff did receive a special event application from Awake Palmer Lake, met internally and with the applicant on Monday, 2/10. Due to the size of the event, the enclosed list of additional items was reviewed with the applicant. Please note the summary below.

The Festival on the Fourth is scheduled to take place from 4:00 pm to 9:00 pm on July 4th, 2025, at Centennial Park and Palmer Lake, with an anticipated attendance of 5,000-8,000 people. The event will offer a variety of attractions, including a beer garden, live entertainment, a vendor area, and a fireworks display. This event presents a unique opportunity for community engagement, boosts local commerce, and provides a fun and exciting experience for all. Due to the size and coordination required for this event, we reviewed and will meet **monthly** as a committee to discuss the enclosed list of requirements with the applicant. In addition to reviewing the requirements, we incorporated past event feedback and after-action recommendations to improve planning and execution. The discussion points included:

- The special event committee and its role in the review process.
- New and existing requirements, ensuring all necessary information is included in the special event application.
- An attached document outlining specific requirements due to the scale of the event.
- The creation of a detailed timeline/ benchmarks, along with ongoing committee meetings, to improve coordination and ensure the successful execution of the event for all stakeholders.

Recommended Action

Consider the Festival on the Fourth special event supporting the staff requirements and possible benchmark timelines to be met for approval.