



MEMORANDUM

TO: Howard W. Brown, Jr., City Manager

FROM: Yla Flores, Special Events & Projects Coordinator

DATE: June 19, 2026

SUBJECT: Special Events

The following approximate event revenue, expense, and net cost information is being provided at the request of Councilwoman Leonard and is based on available event records from the past year.

Summary by Event

- **SpringFest 2026**

- Revenue: \$9,588
- Expense: \$32,044
- Net Cost: \$22,457

- **FourthFest 2025**

- Revenue: \$24,438
- Expense: \$199,825
- Net Cost: \$175,388

- **5K Run 2025**

- Revenue: \$21,476
- Expense: \$22,605
- Net Cost: \$1,129

- **Holiday Market 2025**

- Revenue: \$5,982
- Expense: \$16,440
- Net Cost: \$10,458