



AGENDA ITEM COMMENTARY

MEETING NAME:	City Council Meeting
MEETING DATE:	December 2, 2024
ITEM TITLE:	Consider and take appropriate action on report from staff regarding recent city-organized events.
STAFF INITIATOR:	Tara Tomlinson, Director of Development Services Danielle Sweat, Executive Director of Economic Development

BACKGROUND:

Over the past year, the City of WolfForth has hosted a variety of events, each one providing valuable insights that help the staff refine and improve future gatherings. As a result, these events have seen significant growth in both size and success.

For the 4th of the 5th events, the city experienced an overwhelming turnout, with attendance reaching up to 12,000 visitors. This surge in traffic highlighted the need for improved parking and exit strategies to better accommodate the large crowds. Despite the challenges, the event was a hit, with many attendees enjoying the food trucks, live music, and spectacular fireworks display. To sustain the event's success, securing additional funding will be essential.

This year's Harvest Festival was a resounding success, with citizens enjoying everything from the parade and food trucks to the crowning of our Harvest Queen and the color run. With over 600 students participating in the color run, the event highlighted the need for additional volunteers to help secure and manage a clearly defined race area.

One essential item needed to secure event areas is Channelizer Cones. Currently, the city uses all available cones to block off streets for the parade and stage area for participants. Additional HOT funds are necessary to purchase more cones, ensuring proper barricading of the race area for the color run and a safer experience for all involved. The amount the city is requesting for reimbursement is \$3,695.00.

EXHIBITS:

1. Debrief 4th on the 5th
2. Data report on Event Attendees (4th on the 5th)
3. Debrief Harvest Festival
4. Data report on Event Attendees (Harvest Festival)
5. Invoice for Channelizer Cones
6. Sponsorship Pages

COUNCIL ACTION/STAFF RECOMMENDATION:

Approve HOT funds for cone reimbursement.