

Office of the City Manager

City of Richland Hills, Texas

Memorandum

To: Honorable Mayor Bill Agan and members of the Richland Hills City Council
From: Eric Strong, City Manager
Date: April 15, 2014
Subject: Update on 4th of July Event

Council Action Requested:

No action – Discussion and update only

Background Information:

Every year on July 4th, the City holds an annual event in the morning beginning at 9:00 a.m. This event generally consists of the following activities:

- A parade
- Games for children
- Snow cones and hot dogs
- Live music

This year, as a new attempt to involve the business community and raise some funding for the event, we would like to add a “sponsorship” component to the event. Staff is proposing instituting 3 sponsorship levels, as outlined below:

1. Platinum Sponsorship: **\$1,000 donation required**. A business that donates at least \$1,000 will have a large version of their logo on a t-shirt that is worn by volunteers and staff. They will also have a large version of their logo on all event promotional handouts and digital media. In addition, the city will hang a large banner at the event with their logo on it expressing thanks for their support.
2. Gold Sponsorship: **\$500 donation required**. A business that donates at least \$500 will have a medium version of their logo on a t-shirt that is worn by volunteers and

staff. They will also have a medium version of their logo on all event promotional handouts and digital media. In addition, all Gold sponsors will have their logos on a singular banner that also includes the name of the event.

3. Silver Sponsorship: **\$250 donation required**. A business that donates at least \$250 will have a small version of their logo on a t-shirt that is worn by volunteers and staff. They will also have a small version of their logo on all event promotional handouts and digital media.

Staff recommends sending a letter out from the Mayor and Council to the business community on or around May 1st. The deadline for sponsorship responses will be June 1st.

In addition to the sponsorships, staff estimates that we will need approximately 15-20 volunteers to assist with the event. This will provide some backup so that no one has to spend the entire time volunteering. These volunteers will be needed to do the following:

- Help with children's games (6 volunteers)
- Help with snowcones and drinks (3 volunteers)
- "Runners" to perform various tasks (4 volunteers)

Staff is **strongly** recommending that we hire a vendor to cook and distribute hot dogs this year. It is a time consuming (and hot) task, and for a minimal cost we can bring in a professional to handle this function.

Finally, the parade route needs some discussion. As you know the construction project on Matthews is in full swing. At this time, we are not confident that the street will be repaved and ready for the parade by July 4th. It is the preferred route, but we will also show you a few other route options (that are generally in the same area) at the meeting.

Board/Citizen Input: Discussed with the Special Events Committee in December

Financial Impact: N/A

Staff Contacts: Eric Strong

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Attachments: N/A