



Agenda Item Report

Legislative Board:

Parks and Recreation
Commission

Date:

July 15, 2026

Contact:

Anthony Host

Agenda Item ID /

Number:

2026-582- / H.3

ITEM TITLE: Post Event Report – Red, White & Buda Celebration (July 4, 2026) (Tony Host Parks Director)
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1. EXECUTIVE SUMMARY

Staff will provide a recap of the City's annual Red, White & Buda Independence Day celebration, including attendance estimates, event operations, vendor participation, programming, successes, and opportunities for future improvements.

2. BACKGROUND/HISTORY

Red, White & Buda is one of the City's largest annual community events, attracting residents and visitors for live entertainment, family activities, food vendors, and fireworks. The event requires coordination among multiple City departments, volunteers, contractors, and community partners.

3. ANALYSIS

The post-event review is intended to evaluate:

Attendance

Operational successes

Traffic and parking management

Vendor and sponsor participation

Public safety coordination

Staff and volunteer performance

Recommendations for future improvements

Lessons learned will assist staff in planning future community events and improving the overall visitor experience.

4. FINANCIAL IMPACT

The event was completed within the approved FY 2026 Parks Department Special Events Budget. Staff will have an updated total event cost at the Commission meeting.

5. STRATEGIC PLAN/GOALS

FUN EXPERIENCES FOR ALL

6. STRATEGIC PLAN OBJECTIVES

Have a successful Amphitheater with a variety of performances with resident attendance

7. PROS AND CONS

Pros

Provides accountability for City-sponsored events.

Identifies operational improvements.

Documents successes for future planning.

Supports continuous improvement.

8. ALTERNATIVES

Receive the report and provide staff direction for future events.

9. REQUESTED ACTION / SUGGESTED MOTION / RECOMMENDATION

Staff recommends the Commission receive the report and provide comments or recommendations for future Independence Day celebrations.

Attachments: