

Park & Recreation Commission Item

July 22, 2025



Item	2025 4th of July Celebration Evaluation
Item No:	H.1
Agenda Section	<u>REPORTS</u>
Prepared By	Priya Wall, Recreation Manager

SUGGESTED ACTION

SUMMARY

The 42nd Annual 4th of July Celebration was held Wednesday, July 2 through Friday, July 4 in downtown Chanhassen and at Lake Ann Park. The 4th of July is the most anticipated community event of the year, and it is estimated that over 70,000 people enjoyed at least one aspect of this year's three-day celebration.

Below is a breakdown summarizing all events, comments for next year, and a financial report.

BACKGROUND

DISCUSSION

TUESDAY, JULY 1

Movie in the Park

As part of their sponsorship and involvement in this year's celebration, Xfinity presented a Movie in the Park event on Tuesday, July 1, as a 'bonus' event to kick off the celebration. This free event was a huge hit, drawing a crowd of 400+ people to view The Parent Trap (1998). 200 boxes of candy and 300 bags of popcorn were given out at the event. Based on this success and significant positive feedback, it is recommended that movie in the park events be considered for future programming in the new Civic Campus space.

WEDNESDAY, JULY 2

Family Night at the Carnival

This evening of the carnival offered families a chance to enjoy discounted rides, fair concessions, and shorter lines in a less-crowded setting. It is estimated that about 6,000 people participated in this year's Family Night.

Kiddie Parade Ride Decorating Event

kiddywampus in Chanhassen offered free kiddie parade ride decorations at their store (near Byerlys), in preparation for the July 3 Kiddie Parade.

Kids' Music Performance

Children's band Todd'n'Tina performed songs geared towards young children under the big tent from 3:30-4:30 pm.

Face Painting, Wacky Hair, & Tattoos

Maund Entertainment offered face painting, airbrush tattoos, and wacky hairdos for \$3-\$15. It continues to be a popular attraction for families. The city receives 20% of Maund Entertainment's overall sales.

Youth Artist Performances

New this year, youth artists from Minnetonka Music School's Bach to Rock performed from 6-9 pm under the big tent. Overall, feedback on the performances was positive, and artists appreciated the opportunity to perform for a crowd.

KaiBi Mobile Family Unit

The KaiBi Mobile Family Unit is a fully equipped, indoor, climate-controlled mobile care center offering private nursing/pumping suites and diaper changing stations. The unit was well-received, and it is recommended to continue booking KaiBi in future years.

THURSDAY, JULY 3

Minnesota Twins Youth Baseball Clinic

181 kids ages 6-12 received instruction at the Minnesota Twins Youth Baseball Clinic. Two sessions were held at the Chanhassen High School Storm and Red Birds baseball stadium. The city has developed a strong relationship with the Minnesota Twins, and we look forward to continuing to offer this free clinic in the future.

Water Wars

The Water Wars water balloon stand continues to be a fun activity for all ages. The warm weather kept steady crowds throughout the evening. The city receives 20% of Water Wars' overall sales.

Studio SLVR Permanent Jewelry

Back for its third year in 2025 was permanent jewelry sales, offered by Studio SLVR in Chaska. New this year, Studio SLVR also offered ring-making in their mobile trailer. This is a popular event component with young adults and is recommended to be continued in future years. The city receives 20% of Studio SLVR's overall sales.

Carnival

The carnival rides, games, and concessions continue to be very popular on July 3 and are a great asset to the celebration. Midwest Rides provided 13 rides, 10 games, and 6 food booths. Unlimited ride wristbands were offered for \$25 on this night.

Business Expo, presented by the SouthWest Metro Chamber of Commerce

Twenty local businesses and nonprofits participated in this year's Business Expo, presented by the SouthWest Metro Chamber of Commerce. The SouthWest Metro Chamber of Commerce contributed \$1,800 towards the tent rental and electrical needs. Overall, this event promotes our local community businesses, and it is recommended that this event be continued in the future. The city hopes to work with the Chamber to find ways of recruiting more businesses to participate in future Expos.

Face Painting, Wacky Hair, & Tattoos

Maund Entertainment offered face painting, airbrush tattoos, and wacky hairdos for \$3-\$15. It continues to be a popular attraction for families. The city receives 20% of Maund Entertainment's overall sales.

Llama Experience

Llamas from the local Carver County group "Llama Mama" were present for an interactive experience at City Center Park on July 3. This has been a hugely popular event component since it started in 2021 (replacing the petting zoo in 2022), and efforts should be made to continue the llama experience in the future.

Kiddie Games

The Kiddie Games are a fun feature of the celebration and provide inexpensive entertainment for children at \$0.25 per game. The games are coordinated by the city and operated by seasonal playground and concession staff. They did a great job and brought a lot of energy and enthusiasm to the games. The Kiddie Games generated \$590.79 in revenue.

Kiddie Parade

Over 250 participants and spectators took part in this year's Kiddie Parade. Participants decorated bicycles, scooters, wagons, and more to parade in a half-mile loop beginning and ending at Chanhassen Elementary School. The Kiddie Parade ran along Laredo Drive, Chan View, Iroquois, and West 76th Street.

Chalk-it-Up Drawing Contest

Fifty-five groups participated in the annual chalk drawing contest. Prizes were awarded to the winners in two categories, most creative and most difficult, for three age groups. This event is coordinated by the city and judged by seasonal playground staff. This free event is extremely popular with attendees, and efforts should be made to find a new location for the event in the new Civic Campus space.

3rd Lair Summer Skateboard Series

3rd Lair came to the Chanhassen Skate Park and hosted a competition as part of their summer-long series. The event attracts teens from all over the Twin Cities and is a great way to incorporate all age groups into the celebration, and all of the facilities at City Center Park.

First Aid Tent

The Chanhassen Fire Department staffed a first aid tent on July 3 at City Center Park. The Chan Fire Crew responded to 1 significant heat-related illness on July 3. For the second year, event-goers enjoyed the misting fan provided by the Fire Department. Special thanks to the Fire Department for their continued support.

KaiBi Mobile Family Unit

The KaiBi Mobile Family Unit was on-site on July 3 as well. A top comment from event-goers utilizing the space was their appreciation for the space being climate-controlled.

Taste of Chanhassen, presented by the Rotary Club of Chanhassen

This year, 10 mostly local businesses (5 restaurants and 5 food trucks) participated in the Taste of Chanhassen, which was organized by the Rotary Club of Chanhassen. Having a majority of local, specifically Chanhassen-based, businesses adds to the community feel of the event. Ten food vendors have been established as the ideal number of vendors, based on available space and patron experience. The city and Rotary will continue to prioritize recruiting Chanhassen businesses for this event component in future years.

Beer Garden, presented by the Rotary Club of Chanhassen

The Rotary Club of Chanhassen also presented the annual Beer Garden, a wildly popular component of the celebration that naturally pairs with the evening live music and Street Dance. The Rotary sold both beer and seltzer, with proceeds used to fund community youth scholarships and other local outreach initiatives. The Rotary Club reimburses the city for equipment costs directly associated with the Beer Garden and Taste of Chanhassen.

Live Music by Up South

Up South put on a great performance to open the Street Dance for Johnny Holm Band. The band was well received by patrons, and they had groups on the dance floor throughout their set.

Live Music by Johnny Holm Band

The Johnny Holm Band entertained thousands during this year's Street Dance with their energetic set, geared towards all ages. This was their third performance at the 4th of July Celebration, and they were extremely well received this year with a great set. Special thanks to Xfinity for sponsoring the Street Dance tent and stage this year.

FRIDAY, JULY 4

Adult Fishing Contest

A total of 42 participants registered in this year's adult fishing contest on Lake Ann, generating \$1,050 in revenue. Prizes were awarded to the top three fish in two categories: longest northern pike and longest largemouth bass. Door prizes were also awarded as part of the contest. This year's longest northern pike was a 35.75" fish caught by Bruce Olson of Chanhassen. The longest bass was 19" and was caught by Spencer Olson of Woodbury.

Kids' Fishing Contest

Ninety-eight kids participated in this year's kids' fishing contest at the Lake Ann fishing pier. Trophies and other prizes were awarded to the winners of the heaviest fish, longest fish, and shortest fish in two age categories. In addition to the top fish prizes, all participants were entered into a door prize drawing. This year's contest was separated into heats by age category. It is recommended that this be continued in the future to avoid overcrowding the fishing pier and creating a more positive experience for the kids.

Sand Sculpture Contest

Fifteen groups participated in the annual sand sculpture contest at Lake Ann Beach. Prizes were awarded to the most difficult and most creative sculptures in three age groups. The sand sculpture contest has been a tradition for years and is a great way to incorporate events in different parts of Lake Ann Park.

Medallion Hunt

This is a fun and simple event that should be continued in the future. The medallion was hidden within the bounds of Lake Ann Park, with clues posted every 20 minutes at the Lake Ann concession stand.

This year's medallion was hidden underneath the mulch of a sapling tree, along the east side of the eastern-most parking lot, by ballfields 4 & 5.

Carnival and Face Painting

The carnival and face painting were also offered on July 4 at City Center Park. Rides, games, concessions, and face painting were enjoyed by many on this day, before and after the 4th of July Parade. Discounted rides were offered from 3:30-6 p.m., drawing visitors to the carnival after the parade as well.

Classic Car Show, presented by the Rotary Club of Chanhassen

With support from the City of Chanhassen, the Rotary Club of Chanhassen organized the Classic Car Show at City Center Park. This year's Car Show was well-attended and showed more classic cars than recent years, likely due to the sunny, warm weather. In recent years, rain has been a challenge for this event.

Bingo, presented by the Chanhassen Commission on Aging

Presented by the Chanhassen Commission on Aging, this event was offered on the morning of July 4 under the tent at City Center Park. There were over 500 participants for this extremely popular activity. We look forward to continuing this successful activity in the future. All proceeds from Bingo were donated to support Senior Tech Services, whose mission is to provide free technology help for seniors in the community.

Taste of Chanhassen and Beer Garden, presented by the Rotary Club of Chanhassen

The Taste of Chanhassen and Beer Garden were again offered on July 4. Event-goers enjoyed food and beverages while listening to live music, strolling through the carnival, and waiting for the parade.

Llama Experience

Llamas and alpacas were again present on July 4 to interact with event-goers.

Live Music featuring American Bootleg

American Bootleg, a local four-piece cover band, performed from 11:45 a.m.-1:45 p.m. under the big tent, prior to the parade. They put on a great performance. Staff recommends continuing to have bands perform before the start of the parade.

4th of July Parade and Historic Plane Flyover, produced by the Rotary Club of Chanhassen

The Rotary Club of Chanhassen produced the parade and historic plane flyover again this year with logistical support from the City and Carver County Sheriff's Office. We appreciate the service of the Rotary and look forward to continuing to work on this event with them in the future.

The new one-mile parade route began at the intersection of Kerber Boulevard and Saddlebrook Curve. 68 floats traveled south on Kerber Boulevard, turned east on West 78th Street, and ended on Market Street, past the entrance to the Chanhassen Dinner Theatre. As in past years, the parade kicked off with historic planes flying over downtown Chanhassen. Overall, the parade continues to be one of the most popular attractions of the celebration, with around 20,000 spectators annually. Crowds this year were lighter, likely due to the heat on that day.

The Rotary Club reimburses the city for parade-route restrooms, traffic control barricades, and cones.

Feedback on this year's route has been gathered from residents, staff, event partners, and businesses since the announcement of the new route. Feedback from the residents has been minimal and mixed,

with an equivalent amount of positive and negative feedback. Feedback from downtown businesses has been mixed, largely depending on their location and impact the parade has, and feedback from staff and event partners has been generally positive, with some negative. The 2026 parade route has not yet been determined. Conversations are expected to begin this fall.

Fireworks Display

This year's fireworks show was contracted through J&M Displays and was the third year of a three-year contract. They coordinated an excellent display that lasted 21 minutes. It is estimated that about 35,000 spectators viewed the show from throughout the city.

4th of July T-shirt Sales

Every year since 1984, the city celebrates the 4th of July by selling commemorative t-shirts to the community. Shirts were available in multiple colors and sizes, providing a variety of options to patrons. T-shirts were also given free of charge to local community event sponsors as a token of appreciation for their support.

Looking ahead: 2026

1. While considering feedback from members of the public, parade participants, downtown businesses, staff, and other partners, a parade route will be set with the intention of that route remaining for the foreseeable future. This may be the 2025 parade route, 2023 and prior 'historical' parade route, or another route.
2. Event components may move locations, be adjusted, or change to fit within the new Civic Campus space. Some event components may be retired, and new events introduced, to fit the space.
3. Staff are discussing additional strategies to combat extreme heat at this event, both for patron comfort and safety during extreme heat. Staff are exploring the feasibility of additional misters, or a larger 'cooling station,' with free cups of water and a walk-through misting arch.

RECOMMENDATION

ATTACHMENTS

[Revenues & Expenditures 2025.pdf](#)

[KaiBi Post-Event Recap](#)

[2025 Parade Route Map](#)

[Traditional Parade route map \(2023 and prior\)](#)