City Council Item

May 12, 2025

Item	4th of July Parade Update	
File No.		**Item No:** K.1
Agenda Section	**CORRESPONDENCE DISCUSSION**	
Prepared By	Priya Wall, Recreation Manager	
Reviewed By		

SUGGESTED ACTION N/A	
Motion Type	N/A
Strategic Priority	N/A

SUMMARY

A new route has been developed for the Annual Fourth of July Parade.

The new one-mile route begins at the intersection of Saddlebrook Curve and Kerber Boulevard. The parade will travel south on Kerber Boulevard, turn east on West 78th Street, and end on Market Street, past the entrance to the Chanhassen Dinner Theatre. The new route is a near-replica of the adjusted 2024 parade route, with the addition of a quarter-mile in length between Santa Vera Drive & Saddlebrook Curve, and staging occurring exclusively on Kerber Blvd.

The new route was developed collaboratively between the Rotary Club, City Parks & Recreation, Fire, Public Works, and Engineering Departments, and the Carver County Sheriff's Office, with hopes of optimizing public safety while maintaining a high-quality spectator experience.

This is an informational item only; no action is required.

BACKGROUND

The City and the Rotary Club of Chanhassen partner to produce the Annual Fourth of July Parade, with the City providing traffic control, public safety management, and overall event management. The Rotary Club manages logistics, coordinates with parade entrants, and manages staging and flow during the parade.

The parade was added to the Fourth of July Celebration in 1996. With minor adjustments, the parade route remained consistent from 1996-2023.

In 2024, prompted by road projects and traffic safety concerns along the historical parade route, a new route was developed for the parade. The three-quarter mile route began at the intersection of Kerber Boulevard and Santa Vera Drive. The parade was to travel south on Kerber Boulevard, turn east on West 78th Street, and end on Market Street, past the entrance to the Chanhassen Dinner Theatre. The parade was to reverse and travel in the opposite direction from the traditional route.

Due to severe weather during the parade staging and parade time, the 2024 parade was cancelled. This is the only time the parade has been cancelled in its 28-year history.

DISCUSSION

The primary reason the 2024 parade route was adjusted is that City Pavement Rehabilitation Project construction was occurring along the traditional route and staging area (Chan View Drive, Iroquois Circle, West 76th Street, and Huron Avenue), making it impossible to run the parade along its traditional route. A secondary reason was that increased popularity of Fourth of July Celebration events has created increased vehicle & pedestrian traffic downtown, spurring a desire to consider alternate routes that could optimize public safety during the parade.

With a new route being necessary in 2024, the intention was to use the year as a "trial" to see if the newly developed route could be successful moving forward. Depending on its success, it would either become the new parade route, undergo adjustments, or the parade would revert back to the traditional route. With the cancellation of the 2024 parade due to severe weather, the opportunity to "trial" the new route was lost.

The 2025 parade route is a near-replica of the proposed 2024 route. It maintains the L-shaped route that was a focus in 2024, which provides an easier entrance/exit to the downtown area for resident and emergency vehicles before, during, and after the parade. Prompted by the desire for a longer route with more viewing areas for spectators, the 2025 route adds an additional quarter-mile to the 2024 route. The 2025 route length is 1 mile, which is consistent with comparable parades in the Twin Cities area.

2025 length: 1.00 mile
2024 length: 0.75 mile
2023 length: 1.50 mile

Notification letters and parade maps will be sent to all residential and commercial property owners along the parade route on June 16, 2025. Letters will also be sent to property owners along the former 2024 route and former 2023/traditional route, to notify them of the change. Poke-in signage will be placed in neighborhoods along the new route and both old routes, with QR codes and directions to the City website for parade maps and information. Notification of the route will also be done via digital and print media, on the City website, and via City social media accounts.

After this year's parade, the new route will be evaluated and reviewed. Depending on its success, the 4th of July Parade route for 2026 and moving forward will remain the same as the 2025 route, will be adjusted, or will revert back to the 2023/traditional route.

BUDGET

RECOMMENDATION

ATTACHMENTS

2025 Route Map
2024 Route Map
2023 Route Map
2025 Parade Application
Parade Notification Letters
May 13, 2024 City Council Parade Update