

Park & Recreation Commission Item

July 28, 2026



Item	2026 4th of July Celebration Evaluation
Item No:	H.1
Agenda Section	<u>REPORTS</u>
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SUGGESTED ACTION

SUMMARY

The 43rd Annual 4th of July Celebration was held Thursday, July 2 through Saturday, 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 and a financial report.

BACKGROUND

DISCUSSION

WEDNESDAY, JULY 1

Movie in the Park

For the second year, as part of their sponsorship and involvement in the celebration, Xfinity presented a Movie in the Park event on Wednesday, July 1, as a 'bonus' event to kick off the celebration. This free event drew a crowd of 250 people to view "National Treasure" (2004). Based on a second successful year and significant positive feedback, it is recommended that movie in the park events be considered for future programming as part of the 4th or in the new Civic Campus space.

THURSDAY, 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 Byerly's), in preparation for the July 3 Kiddie Parade.

Kids' Magic Show

Children's magician Brian Richards performed his "United We Stand" Magic Show under the big tent from 4-4:30 p.m. The show drew 100+ viewers, more than children's musicians in prior years.

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.

Beer Garden, presented by the Rotary Club of Chanhassen

New this year, the Rotary Club of Chanhassen expanded the Beer Garden (typically hosted only July 3 and 4) to July 2. The Beer Garden was a popular addition to Family Night, with attendees casually enjoying beer and lawn games provided by the Rotary. While sales were not high-volume, the Beer Garden was an enjoyable addition to Family Night and provided an additional activity for adults.

The Rotary Club reimbursed the city for additional waste removal staffing costs incurred by the expansion of the Beer Garden. If further expansion on July 2 is desired, such as adding a band or musical component, staff recommends further research on feasibility be conducted. Expansion would likely incur further increases in city, contracted, and CCSO staff, which may or may not be feasible, and may impact the kid-friendly focus of Family Night.

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.

FRIDAY, JULY 3

Minnesota Twins Youth Baseball Clinic

186 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.

Studio SLVR Permanent Jewelry

Back for its fourth year in 2026 was permanent jewelry sales, offered by Studio SLVR in Chaska. 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. 2026 saw an increase in traffic for Studio SLVR, despite the temporary location.

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

21 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 typically contributes \$1,800 towards tent rental and electrical needs, but due to this year's spacing constraints and elimination of the Expo tent, they contributed \$386.40 towards table and chair rental only. Participating businesses had the option to bring their own 10x10 pop-up tents.

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 and is open to exploring cost-saving measures such as allowing businesses to bring their own tents rather than utilize one large Expo tent.

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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 \$332.86 in revenue. This number is lower than typical years, likely due to elimination of one game (space constraints) and this year's temporary layout.

Kiddie Parade

Over 350 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 St. Participation in this year's Kiddie Parade was higher than participation seen in recent years.

Chalk-it-Up Drawing Contest

22 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 free event is coordinated by the city and judged by seasonal playground staff. The Chalk-it-Up contest is typically very popular with attendees, having averaged 50+ participating groups in recent years when it was held on the hockey rink. This year's decrease in participation is likely due to the contest's move to a temporary location, the walkway outside of City Hall, which was removed from the rest of the event due to construction fencing. Efforts should be made to find a location for the event in the new Civic Campus space that is incorporated with the event as a whole.

3rd Lair Summer Skateboard Series

Due to construction delays, the annual 3rd Lair Summer Skateboard Series event was postponed to Saturday, August 22 at 2 p.m. In typical years, 3rd Lair hosts up to 75 skaters at the Chanhassen Skate Park to compete 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 two significant heat-related illnesses on July 3. For the third 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, 9 Twin Cities businesses (3 restaurants and 6 food trucks) participated in the Taste of Chanhassen, which was organized by the Rotary Club of Chanhassen. Historically, all vendors have submitted a \$200 event fee to the Rotary Club of Chanhassen, in addition to reimbursing the city for any required equipment rentals, including tents, tables and cooking barricades. New this year, in lieu of the \$200 event fee, a 10% gross revenue share with the Rotary Club was instituted.

Two businesses were Chanhassen-based, and the remaining 7 were based in the greater Twin Cities area. Vendors were selected with a focus on menu, offering a variety of options to event attendees. Staff recommends in future years Chanhassen restaurants and food trucks receive a fee reduction, waiver or other benefit to participate in the Taste, to increase the community feel of the event and provide support to our local business community.

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, other local outreach initiatives and the July 4 Parade. The Rotary Club reimburses the city for equipment costs directly associated with the Beer Garden and Taste of Chanhassen.

Live Music by Stone Daisy

Stone Daisy put on a great performance to open the Street Dance for Good for Gary. The band was well received by patrons, and they had groups on the dance floor throughout their set.

Live Music by Good for Gary

Good for Gary entertained thousands during this year's Street Dance with their energetic pop & Top 40's set. This was their first performance at the 4th of July Celebration, and staff have received much positive feedback on their show. Special thanks to Xfinity for sponsoring the Street Dance tent and stage this year.

SATURDAY, 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 37.5" fish caught by Jack Johnson of Wayzata. The longest bass was 21" and was caught by Craig Martin of Chaska.

Kids' Fishing Contest

Over 100 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. For the second year, the 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

10 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 second base on Ballfield #3.

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 had a great showing of classic cars. Due to ongoing construction, the Classic Car Show was hosted in the City Hall parking lots off Chan View and Market Blvd., with overflow hosted at the Chanhassen Post Office.

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. All proceeds from Bingo were donated to support Helping Paws Assistance Dogs, whose mission is to assist veterans and first responders with service-related post-traumatic stress disorder (PTSD) and regaining independence, confidence and hope.

Due to construction delays, the timing of Bingo was adjusted from its typical 11 a.m. - 1 p.m. timeframe to 10 a.m. - 12 p.m., and its location was moved from the Expo tent (which was eliminated) to the Street Dance tent. The band American Bootleg's performance was then shifted from its typical 11:45 a.m. - 1:45 p.m. timeframe to 1 - 2:15 p.m. Staff recommends considering these changes as permanent in future years, as they preserve attendee experience and may have positive impacts on logistics and event budget.

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.

Live Music featuring American Bootleg

American Bootleg, a local four-piece cover band, performed from 1 - 2:15 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 one-mile parade route began at the intersection of Kerber Blvd. and Saddlebrook Curve. 74 floats traveled south on Kerber Blvd., turned east on West 78th St., and ended at the intersection of West 78th St. and Great Plains Blvd., by Chapel Hill Academy. 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.

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

Fireworks Display

Due to a public safety emergency that took place at Lake Ann Park the night of Saturday, July 4, this year's fireworks show was rescheduled from July 4 at 10 p.m. to Thursday, July 23 at 10 p.m. The Summer Concert Series performance by artist Raquel Hawkins will take place from 6:30 - 8 p.m. that evening, prior to the shoot, and the Lake Ann Park Concession Stand, food truck Poljam, and food truck Pretty Great Cake Shakes and Cheesecakes will offer food for purchase until 10 p.m.

This year's fireworks show will be contracted through J&M Displays and is the first year of a three-year contract. They will coordinate a display that lasts between 21 and 23 minutes. It is estimated that about 35,000 spectators throughout the city view the fireworks show annually.

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: 2027

1. 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.

RECOMMENDATION

ATTACHMENTS

[Revenues & Expenditures 2026](#)

[2026 Event Map \(Temporary Layout\)](#)

[2025 Event Map \(Historic\)](#)

[Parade Route Map](#)