

MEMORANDUM

To: Mayor Don Keil and Seguin City Council
Steve Parker, Seguin City Manager

From: Kyle Kramm, Main Street & CVB Director

Through: Rick Cortes, Seguin Assistant City Manager

Subject: Seguin's 2020 Independence Day Celebrations

Date: May 13, 2020

Due to the COVID-19 pandemic and a probability that social gatherings might still be banned into July, Seguin Main Street & CVB has been working on alternative plans to host a safe celebration for the Fourth of July.

The annual celebration includes Freedom Fiesta hosted by KWED scheduled for July 2, Fireworks Fiesta hosted by Seguin Parks & Recreation scheduled for July 3, Flag Raising Ceremony hosted by the Mayor's Office on July 4 and the Biggest Small-Town Parade hosted by Seguin Main Street also on July 4. In total well over 10,000 people attend the functions associated with Seguin's Independence Day celebrations, with the largest crowds attending the parade.

Staff has contacted communities throughout Texas to discuss their Fourth of July celebrations:

- Schertz has canceled parade, plan on still hosting fireworks show.
- Bastrop has canceled all events and will be rescheduling their fireworks for later in the year.
- Cuero will likely be canceling all their events except for their fireworks show.
- Lewisville has canceled all their Fourth of July festivities including their fireworks, concert and kids' activities.
- San Marcos has canceled all their events except for their fireworks show.
- Waco has cancelled all their events that include a music festival and fireworks show.

Numerous other cities are discussing their plans right now including Gonzales, Longview, Brenham and Mineola.

MAIN STREET & CVB

Staff is discussing with KWED on their plans for hosting Freedom Fiesta and will work with them as they make decisions on hosting their event.

Parks & Recreation has discussed with Pyro Shows of Texas, Seguin's vendor for the fireworks show, about postponing the show. Pyro Shows will allow Seguin to roll our deposit to 2021 with the same cost as the 2020 show if Council decides to cancel the 2020 show. Parks will need to notify Pyro Shows by the end of May with a decision to postpone or continue as planned.

Flag Raising Ceremony is a smaller event in Central Park which could still occur with appropriate social distancing requirements.

Biggest Small-Town Fourth of July Parade historically has had 8,000 to 10,000 spectators with 150 to 180 entries. Options for the parade are as follows:

1. Move forward to host the parade as has been done historically lining entries up on Weinert to College Streets and entries traveling south on Austin Street ending at the Seguin Coliseum.
2. Encourage people to watch the parade via live stream and not attend in person.
3. Revise parade route in what we are calling "the parade comes to you" model where the route is expanded to go through additional neighborhoods and by large parking lots so as to encourage watching of the parade by either staying on your front porch or from your vehicle in one of the parking lots. Additional details about this plan are in the attached parade contingency plan.
4. Cancel the parade.

Staff is seeking guidance from Council on how they would like to move forward with Seguin's Independence Day celebrations.