

# 4<sup>th</sup> of July in The Woodlands- 2022



July 21, 2022

# South County 4<sup>th</sup> of July Parade

- 9 a.m. in The Woodlands Town Center
- Featured theme *Stronger Together*
- 1.3 mile route through Market Street
- 20,000 estimated attendees and spectators annually



THE WOODLANDS  
TOWNSHIP

# Red, Hot and Pool Day, Presented by Kroger

- 10 a.m. to 6 p.m. at all Township Pools
- Activities and refreshments from 12 to 4 p.m.
- 2,540 residents and visitors (726 day passes and 44 punch cards sold)
- Minimal comments regarding change in admission/fees
- Expenses - \$4,300
- Revenue - \$9,826
- \$3,000 in-kind sponsorship (Kroger)



# Boat Houses and Texas TreeVentures

- Riva Row Boat House
  - 275 rentals (\$7,590-revenue)
- Lakes Edge Boat House
  - 32 rentals (\$832-revenue)
- Texas TreeVentures
  - 67 users (\$2,973-revenue)



# Red, Hot and Blue

- Red, Hot and Blue previously produced by Visit The Woodlands (CVB) until 2016
- Expanded fireworks locations to expand resident access
- Expanded festival/event locations to provide larger footprint and opportunity for residents and visitors to select their desired experience
- 2022 event leveraged 14 pools, 5 parks, the Riva Row and Lakes Edge Boat Houses and Texas TreeVentures
- Estimated 130,000 residents and visitors throughout the day in the park system



THE WOODLANDS  
T O W N S H I P

# Red, Hot and Blue- Event Infrastructure

## Festival Staff:

- 71 full/part-time Township staff
- 22 volunteers
- 200+ lifeguards, Boat House/Texas TreeVentures Staff
- Coordinated with Montgomery County Sheriff's Office and Harris County Constable's Office (approximately 120 public safety positions from July 1-5)
- Local EMS coordinated for each event site
- Emergency Response Plan outlining procedures for various scenarios



THE WOODLANDS  
TOWNSHIP



# Red, Hot and Blue Festival and Fireworks Extravaganza

- 6 to 10 p.m. at multiple parks
- Town Green Park – Live music on 2 stages, concessions, KidZone and strolling entertainers (35,000 attendees)
- Waterway Square – Live music and strolling entertainers (8,000 attendees)
- Northshore Park – Live music, concessions and strolling entertainers (15,000 attendees)
- Hughes Landing – Live music (10,000 attendees)
- Rob Fleming Park – Live music, concessions and face painting (500 attendees)
  - Fireworks display cancelled due to forecasted winds combined with drought conditions
  - Festival site ended at 8 p.m. to give time to travel to Town Center to view other displays



THE WOODLANDS  
T O W N S H I P



# Red, Hot and Blue Festival and Fireworks Extravaganza

- Event Revenue (Vendor Fees, Commissions) - \$15,000
- Sponsorship Revenue - \$9,000 (Additional \$3,000 in-kind)
- Event Expenses (Rentals, Fireworks, Entertainment, Public Safety, etc.) - \$303,000
- Projected Net Cost - \$279,000
- Estimated Festival Attendees (4 sites) – 68,500
- Estimated Fireworks Spectators – 125,000 (total)







## 2023 Red, Hot and Blue Festival and Fireworks Extravaganza

- Continue to evaluate of all sites and plans to accommodate additional space for attendees
- Recruitment plan for vendors to generate additional interest and more options at each site
- Identify alternate plan for primary display in Lake Woodlands due to development on Aria Isle
- Evaluate 2022 event with local law enforcement and EMS to determine additional needs or revisions to continue ensuring a safe experience



THE WOODLANDS  
T O W N S H I P



# 4<sup>th</sup> of July in The Woodlands



July 21, 2022