



Agenda Item: Update on Proposed Holiday Activities Planning for June 23 through July 4, 2023

Background: At the September 2022 Board Meeting, Staff committed to explore the development of two plans for this holiday time period, one to include a July 3rd Drone Show in the Historic Downtown area, and a second activation plan to include creating bridge activities on the weekends between Juneteenth and July 4th, a time often referred to as Freedom Days.

As a result of that directive, staff discussed the two activation plans with the Tourism Development Advisory Committee (TDAC) at the October 11, 2022 meeting to capture their input and direction. Following that discussion, plans are being developed and will be presented to TDAC for their final approval on November 8th. The final proposed plan will then be taken back to the Board for consideration and approval at the November 15, 2022 meeting.

Staff will present an overview of the two activation plans.