



C I T Y O F
RENO
Memorandum

DATE: June 26, 2026

TO: Mayor and City Council

THROUGH: Jackie Bryant, City Manager

A handwritten signature in black ink, appearing to read "Jackie Bryant".

FROM: Nathan Ullyot, Parks and Recreation Director
Damaris McGlone-Eymard, Recreation Manager

DEPT: Parks and Recreation

SUBJECT: Update on the Progress of the 4th on Fourth Parade – America 250

This memo provides Council with an update on the development of the 4th on Fourth America 250 Parade since direction was given for staff to fund, plan, recruit, and execute the Parade during the Regular City Council meeting on April 08, 2026.

Promotion efforts kicked off with the project meeting on April 30, 2026, engaging internal and external stakeholders, including Mayor Schieve. The team established strategies for recruiting participants, sponsors, vendors, and community partners, as well as developing website content, launching social media campaigns, issuing press releases, and ongoing committee-led outreach.

Event Progress Overview

The parade has made notable advances in parade entry recruitment and media engagement. Since late April, the Communications team and committees have collaborated to boost participation and visibility, leading to an increase in parade entries and community awareness.

The marketing strategy includes the use of Reno.gov, social media (Facebook, Instagram, X/Twitter), email outreach, community networks, and media relations. Print materials including flyers and yard signs are distributed strategically to support awareness and encourage signups.

A June 9th media event at the National Automobile Museum featured parade participants and classic vehicles, resulting in greater public engagement and additional sponsorship leads.

As of June 26th, there are 74 parade entries, nearing the goal of 80. Strategic outreach and marketing have increased participation. Sponsorship packages are public, and commitments are tracked. Online forms for sponsors, vendors, volunteers, and participants streamline recruitment.

Budget and Sponsorship

Updated cost expectations to produce the parade is \$50,000 not including staff planning time. Estimated expenses to date are about \$15,000. The most significant costs are day of operational expenses including Public Safety, Street Closures, and day of staffing which are not included in the current expenses. Staff hope to have volunteer support for the day of the parade, but currently the commitments are minimal. Without this support, paid City staff would be needed to execute the event.

Staff had hoped that sponsorships and donations would offset the cost of the event, however at this time it does not look like that will be the case. Cash sponsorships and donations total \$34,075 and in-kind contributions support print collateral, media buys, logistics, and participant incentives. This leaves a current expected gap of approximately \$15,000. The ongoing collection of vendor fees and participant registrations will supplement funding, but that will not likely exceed \$5,000.

For more information visit <https://www.reno.gov/community/special-events/index.php> or call 775-842-8173