



CITY OF HARRISONBURG
**PARKS &
RECREATION**

901 CHICAGO AVENUE, HARRISONBURG, VA 22802

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TO: Ande Banks, City Manager
FROM: Matt Little, Recreation and Events Manager, Parks & Recreation
DATE: 5/13/25
RE: Hispanic Festival

Summary: Consider the special event application request for the Hispanic Festival on Saturday, August 2, 2025.

Background: The Hispanic Festival is an annual event that takes place in Harrisonburg, at the Smithland Athletic Complex. The Festival will have a full day of activities, food, and live music. A soccer tournament will take place on pads 1, 2, & 3.

This application was reviewed and approved by the Special Events Committee on May 1, 2025.

The total cost of this event is estimated to be around \$5500. The event organizer is responsible for payment of applicable charges.

Key Issues:

- PW Support (no parking signage, roll off container, digital message board)
- HPD Support (off-duty officers)
- HFD Support (EMS)
- Commissioner of Revenue (food tax, business licenses)
- Community Development (stage permit)
- COI and endorsement to be submitted prior to the event