



// CIVIC LUBBOCK, INC

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4TH ON BROADWAY 2025



// FUNDING REQUEST
LUBBOCK COUNTY

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CIVIC LUBBOCK, INC. HISTORY

Civic Lubbock, Inc. is a 501(c)(3) nonprofit corporation established in 1956 with the mission to foster and promote the presentation of educational and cultural programs, attractions, and entertainment for the people of Lubbock and the surrounding area. Through a license agreement with the City of Lubbock, the organization operates the concessions and ticketing operations in City-owned entertainment venues—including the Lubbock Memorial Civic Center and Moonlight Musicals Amphitheatre—with net revenues reinvested into supporting the arts and cultural life of the community.

For nearly 70 years, Civic Lubbock, Inc. has used these revenues to enrich Lubbock’s cultural landscape by funding and producing a wide range of events, providing grant assistance to local arts organizations, and commissioning public art projects. Its impact is visible in initiatives such as the Local Grant/Special Event Funding Program, which has supported dozens of local performances and festivals; the Cultural Arts Grant Program, funded through hotel occupancy tax to boost cultural tourism; and the Lubbock Music NOW project, which showcases original music by area songwriters and musicians through an annual compilation album, television special, and live performances—including “Live Music at the Airport.”

The organization also manages the West Texas Walk of Fame to honor influential figures in art, music, and entertainment with roots in the region. Its contributions to cultural tourism and preservation include purchasing artifacts for the Buddy Holly Center and restoring the boyhood home of Jerry “J.I.” Allison of The Crickets, now located next to the museum. Additionally, Civic Lubbock plays a key advisory role for both the Buddy Holly Center and the Silent Wings Museum, supporting the preservation and interpretation of Lubbock’s musical and historical heritage.

Over the years, Civic Lubbock has also commissioned significant public artworks placed in and around City facilities, created a rotating public art display program at the Lubbock Airport, and partnered with local entities to bring artistic experiences to residents and visitors alike.

4th on Broadway is a natural fit for Civic Lubbock, Inc. because it celebrates the very essence of the organization’s mission—bringing people together through arts, music, culture, and community pride. As one of the largest free Independence Day celebrations in Texas, 4th on Broadway reflects Civic Lubbock’s commitment to providing community focused high-quality cultural experiences that showcase local talent and enrich the spirit of Lubbock.

DESCRIPTION OF PROJECT

Civic Lubbock, Inc. respectfully requests \$10,000 from Lubbock County to support the planning and execution of the 4th on Broadway 2025 celebration – Lubbock’s largest free and public celebration of Independence Day. This annual event brings together thousands of West Texans in a celebration of freedom, culture, and local talent through a day-long series of performances, parades, and fireworks.



HISTORY OF 4TH ON BROADWAY



The 4th on Broadway festival began in 1991 as a modest gathering organized by Don Caldwell and then-Mayor David Langston to honor Gulf War veterans returning home. Over the years, it evolved into one of Texas’s largest free festivals, attracting up to 100,000 attendees annually. The event featured a morning parade, local music performances, food vendors, and a fireworks display.

In January 2025, Broadway Festivals Inc., the nonprofit producer of 4th on Broadway, announced it would cease operations due to the passing of founder Don Caldwell and other challenges. This led to the cancellation of the 2025 event.

Determined to continue this cherished tradition, Civic Lubbock Inc., in partnership with community organizations, has led the effort to preserve this event. The 2025 celebration will feature a day full of activities including a new parade route, a late-afternoon picnic with street vendors and food trucks, an evening concert, and a spectacular fireworks finale.

BUDGET

The 2025 budget, expenses and revenues, is based on prior year financials from the Broadway Festivals Organization.

EXPENSES	
Entertainment and Artist Fees	\$70,000
Production (stage, sound, lighting)	\$80,000
Fireworks Display	\$60,000
Security and Safety (off-duty officers, EMS, barriers)	\$17,000
Marketing and Promotions	\$20,000
Permits, Insurance, and Compliance	\$15,000
Logistics and Operations (barricades, restrooms, sanitation)	\$85,000
Volunteer Coordination (shirts, food, training)	\$10,000
Contingency and Administrative Costs	\$10,000
	\$367,000
REVENUE	
Davis Smith	\$30,000
H-E-B	\$50,000
United	\$15,000
Reliant	\$30,000
Leprino	\$20,000
Sponsorship Levels and Smaller Donations	\$36,500
In-Kind Services and Products: Examples include City of Lubbock, KCBD/FOX Media, Lamar Outdoor Advertising, Caprock Waste, Lubbock Avalanche Journal, and many others	\$145,000
GRANTS	
City of Lubbock – Cultural Arts Grant	\$40,500
	\$367,000



GOALS AND OBJECTIVES

- Welcome over 50,000 attendees from Lubbock and the surrounding communities.
- Create a commemorative space that honors American independence.
- Celebrate Lubbock's rich cultural identity as part of the national celebration.



USE OF FUNDS

Support from Lubbock County will help ensure that the celebration marking American Independence rises to meet the occasion. Grant funds will be used to underwrite key elements of the 2025 event, including:

- Large scale logistical needs for the family friendly activities including the parade, picnic, and fireworks show with accompanying concert
- Parking



EVALUATION

Success will be measured by event attendance, diversity of performances, audience feedback, media coverage, and post-event economic impact analysis. We will also gather testimonials and track social media engagement to assess reach and resonance.

CONCLUSION



We respectfully request the support of Lubbock County to ensure that 4th on Broadway 2025 continues to uplift, entertain, and unite our community in celebration of this once in a generation celebration of our nation and those who have served. With your help, we can celebrate freedom and creativity in a way that reflects the values and vitality of West Texas.