

RESOLUTION NO. R-25-78

A RESOLUTION AUTHORIZING THE CITY MANAGER TO SIGN AN AGREEMENT WITH BOX OF CHALK, INC, D/B/A UNITED ENTERTAINMENT OF AMERICA, TO PROVIDE EVENT COORDINATION, PROMOTION, MARKETING, AND SPONSOR SOLICITATION FOR THE 2026 INDEPENDENCE DAY CELEBRATION.


WHEREAS, the City of Gladstone (the "City") desires to enter into an agreement with Box of Chalk, Inc, d/b/a United Entertainment of America, to provide event coordination, promotion, marketing, and sponsor solicitation for the upcoming July 4th, 2026 celebration commemorating the 250th anniversary of the signing of the Declaration of Independence; and

WHEREAS, after legal review, City Staff recommends the approval of the Agreement.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF GLADSTONE, MISSOURI, AS FOLLOWS:

THAT, the City Manager of the City of Gladstone is hereby authorized to execute the Agreement with Box of Chalk, Inc., d/b/a United Entertainment of America, in accordance with the terms and conditions set forth therein.

INTRODUCED, READ, PASSED, AND ADOPTED BY THE COUNCIL OF THE CITY OF GLADSTONE, MISSOURI, THIS 8TH DAY OF DECEMBER 2025.



Mayor Les Smith

ATTEST:



Kris Keller, City Clerk



Request for Council Action

RES ☒ # R-25-78

BILL ☐ # City Clerk Only

ORD ☐ # City Clerk Only

Date: 11/20/2025

Department: General Administration

Meeting Date Requested: 12/8/2025

Public Hearing: Yes ☐ Date: [Click here to enter a date.](#)

Subject: A Resolution authorizing the City Manager to sign an Agreement with Box of Chalk, Inc, d/b/a United Entertainment of America to provide event coordination, promotion, marketing, and sponsorship solicitation for the 2026 Independence Day celebration.

Background: The City of Gladstone is preparing to host a signature community celebration on July 4, 2026, commemorating the 250th anniversary of the signing of the Declaration of Independence. This milestone event will be held at Happy Rock Park and is envisioned as a large-scale, regional attraction featuring national musical acts, family-friendly activities, and patriotic programming. The celebration is intended to honor the nation's 250th anniversary while strengthening community pride and showcasing Gladstone as a vibrant and welcoming place to live, work, and visit. In order to deliver an event of this magnitude, the City requires professional coordination and industry expertise in managing event operations and implementing a comprehensive promotional strategy. Box of Chalk Inc has extensive experience in producing and coordinating major festivals. Their services will support the City in ensuring a well-organized, highly attended, and memorable celebration befitting this historic anniversary. The proposed Resolution authorizes the City Manager to enter into an Agreement with Box of Chalk, Inc., d/b/a United Entertainment of America, for event coordination, promotion, marketing, and sponsorship solicitation related to the July 4, 2026 celebration. Approval of this Agreement will allow planning and production efforts to move forward efficiently, providing the necessary professional support to deliver a successful and impactful community event for residents and guests alike.

Budget Discussion: Funds are budgeted in the amount of \$13,000 with an additional 20% of secured sponsorships from the General Fund. Ongoing costs are estimated to be \$0 annually. Previous years' funding was \$0.

Public/Board/Staff Input: Staff recommends approval of the proposed Resolution.

Provide Original Contracts, Leases, Agreements, etc. to: City Clerk and Vendor.

Bob Baer
Department Director/Administrator

JA
City Attorney

BB
City Manager