



2025 Community Events

2025 Event Season Review
& 2026 Forecast

Presented By: Katie Atkinson & Sarah Dalling



2025 Community Events Summary



Total Events

60



Total Estimated Attendees

103,000



Businesses/Vendors

400+



Volunteers

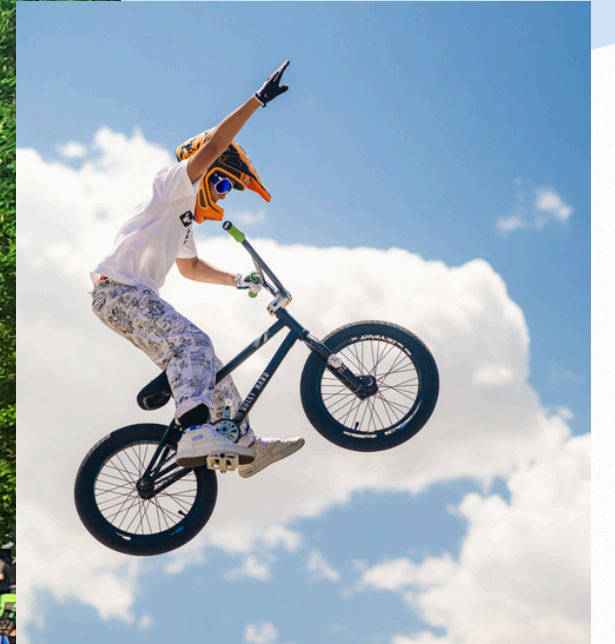
700+



ROI
Immeasurable

4th of July

Sandy City hosts the biggest Independence Day Celebration in SL County
40,000+ Attendees



18th Annual

Balloon Festival

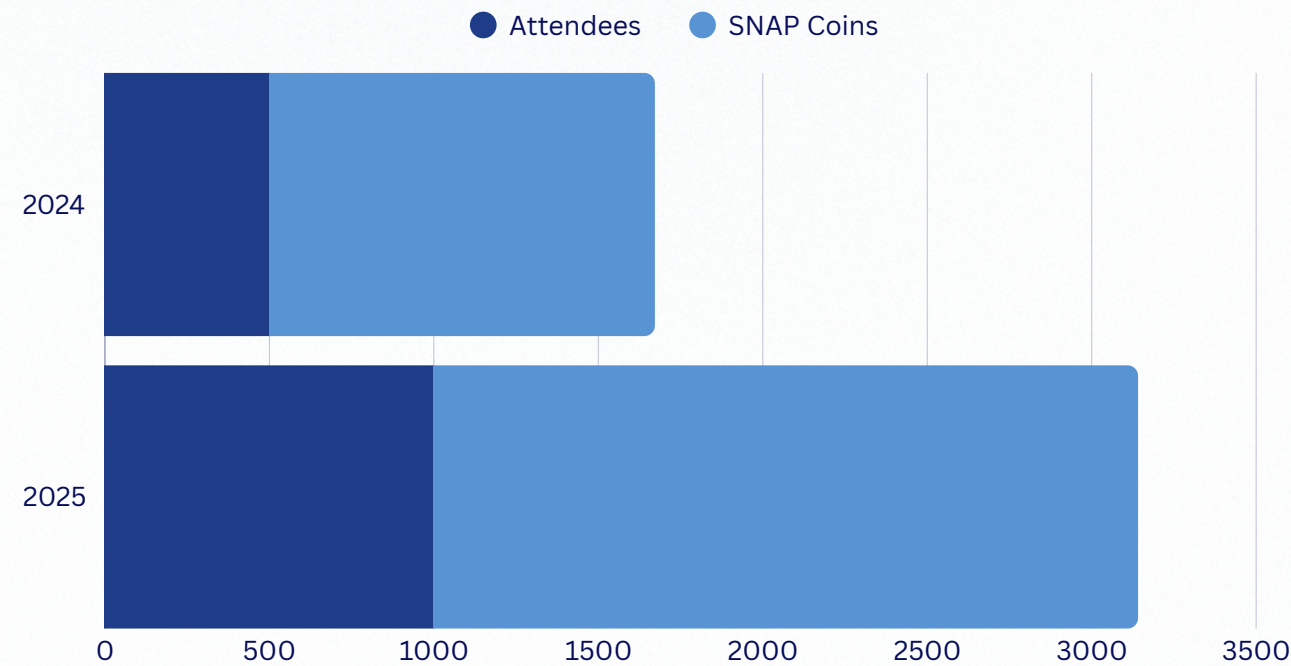
Morning Launches-- 7,000 Attendees

Evening Glow-- 20,000 Attendees



Sandy Farmers' Market

Our second season of Sandy's Farmers' Market was a strong, momentum-building year for the market. The market is a valuable weekend destination and a meaningful way to support local agriculture, small businesses, non-profits, SNAP initiatives, and community.





Utah's
Own
Utah Department of
Agriculture and Food

2025
Sandy Farmers' Market

Preferred Market







Market Attendees

1,000 people /market

250 visitors/hour



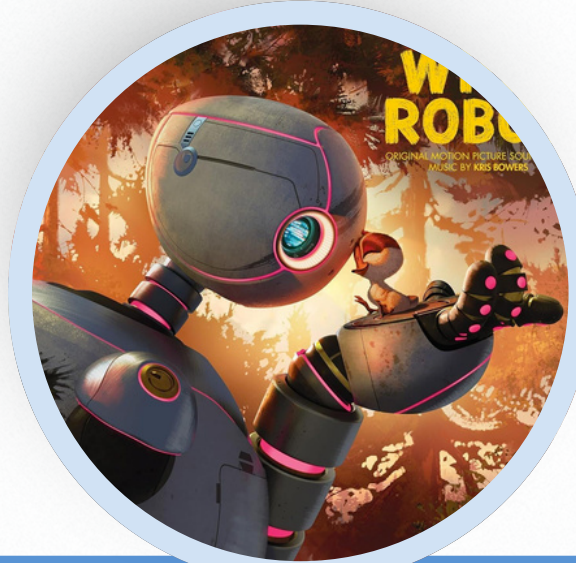
SNAP Coins Redeemed

\$4,049

Movies in the Park



America First Field
1,200 Attendees



Sandy Amphitheater

1,400 Attendees



Falcon Ridge Park
350 Attendees

24th Annual **Utah** Healing Field



3,342 Flags



600+ Volunteers



and

Utah **Fallen Field**



More Sandy Events



Historic BBQ



**Food Truck
Nights**



**Heritage Festival
& Horse Parade**



**Light up the
Cairns**

OUT OF @SandyCity's **TOP 200**
LIKED **SOCIAL MEDIA** POSTS THIS YEAR...

  **60** were from Community Events

30% of all **@SandyCity** posts!



Top Ten Overall Posts

- ✓ **Princess Bride Promo Graphic**
Lionel Messi Coming to Sandy
Little Cottonwood Snowliage Throwback
- ✓ **Balloon Festival Day 1 Photos**
- ✓ **Healing Field Setup Video**
- ✓ **Balloon Festival Day 1 Video**
Rapelling Down Rocky Mouth Falls
- ✓ **Balloon Festival Day 2 Photos**
Dimple Dell Photos
- ✓ **Balloon Glow Photos**

6 out of 10 are **Community Events Posts**

COMMUNITY EVENTS

148 POSTS

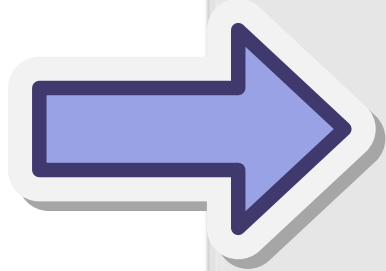
6,836 AVG. REACH
PER POST

113 AVG. LIKES
PER POST

TOP TEN POSTS

1. Princess Bride Promo
2. Balloon Fest Day 1 Photos
3. Healing Field Setup Video
4. Balloon Fest Day 1 Video
5. Balloon Fest Day 2 Photos
6. Farmers Market Promo
7. Balloon Glow Photos
8. Balloon Fest Promo Video
9. Balloon Fest Event Info
10. Princess Bride Announcement

Flash Vote
survey results
from **2025**

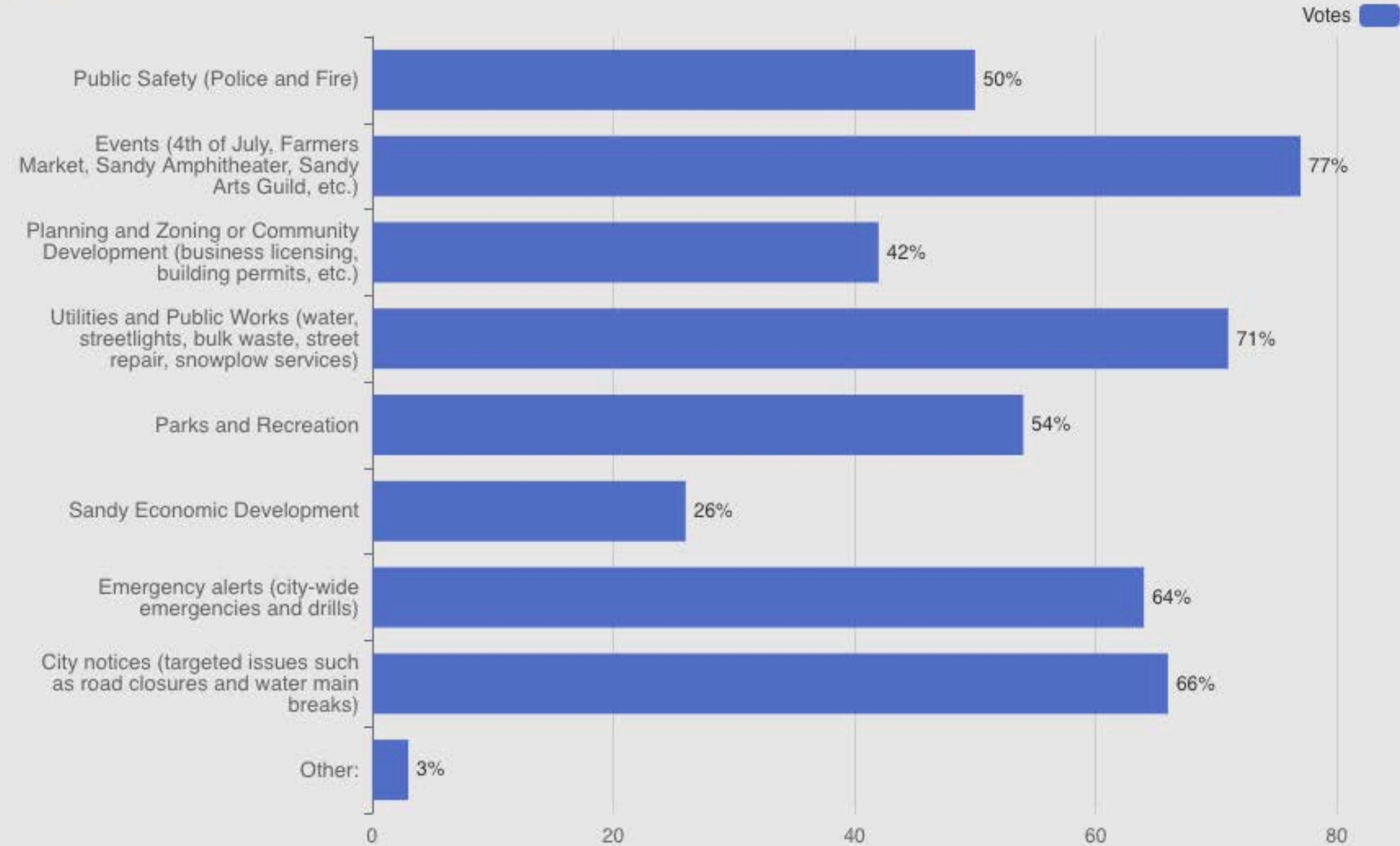


Which of the following topics or departments, if any, are you most interested in receiving information about from Sandy City? (You can choose up to FIVE, if any)

(375 responses)

[Touch or click chart bars for details]

Show table view



Welcome to
**Sandy City's
2026
Events Kickoff!**



2026 Vision

In 2026, Sandy City events will be guided by the theme Sandy Rising!

- Bringing people together through events that connect the community.
- Keep gatherings welcoming and safe.
- Create experiences that reflect our city's culture.





2026 Vision cont...

Strong community
connection and
communication

Create high-quality,
high-value event
experiences

Provide safe, welcoming
gathering spaces

Plan efficiently with
responsible
coordination

Support city culture and
local economy



Current Event Lineup: Signature Events & Community Favorites



Food Truck Night
Movies in the Park
Farmers' Market
Historic BBQ
4th of July
Balloon Festival Healing Fields
Healing Fields
Heritage Festival
Light up the Cairns

Special 2026 Additions

America 250: Commemorative community programming to include a public art canvas

Healing Fields: 25th Anniversary Recognition and Reflection



Thank you!

