



AGENDA ITEM SUMMARY FORM

MEETING DATE: 4/8/2025

PREPARED BY: Martha Eighme

AGENDA CONTENT: Update, discussion, and possible action on city special events.

AGENDA ITEM SECTION: Regular Agenda

BUDGETED AMOUNT: **FUNDS REQUESTED:**

FUND: 11 Community Events

EXECUTIVE SUMMARY:

In response to citywide budget constraints for FY2024–25, the Communications and Marketing Department submitted a proposal recommending temporarily suspending the Concerts in the Park series and the Freedom Fireworks event. This proposal aimed to help offset the General Fund deficit and included a strategy to contribute a \$100,000 transfer from Fund 11 – Community Events Fund to the General Fund by the end of the fiscal year. In March, Finance Director Susie Hernandez presented an agenda item for acceptance of the budgets for the Special Revenue Funds and associated transfers. At that time, the Council approved the \$100,000 fund balance transfer from Fund 11.

Concert in the Park - Following Council feedback expressing interest in hosting a limited number of concerts, staff began exploring options for a scaled-back concert series. After receiving AISD's football schedule on April 1, staff engaged Jim Luna and the production team, who help us find entertainers to coordinate potential dates. Staff are proposing three Friday evening concerts in September—9/5, 9/12, and 9/19—to take advantage of a one-time stage delivery and setup while securing reduced rates on portable restrooms. Conversations with potential sponsors are underway to support the modified series.

Staff are also pursuing options to move forward with **Freedom Fireworks** on Saturday, June 28. Although this event was originally removed from the budget, early sponsor interest suggests a scaled-back show in the \$20,000 range would be feasible with 50% or more in sponsorship support. The 2024 show was \$28,500.

New Artisan Market, set for August 30–31 at the Brazoria County Fairgrounds. Since its announcement in mid-March, the event has already received 45 vendor applications, indicating strong interest. Modeled after the growth and success of Angleton Market Days, this juried event will feature original handmade goods, culinary creations, and small-batch products, laying the groundwork for a new signature event and future revenue growth.

RECOMMENDATION: