



STAFF REPORT

MEETING DATE: 05/04/2026

PRESENTED BY: Amber Whisner, Business Development- Economic Development Committee

AGENDA ITEM DESCRIPTION (Agenda Content):

May 2026

Special Events-

CityFest had a record-breaking number of attendees. Estimated 8,000 thousand attendees. It was Emily Ann Roberts largest crowd she has headlined for. Attendees came from Florida, Louisiana, Texas, Indiana, Tennessee and others. It was a record sales day for most of the downtown stores.

Our website, mydallasga.com, had visitors from 36 states looking at it in the 7 days leading up to the event.

Upcoming events include May Food Truck Friday on 05/15, June Food Truck Friday on 06/19, and 4th of July.
