



COMMUNITY ENGAGEMENT & EXPERIENCES

To: Mayor and Town Council

From: Kaylynn Stone, Special Events Manager

Through: Mario Canizares, Town Manager
Robyn Battle, Executive Director
Todd Rice, Director of Community Engagement & Experiences

Re: 2026 Special Events Calendar

Town Council Meeting – October 14, 2025

**Strategic Visioning Priority: 4. Provide Excellent Municipal Services
2. Development of Downtown as Destination**

Agenda Item:

Discussion regarding the 2026 Special Events Calendar.

Description of Agenda Item:

The proposed 2026 Special Event Calendar was developed based on input from multiple sources, including the results of the 2025 Special Event Survey. Survey feedback indicated that residents appreciate the “small town” and local atmosphere of current special events, while also expressing a desire for improved parking options, greater diversity and inclusion, and enhanced event promotion.

The draft calendar received support from the Parks and Recreation Board on August 14, 2025. It was also endorsed by members present during the Joint Parks and Recreation/Community Engagement Committee discussion on September 11, 2025, and at the Community Engagement Committee meeting on October 1, 2025.

The calendar has been updated to reflect feedback received during these meetings. Staff now recommend approval of the proposed 2026 Special Event Calendar in order to begin promoting the events and securing vendors for the scheduled dates.

Budget Impact:

The events proposed in the 2026 Special Event Calendar will be funded through the current Special Events Budget; Special Events, 16063013 – 58600; Prosper Christmas Festival, 16063013 – 58610

Attached Documents:

1. Proposed 2026 Special Events Calendar

Town Staff Recommendation:

Town Staff recommend that the Town Council provide feedback on the 2026 Special Events Calendar.