



PARKS AND RECREATION

To: Mayor and Town Council

From: Dan Baker, Parks and Recreation Director

Through: Mario Canizares, Town Manager
Robyn Battle, Executive Director

Re: Freedom Fest Update & Discussion

Town Council Meeting – June 13, 2023

Agenda Item:

Consider and act upon a Booking Agreement between the Town of Prosper and Coffey Global for event and entertainment services related to Freedom Fest 2023.

Description of Agenda Item:

Town staff was approached earlier this year with a proposal for Freedom Fest 2023, a live concert to be held on the Town Hall grounds on Labor Day Weekend of 2023. Coffee Anderson and his team met with Town staff several times over the past few months to discuss and coordinate the logistics of the event. The attached Booking Agreement outlines the terms that have been agreed upon by both parties related to venue coordination, marketing and promotion, event operations and logistics.

Upon approval of the Booking Agreement, Coffey Global's representatives will coordinate promotion of the event and the Town will promote the event through our normal communication channels. VIP tickets will be available for sale first, followed by free General Admission tickets soon thereafter.

Budget Impact:

The total cost for services included in the Booking Agreement is \$65,000. The Town is also responsible for providing portable restroom facilities (\$2,000), fencing per TABC requirements (\$8,000) and custodial services (\$1,500). Personnel costs and in-kind support from Police, Fire, Public Works, Parks & Recreation, Building Inspections and Communications is valued at \$13,500 for a total event cost of \$90,000. This event is not budgeted in the current fiscal year. Funding is available through current fiscal year salary savings.

Legal Obligations and Review:

Terrence Welch of Brown & Hofmeister, L.L.P., has approved the attached document as to form and legality.

Attached Documents:

1. Booking Agreement

Town Staff Recommendation:

Town staff recommends approval of the Booking Agreement between the Town of Prosper and Coffey Global for event and entertainment services related to Freedom Fest 2023.

Proposed Motion:

Town staff recommends approval of the Booking Agreement between the Town of Prosper and Coffey Global for event and entertainment services related to Freedom Fest 2023.