



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 and Celebrate Prosper Event Updates

Town Council Meeting – July 9, 2024

Strategic Visioning Priority: 4. Provide Excellent Municipal Services

Agenda Item:

Receive an update on the Freedom Fest and Celebrate Prosper events.

Description of Agenda Item:

Town Staff are incorporating changes to the 2024 Celebrate Prosper and Freedom Fest events. Of note is the incorporation of the Town's New Resident Mixer to the Celebrate Prosper event and a venue change for Freedom Fest.

Freedom Fest is being contracted and produced by Coffey Global on September 7, 2024. The venue is changing this year and event will be held on Broadway in Downtown. The event will be comprised of two opening bands and Coffey Anderson as the headliner. Sponsorship opportunities are available for this year's event and dollars raised will go towards offsetting event expenses.

Celebrate Prosper is being produced by the Town and will take place in Frontier Park on October 5, 2024. The headlining act will be the Josh Weathers Band. The New Resident Mixer will be a component of this year's event. Families with children with special needs will be invited to attend the event early and participate in the event's activities before the event is opened to the public.

The Community Engagement Committee and the Parks and Recreation Board have been notified and have approved the proposed changes.

Budget Impact:

Funding for both events is appropriate and available in account 100-5600-60-03.

Town Staff Recommendation:

Town staff recommends the Town Council provide feedback on the proposed changes to the upcoming events.