





### **Freedom Fest Update**

New Venue

- Event Site on Broadway in Downtown
- Stage to be located at Broadway @ Main playing to the west

Tickets

- Gen Admission Tickets are free use ticketing system to reserve tickets and track attendance (maximum 5 per person)
- Reduced pricing for VIP (\$200 / ea in 2023) waiting on Coffey Global proposal
- On sale August 1<sup>st</sup>
- Maximum attendance of 2000 per Public Safety's recommendations



#### **Freedom Fest Update**

- Food and Beverage
  - Proposing Downtown businesses to provide alcoholic beverages
  - Proposing Downtown businesses to provide food
  - Food trucks will also be onsite

Shuttle Service from Reynolds Middle School

Town will provide Police, Fire, Site Operations (Parks), Traffic Control (Public Works), and Health Department food permitting



## **Goals for Celebrate Prosper**

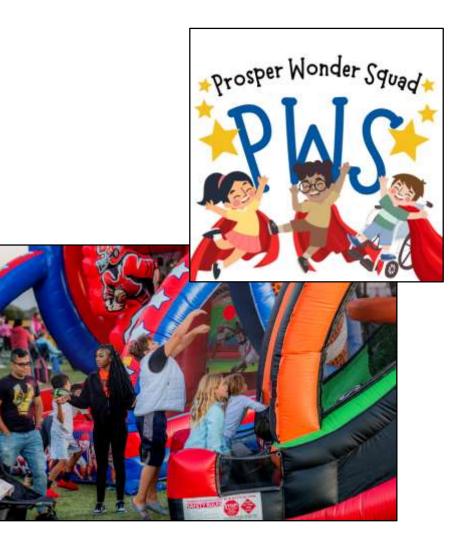
- Continue to evolve
- Become Prosper's flagship event
- Be Prosper-centric
- Increase sponsorship
- Appeal to a larger audience
- Be <u>a place where everyone</u>
  <u>matters</u>





# **Keep and Enhance**

- Opportunities for Families with Children with Special Needs
- Local Non-Profit Exhibits
- Music / Entertainment
- Increased community interaction through additional volunteer opportunities





### **Proposed Additions - Immediate**

Incorporate the New Resident Mixer

- The New Resident Mixer would happen annually at this event
- Town department representatives in attendance
- Elevated experience (department info, food truck coupons, Town swag, etc.)
- Over past 12 months, cost has been approximately \$100 / attendee





## **Proposed Changes - Future**

Upgrade Entertainment / Music

- Book known / up and coming acts
- Battle of the Bands for local acts
- Include 'for-profit' vendors & exhibitors

Do away with free barbecue / hot dogs / hamburgers

- Offer complimentary item (snow cones, ice cream) for Council / Resident interaction
- Offer Food Trucks more food varieties (increasing demand from public)
- Current offering not scalable / sustainable





### **Proposed Additions - Future**

Collaboration with Chamber of Commerce

- BBQ Competition / meal experience fund raiser
- Showcase new businesses
- **Multicultural Component** 
  - Art / Entertainment / Food
- Collaboration with Visual Arts Prosper
  - Local Artist Show
- **Extend Event Hours**





#### **Proposed Additions - Future**

Additions would be gradual

Take advantage of opportunities as they arise and make sense to incorporate

