



**Freedom
FEST 2024**

LIVE IN CONCERT

**COFFEY
ANDERSON**

COUNTRY MUSIC
USA

ADMISSION **TICKETS ON SALE AUGUST 1ST**
www.prospertx.gov
GA ADMISSIONS ARE FREE
REGISTRATION REQUIRED

**SATURDAY
SEPT
7**

 TOWN OF
PROSPER
**DOWNTOWN PROSPER
ON BROADWAY**

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 1st
- 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 a place where everyone matters



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

