



## COMMUNITY ENGAGEMENT & EXPERIENCES

**To: Mayor and Town Council**

**From: Kaylynn Stone, Special Events Manager**

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

**Re: Pride in the Sky Service Agreement**

**Town Council Meeting – March 10, 2026**

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### **Strategic Visioning Priority: 4. Provide Excellent Municipal Services**

#### **Agenda Item:**

Consider and act upon authorizing the Town Manager to execute a Service Agreement between the Town of Prosper and Cedarbrook Media for the annual Pride in the Sky event.

#### **Description of Agenda Item:**

This item is for the Council to consider approval of a Service Agreement between the Town of Prosper and Cedarbrook Media for the planning, production, and management of the 2026 Pride in the Sky event, scheduled for July 2, 2026, from 5:00 p.m. to 10:00 p.m. Under the agreement, Cedarbrook Media will oversee all event operations, including entertainment programming, vendor coordination, sponsorship management, logistics, and on-site event supervision. The Town will serve as the Title Sponsor and will provide a fireworks display valued between \$24,000 and \$30,000, along with in-kind services estimated at approximately \$80,800. These services include public safety support, public works assistance, marketing, and event permitting.

Cedarbrook Media is required to submit a Special Event Permit application no later than March 1, 2026. A detailed run-of-show, any required health permits, and an updated event website are due by June 1, 2026. Cedarbrook Media will retain all sponsorship revenue and will provide a Certificate of Insurance (COI) indicating sufficient indemnification and insurance coverage for the Town no later than June 1, 2026.

#### **Budget Impact:**

Approval of this item will authorize Cedarbrook Media to host the 2026 Pride in the Sky event on behalf of the Town of Prosper, including the provision of in-kind services with an estimated total value of \$80,800. These in-kind services include public safety staffing, public works support, parks and recreation services, permitting and inspection, marketing and communications assistance, and legal services. Funding for these costs is expected to be accommodated within the Town's adopted budget for event sponsorships and normal departmental operations. No additional budget appropriation is required beyond currently budgeted amounts. Funding for the fireworks display will be available through the Special Event Account (16063013-58600)

**Legal Obligations and Review:**

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

**Attached Documents:**

1. Pride in the Sky Service Agreement

**Town Staff Recommendation:**

Town staff recommends that the Town Council authorize the Town Manager to execute a Service Agreement between the Town of Prosper and Cedarbrook Media for the annual Pride in the Sky event.

**Proposed Motion:**

I move to authorize the Town Manager to execute a Service Agreement between the Town of Prosper and Cedarbrook Media for the annual Pride in the Sky event.