



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 2024 Contract

Town Council Meeting – May 28, 2024

Strategic Visioning Priority: 2. Development of Downtown as Destination
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 Coffey Global, LLC, for Freedom Fest 2024 for an amount not to exceed \$106,300.

Description of Agenda Item:

The proposed Service Agreement outlines the terms and obligations for the Town and Coffee Global, LLC, to produce the Freedom Fest 2024 event. In 2023, the Town partnered with Coffey Global for the first Freedom Fest event in Prosper. The Town was responsible for several facets of the event including (but not limited to) the procurement & financial obligation for the following:

Portable Restrooms
Fencing
Security
5 x 7 Postcards
A-Frame Inserts
Posters
Light Towers
Banners
Shuttles
TABC Permit

This year, Town staff has requested that Coffey Global be responsible for the procurement and financial obligations of the items listed above in addition to other event production services, resulting in a turnkey event. Town staff have been diligently working with Coffey Global to agree upon terms and conditions for the 2024 Freedom Fest event. Coffey Global, LLC, will be responsible for the planning and execution of the event, except for the items listed as Town Obligations in Exhibit A of the proposed Service Agreement.

The Town and Coffey Global have agreed upon the date of September 7, 2024, for Freedom Fest, to be held in Downtown Prosper. In addition to moving the event from the Town Hall south lawn to Broadway, the Town and Coffey Global have agreed to work with the Downtown businesses to provide alcoholic beverages for the event, if they choose to do so.

Following the success of other events in Downtown Prosper, the opening of new businesses, and seeing the positive impact the events have had on the existing Downtown businesses, Town staff anticipates that Broadway Street will remain a viable and popular destination for future concerts and other Downtown events.

Budget Impact:

Freedom Fest was initially budgeted for \$95,000. The cost of the event will be \$106,300.00. Funds are available through the Special Event Account, 100-5600-60-03.

The Town will provide in-kind services and staff support as specified in Exhibit A of the proposed contract.

The Town will receive 80% of the proceeds for all sponsorship sales, 100% of the proceeds for VIP ticket sales, and 20% of all food sales. Funds will be remitted to the Town by Coffey Global, LLC within 30 days of the event.

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. Service Agreement

Town Staff Recommendation:

Town Staff recommends the Town Council authorize the Town Manager to execute a Service Agreement between the Town of Prosper and Coffey Global, LLC, for Freedom Fest 2024 for an amount not to exceed \$106,300.

Proposed Motion:

I move to authorize the Town Manager to execute a Service Agreement between the Town of Prosper and Coffey Global, LLC, for Freedom Fest 2024 for an amount not to exceed \$106,300.