



COMMUNITY ENGAGEMENT & EXPERIENCES

To: Mayor and Town Council

From: Todd Rice, Director of Communications

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

Re: Downtown Block Party Contract

Town Council Meeting – January 13, 2026

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 Off Broadway Productions, LLC, for the Downtown Block Party in the amount of \$30,000 plus additional in-kind contributions.

Description of Agenda Item:

The proposed Service Agreement is between the Town of Prosper and Off Broadway Productions, LLC (OBP) for the planning, production, and management of the 2026 Downtown Block Party, to be held on May 30, 2026, which includes a daytime family-friendly event from 10 a.m. until 6 p.m. and an exclusive ticketed concert from 6-10 p.m. Under the agreement, OBP will be responsible for all event operations, including entertainment programming, ticketing, alcohol sales management in compliance with TABC requirements, vendors, sponsorships, logistics, and on-site management. The Town will serve as Title Sponsor and will provide a \$30,000 financial contribution along with in-kind services valued at approximately \$42,000, including public safety, public works, marketing support, and event permitting. OBP will retain all ticketing and sponsorship revenues and will indemnify the Town in accordance with the agreement.

This event replaces the Downtown Block Party concerts previously produced by a former downtown business owner. The purpose of the event is to showcase Downtown Prosper by attracting visitors to the area, providing a high-quality community experience featuring nationally recognized musical acts, and stimulating economic activity within the downtown business district.

As part of the proposed agreement, OBP will be required to enter into separate License Agreements with the Prosper Economic Development Corporation and Collin County Land Company, Inc., for use of the property where the event will be held.

Budget Impact:

Approval of this item will authorize a financial contribution of \$30,000 to support the 2026 Downtown Block Party, as well as the provision of in-kind services with an estimated value of \$42,000. In-kind services include public safety personnel, public works support, parks and

recreation services, permitting and inspections, marketing and communications support, legal services, and event-related signage. Funding for these costs is anticipated to be accommodated within the adopted budget for event sponsorships and departmental operations. No additional budget appropriation is required beyond amounts currently budgeted. Financial contribution funds 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. Downtown Block Party 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 Off Broadway Productions, LLC, for the Downtown Block Party in the amount of \$30,000 plus additional in-kind contributions.

Proposed Motion:

I move to authorize the Town Manager to execute a Service Agreement between the Town of Prosper and Off Broadway Productions, LLC, for the Downtown Block Party in the amount of \$30,000 plus additional in-kind contributions.