



## DDA ITEM AGENDA REQUEST FORM

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**Meeting Date: 02/18/2026**

**Staff Contact: Phillip Trocquet**

**Agenda Section: Old Bus.**

**Department: DDA**

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### **Staff Report:**

#### **Item Description:**

*Downtown Events & Engagement Strategy*

#### **Background/History:**

As the DDA enters its fourth year of operation, it is a good time to review where we have been and look ahead to future planning for the DDA's activities and opportunities.

#### **Findings/Current Activity:**

The Town's previous strategy for downtown events surrounded the "First Fridays" concert and event series in Shamrock Park every month from May – September for a total of 5 events.

Items to consider moving into 2026:

- Change to alcohol policy
- Pavilion is constructed and available for events.
- Shamrock Park Phase II Plans
- Budget and strategy

**Is this a budgeted item? \_\_\_\_\_ If so, include budget line number: \_\_\_\_\_**

#### **Actions/Options/Recommendations:**

Requested discussion on a direction and strategy for staff to prepare potential contracts and agreements.