



MEMORANDUM

PARKS & RECREATION

To: Robert Diaz, Parks and Recreation Director
From: Jocelyn Avina, Community Events Manager
Date: May 15, 2025
Subject: Community Events Quarterly Q2 Report Fiscal Year 24/25

The second quarter January, February, March is our primary planning season, which is our full-throttle organizing and execution period. With Gateway in full swing and Fishin Fun approaching, the Community Events team is not only laying the groundwork for the year ahead but also actively bringing events to life with deep planning and adding resident needs and wants into every event.

General:

- Planning and organizing for all our annual events such as Gateway to the Globe, Fishin' Fun, Independence Day, Halloween in the Park and Christmas Carnival for 2025.
- Booking concessions for all our annual events.
- Booking musical entertainment for many annual events.
- Renewing contracts with our site logistic vendors and supplier agreements such as portable restrooms, light towers, golf carts, and tent vendors.
- Securing parking lot agreements with local private entities for use of their lots for events programmed at the Historical Park.
- Finalized all 2025 department-wide event schedule.
- Coordinating and managing our annual Fishin Fun event, now under the direction of the Events Team for the first time. The event took place on April 26 from 8 to 11 a.m.
- Hired a new Part-Time employee – Kimberly Guido
- Began preparing the FY 25/26 budget for our Community Events.
- Initiated the start of our new Events Review Subcommittee.

Gateway to the Globe

- Held biweekly meetings with our subcommittee to gather ideas and feedback
- Secured and finalized plans for entertainment, marketplace vendors, concessions, logistics, and marketing for the event.
- Event held March 29 from 3-10 p.m. at the Historical Park
 - o Attendance – 4,600
 - o Expenses - \$45,000

- Revenue – Right at \$5k
- Initial feedback was great over all everyone really enjoyed it. Those attending were very much appreciative to the City for hosting a bigger improved event. 14 performances on the main stage, two on Ford Rd, three inside Venue 1842. Expanded kidzone with pinata breaking sessions, petting zoo, facepainting, henna, tattoo, ninja nation course and more.

Fishin Fun

- Bided for our creek wildlife stock for this event.
- Booked our bait
- Texas wildlife approved our permit for this annual event.
- Secured a new DJ for this event
- Turned our fishing tournament into a different form of winning so more attendees can win a prize each time they get a fish .
- Enhanced our kidzone activities
- Rebranded our fishing logo
- Booked one food truck to sell breakfast related items since this event is from 8-11 a.m.

Independence Day Celebration (IDC)

- Re-signed the fireworks vendor to an additional year agreement; \$32,000.
- Re-signed the contract with our vendor CK production for a second year. 2024 was the first year stage, light, sound was all from one vendor and not a split cost.
- Secured our contract with Empire 6 for this years entertainment.
- Booked a new ride for our Kidzone and enhanced our kidzone activities

Halloween in the Park (HIP)

- Secured all our site logistic vendors
- Working with CFBISD schools to get more community involvement
- Secured our stage entertainment
- Booked our silent disco and DJ
- Booked a new ride for our Kidzone
- Enchaining our kidzone activities with new ideas

Christmas Carnival (CC)

- Rolled over our Drone show from 2024.
- Booked our carnival rides and trackless train
- Booked our DJ and silent disco
- Booked our inflatable Photo Opps
- Working with our Christmas Vendor to decorate areas of the park
- Finalizing our stage entertainment and first-time snow falling experience
- Returning to the Historical Park on December 6

Conclusion

The Community Events team remains committed to creating meaningful and inclusive experiences for all residents. By exploring best practices, finding cost-effective solutions, and introducing fresh, innovative programming, we're continually working to strengthen our events and increase community impact.

Through the formation of the Event Review subcommittee and a renewed focus on listening to resident feedback, we're gaining valuable insights that help shape events around what matters most to our community.

Thanks to the collaboration and dedication of the Gateway to the Globe subcommittee, we proudly hosted the second annual Gateway to the Globe multicultural celebration. The event was a resounding success, brought to life by the diverse voices and talents of our community. We're excited to keep building momentum and can't wait to see what the rest of 2025 brings!