



MEMORANDUM

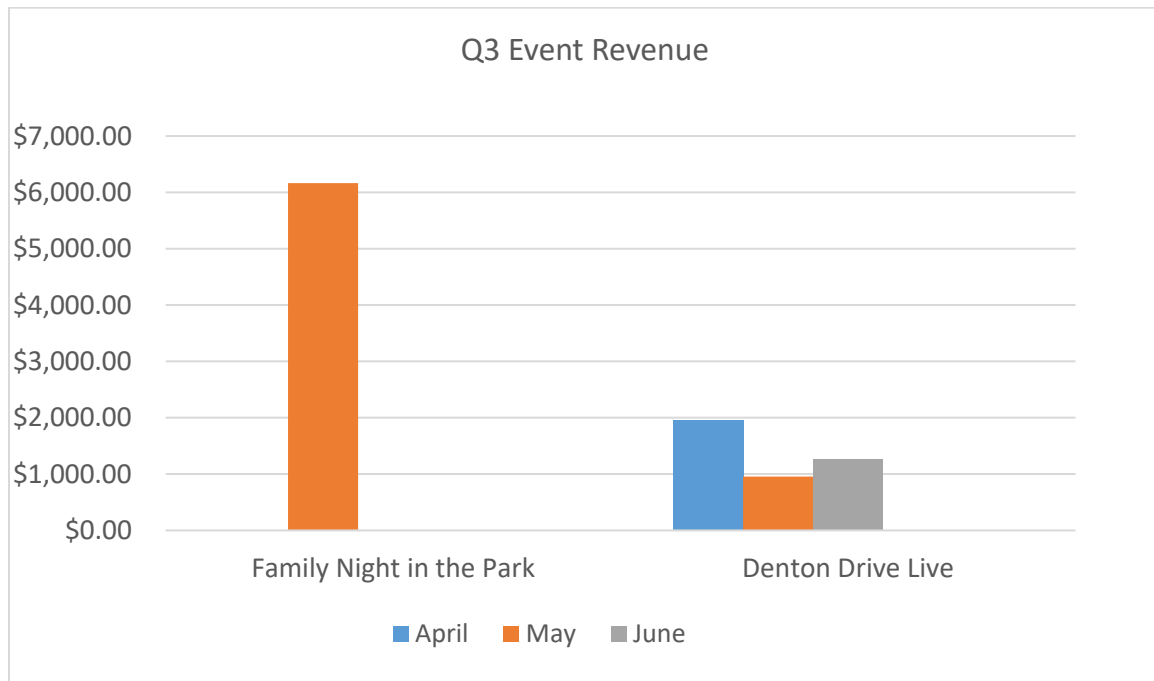
PARKS & RECREATION

To: Mike Mashburn, Director of Parks and Recreation
From: Geoff Fairchild, Special Events Manager
Date: July 13, 2022
Subject: Special Events Quarterly Q3 Report Fiscal Year 21/22

The third quarter of FY 2021/22 covering April, May and June saw the Special Events division launch its second season of the award-winning Denton Drive Live concert series as well as produce a record-setting Family Night In The Park event. In addition, planning continued for our other annual events, and our FY 22/23 budget was submitted for review.

Revenue

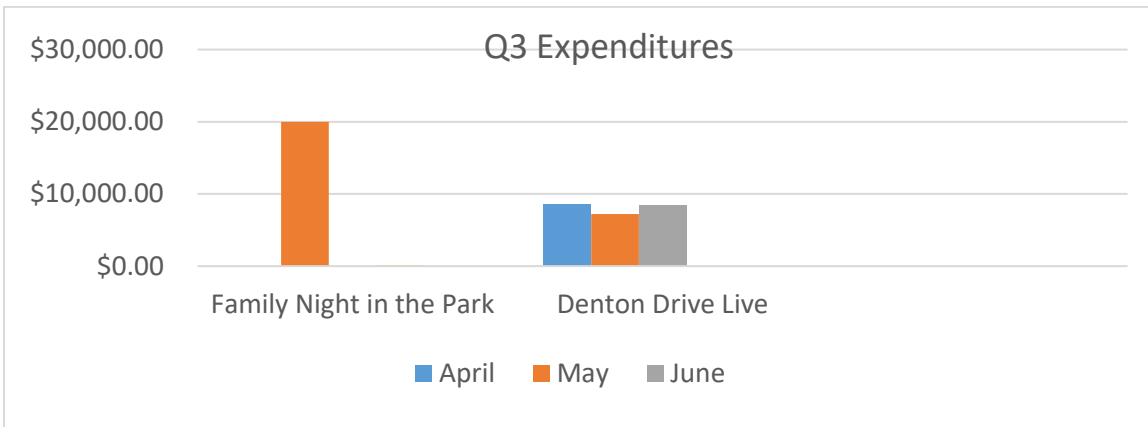
(Numbers have not been audited and are subject to adjustments)



Q3 Event Revenue	April	May	June	Total
Family Night in the Park		\$6,167.00		\$6,167.00
Denton Drive Live	\$1,949.00	\$954.93	\$1,271.75	\$4,175.68
Total Revenue	\$1,949.00	\$7,121.93	\$1,271.75	\$10,342.68

Notes: Due to record attendance for Family Night in the Park we were able to generate substantial event revenue from sponsorship as well as commissions from food/beverage and glow items. The event revenue for Denton Drive includes sponsorship and the city's commission from the sale of food and beverages.

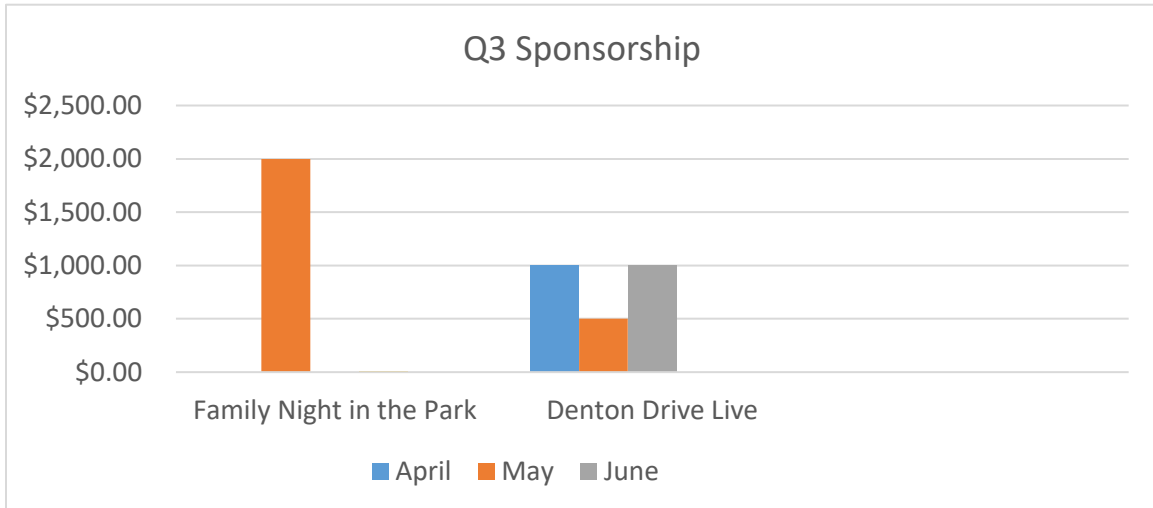
Expenses



Q 3 Event Expenses	April	May	June	Total
Family Night in the Park		\$20,000.00		\$20,000.00
Denton Drive Live	\$8,500.00	\$7,200.00	\$8,369.00	\$24,069.00
Total Expenditures	\$8,500.00	\$27,200.00	\$8,369.00	\$44,069.00

Notes: The monthly expenses for Denton Drive Live tend to fluctuate from month to month and can mostly be attributed to the different performance fees we pay for each band. The expense for Family Night in the Park came in about 10% higher than expected due to an unforeseen entertainment/personnel issue that developed in the months leading up to the event. After careful consideration, the city decided that in order to deliver the best experience possible we would incur the additional expense.

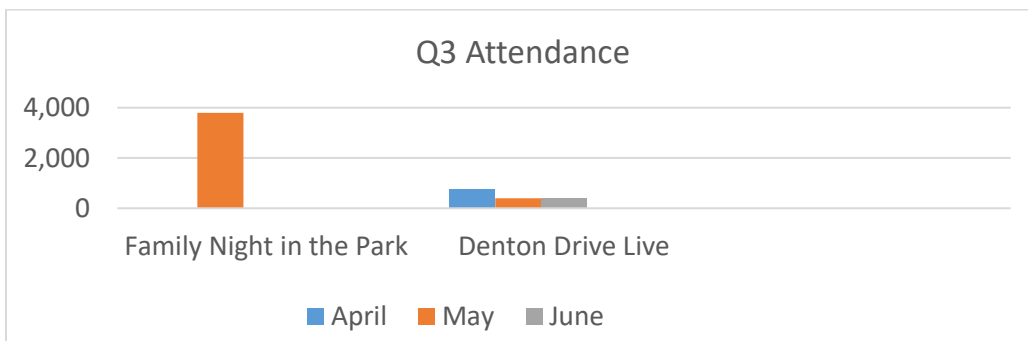
Sponsorships



Q 3 Sponsorship	April	May	June	Total
Family Night in the Park		\$2,000.00		\$2,000.00
Denton Drive Live	\$1,000.00	\$500.00	\$1,000.00	\$2,500.00
Total Sponsor Revenue	\$1,000.00	\$2,500.00	\$1,000.00	\$4,500.00

Notes: Q3 sponsorships have remained steady and continue to be a viable source of additional event revenue as well as solidifying our partnerships within the community.

Attendance



Q 3 Attendance	April	May	June	Total
Family Night in the Park		3,800		3,800
Denton Drive Live	750	400	413	1,563
Total Attendance	750	4,200	413	5,363

Notes: We experienced record attendance for the spring Family Night In The Park as that particular event begins to gain traction among our annual offerings. Attendance for the May and June Denton Drive Live's has declined a bit and we look forward to the arrival of the department's new contracted social media coordinator to help us strengthen our marketing efforts.

Conclusion

Quarter 3 kicks off our annual event season, and after a three-month planning break, the team was ready to put all our efforts to work. First up was DDL, and as a result of modifying our programming, which now includes featuring two food trucks per event and providing a game zone in lieu of contracted kids activities, we were able to change our event setup schedule entirely. We now do the bulk of setup on the day of the event as opposed to the day before, and this allows us to better utilize our Park crews on a scheduled work day and operate more efficiently as a department. But it wasn't all just about events during this time, other items of note include:

Event staff also continued with their professional growth efforts by further attending the required curriculum for Texas Event Management certification that's facilitated by the Texas Festivals and Events Association.

We went out to bid on the annual holiday lighting and awarded the contract to a new company, Certified Christmas Lights.

Special Events division is lending its help to the city's annual Veterans Day event by serving on the Mayor's Veteran Day Task Force.

Q3 saw us welcome our first Special Events Intern, Ms. Yvette Gallardo! She is currently enrolled at the University of North Texas studying Recreation, Event and Sport Management and she also works part-time at our Aquatics Center.

The entertainment lineup for Bloomin' Bluegrass Festival was announced in mid-June and tickets went on sale at the same time.

Meagan Bernard was promoted to Special Event Specialist and also earned her five-year pin.

Planning continues for other events including Independence Day, Viva Farmers Branch, the end of summer Family Night in the Park, Bloomin' Bluegrass, and Christmas in the Branch. This planning includes a newly Emergency Management Team spearheaded by Event Specialist Meagan Bernard.

Our new, contracted graphic artist is doing a great job and is enhancing our marketing efforts.

All in all, it was a fast-moving and busy time for the division with many accomplishments and a host of successfully produced events.