



FARMERS BRANCH
TEXAS

Proposed Community Run Event and 2026 Special Events

Study Session Meeting | January 20, 2026

Requested By: Mayor Pro Tem Tina Bennett-Burton



Community Run Event and 2026 Special Events

Background



- 1 As part of a Future Agenda item at the October 21, 2025, Council Meeting, Mayor Pro Tem Tina Bennett-Burton requested that staff put forth information on a Community Run event for Council review.
- 2 Staff contacted the run event vendor AMPT on run logistics for a future event.
- 3 Staff met with FBPD, FBFD staff on run event logistics.
- 4 Staff will review community run event logistics and its impact on 2026 Special Events.



Community Run Event proposal:

- Proposed Date: Saturday, October 10, 2026.
- Race would begin at 8am.
- Event would be a 5K run and walk event on a certified USTAF course.
- Proposed location: Race begins and ends in the Historical Park.
- Proposed race route will be in the neighborhoods around the Historical Park.
- Race will be the start of Halloween and costume theme community event to follow race.
- The event following the race will be a festival atmosphere.
- Utilize typical Special Event logistics for the Historical Park i.e. parking and event layout

Proposed Community Run

Project Expenditures

Race Management Fee	\$22,500
Miscellaneous Race Expenses*	\$25,000
Event Site expenses**	\$10,000
Marketing	\$5,000
<u>OT-PARD,PW,Fire,PD</u>	<u>\$5,000</u>
Subtotal	\$67,500
 Estimated Race Revenues (Based on 500 racers x \$45)	\$22,500

\$67,500 Expenses - \$22,500 Revenue = **\$45,000 Total Expense**

***Miscellaneous Race Expenses:**

Supplies
Participant Shirts
Racing Bibs
Professional timer
Course signage
Event insurance
Medals/awards
Event staffing
Race Day Management

****Event Site Expenses:**

Barricades
Cones
Sign boards
Light rentals
Portolets

Proposed Community Run

Proposed Run Route



Proposed Community Run

Special Events for 2026 and impact of adding Community Run event



Event Date	Event
February 7, 2026	Daddy Daughter Dance
March 28, 2026	Gateway to the Globe
April 25, 2026	Fish N Fun
July 3, 2026	Independence Day
August 7, 2026	Summer Funshine Carnival
October 10, 2026*	Proposed Community Run
October 17, 2026	TBC Craft Fair
October 22, 2026*	Haunts and Houses
October 25, 2026	Branch Arts Live
October 29, 2026	Day of the Dead Celebration
October 31, 2026*	Halloween in the Park
November 11, 2026	Veterans Day Celebration
December 5, 2026	Santa on the Move
December 5, 2026	Christmas Carnival
December 9, 2026	Santa and Cookies-Library
December 12, 2026	Pancakes and Pajamas

*Staff is proposing to combine the proposed Community Run Event with the Haunts and Houses and Halloween in the Park Events. There would be one all-day event on October 10, 2026.

Discussion & Direction



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