



RESOLUTION NO. 2024-192

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS, AUTHORIZING AN ANNUAL SPONSORSHIP AGREEMENT WITH THE BLUEGRASS HERITAGE FOUNDATION FOR THE FARMERS BRANCH BLUEGRASS FESTIVAL IN THE AMOUNT OF \$50,000.00 FOR THREE THE YEARS 2025, 2026, AND 2027; AUTHORIZING THE CITY MANAGER TO EXECUTE THE AGREEMENT; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of Farmers Branch (“City”) desires to enter into a sponsorship agreement with the Bluegrass Heritage Foundation to create a new, high-profile bluegrass festival known as the “Farmers Branch Bluegrass Festival”, which will replace the annual Bloomin’ Bluegrass Festival beginning in August 2025 and continuing through 2027; and

WHEREAS, the City Council finds that the City’s sponsorship of the festival will promote tourism and investment in the local community by attracting festival attendees, increasing hotel occupancy, and generating retail and restaurant revenue for the benefit of the public.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS, THAT:

SECTION 1. The City Council approves the sponsorship agreement between the City of Farmers Branch and the Bluegrass Heritage Foundation, attached hereto as Exhibit “A”, providing for a sponsorship fee in the annual amount of \$50,000.00 for the years 2025, 2026, and 2027. The City Manager, or his designee, is hereby authorized to execute the agreement.

SECTION 2. This Resolution shall take effect immediately upon its passage.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS, THIS 8th DAY OF OCTOBER, 2024.

ATTEST:

APPROVED:

Stacy Henderson, City Secretary

Terry Lynne, Mayor

APPROVED AS TO FORM:

Whitt Wyatt, City Attorney
(WW.9.24.2024.1)