



CITY OF  
**FARMERS BRANCH**  
TEXAS



# Event Recap

CITY COUNCIL MEETING | MAY 21, 2024

# Event Video







# Multicultural Committee

## Purpose

To advise the City Council regarding the planning and programming of the City's new Multicultural Event, including but not limited to event theme and logo, entertainment and educational programming, site décor, food selections, site layout and logistics, and community outreach.

## Meetings

They met monthly from October-April at The Rec Center and Historical Park. The majority of members attended monthly meetings and volunteered at the Event.

\*Sub-committees met more often

## Sunset

The Multicultural Event Task Force dissolved on April 30, 2024, per the resolution adopted by the City Council in 2023.



# Gateway to the Globe

## *A Multicultural Celebration*

### Goal

Promote world geography, traditions, and cultures to the residents of Farmers Branch and the greater North Texas area.

### Execution

With input from the Multicultural Task Force, the event was dedicated to creating a platform to share cultural heritage by showcasing exceptional exhibits, foods, and performances from representatives of diverse nationalities.







## Event Details

Saturday, March 23  
11 a.m. – 6 p.m.

Historical Park  
Free Admission

## Features

Main Stage & Kids Stage  
Food Vendors  
Marketplace Vendors  
Giant Pinata



Attendance

2,100

Performance  
Groups

20

Cultural  
Booths

29

Food  
Trucks

3

Budgeted for FY24

\$35,000

Actuals for FY24

\$33,913

Revenue-booths and food trucks

\$5,200





## Event Feedback

- Change the Date to March 29, 2025
- Eliminate Kid's Stage
- Enhance Kids' Entertainment
- Increase the Event Budget
- Stage Area and Location Enhancements
- Stay on Schedule
- Expand Food Offerings
- Time of Meetings
- Sponsorship Opportunities
- Event Layout
- How to Get Community Involvement



# Questions?

