



MEMORANDUM

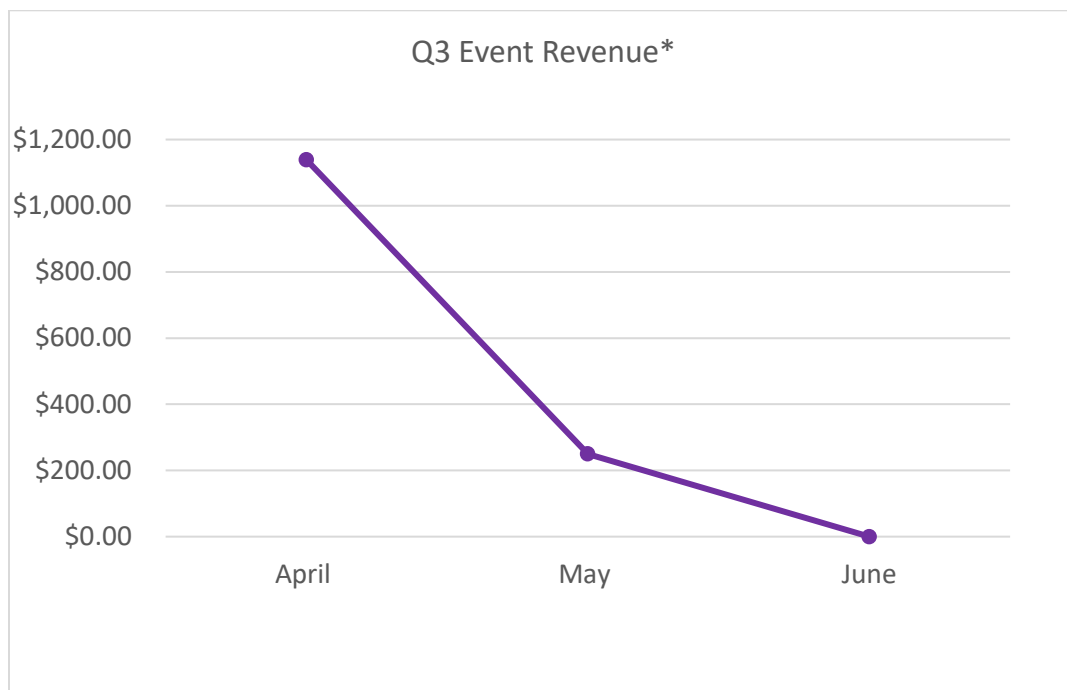
PARKS & RECREATION

To: Jessica Alvarado, Recreation Superintendent – PARD
From: Jocelyn Avina, Community Events Manager
Date: October 17, 2024
Subject: Special Events Quarterly Q3 Report Fiscal Year 23/24

The third quarter of FY 2023/24, spanning April through June, the Community Events Division successfully launched the fifth season of Denton Drive Live concert series. This period also saw the new events team orchestrating ongoing preparations for the Independence Day celebration. Additionally, planning for our other annual events continued, and the FY 24/25 budget was submitted for review.

- **Revenue**

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

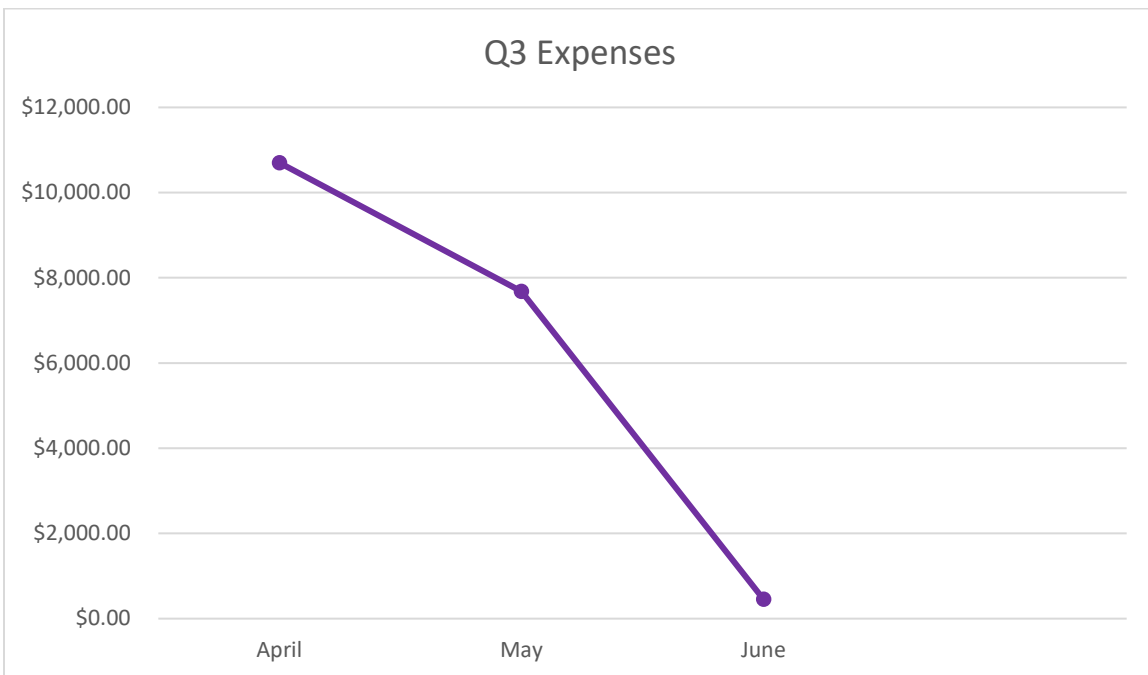


Q3 Event Revenue	April	May	June	Total
Denton Drive Live	\$1,138.91	\$250.00	\$0.00	\$1,388.91
Total Revenue	\$1,138.91	\$250.00	\$0.00	\$1,388.91

Notes: During the third quarter of FY 2023/24, event revenue was notably impacted by unfavorable weather conditions in both May and June. In May, rainy conditions forced the events team to close the event an hour early. The June Denton Drive Live concert was entirely canceled due to a severe storm that affected the City, leaving the Historical Park with downed trees and unsuitable conditions for hosting the event. Additionally, the forecast predicted a 90% chance of rain throughout the week leading up to the event, contributing to the decision to cancel.

Despite these challenges, revenue for the April and May Denton Drive Live events included commissions from the sale of food and beverages. However, the Events team opted not to take a commission from Tikis Shaved Ice. Tikis participated in all 2024 Denton Drive Live events as a consistent vendor, enhancing the concert series.

- Expenses



Q 3 Event Expenses	April	May	June	Total
Denton Drive Live	\$10,701.00	\$7,682.96	\$453.00	\$18,836.96

Total Expenditures	\$10,701.00	\$7,682.96	\$453.00	\$18,836.96
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Notes: The monthly expenses for Denton Drive Live can vary due to changing performance fees for bands and vendors, as well as costs associated with golf carts, tents, staff meals, and event production. Although the Denton Drive Live event in June was canceled, expenses for social media marketing were still incurred.

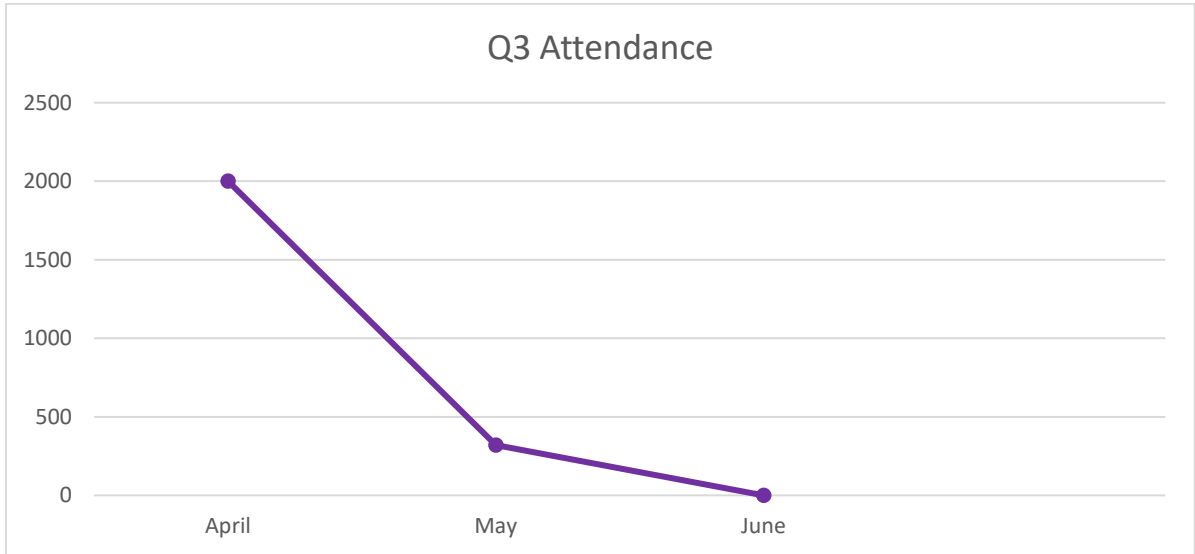
● Sponsorships



Q 3 Sponsorship	April	May	June	Total
Denton Drive Live	\$0.00	\$666.67	\$0.00	\$666.67
Total Sponsor Revenue	\$0.00	\$666.67	\$0.00	\$666.67

Notes: Q3 Sponsorship funds were limited this quarter, with no contributions in April and reduced funds due to the June event's cancellation. Despite this, sponsorships remain a valuable source of additional event revenue and help strengthen our partnerships within the business community. For the June Denton Drive Live event that was canceled, staff worked with the sponsor to roll over their support to the Denton Drive Live July event.

- Attendance



Q3 Attendance	April	May	June	Total
Denton Drive Live	2,000	320	0	2320
Total Attendance	2,000	320	0	2320

Notes: The April Denton Drive Live event was a success, thanks to the popularity of the bands and theme night. However, the May Denton Drive Live event attendance was lower due to an unfavorable weather forecast. As previously mentioned, the June Denton Drive Live event was canceled entirely due to severe weather, prioritizing the safety of our patrons.

- Conclusion

The third quarter marked a transition from the previous events team to a new team that began in May. Their first event, Denton Drive Live (DDL) in May, was a key start, with staff continuing the established practice of setting up on the Friday before, aligning well with the Parks crew's new work schedule of Monday–Thursday or Tuesday–Friday. The new events team also took over additional responsibilities from their predecessors.

The new Events Coordinator joined the team in mid-June, bringing valuable experience from her previous role at the Community Recreation Center. Her skills have been a

significant asset, particularly in contracting new sponsorship agreements and managing vendor applications.

In mid-June, the entertainment lineup for the Bloomin' Bluegrass Festival was announced, with tickets going on sale in July and VIP sales following in August. Planning continued for upcoming events, including the Independence Day Celebration, July's Denton Drive Live, Bloomin' Bluegrass, and Christmas in the Branch, as well as finalizing the 2024 and 2025 events during council presentations.

Overall, the new events team has achieved significant milestones, successfully building on the foundation laid by the previous team. They have navigated new opportunities and challenges, making great strides in maintaining and rebranding our community events.