



2018 recap  
2019 options



FARMERS  
BRANCH



# Holiday Lights at City Locations

- City Hall
  - Snowflakes on the entry archway
  - Photinia trees along the front
- Select trees in The Grove
  - Animated displays
- Select trees at Tompie Dyer Park
- Three large pecan trees at Liberty Plaza
  - Animated displays



# Christmas Tree Lighting – December 1<sup>st</sup>

- Synchronized lighting of tree and displays
- Liberty Plaza and The Grove (Denton Drive closed)
- Marketplace – 30+ vendors
- Santa’s House and Santa
- Two performance stages featuring local school groups and professional entertainment
- Multiple Kidzones with holiday themed activities and bounce houses
- Strolling holiday characters
- Concessions & dining area
- Attendance – 4,000



# Holiday MARKETPLACE AT THE GROVE

December 8<sup>th</sup> & 15<sup>th</sup>

- Marketplace with 30+ vendors
- Stage entertainment
- Santa's House and Santa
- Kidzone with holiday themed crafts
- Petting zoo
- Concessions
- Skating Under The Stars
- December 8<sup>th</sup> Market was cancelled due to inclement weather
- December 15<sup>th</sup> Market
  - Attendance – 1,500



- Partnership with the Dallas Stars to purchase an outdoor 100' X 60' outdoor skating rink
  - \$150,000 grant
    - First year capital expenses - \$98,470 (dasher boards, mats)
    - First year operating expenses - \$51,530 (glycol, electrical)
  - 8,500 skaters (4,768 adults; 2,905 kids; 871 skaters with Ice Pass)
- Ice Pass
  - (4) Free to Farmers Branch residents and city employees
  - 1,800 distributed; 871 redeemed
- Ice rink was closed 11 days during December 1 – January 6 (weather, technical, holidays)
- Concession commissions and tips generated \$6,057 for local non-profits



# Skating

UNDER THE  
STARS



# Expenses and Revenue

## Expenses

Year	Total Including Operating Expense
2018	\$262,500*
2017	\$312,900
2016	\$312,700
2015	\$244,000

**\*\$50,000 savings (2018 versus 2017)**

## Revenue *(proceeds from sponsorships and commissions due to the city)*

Year	Revenue
2018	\$7,105
2017	\$1,978
2016	Cancelled
2015	\$553

# Christmas in the Branch 2019

- Skating under the Stars - November 29 (Black Friday) through January 5
  - Christmas Tree Lighting - December 7
  - Holiday Market at the Grove - December 14 & 21
    - Same level of lights in trees
- 75' string lit Christmas tree with two surrounding 40' string lit trees at Liberty Plaza
- Plus additional lighted displays around The Grove and Liberty Plaza

## New Options for 2019

- Expanding City's lighting opportunities
  - Enhanced Christmas Tree
  - Historical Park programming



# Historical Park Christmas 2019

## A Christmas Carol: A Celebration of Christmas Past

- Activities
  - Bah Humbug! A Children's Christmas\*
    - Friday, December 6 from 10 am – 12 pm
  - Dickens of a Christmas, exhibit tours:
    - Fridays, December 6, 13 & 20 at 2:30 pm
    - Fridays, December 6, 13 & 20 at 6:30 pm – lantern led
    - Saturday, December 7, 14 & 21 at 2:30 pm
  - A Christmas Carol Teas\*
    - Saturday, December 7 & 14 at 1 pm and 3:30 pm
  - A Dickens of a Dinner\*
    - Thursday, December 13 from 7 – 9 pm
  - A Celebration of Christmas Past
    - Saturday, December 14 from 2:30 – 5:30 pm
  - The Clock Strikes Noon\*
    - Friday, December 27 from 10 am – 12 pm



\*Fee and pre-registration required.

# Christmas in the Branch

- *Current 2019 Plan*
  - Skating Under The Stars
  - Christmas Tree Lighting
  - Holiday Markets at The Grove (2)
  - 2018 level of lights and displays
  - 75' string lit tree plus (2) 40' string lit trees at Liberty Plaza
  - Additional lighted displays around The Grove and Liberty Plaza (existing inventory)
  - **Total current plan: \$162,500**
- *Optional Enhancements*
  - 46' Pre-lit and decorated Christmas Tree - \$50,000 – Liberty Plaza
  - Additional Holiday Lights
    - Liberty Plaza - \$19,000
    - The Grove - \$23,000
    - 26 oaks on William Dodson Parkway - \$64,000
    - Branch Crossing entrances on Tom Field (24 trees/trunks only) - \$7,000
  - **Total of all enhancements: \$163,000**
  - **Combined current plan and enhancements: \$325,500**



# Open Discussion

Which options would you like to see pursued?



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