



**FARMERS
BRANCH**

MEMORANDUM

PARKS & RECREATION

To: Jessica Alvarado, Recreation Superintendent – PARD
From: Jocelyn Avina, Community Events Manager
Date: February 19, 2026
Subject: Community Events Quarterly Q4 Report Fiscal Year 24/25

The Community Events 4th quarter of FY 2024/25 covers July through September. In July, the team successfully executed the annual Independence Day Celebration and marked Parks and Recreation Month by hosting more than 15 pop-up events in honor of NRPA's 60th anniversary. These pop-ups were a full department effort, bringing a variety of activities to life, including gardening demonstrations, Yoga in the Park, Tiny Explorers, the Aquatics 10-Year Celebration, Picnic at the Park, and more. The Events Team also organized several pop-ups such as Bubbles & Bond, Together We Play, Summer Sketch, and Find It in the Branch scavenger hunt.

Throughout this period, staff remained actively engaged in conducting monthly Events Review Subcommittee meetings who helped add new elements to enhance the Independence Celebration experience. This included more kid activities such as rides, face painting, crafts, games, giveaways and photo opportunities and the team also continued coordination and planning for major upcoming annual events, including Halloween in the Park and the Christmas Carnival.

Revenue

QT4 Revenue	July
Independence Celebration	\$16,941.58
Total Revenue	\$16,941.58

Notes: During this period, the Events Team hosted one annual event that generated revenue. This included concessions, sponsorships, glow vendor sales, chair rental, (10) VIP cabanas \$2,000 and non-resident ticket entry of \$6,665.52. The NRPA pop-ups did not generate revenue or expenses, they were free community events.

Sponsorships

QT4 Sponsorships	July
Independence Celebration	\$2,000
Total Revenue	\$2,000

Notes: Sponsors for this event included Maverick Windows, Washington Realty and State Farm. Salad and Go sponsored vegetarian options for dinner. We are especially thankful for these sponsors, which are a few local businesses in our community.

Expenses

QT4 Event Expenses	July
Independence Celebration	\$74,720.89
Total Expenditures	\$74,720.89

Notes: The expenses for this event remained within the allocated budgeted amount.

Attendance

Q3 Attendance	July
Independence Celebration	7,000
Total Attendance	7,000

Notes: This aligns with previous years, showing the event's continued success and community outcome. NRPA pop-up events also saw positive participation across the department, with attendance varying by activity. For the events team notably, the Bubbles & Bond pop-up drew more than 20 enthusiastic participants.

Conclusion

The Events Team is proud of the strong success of this quarter, highlighted by the Independence Day Celebration and the department's first series of NRPA pop-up events. The department executed creative and engaging pop-ups throughout Parks and Recreation Month, and we look forward to returning in 2026 with even more fresh ideas. During this period, the team also welcomed a new events coordinator, who has quickly adapted and is thriving in her new role. With a busy season ahead, including Halloween in the Park, Arbor Day, and the holiday lights and Christmas Carnival the Events Team remains committed to delivering high-quality, memorable experiences for the community with the help of the subcommittee who brings in so many fun ideas.