



MEMORANDUM

PARKS & RECREATION

TO: Robert Diaz, Director- Parks and Recreation

FROM: Geoff Fairchild, Special Events Mgr.

DATE: April 1, 2024

SUBJECT: Recap – Gateway to the Globe – March 23, 2024

Location: Farmers Branch Historical Park

Programming: Main stage featured cultural performances, kids stage, children's activities, Games of the Globe, Marketplace, Food Court

Hours: 11 am to 6 pm

Weather: Party cloudy, sunny

Total attendance: 2,100

Event revenue: **\$5,121.75**

Booth fees: \$3,450

Food/Beverage commission: \$1,671.75

Event Expenditures: **\$40,000**

The first annual Gateway to the Globe multicultural event was held Saturday, March 23, at the Historical Park. The event was produced by the Parks and Recreation Department with assistance from Facilities, Communications, Police and Fire. In addition, a Multicultural Task Force consisting of Farmers Branch residents helped with the planning and facilitation of the event.

20 cultural groups performed on the main stage, and there were 29 Marketplace vendors. A smaller kid's stage was also programmed in addition to free, kid-friendly activities. A giant, custom made pinata was a highlight as kids from all nationalities took their swing at the ultimate prize – 12lbs of candy! The Games of the Globe area was quite popular with families as many took part in the offerings.

Overall, it was a highly successful first-time event. We had many compliments from attendees, performers, and vendors, and many expressed a sincere gratitude that the city hosted an event like this.