



MEMORANDUM

PARKS & RECREATION

To: Robert Diaz, Parks and Recreation Director

From: Jocelyn Avina, Community Events Manager

Date: August 20, 2026

Subject: Community Events, Historical Park, and Venue 1842 Quarterly Q3 Report FY 25/26

During the third quarter (April, May, and June), the Community Events team successfully hosted the annual Fishin' Fun event and prepared for the City's annual Independence Day Celebration, commemorating America's 250th anniversary and the City of Farmers Branch's 80th anniversary. The team also prepared for the summer season and Artchella summer camps, managed ongoing programming, and oversaw daily operations and rentals at Venue 1842 and the Historical Park.

Community Events

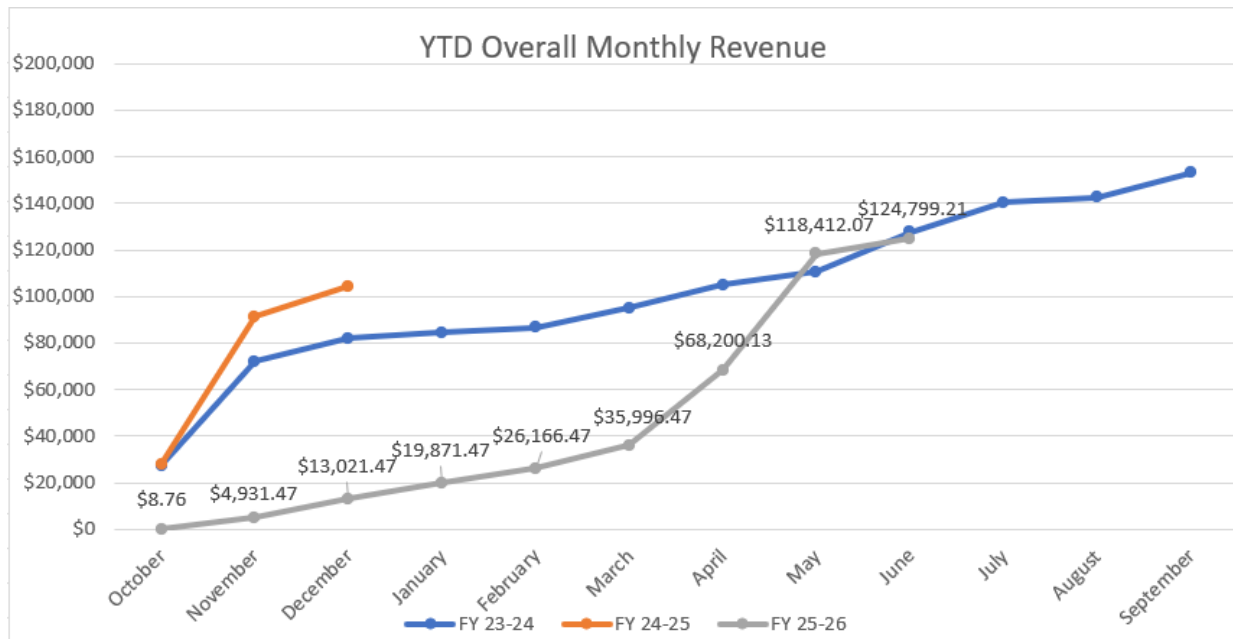
Fishin' Fun

- Event was held Saturday, April 25 from 8 - 11 a.m. at the Gussie Waterworth Pavillion Park
 - o Attendance: 3,000
 - o Expenses: \$15,000
 - o Revenue: \$400.70
 - o Fishin' Fun continues to experience strong attendance and high participant satisfaction, remaining a well-attended annual event. Enhancements to the Kid Zone continues to create an even more engaging family-friendly experience. Expanded food vendor offerings, including breakfast options, coffee, and sweet treats, further enhanced the event and provided attendees with a wider variety of activities throughout the morning.

Historical Park

Revenue

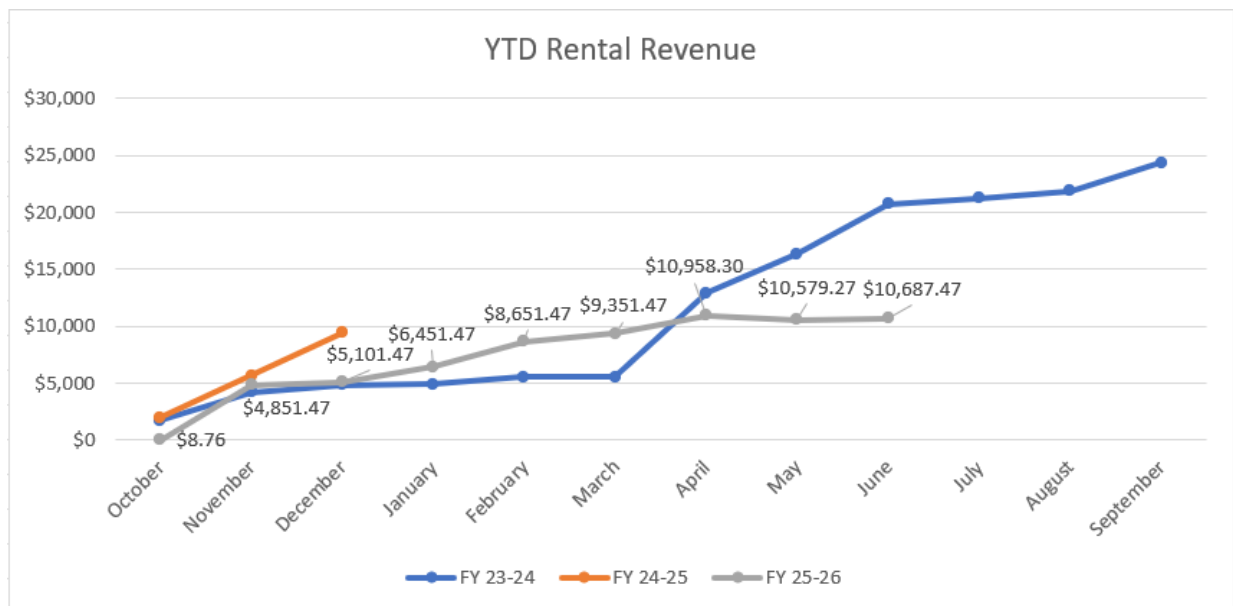
YTD Overall Revenue



Notes: The second quarter reflected a 7% increase in revenue compared to the previous quarter. This growth was driven by increased rental activity during the spring season, along with consistent participation in summer programs

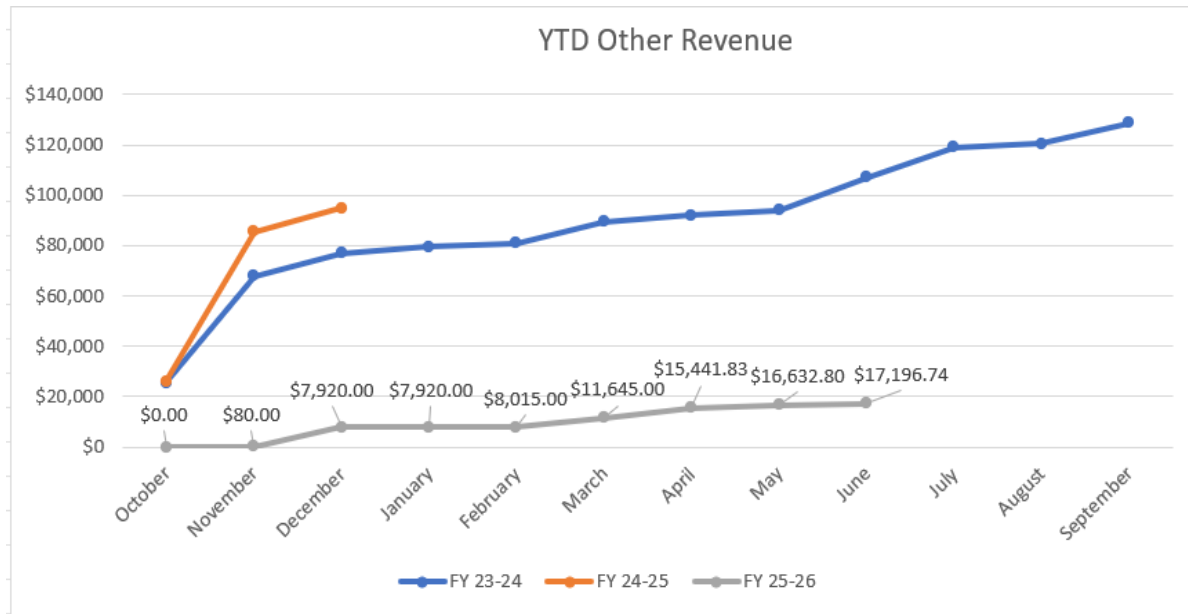
Historical Park

YTD Rental Revenue



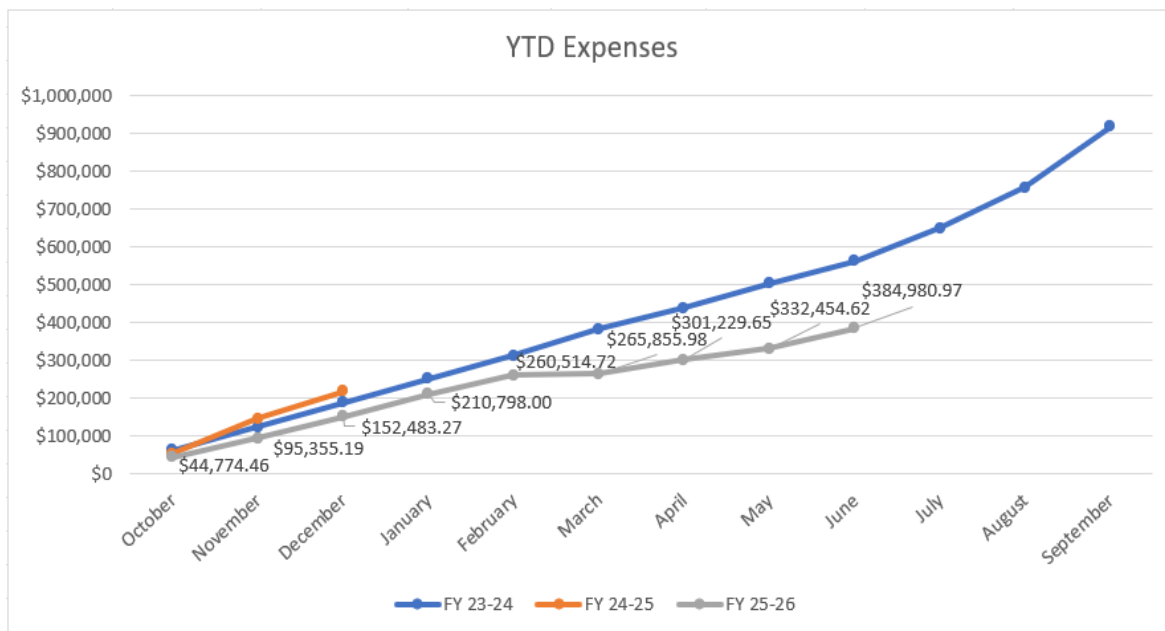
Notes: Rental revenue saw 1% increase this quarter, reflecting consistent booking activity for weddings, bridal shower, baby showers, and other private rentals at the Historical Park.

Historical Park YTD Other Monthly Revenue



Notes: The increase in revenue was driven by summer camp program registration held in June. Both sessions of Artchella reached full enrollment, and the Historical Park successfully concluded its spring school tour season before the start of summer.

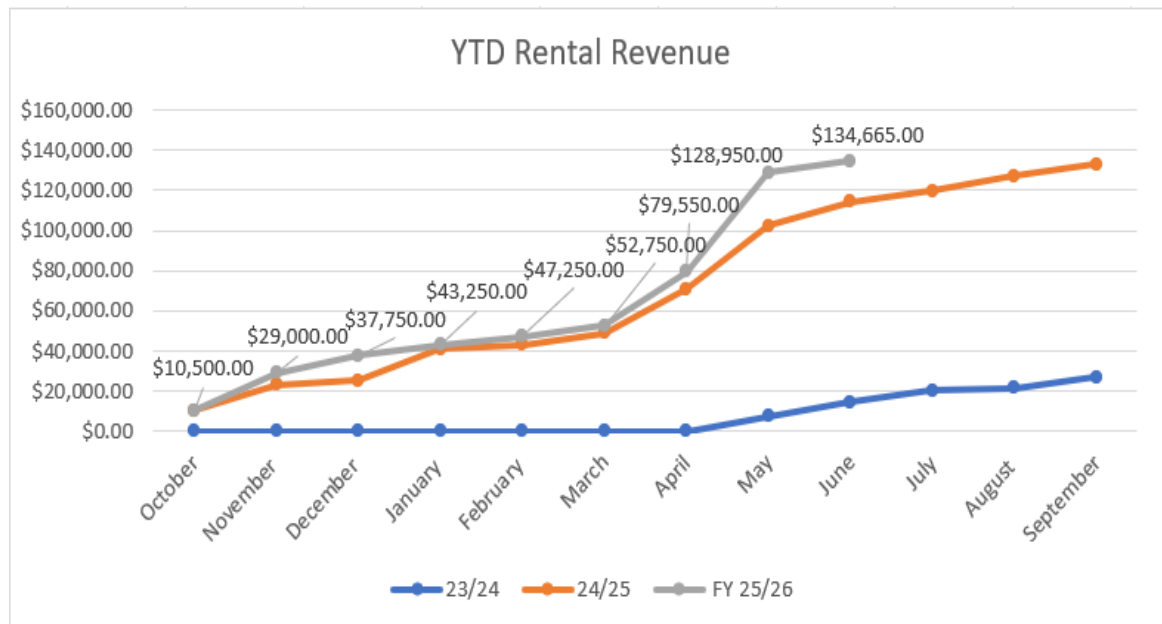
Historical Park YTD Expenses



Notes: Expenses increased during the quarter to support seasonal summer programming and were primarily associated with staffing, event operations, facility rentals, and program supplies.

Venue 1842

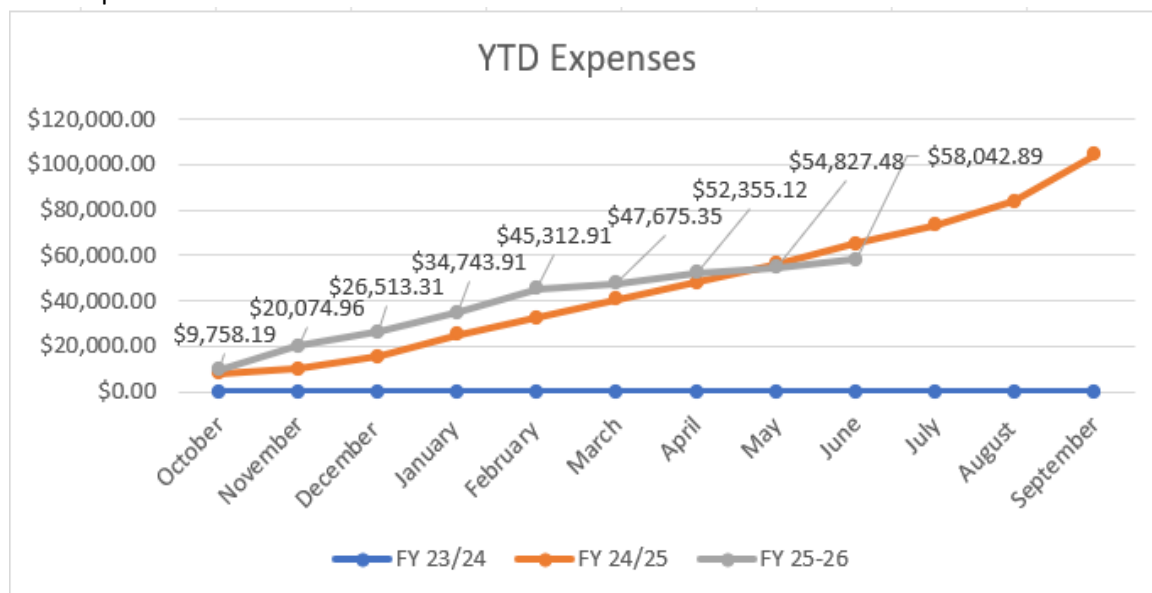
YTD Rental Revenue



Notes: Overall, this quarter represents the peak of the spring wedding season, resulting in strong revenue growth for Venue 1842. Rental demand remained high, particularly for weddings, as the warmer months approached. Revenue was also supported by deposits collected for future bookings.

Venue 1842

YTD Expenses



Notes: Expenses for Venue 1842 remained well managed during the quarter, with only a slight increase to support continued rental activity. Despite the high volume of spring weddings, operating costs remained stable while maintaining quality service and operations.

Conclusion

Through thoughtful planning, resident feedback, and collaboration with the Event Review Subcommittee, the team continues to enhance programs and events that serve our community. The third quarter of FY 25/26 demonstrated continued success for the Historical Park and Venue 1842. Strong rental activity contributed to increased revenue, while programs such as Artchella camps experienced excellent participation. Venue 1842 remained highly utilized throughout the spring season, reflecting continued demand for rentals. Operating expenses increased during the quarter as the team prepared for the summer season, supported daily operations, and invested in delivering quality programs and facilities.