



FARMERS
BRANCH

Farmers Branch Christmas Event Options

2018



History

Tour of Lights
&
City Lighting



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Expenses and Revenue

| Expenses | | |
|----------|------------------|-----------------------------------|
| | | |
| Year | Contract Expense | Total Including Operating Expense |
| 2017 | \$190,300 | \$283,400 |
| 2016 | \$190,300 | \$283,207 |
| 2015 | \$128,000 | \$218,894 |
| 2014 | \$128,000 | \$218,000 |
| | | |

| Revenue <i>(all proceeds benefited non-profit groups and the City did not retain any of the revenue)</i> | | |
|----------------------------------------------------------------------------------------------------------|----------|-------------|
| | | |
| Year | Vehicles | Donations |
| 2017 | 16,576 | \$50,872.64 |
| 2016 | 18,381 | \$60,584.98 |
| 2015 | 13,961 | \$35,534.95 |
| 2014 | 13,764 | \$39,421.79 |
| | | |

2018 Option 1

Continue with Holiday
Events as Previously
Constructed



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Tour of Lights as Previously Executed

- Route beginning at I-35E & Valley View to Denton Drive and continuing through the Historical Park to conclude at Ford Road
- Non-Profit organizations work the gate and provide Santa for donations
- Lights are animated to music played through FM radio
- Estimated Budget: \$283,400



Tree Lighting Event

- Synchronized lighting of tree and displays
- Words from the Mayor/City Council
- Local school entertainment
- Kidzone with holiday themed activities and bounce houses
- Fireworks
- Estimated Budget: \$30,000



2018 Option 2

Create Walking Tour,
Santa's Village, and
Purchase Outdoor Ice
Rink

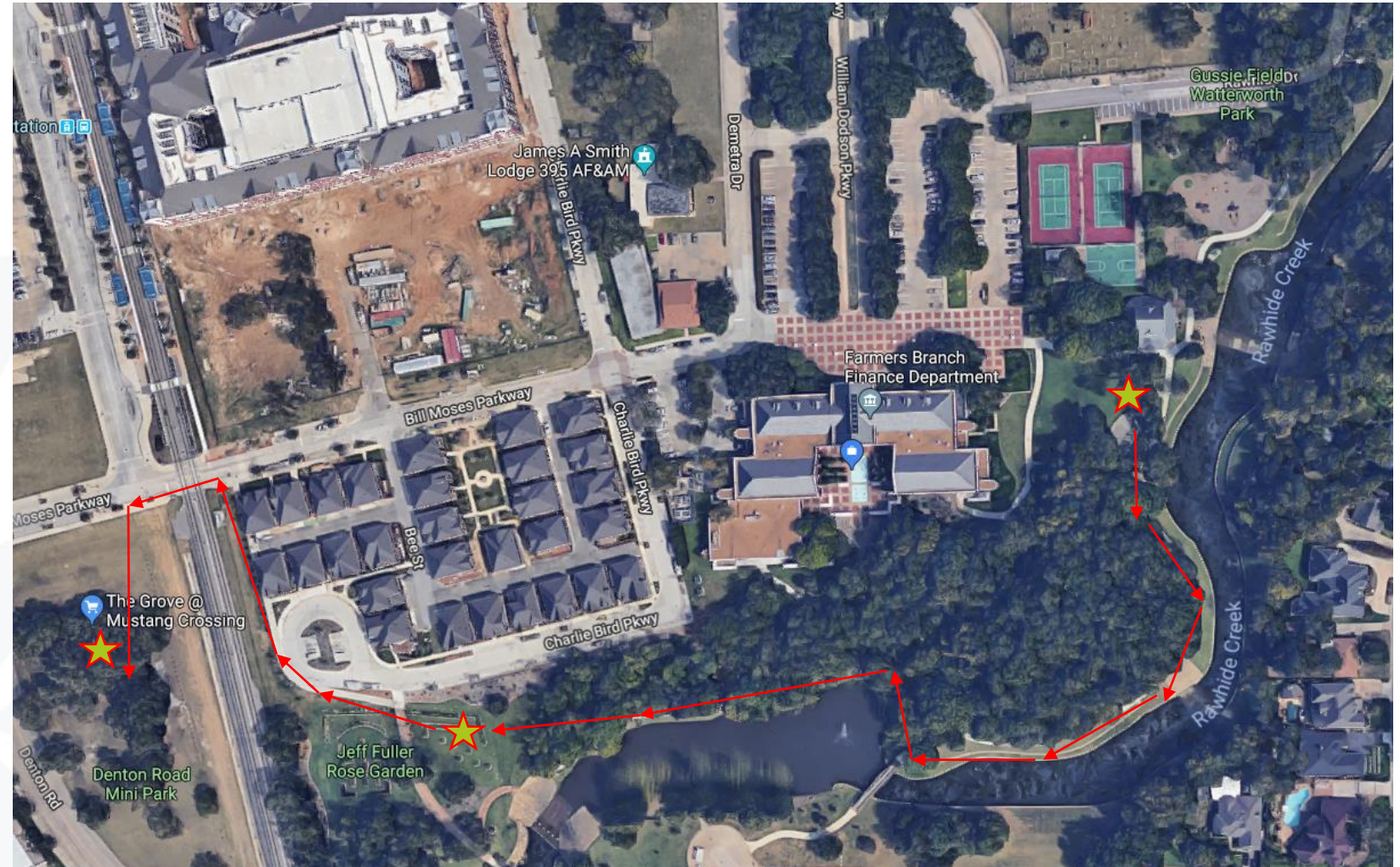


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Walking Tour

- Create a lighted “trail” for guests to walk through the lights
- Path to include: Gussie Field Watterworth Park (Gussie) walking trail, Gussie pavilion & amphitheater, rose gardens, The Grove @ Mustang Crossing and Liberty Plaza
- Create a more interactive experience for guests
- Estimated Budget: \$80,000



Outdoor Skating Rink

- Partner with the StarCenter to purchase an outdoor 100' X 60' outdoor skating rink
- Location:
 - Year 1 - grass lot adjacent to the StarCenter
 - Year 2 – Liberty Plaza
- City to purchase rink - \$130,000
- Stars to purchase dasher boards, provide chillers, skates and staff to operate December 1-January 6
- Revenue sharing arrangement still pending (sponsorship opportunities, public skate, private skate, group rentals, nightly promotions)
- Three-year commitment



Santa's Village

- Walkable area that could include:
 - Santa's House and Santa
 - Decorative lighting
 - Holiday themed activities
- Located at The Grove at Mustang Crossing
- Estimated Budget: \$75,000



Open Discussion

Which option would you like to see pursued?



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