



FARMERS  
BRANCH

## Hispanic Heritage Month Event

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# 2021 Proposal

- Saturday, September 25, 6 – 9 p.m.
- The Grove at Mustang Station
- Volunteer led – programming, donations, planning, decorating and staffing of the event
- Mariachi bands; local school performing arts groups; celebration of culture
- Recognition of local resident leaders
- Available resources
  - Police Department
  - Communications Department
  - Parks and Recreation Department



# Proposed Budget

- **\$8,500**
  - Entertainment
  - Sound and light Production
  - Restrooms
  - Light tower
  - Signs/banners
  - Digital ad campaign
  - Staffing
    - Police Department
    - Parks & Recreation Department







# 2022 Proposal

- Date \* TBD \*
- Location - Historical Park
- Staff led\* – programming, donations/sponsorship, planning, decorating and staffing of the event
  - \*Collaboration with Volunteer Committee
- Mariachi bands; local youth performing arts groups; celebration of culture; kids and family-friendly activities
- Recognition of local resident leaders
- Available City resources
  - Police Department
  - Communications Department
  - Parks and Recreation Department





# Proposed Budget

- **\$15,000**
  - Entertainment
  - Sound and Light Production
  - Restrooms
  - Light towers
  - Golf carts
  - Stage tent
  - Signs/banners
  - Digital ad campaign
  - Staffing
    - Police Department
    - Fire Department
    - Special Events division





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## Discussion

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