



## Legislation Details (With Text)

**File #:** TMP-3341      **Version:** 2

**Type:** Report      **Status:** Regular Agenda

**File created:** 2/9/2021      **In control:** Parks & Recreation Board

**On agenda:** 5/20/2021      **Final action:**

**Title:** Receive the Quarterly Report for Special Events.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Q2 20-21 Special Event Report.pdf

Date	Ver.	Action By	Action	Result
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### Receive the Quarterly Report for Special Events.

**BACKGROUND:**

Staff will be present to review the Special Event’s quarterly report. A brief summary is below; however, a complete copy of the full report is attached for review.

With no annual events scheduled during the Second Quarter of FY21, the Special Events team uses this period of time to secure rentals, book entertainment, update marketing materials, and finalize plans for the upcoming events.

Events covered in this report include Independence Day Celebration, Bloomin’ Bluegrass Festival, Family Night in the Park, Denton Drive Live, and Christmas in the Branch.

The Special Events team continues to identify and implement the best practices, cost-saving measures, programming ideas and strategies, and new sponsorship opportunities and revenue streams.