

MEMORANDUM

TO: Donna Barron, City Manager

FROM: James Kunke, Community Relations & Tourism Director

DATE: October 15, 2018

SUBJECT: **Approval of a Fundraiser Event to be Held in Wayne Ferguson Plaza on November 3, 2018, as Requested by Journey to Dream.**

BACKGROUND

Wayne Ferguson Plaza opened in September 2015 and has become the site for many public events, including city festivals and concerts. City staff actively pursues other events and activities that could take place in the plaza as a way to bring more residents and visitors to the historic downtown as part of creating a thriving entertainment district.

Journey to Dream is a nonprofit organization that uses peer support groups, school assemblies, and homeless services to impacts the lives of more than 10,000 students each school year. The group operates the Kyle's Plaza teen homeless shelter in Lewisville.

A group of residents approached city staff earlier this year about having a fundraiser event in Wayne Ferguson Plaza to support Kyle's Place. The event will be co-sponsored by the city and Journey to Dream, with resident volunteers providing most of the planning and on-site labor. As a city-sponsored event, there are no rental fees to waive. Per council policy, City Council approval is required for a fundraiser to be held at a city facility.

ANALYSIS

City support for a public event initiated by residents is in keeping with the intended use of Wayne Ferguson Plaza as a gathering space, and also helps activate the Main & Mill Entertainment District in historic Old Town Lewisville.

Journey to Dream already receives city support through the CDBG Community Grants and worked with the Youth Action Council last year on a public awareness event and sock collection held in May at Lewisville Lake Park. Journey to Dream will provide insurance for the karaoke event.

The event itself will consist of a karaoke DJ on the Wayne Ferguson Plaza stage, using his own equipment plugged into two city-owned speakers. Attendees will pay for the chance to sing on the stage, with all proceeds going to Kyle's Place. Event times are 3 p.m. to sundown, or about 6 p.m. There also will be a Sock Walk starting at 2 p.m. using a one-mile course through the Old

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Town core. Volunteers will remove any litter after the event. Journey to Dream is bringing a snowcone truck, but no other vendors are planned and attendees will be encouraged from the stage to purchase food and beverage from nearby businesses. Projected attendance for a first-year event of this sort is about 200 people, depending on weather.

The city's commitment to this event consists of providing the event space and two speakers at no charge, and one MCL Grand employee to set up and monitor the speakers. The city's marketing team will help promote the event. There also will be some impact on Parks staff to prepare and clean up the event site, and on Public Services staff if Church Street is closed in front of City Hall before and during the event.

The residents planning this event hope to make it an annual fixture in Wayne Ferguson Plaza, although the beneficiary might change from year to year.

RECOMMENDATION

That City Council approve the Karaoke For a Cause fundraiser event in Wayne Ferguson Plaza on Saturday, Nov. 3, benefitting Kyle's Place teen homeless shelter.