

## **MEMORANDUM**

**TO:** Donna Barron, City Manager

**FROM:** James Kunke, Community Relations and Tourism Director

**DATE:** January 28, 2019

**SUBJECT: Presentation of the 2019 ColorPalooza Logo and 2019 ColorPalooza Logo Student Contest Winner**

### **BACKGROUND**

ColorPalooza: A Celebration of Spring was started in April 2016 as a new annual city-run festival in Old Town Lewisville that celebrates art, diverse cultures, and the environment. It was built around the previous Chalk This Way festival and added dance and music performances, hands-on art activities, and Eco-Alley educational displays.

Rather than design a logo that would be assigned to the festival for multiple years, events staff decided to encourage community participation by holding a student design contest each year. Students in grades 9-12 living or attending school in Lewisville (including home schoolers) are eligible to enter their logo designs. The winning student receives a \$300 college scholarship, administered through Greater Lewisville Arts Alliance, and the winning logo is used in all event marketing for that year's festival.

Past winners have included one each from Marcus High School, Flower Mound High School, and LHS Harmon Campus. Two have been freshmen and one a senior, so to date only one scholarship award has been paid.

The contest is promoted through all five LISD high school campuses as well as Coppell High School, private high schools in Lewisville, and the regional home school association.

### **ANALYSIS**

This year's winner was selected by a panel of city staff and outside marketing professionals, who will work with the winning student to fine tune the final logo. The winning logo will be presented to the public for the first time at the January 28 City Council meeting. The student and his or her family have been invited to attend.

### **RECOMMENDATION**

No City Council action is required.