



**Agenda Item:** Recap on Festival & Events Workshop

**Background:** This free event was designed for festival and event organizers to obtain fresh ideas, networking tools, information from local professionals and ways to identify funding opportunities to enhance or develop sustainable events. The workshop was scheduled for April 27, 2022, starting at 8:30 AM until 4:00 PM.

There were over 100 participants in attendance with special guest appearances from City of Galveston Mayor Craig Brown, Neil Kumar with Eventeny, Ernest Luna from the Texas Commission of the Arts, Sylvia Allen Event Consultant, and various tourism professionals.

The event was well received and will become an annual workshop through the Product Development program, with plans for the next event to take place in January, 2023.

**Staff Recommendation: N/A**