



THE FLOWER MOUND Messenger

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Concerts in the Park

Parker Square Concert Series Popular Family Summer Event

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The Parker Square Summer Concert Series welcomed jazz/R&B group "Maddy Rose & SoulMix" last Friday night with a crowd of nearly 100 people.

As the band wailed away in the gazebo area, parents danced with their children while some people sang along, and Parker Square Property Administrator and Event Coordinator Wendy Trayler said the turnout for the event was pretty much par for the course.

"This is about average," Trayler said. "Every event averages anywhere from 100 to 300 people. It depends on the night and the heat, but the turnout tonight was about what we expected."

Trayler said Parker Square has been having the concerts for the last two years and that the number of performances has increased from 2007.

"This year we did it twice a month," Trayler said. "Last year we did it once a month."

Kimberly Cheek, program supervisor for the Town of Flower Mound, was on hand for the event, and said the bands that play at the concerts are typically selected by demos that they send in for consideration.

"We find the bands by talking to different agents," Cheek said. "We usually contact them. Most of the groups we use are local area bands."

Maddy Rose and SoulMix is based out of Dallas.

Cheek said the bands are paid for their performances and that the amount varies depending on the group.

"We want to see what they sound like, and see if they are a popular band that everyone will like," Trayler said.

Trayler said the bands are chosen based on a number of factors, including cost and style of music. She said the preference is usually for jazz, R&B, country or rock 'n'roll.

"One criteria is that the groups have to be appropriate for all age levels," Trayler said.

Zane Tabari of Flower Mound was dancing to the music with his son, Jackson, 1, at the concert and said he was happy to be able to share the experience with his son and friends.

"I just had some friends invite us out, we had a little dinner and listened to the music," Tabari said. "The band is good. I think the appeal of this is that it is a great family event. It is an opportunity to get together with friends and hang out on a Friday night."

Trayler said the only groups that have played concerts more than once for the concert series were the Voices of Flower Mound Choir and the Flower Mound Community Orchestra.

Parker Square will host a "Back to School Bash & Movies" in the Square event on Aug. 14, which will feature the movie, *RV*.

Contact Wendy Trayler at 972-874-9700 for more information.