



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: June 3, 2025

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding an update to the Special Event Schedule of Fees for City Departments. (Community Partnership Committee approved the recommendation).

BACKGROUND

The special events initiative was selected to refine the City's event procedures, focusing on operational efficiency and financial sustainability.

Goals:

- Calculate 100% cost recovery for all special event fees (permit and staffing).
- Develop data-informed models for event staffing and sponsorship distribution.
- Update the sponsorship application to capture critical decision-making data.
- Establish standardized parade routes for consistency and safety.

In Fiscal Year 2023-24, staff identified a budget shortfall in unreimbursed personnel costs that were not reimbursed or invoiced to special event organizations. In response, staff conducted a thorough analysis of current fees, procedures, and the overall impact of special events.

Staff identified concerns:

- Hourly rate for public safety was under actuals for all ranks in both Police and Emergency Management Services (Fire, EMS).
- Events planned and staffed for the largest possible attendance and worst-case scenario.
- Special Event coordination staff time is not included in the permit fee.

Staff has initiated some changes to aid in the implementation and management of the Hotel Occupancy Tax and Sponsorship Programs as they relate to special events and in-kind City services.

Actions taken to date:

- 2022 Council created for in-kind services fund at \$250,000
- 2022 In-Kind recipients required to pay 50% of Park Facilities fees
- 2022 Implemented dedicated special events position
- 2023 In-Kind cap increased to \$400,000
- 2023 Implemented an attendance tracking tool
- 2025 Application updated from manual to web-based (Neighborly Software)

- 2025 Increased criteria to only include events with attendance greater than 200
- 2025 Moving all events to standardized parade routes
- HOT and Sponsorship applicants are presenting to the Community Partnership Committee (CPC) to discuss how their event is bringing people to stay in Denton. "Heads in Beds"

The Finance Department is requesting direction on proposed changes to the Special Event Fee Schedule rates. Staff will evaluate the rates annually during the overall Budget process and utilize historical event data to plan for appropriate levels of service in estimating and staffing future events.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISIONS)

On May 2, 2025, the proposed rate changes were presented to the Community Partnership Committee, which provided direction to move forward with the recommended rates.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Presentation

Exhibit 3 - Fiscal Year 2024-25 HOT and Sponsorship Awards

Respectfully submitted:
Jessica Williams
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Prepared by:
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