



Special Events Fees and Rates Update

- The special events initiative was selected to refine the City's event procedures, focusing on operational efficiency and financial sustainability.
 - This includes a thorough analysis of current fees, processes, and the overall impact of special events.
 - In 2024, the City issued 89 special event permits. 170% increase since 2021.

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.

City Services for Special Events



- City Services provided to Special Events held within the City of Denton include:
 - Police protection
 - Fire/EMS services
 - Park facility rentals
 - Park personnel
 - Solid waste services
 - DME services
- The City currently allocates \$400,000 from the General Fund through an In-Kind Services Sponsorship Program.

Identified Concerns



- Personnel budget deficit for unreimbursed Special Event overtime in FY 23-24.
- Hourly reimbursement rate under actuals for Public Safety.
- Events planned and staffed for the largest possible attendance and worst-case scenario.
- Special Event coordination staff time is not included in permit fee.

Actions Taken to Date



- 2022 Council created 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 Acquired an attendance tracking tool
- 2025 Application updated from manual to web-based (Neighborly Software)
- 2025 Modified the application to capture critical decision-making data
- 2025 Increased criteria to only include events with attendance greater than 200
- 2025 Moving all events to standardized parade routes
- Select 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"

Fee Schedule Update



Police Special Event Fees

Rank	Current Rate/hour*	Proposed Rate/hour
Police Officer	\$ 65.00	\$ 85.00
Police Sergeant/Supervisor	80.00	100.00
Police Lieutenant/Commander	95.00	115.00

*Current rate is not covering actual costs

Fees based on the rank of personnel working an event and the applicable overtime rates.
Standardize command structure for event safety.

Fee Schedule Update



Fire and EMS Rates

Rank	Current Rate/hour	Proposed Rate/hour
Firefighter	\$ 43.00	\$ 68.00
Driver	52.00	80.00
Lieutenant	58.00	88.00
Captain	64.00	96.00
Battalion Chief	73.00	108.00
Emergency Management Program Manager	56.00	154.00
Emergency Management Specialist	N/A	90.00
Deputy Fire Marshal I	N/A	91.00
Deputy Fire Marshal II	N/A	113.00
40hr Lieutenant	N/A	125.00
40hr Captain	N/A	136.00
40hr Battalion Chief	N/A	154.00
Assistant Fire Marshal	N/A	136.00
Fire Marshal	N/A	154.00
Ambulance Standby ^{1 2}	150.00	50.00

¹ Ambulance rental is for a minimum of 4 hours.

² Rate for Ambulance Standby requires the apparatus to be staffed by a minimum one Driver and one Firefighter or higher rank based on the personnel rate table.

Ambulance standby
 $(\$50 + \$80(\text{Driver}) + \$68 (\text{Firefighter})) \times 4\text{hrs} = \792
 $(\$50 + \$80(\text{Driver}) + \$114 (\text{average})) \times 4\text{hrs} = \976
 $(\$50 + \$80(\text{Driver}) + \$154 (\text{Fire Marshal}) \times 4\text{hrs} = \1136

Average \$244 every hour above 4 hour minimum.

Fee Schedule Update



Parks and Recreation Special Event Permitting Fees

Event Tier	Current Rate	Proposed 10% Recovery	25% Recovery	50% Recovery	100% Recovery
Tier 1 – Extra Small: 200-300 attendees, requires lane closure (Example: MLK Jr Celebration, Trunk or Treat or Small Market)	\$ 50	\$ 58	\$ 144	\$ 288	\$ 575
Tier 2 – Small: Single day, 200 - 300 attendees, no alcohol on City property (Example: 5Ks, Fun Runs)	100	100	246	492	983
Tier 3 – Medium: Single day, 301-999 attendees, no alcohol on City property (Example: Touch a Truck, Cinco de Mayo)	150	167	418	836	1,671
Tier 4 – Large: Single day, 1,000 – 4,999 attendees, sale of alcohol on City Property (Example: Denton Black Film Festival, Turkey Trot)	200	330	824	1,649	3,297
Tier 5 - Extra Large: Multi day, 5,000+ attendees, sale of alcohol, requesting Noise Variance Ordinance (Example: Arts and Jazz, Day of the Dead, Blues Fest)	250	628	1,571	3,141	6,282

Potential Impact on Special Event Organizers



This table shows the change in estimated costs for some of the annual special events held in the City of Denton.

Event	Current Total	Proposed Total	Change
Denton Arts and Jazz Festival	\$ 238,454	\$ 282,928	\$ 44,474
Denton Day of the Dead	18,847	28,898	10,051
Denton Holiday Lighting Festival	24,522	29,485	4,963
Dog Days of Denton	10,273	11,818	1,545
Denton Blues Festival	26,087	28,724	2,637

Direction

- Staff recommends the proposed rates for FY 24-25.
 - The Community Partnership Committee provided direction to move forward with the rate recommendations at the Special Called Meeting on May 2, 2025.

Next Steps

- City Council consideration of Schedule of Fees.
 - City Council Budget consideration September 2025.
 - Effective date October 1, 2025.
- Utilize the new process and proposed fees in estimating FY 25-26 events.

Questions

