



## City of Denton

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

---

### AGENDA INFORMATION SHEET

**DEPARTMENT:** Parks and Recreation

**ACM:** Christine Taylor, Assistant City Manager

**DATE:** April 7, 2026

#### **SUBJECT**

Consider approval of a resolution of the City of Denton allowing Union Bear Brewing Company to sell alcoholic beverages at the Amplify Denton event on Saturday, April 18, 2026, from 1:00 p.m. to 11:00 p.m. at the Greater Denton Arts Council in Denton, Texas, upon satisfying certain conditions; authorizing the City Manager to execute an agreement in conformity with this resolution; and providing for an effective date.

#### **BACKGROUND**

Amplify Denton is a music and arts festival that serves as a fundraiser for the Greater Denton Arts Council (GDAC) and the Denton Music and Arts Collective. There will be both an indoor and outdoor stage, vendors and an art auction.

Amplify Denton has partnered with Union Bear Brewing Company to provide these services. Union Bear Brewing Company will be responsible for obtaining the temporary license and permit required to sell alcoholic beverages at Greater Denton Arts Council and will provide Liquor (Dram shop) Liability Insurance in the amount of \$1,000,000 per occurrence. The Greater Denton Arts Council will be responsible for providing police security at the event and will provide Comprehensive General Liability Insurance in the amount of \$1,000,000 per occurrence to indemnify the City of Denton against any liability incident(s) pending approval of the request.

#### **OPTIONS**

Approve, amend or deny.

#### **RECOMMENDATION**

Staff recommends approval.

#### **PRIOR ACTION/REVIEW**

Greater Denton Arts Council has previously requested permission for alcohol sales for the Amplify Denton on March 22, 2025.

#### **FISCAL INFORMATION**

Amplify Denton receives \$860.00 for In-Kind Sponsorship for this event.

#### **EXHIBITS**

Exhibit 1- Agenda Information Sheet

Exhibit 2- Resolution

Respectfully submitted:  
Allison Wing,  
Interim Parks and Recreation Director

Prepared by:  
Barry Feldner, Parks and Recreation