



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

DCM: Christine Taylor, Assistant City Manager

DATE: August 1, 2022

SUBJECT

Consider recommending approval of a resolution of the City of Denton allowing Profest, Inc. to sell alcoholic beverages at the Denton Arts and Jazz Festival, on Friday, October 7, from 3:00 p.m. to 11:00 p.m., Saturday, October 8, from 10:00 a.m. to 11:00 p.m., and Sunday, October 9, 2022, from 11:00 a.m. to 9:00 p.m., at Quakertown Park, upon satisfying certain conditions; authorizing the City Manager to execute an agreement in conformity with this resolution; and providing an effective date.

BACKGROUND

The 42nd annual Denton Arts and Jazz Festival is organized by the Denton Festival Foundation, a nonprofit 501(c)(3) organization, which serves to showcase professional and amateur musicians, artists, and performers. This festival will be held at Quakertown Park on Friday, October 7, from 3:00 p.m. to 11:00 p.m., Saturday, October 8, from 10:00 a.m. to 11:00 p.m., and Sunday, October 9, 2022, from 11:00 a.m. to 9:00 p.m.

This free festival includes over 2,700 performers, local and statewide vendors, children's activities, art exhibits, 250 booths, and seven stages with various entertainers representing 17 states across the nation. Event organizers anticipate 225,000 in attendance over the course of the three-day event.

The Denton Festival Foundation is requesting permission to sell alcoholic beverages at Quakertown Park for the Denton Arts and Jazz Festival and has partnered with Profest, Inc. to provide these services.

Profest, Inc. will be responsible for obtaining the temporary license and permit required to sell alcoholic beverages at Quakertown Park and will provide Liquor (Dram shop) Liability Insurance in the amount of \$1,000,000 per occurrence. The Denton Festival Foundation 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. Both respective parties have signed an agreement with the City (Exhibit 2) to indemnify the City of Denton against any liability incident(s) pending approval of the request.

RECOMMENDATION

Staff recommends approval, as the event organizers have consistently demonstrated the ability to responsibly operate alcohol sales at the Denton Arts and Jazz Festival at Quakertown Park.

PRIOR ACTION/REVIEW

On September 13, 2021, the Parks, Recreation and Beautification Board recommended approval to allow Profest, Inc. To sell alcoholic beverages at the 2021 Ars and Jazz Festival (6-0).

On September 14, 2021, the City Council approved to allow Profest, Inc to sell alcoholic beverages at the Arts and Jazz Festival under Resolution 21-1753.

EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Resolution and Agreement

Respectfully submitted:
Gary Packan, Parks and Recreation Director

Prepared by:
Arianna Bencid, Special Events Supervisor, Parks and Recreation