



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: October 14, 2025

SUBJECT

Consider a resolution of the city of Denton allowing The Bearded Monk to sell alcoholic beverages at the Denton Day of the Dead Festival, on Saturday, October 25, 2025 from 11:00 a.m. to 10:00 p.m., at Williams Square (179 E. Hickory Street), and on Industrial Street at Mulberry street; upon satisfying certain conditions; authorizing the city manager to execute an agreement in conformity with this resolution; and providing for an effective date.

BACKGROUND

Denton's Day of the Dead Festival is organized by Denton Day of the Dead Festival Inc. The festival is a free multicultural family-friendly event that serves to celebrate and honor the hallmarks of autumn in the American Southwest including the harvest, Halloween, and *Día de los Muertos*.

The event will take place at East Hickory Street, East Oak Street, Austin Street, and Industrial Street in Denton, Texas, and will feature a Twilight Lantern Parade, coffin races, a pumpkin patch, Cirque du Horror, food vendors, and more. Event organizers anticipate 20,000 in attendance over the three days.

The Denton Day of the Dead Festival, Inc. is requesting an alcohol exception for Saturday, October 25, 2025 from 11:00 a.m. to 10:00 p.m. at Williams Square (179 E. Hickory Street) and Industrial Street (Industrial Street at Mulberry Street).

Denton Day of the Dead Festival has partnered with The Bearded Monk to provide these services. The Bearded Monk will be responsible for obtaining the temporary license and permit required to sell alcoholic beverages at Williams Square and Industrial St. and will provide Liquor (Dram shop) Liability Insurance in the amount of \$1,000,000 per occurrence. The Denton Day of the Dead Festival Inc. 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.

OPTIONS

Approve, amend or deny.

RECOMMENDATION

Staff recommends approval.

PRIOR ACTION/REVIEW

In 2024, City Council approved City Council approved Denton Day of the Dead Festival Inc. and Campus Theatre Concessions to sell alcoholic beverages for the Denton Day of the Dead Festival under Resolution 24-1946.

In 2023, approval to sell alcoholic beverages for the Denton Day of the Dead Festival was granted by the Denton Parks and Recreation Department Director.

On September 28, 2022, City Council approved Denton Day of the Dead Festival Inc. and Campus Theatre Concessions to sell alcoholic beverages for the Denton Day of the Dead Festival under Resolution 22-1817.

EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Resolution and Agreement

Respectfully submitted:
Gary Packan, Parks and Recreation Director

Prepared by:
Omar Siddiqi, Administrative Analyst