



City of Denton

City Hall
215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Meeting Agenda

Community Partnership Committee

Friday, May 2, 2025

9:00 AM

City Council Work Session Room

SPECIAL CALLED MEETING

After determining that a quorum is present, the Community Partnership Committee of the City of Denton, Texas, will convene in a Special Called Meeting on Friday, May 2, 2025 at 9:00 a.m. in the Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas at which the following items will be considered:

1. ITEMS FOR CONSIDERATION

- A. [CPC25-011](#) Consider approval of the minutes from February 21, 2025 and April 15, 2025.
- Attachments: [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - Draft Minutes February 21, 2025](#)
[Exhibit 3 - Draft Minutes April 15, 2025](#)
- B. [CPC25-012](#) Receive a report, hold a discussion, and give staff direction regarding updates to the 2025 Cinco de Mayo and Independence Day Jubilee Festival events.
- Attachments: [Exhibit 1 - Agenda Information Sheet](#)
- C. [CPC25-013](#) Receive a report and hold a discussion regarding the Special Event Permitting Application and the restructuring of the Special Event Review Committee meetings.
- Attachments: [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - Presentation](#)
- D. [CPC25-014](#) Receive a report, hold a discussion, and provide a recommendation regarding a standardized cost estimate of in-kind City services and a proposed mid-year adjustment to the Special Event fee schedule.
- Attachments: [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - Presentation](#)
- E. [CPC25-015](#) Receive a report, hold a discussion, and give staff direction regarding the Hotel Occupancy Tax (HOT) Program Year 2026 for Fiscal Year 2025-26.
- Attachments: [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - PY 2026 HOT Guidelines Redlines](#)
- F. [CPC25-016](#) Receive a report, hold a discussion, and give staff direction regarding the Sponsorship Program for Fiscal Year 2025-26.
- Attachments: [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - FY 25-26 Sponsorship Guidelines Redlines](#)

2. CONCLUDING ITEMS

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Community Partnership Committee or the public with specific factual information or recitation of policy, or accept a proposal to place the matter on the agenda for an upcoming meeting AND Under Section 551.0415 of the Texas Open Meetings Act, provide reports about items of community interest regarding which no action will be taken, to include: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen; a reminder about an upcoming event organized or sponsored by the governing body; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality; or an announcement involving an imminent threat to the public health and safety of people in the municipality that has arisen after the posting of the agenda.

NOTE: The Community Partnership Committee reserves the right to adjourn into a Closed Meeting on any item on its Open Meeting agenda consistent with Chapter 551 of the Texas Government Code, as amended, or as otherwise allowed by law.

CERTIFICATE

I certify that the above notice of meeting was posted on the official website (<https://tx-denton.civicplus.com/242/Public-Meetings-Agendas>) and bulletin board at City Hall, 215 E. McKinney Street, Denton, Texas, on Monday, April 28, 2025, in advance of the 72-hour posting deadline, as applicable, and in accordance with Chapter 551 of the Texas Government Code.

OFFICE OF THE CITY SECRETARY

NOTE: THE CITY OF DENTON'S DESIGNATED PUBLIC MEETING FACILITIES ARE ACCESSIBLE IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT. THE CITY WILL PROVIDE ACCOMMODATION, SUCH AS SIGN LANGUAGE INTERPRETERS FOR THE HEARING IMPAIRED, IF REQUESTED AT LEAST 48 HOURS IN ADVANCE OF THE SCHEDULED MEETING. PLEASE CALL THE CITY SECRETARY'S OFFICE AT 940-349-8309 OR USE TELECOMMUNICATIONS DEVICES FOR THE DEAF (TDD) BY CALLING 1-800-RELAY-TX SO THAT REASONABLE ACCOMMODATION CAN BE ARRANGED.



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Legislation Text

File #: CPC25-011, **Version:** 1

AGENDA CAPTION

Consider approval of the minutes from February 21, 2025 and April 15, 2025.



City of Denton

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AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: May 2, 2025

SUBJECT

Consider approval of the minutes from February 21, 2025 and April 15, 2025.

BACKGROUND

The draft minutes from the Community Partnership Committee meeting held on February 21, 2025, and April 15, 2025, are attached for the Committee's consideration and approval.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Draft Minutes February 21, 2025

Exhibit 3 - Draft Minutes April 15, 2025

Respectfully submitted:
Jessica Williams
Chief Financial Officer

Prepared By:
Daniel Jones
Senior Grants Analyst

City of Denton Community Partnership Committee

After determining that a quorum was present, the Community Partnership Committee of the City of Denton, Texas, convened in a Regular Meeting on Friday, February 21, 2025, at 9:15 a.m. in the Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Chair Joe Holland, Vice-Chair Vicki Byrd, and Member Jill Jester.

ABSENT: None.

1. ITEMS FOR CONSIDERATION

A. **CPC25-001** Consider approval of the minutes from August 23, 2024.

The item was presented and approved. Member Jill Jester motioned to approve the minutes as amended; Vicki Byrd seconded the motion.

(3) AYES: Joe Holland, Vicki Byrd, Jill Jester

(0) NAYS:

(0) ABSENT:

B. **CPC25-002** Receive a report and hold a discussion regarding the Post Even Summary Reports for the Independence Day Jubilee Festival, North Texas State Fair and Rodeo, Dogs Days of Denton, Denton Blues Festival, Arts and Jazz Festival, Peterbilt Parade, Denton's Day of the Dead, Turkey Trot, Jingle Mingle, and Denton Holiday Lighting Festival that received Hotel Occupancy Tax and Sponsorship Program funding and services.

The item was presented, and discussion followed.

C. **CPC25-003** Receive a report and hold a discussion regarding the Hotel Occupancy Tax (HOT) Program for Program Years 2024 and 2025 and receive direction for updates to the HOT Program for Program Year 2026.

The item was presented, and discussion followed.

D. **CPC25-004** Receive a report, hold a discussion, and provide a recommendation regarding a Hotel Occupancy Tax funding request for 31 Days of Halloween 2025 by the City of Denton Marketing and Communications and Parks and Recreation Departments for supplies, materials, contracts, and marketing expenses.

The item was presented, and discussion followed.

E. **CPC25-005** Receive a report, hold a discussion, and provide a recommendation regarding the expenditure of City Council Contingency funds in the amount of one thousand seven hundred dollars (\$1,700) to Project Hope Denton for organizational support.

The item was presented, and discussion followed.

F. CPC25-008 Consider approval of the 2025 Community Partnership Committee meeting calendar.

The item was presented, and discussion followed. Jill Jester motioned to approval the meeting calendar; Vicki Byrd seconded the motion.

(3) AYES: Chair Joe Holland, Vice-Chair Vicki Byrd, and Member Jill Jester

(0) NAYS:

(0) ABSENT:

2. CONCLUDING ITEMS

None.

With no further business, the meeting was adjourned at 10:41 a.m.

Joe Holland
Chair

Joseph Haddad
Recording Secretary

MINUTES APPROVED ON: _____

City of Denton Community Partnership Committee

After determining that a quorum was present, the Community Partnership Committee of the City of Denton, Texas, convened in a Special Called Meeting on Monday, April 15, 2025, at 1:00 p.m. in the City Council Chambers at City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Chair Joe Holland, Vice-Chair Vicki Byrd, and Member Jill Jester.

ABSENT: None.

1. ITEMS FOR CONSIDERATION

A. **CPC25-009** Consider alternate meeting date for the Community Partnership Committee on April 25, 2025.

The item was presented and discussed, the next CPC meeting will be held on May 2, 2025, at 9am

B. **CPC25-010** Receive a report, hold a discussion, and provide recommendation regarding co-sponsored community parades and related public safety concerns.

The item was presented, and discussion followed. Direction was given to identify other locations or postponing the Fourth of July celebration, scaling down Cinco de Mayo to the fairgrounds, amending the co-sponsorship agreement, recommend Option 2 of standardized parade routes for future parades, and an after-action report for said parade routes.

2. CONCLUDING ITEMS

None.

With no further business, the meeting was adjourned at 2:11 p.m.

Joe Holland
Chair

Joseph Haddad
Recording Secretary

MINUTES APPROVED ON: _____



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Legislation Text

File #: CPC25-012, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give staff direction regarding updates to the 2025 Cinco de Mayo and Independence Day Jubilee Festival events.



City of Denton

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AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: May 2, 2025

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding updates to the 2025 Cinco de Mayo and Independence Day Jubilee Festival events.

BACKGROUND

The City of Denton regularly supports and facilitates community celebrations such as Cinco de Mayo and Independence Day Jubilee Festival (4th of July) through co-sponsorships and the issuance of special event permits.

At the Community Partnership Committee meeting on April 15, 2025, staff presented current public safety concerns related to parade permitting, offered recommendations, and initiated a discussion on refining the City's approach to co-sponsorships.

The committee recommended working with event organizers to explore all viable alternatives, including:

- Hosting the Cinco de Mayo parade within the event footprint rather than as a street parade.
- Identifying alternative locations for the July 4th celebration to address logistical and safety concerns.

Update:

Staff has since met with the respective event organizers to discuss these alternatives. Based on the feedback received, staff is requesting further direction from the committee regarding next steps and potential adjustments to the City's co-sponsorship role for these events.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Respectfully submitted:
Jessica Williams
Chief Financial Officer

Prepared By:
Daniel Jones
Senior Grants Analyst
Grant Management Office



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Legislation Text

File #: CPC25-013, **Version:** 1

AGENDA CAPTION

Receive a report and hold a discussion regarding the Special Event Permitting Application and the restructuring of the Special Event Review Committee meetings.



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AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: May 2, 2025

SUBJECT

Receive a report and hold a discussion regarding the Special Event Permitting Application and the restructuring of the Special Event Review Committee meetings.

BACKGROUND

On January 30, 2025, Parks and Recreation and Finance staff hosted the City's second annual Special Event Permitting Workshop. This workshop provided event organizers with an overview of the special event permitting process and an opportunity to engage directly with staff regarding application requirements and expectations.

As part of ongoing improvements, the special event application has transitioned to a fully web-based format, streamlining the review process and status tracking for both city staff and event organizers. The internal Special Event Review Committee meets monthly to review past and upcoming special events, monitor the status of current applications, and identify and address challenges related to special event coordination.

In addition, the committee meets individually with each event organizer approximately 30 days prior to their event to review final logistics, identify outstanding documentation, and facilitate direct communication with city departments involved in providing services to the event.

Staff has identified areas where the process could be improved and is seeking input from the committee regarding potential adjustments to the structure and workflow of the Special Event Review Committee meetings.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 – Presentation

Respectfully submitted:
Jessica Williams
Chief Financial Officer

Prepared By:
Daniel Jones
Senior Grant Analyst
Grants Management Office



Special Events Ordinance Update

Special Event Permitting Updates

- October 1, 2025 - New 6-tiered fee system that factors in event details.
- January 1, 2025 – Launched the online special event permit application via Smartsheet.
 - 64% increase in special event permit applications in 2025.
- January 31, 2025 – Hosted Special Event Permitting Workshop with Finance.
- Updated the Denton Event Planning Guide and City website.
- Launched the Smartsheet Permitting Checklist
 - Provides instructions for each permitting requirement for their event
 - Allows the organizer to upload documents directly to the sheet
 - Organizers and staff can make notes and tag users for comments.

Special Event Permitting Cost vs. Fee

Event Tier	Staff Cost to Review Permit	Permit Fee
Tier 1 – Extra Small	\$574.21	\$50.00
Tier 2 – Small	\$982.71	\$100.00
Tier 3 - Medium	\$1,670.57	\$150.00
Tier 4 – Large	\$3,296.63	\$200.00
Tier 5 – Extra Large	\$6,281.68	\$250.00

Special Event Review Committee Meeting Structure

- Observations & Concerns
 - Special Event Review Committee meetings have had less staff attendance/availability and shorter meeting times.
 - Need to connect with the event organizer closer to the event to communicate changes with event details and city-funding costs.
 - Events on City park property need to connect with the Parks Operations, Electrical and Mowing divisions to discuss the layout, schedule, and additional needs.
 - Currently, there is no after event follow up procedure.

Special Event Review Committee Meeting Structure

- Changes made to 2025 Meetings
 - Quarterly Special Event Review Committee meeting check-ins rather than monthly.
 - Upon launching the Special Event Permitting Checklist, tier 5 permits have two meetings with the Special Event Review Committee (30 days out & 5-10 days out).
 - Required site walk meetings with the Parks Department and the event organizer.

Special Event Review Committee Meeting Structure

- Future goals if additional special event personnel are allocated.
 - Site walks with all permitted events on City property.
 - Special event permit inspections for the day of the event.
 - Create an after-event procedure.
 - Survey sent to the event organizer regarding permitting.
 - Post-event templates for the SERC members to fill out
 - Post-event meeting with Special Event staff and the event organizer to review the report and recommendations.



Questions?





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Legislation Text

File #: CPC25-014, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and provide a recommendation regarding a standardized cost estimate of in-kind City services and a proposed mid-year adjustment to the Special Event fee schedule.



City of Denton

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AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: May 2, 2025

SUBJECT

Receive a report, hold a discussion, and provide a recommendation regarding a standardized cost estimate of in-kind City services and a proposed mid-year adjustment to the Special Event fee schedule.

BACKGROUND

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 to this, City departments conducted an analysis of their rate structure to propose changes to bring the revenue from Special Event Fees to cover 100% of staff time and materials.

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.

The Police, Fire/EMS, and Parks and Recreation Departments are requesting direction on a proposed mid-year adjustment in the Special Event Fee Schedule rates to implement 100% cost recovery incurred during an event, and to reassess coverage levels for the remainder of the scheduled events for this fiscal year. Staff will then 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.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Presentation

Respectfully submitted:
Jessica Williams
Chief Financial Officer

Prepared By:
Daniel Jones
Senior Grant Analyst
Grants Management Office



Special Events and City Services

Standardized Costs &
Schedule of Fees Adjustment

Identified Concerns



- Personnel budget deficit for unreimbursed Special Event overtime in FY 23-24.
- Hourly 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.

Solutions and Process Changes



Standardized costs (cost of service model)

- Fees based on the ranks of personnel who work the event and the actual overtime rates for those positions
- Fees for vehicles used at events
- Utilize a standard model of command structure for police protection at events
 - Reduce the number of personnel while maintaining an appropriate level of safety and incident response.

Fee Schedule Adjustment



Police In-Kind 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

Fee Schedule Adjustment



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.

Fee Schedule Adjustment



Parks and Recreation Special Event Permitting Fees

Goal Range

Event Tier	Current Rate	10% Recovery	20% Recovery	30% Recovery	40% Recovery	50% Recovery	60% Recovery	100% Recovery
Tier 1 – Extra Small (HOA/Neighborhood events)	\$ 50.00	\$ 57.50	\$ 115.00	\$ 172.50	\$ 230.00	\$ 287.50	\$ 345.00	\$ 575.00
Tier 2 – Small (Single day, < 300 attendees, no alcohol on City property)	100.00	98.30	196.60	294.90	393.20	491.50	589.80	983.00
Tier 3 – Medium (Single day, 300-999 attendees, no alcohol on City property)	150.00	167.10	334.20	501.30	668.40	835.50	1,002.60	1,671.00
Tier 4 – Large (Single day, 1,000 – 4,999 attendees, sale of alcohol on City Property)	200.00	329.70	659.40	989.10	1,318.80	1,648.50	1,978.20	3,297.00
Tier 5 - Extra Large (Multi day, 5,000+ attendees, sale of alcohol, requesting Noise Variance Ordinance)	250.00	628.20	1,256.40	1,884.60	2,512.80	3,141.00	3,769.20	6,282.00

Fee Schedule Adjustment



Department Review Hours per Tier

	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
Fire/EMS	1.75	2.50	5.50	12.00	27.00
Police	0.25	0.75	2.00	4.50	17.00
Solid Waste & Recycling	0.50	1.00	2.00	3.00	4.00
Development Services (Traffic & Health)	0.25	0.75	1.50	2.00	5.00
Human Resources – Risk	0.50	0.50	0.50	0.50	0.50
Parks and Recreation - Parks	0.00	1.00	2.00	3.00	4.50
Parks and Recreation – Special Events	5.5	7.75	10.00	19.5	28.25
Environmental Services & Sustainability - Watershed	0.00	0.50	0.50	0.50	0.50
Marketing & Communications	0.00	0.00	0.00	1.00	2.00
Total	8.75	14.75	24	46	88.75

Impact on Remaining In-Kind events



This table shows the change in estimated costs for in-kind services for events that have been awarded funding, and the estimated amount to be invoiced to the event if a mid-year adjustment is approved by City Council.

Event Date	Event	Original Event Estimate	Revised Estimate with Revised Public Safety Fees	Change*	In-Kind Award	Original Estimated Invoice	New Estimated Invoice
6/19/2025	Juneteenth Celebration and Parade	\$ 31,948.57	\$ 41,052.20	\$ 9,103.63	\$ 28,650.00	\$ 3,298.57	\$ 12,402.20
7/3/2025	Kiwanis Fireworks Show	18,015.00	22,333.75	4,318.75	14,680.00	3,335.00	7,653.75
8/15/2025	North Texas Fair and Rodeo	20,994.80	23,419.80	2,425.00	19,890.00	1,104.80	3,529.80
9/9/2025	Dog Days of Denton	10,072.50	10,547.50	475.00	7,680.00	2,392.50	2,867.50
9/19/2025	Blues Festival	25,837.00	28,095.75	2,258.75	20,250.00	5,587.00	7,845.75

*does not include Special Event Permit fees

Next Steps

- City Council consideration of Schedule of Fees Adjustment.
 - Work Session June 2025
 - City Council Budget consideration September 2025
 - Effective date October 1, 2025
- Reassess the coverage level of events for the remainder of the Fiscal Year.
- Utilize the new process and fees in estimating FY 25-26 events.
- Development improved method to track in-kind service costs and billing to ensure 100% cost recovery for City staff time and materials.

Feedback and Questions





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Legislation Text

File #: CPC25-015, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give staff direction regarding the Hotel Occupancy Tax (HOT) Program Year 2026 for Fiscal Year 2025-26.



City of Denton

City Hall
215 E. McKinney Street
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AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: May 2, 2025

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the Hotel Occupancy Tax (HOT) Program Year 2026 for Fiscal Year 2025-26.

BACKGROUND

Program guidelines based on Tax Code Section 351.001 have been established to guide the administration of the HOT Program. To support this process, an application form and budget template have been developed to assist the Community Partnership Committee in evaluating applicants' capacity to meet or exceed the goals of the program.

Each year, the Committee reviews the existing program structure and updates the guidelines and application as needed. For the upcoming program year, the application has been revised to reflect current dates and requirements for special events.

Once the updated guidelines and application are approved, notification of the application period will be sent via email to current and past recipients, as well as to other interested organizations. The documents will also be made available on the City's website.

The application period is scheduled to open on May 12, 2025, and close on June 13, 2025. An application workshop is tentatively planned for Wednesday, May 14, 2025, to provide guidance and answer questions regarding the new web-based application process.

Staff is requesting direction from the Committee regarding the proposed updates to the program and application process.

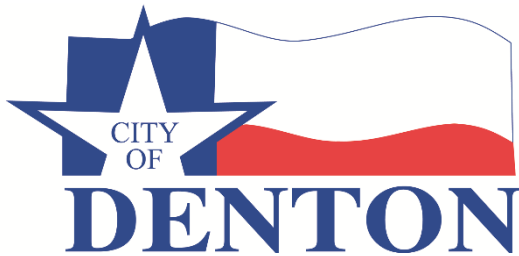
EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - PY 2026 HOT Guidelines Redlines

Respectfully submitted:
Jessica Williams
Chief Financial Officer

Prepared By:
Daniel Jones
Senior Grants Analyst



CITY OF DENTON
Hotel Occupancy Tax (HOT) Program Guidelines
Program Year 2026

I. PURPOSE

To actively promote Denton as a tourist destination.

Tourist is an individual who travels from the individual's residence to a different municipality, county, state or country for pleasure, education, or culture. Texas Tax Code 351.101 (5)

II. ELIGIBILITY

A. Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

B. Event or program must involve 200 or more attendees

A.C. Must be based in the City of Denton. ~~and present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.~~

B.D. Must be a governmental entity or a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

C.E. Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

D.F. Must have a history of continuous, stable programming prior to the application date.

E.G. Must have an active governing body.

F.H. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

~~G.~~ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and program requirements, except for tax status.

III. USE OF HOTEL FUNDS

There is a two-part test that every expenditure of local hotel occupancy tax must pass to be valid. First, the revenue derived from the tax authorized by Tax Code 351.101(a) shall be expended in a manner directly enhancing and promoting tourism and the convention and hotel industry as permitted by Subsection (a). That revenue may not be used for the general revenue purposes or general governmental operations of a municipality.

The second part of the test is that all expenditures must clearly fit into one of the nine statutorily provided categories that apply to the City of Denton for expenditures of local hotel occupancy tax revenues. These nine categories are as follows:

- A. Convention & Visitor Information Centers - Funding the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.
- B. Convention Registration - Funding the furnishings of facilities, personnel, and materials for the registration of convention delegates or registrants.
- C. Advertising - Funding for advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the City of Denton or its vicinity.
- D. Arts - Funding for the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- E. Historical - Funding for historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums 1) at or in the immediate vicinity of convention center facilities or visitor information centers, or 2) located elsewhere in the City of Denton or its vicinity that would be frequented by tourists and convention delegates.
- F. Sporting Events - Expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the City of Denton or its vicinity.
- G. Sports Facility/Fields - Funding the enhancement or upgrading of existing sports facilities or sports fields (baseball, softball, soccer, flag football, etc.). The City of Denton must own the sporting facility and the field/facility must have been used a combined total of more than 10 times for district, state, regional, or national sports tournament in the preceding calendar year.

Municipality shall determine HOT revenue by hotel activity attributed to the sports events held at a field for five years after the date of the enhancements. Municipality may not use HOT revenue for the enhancement of the facility/field in a total that exceeds the amount of the HOT revenue attributable to the enhancement. The municipality shall also reimburse from its general fund any of the expenditures in excess of the amount of HOT revenue attributable to the enhancements of the facility/field.

Athletics staff will compile attendance, revenue, and team data, as well as calculate estimated economic impact for each major tournament held throughout the year. Additionally, staff will collect and compile the estimated hotel revenue and hotel tax attributable to any events held at complexes which have been improved with HOT funds money within the last five years.

- H. Signage – Funding for signage directing the public to sights and attractions that are frequently visited by hotel guests. Must comply with all signage regulations.
- I. Transportation - Transporting of tourist from hotels to nearby tourism venues using transportation systems which may be owned and operated by the municipality or privately owned and operated but partially financed by the municipality and does not serve the public.

IV. ADDITIONAL USES OF HOTEL FUNDS

Expenditures listed below are allowable for organizations, to the extent that such expenditures are used exclusively to attract tourists and convention delegates or registrants to the City of Denton or its vicinity as governed by the Tax Code 351.101 (a). These special allowance expenditures may not be used for the benefit of local businesses or individuals, and the benefit to tourism may not be indirect or incidental but must be direct or purposeful.

- A. Administrative Expenses - Hotel occupancy tax revenue spent for the purpose authorized by Tax Code 351.101 may be spent for day-to-day operations, supplies, salaries, office rental, travel expenses, and other administrative costs only if those administrative costs are incurred directly in the promotion and servicing expenditures authorized under section 351.101 (a). If a municipality or other public or private entity that conducts an activity authorized under section 351.101 (a) conducts other activities that are not authorized under section 351.101 (a), the portion of the total administrative costs of the entity for which local occupancy tax revenue may be used may not exceed the portion of those administrative costs incurred in conducting the authorized activities.

For Example: Organization A has a total operating budget of \$500,000 which consists of \$250,000 for administrative expenses, \$100,000 for advertising, and \$150,000 for stages, lighting, and artists. Under this example, 50% (\$250,000/\$500,000) is their eligible proportion for administrative expenses, only if at least 50% is devoted to the event and promotes tourism and the hotel and convention industry.

Therefore, assuming the committee approves a \$100,000 budget from Hotel Occupancy Tax Funds, \$50,000 (\$100,000 X 50%) of this budget may be spent for administrative expenses.

The following expenses may be incurred, but may not exceed the eligible proportion, as authorized under section 351.101 (e): salaries, supplies, equipment, fixed assets, utilities, event insurance, communications, technology, office space, janitorial maintenance & supplies, non-local printed matter such as newsletters, applications, and entry forms, etc.

Requests for administrative expenses, including the purchase of fixed assets and equipment, must be provided in detail to the committee for consideration during the application process.

- B. Promotion Expenses - Expenditures for food and beverages for meetings and special events and promotional items may be funded if the focus of that event or meeting directly promotes and services expenditures authorized under section 351.101 (a). If a municipality or other public or private entity that conducts an activity authorized under section 351.101 (a) conducts other activities that are not authorized under section 351.101 (a), the portion of the total costs of the

entity for which local occupancy tax revenue may be used may not exceed the portion of those costs actually incurred in conducting the authorized activities.

Each entity that is ultimately funded by the tax shall, before making such expenditure, specify in a list each scheduled activity, program, or event that 1) is directly funded by the tax or has its administrative costs funded in whole or in part by the tax; and 2) is directly enhancing and promoting tourism and the convention and hotel industry.

The listing of meetings and special events (and purpose) where expenses for food, beverages, or promotional items will be incurred must be provided in detail to the committee for consideration during the application process.

V. LIMITATIONS OF HOTEL FUNDS

- A. Section 351.103 (c) of the Tax Code imposes two category restrictions to the city of Denton.
 - 1. The Art category expenses in a fiscal year cannot exceed 15% of the HOT revenue.
 - 2. The Historical category expenses in a fiscal year cannot exceed 15% of the HOT revenue.
- B. City of Denton Resolution 2013-021 requires at least 2.4% of the 15% in Art expenses be allocated to the Public Art Committee.
- C. Recipients are responsible for assuring compliance with all statutory, and other legal requirements applicable to receipt, use, expenditure, and accounting of hotel tax revenues. No provision, restrictions, or lack thereof, in these guidelines shall excuse the failure of a recipient to comply with all such requirements.

Hotel funds may not be used for the following:

- 1. Funding to individuals;
- 2. Reduction of deficits from, or expenditures related to, activities of previous or future fiscal, calendar, or program years;
- 3. Capital improvements, except for those funded by the City through bonds or are historical restoration or preservation projects;
- 4. Contracted auditing, accounting, or bookkeeping fees;
- 5. Landscaping;
- 6. Travel for a person to attend an event or conduct an activity the primary purpose of which is not directly related to the promotion of tourism and the convention and hotel industry or the performance of the person's job in an efficient and professional manner; or
- 7. Advertising materials that will be distributed inside the city limits of Denton.

VI. RECIPIENT REQUIREMENTS

- A. In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for particular events. Recipients are advised that usage of

the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- B. An organization with whom a municipality contracts to conduct an activity authorized by section 351.101 (a) shall maintain complete and accurate financial records of each expenditure of hotel occupancy tax revenue made by the organization and, on request of the governing body of the municipality or other person, shall make the records available for inspection and review to the governing body or other person.

All financial records and any other records relating to the contracts shall be subject to the requirements of the Public Information Act. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of the two forms of accounting listed below:

1. Maintain hotel occupancy tax funds in a separate checking account established for that sole purpose and may not commingle with any other money or in any other bank account or
 2. Maintain segregated fund accounting, whereby the accounting of HOT revenues and expenditures may not be commingled with any other revenues and expenditures. The funds may be maintained in the same bank account. However, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.
- C. Payments to approved, contracted recipients will be made quarterly. The quarterly payments will be equal to 25% of the fixed contract amount unless the annual base revenue is less than originally estimated for the fiscal year. In this case, any quarterly payment will be adjusted accordingly. Payments will be disbursed to recipients after the 25th of the next month following the quarter end. Payment will not be released until the recipients' quarterly reports are completed and approved by the Finance Department.

On a case-by-case basis, a recipient can receive funding in a manner that is different from the standard practice of four quarterly payments.

Internal recipients' approved budgets will be available on the first day of the City's fiscal year pending completion of the prior quarter and/or end of year obligations. If during the program year, the City finds that revenue receipts will not meet the estimated budget, internal recipients will be required to reduce their expenditures as necessary during the fiscal year.

- D. Electronic submission of quarterly reports is required thirty days after each quarter. The quarterly reports should include the following:

1. Complete the financial report (including signature) provided by the City's Finance Department.
2. Copies of all HOT paid invoices OR a listing of all invoices including check number/payment type, vendor name, budget category, expenditure descriptions and amount paid. If a list of invoices is provided, an audit may be performed at any time by the Finance Department to determine program eligibility.
3. Copies of all HOT invoices related to social media marketing such as but not limited to Facebook, Twitter, and Instagram. Invoices shall include metrics and/or performance results of paid activity. If a listing of invoices is provided (see #2 above) copies of these invoices must be provided each quarter.

4. Front and back copies of all cleared HOT checks written for the above invoices OR full monthly bank statements illustrating the cleared checks, card/debit, ACH payments.
- E. Provide the Finance Department notice of local Board of Directors meeting schedule.
- F. Return any unused or ineligible monies to the City of Denton at the end of each contract period.
- G. Each required organization must have insurance coverage prior to the event. A copy must be filed with the Finance Department at least one week prior to the event.
- H. New applicants must attend a training session in the Finance Department prior to the beginning of the program year.
- I. Recipients must explore local business for products and services when expending HOT funds.
- J. Funded events must comply with the Special Event ordinance and obtain applicable permits. A completed Special Event application must be submitted to the City 60 days prior to the event start date. A Letter of Request for activities requiring City Council approval is required 90 days prior to the event date. All required Special Event permits must be obtained, and documents completed and submitted 30 days prior to the event start date. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for funding in the following and/or future years.
- K. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Hotel Occupancy Tax award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.

VII. CONTRACT TERM

The program period will commence on January 1 of the program year and terminate at midnight on December 31 of the same year. However, the contract period will commence on January 1 of the program year and terminate at midnight on January 31 of the following year. A thirty-day grace period is provided which allows recipients to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

Internal recipients will operate within the City's fiscal year that will commence on October 1 and terminate on September 30 of the program year. All Hotel Occupancy Tax funds must be expended in accordance with the City's annual end of year procedures memorandum. The procedural deadlines could have dates prior to the end of the HOT program year. HOT funds expended after the end of year deadlines will be deducted from the internal recipient's next program year's approved HOT budget. If the internal recipient does not have budgeted HOT funds for the next program year, one of its department funds will be allocated the expenses.

VIII. COMMITTEE AND APPLICATION OVERVIEW

The Community Partnership Committee is a sub-committee of the City Council. The Council will determine membership of the sub-committee. The following City staff serves as liaisons: Chief Financial Officer, Grant Administrator, a Deputy City Attorney, and Grant Analyst. The application process is summarized below.

- A. Applications are distributed to all current and past recipients and to other organizations requesting Hotel Occupancy Tax funding.

- B. All applications must include: a proposed budget which details the plan for expending all monies requested, financial statements from at least two previous years, letter of determination certifying tax-exempt status under the Internal Revenue Code, current W-9, proof of current status as a non-profit Texas corporation, a list of local Board of Directors, Officers, or Governing Body and schedule of meetings, constitutions and/or by-laws, a list of all prior year donations made by the organization, marketing examples, itemized income and expense reports for the requested event, a notice of events/schedules for which the hotel funds will be spent, and data collected on attendees from previous years' events.
- C. An annual application deadline will be established based on the Community Partnership Committee's annual meeting schedule. This is a fixed deadline, without acceptance of applications after the set date.
- D. All applications will be reviewed by staff for completeness and adherence to hotel occupancy tax state laws and program eligibility.
- E. Applications are presented to the Community Partnership Committee for review.
- F. An additional Community Partnership Committee meeting can be scheduled for recipient presentations, if needed.
- G. The Community Partnership Committee approves or declines all or part of the requests for funding, and makes a recommendation to the City Council.
- H. The City Council reviews and approves or declines all or part of the funding recommendations as part of the annual budget process.
- I. Staff prepares notification letters and contracts for the awarded recipient's signature.
- J. HOT contracts will be approved annually by the City Council at a regularly scheduled meeting during the first quarter of the City's fiscal year.



City of Denton

City Hall
215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Legislation Text

File #: CPC25-016, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give staff direction regarding the Sponsorship Program for Fiscal Year 2025-26.



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: May 2, 2025

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the Sponsorship Program for Fiscal Year 2025-26.

BACKGROUND

Beginning in Fiscal Year 2022–23, the Denton Parks and Recreation Department’s Co-Sponsorship Program was merged with the broader City Sponsorship Program. The updated program includes both cash awards and in-kind support for City services provided to eligible events.

To support the administration of the program, clear guidelines and a standardized application have been developed. These tools assist the Community Partnership Committee in evaluating applicants’ ability to meet the intent and goals of the program. Each year, the Committee reviews the program and updates the guidelines and application as necessary. For FY 2025–26, the application has revised to reflect current-year dates, clarify eligibility for third-party recipients, and include updated requirements for special events. The application will also be available online via Neighborly Software, a web-based grants and program management platform that allows applicants to complete and track their submissions electronically.

Once the updated guidelines and application are approved, notifications will be sent via email to past and current recipients, as well as any interested organizations. The materials will also be posted on the City’s website. The application period is scheduled to open on May 12, 2025, and close on June 12, 2025. A virtual application workshop is tentatively scheduled for Wednesday, May 14, 2025, to provide guidance and answer questions about the web-based application process.

Staff is requesting feedback and direction from the Committee on the proposed updates.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - FY 25-26 Sponsorship Guidelines Redlines

Respectfully submitted:
Jessica Williams
Chief Financial Officer

Prepared By:
Daniel Jones
Senior Grants Analyst



City of Denton Sponsorship Guidelines

Fiscal Year 202~~5~~⁴ - 202~~5~~⁶

I. PURPOSE

The purpose of the guidelines is to provide requirements for the evaluation, administration, and acceptance of Sponsorship requests received by the City of Denton for community events.

II. GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

III. ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code ~~(501(c)(3)) or public agency~~;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;

~~C.D.~~ Event must involve 200 or more attendees;

~~D.E.~~ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;

~~E.F.~~ If previously sponsored, the applicant must have successfully fulfilled all prior contracts;

~~F.G.~~ The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

IV. SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the

form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

V. LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

VI. CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

VII. REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

STEP 1 | Application Submission

Submission	<p>Sponsorship request applications are accepted annually for community events taking place in the next fiscal year.</p> <p>The sponsorship application does not replace or provide exemptions from applicable permit requirements. A Special Event Permit is required to host a community event per the most recent ordinance enacted at the time of application.</p>
Deadline	<p>Sponsorship applications must be submitted electronically no later than the deadline set each year by the sub-committee.</p> <p>An exception to the deadline is made for first-time events seeking co-sponsorship support, however, consideration may be potentially impacted by staff and facility availability and limited budgetary resources.</p>
Application Requirements	<p>Applicants must submit all the following requirements that are outlined in the application. Failure to do so may deem the application incomplete.</p> <ul style="list-style-type: none">• Event organizer and/or organization contact details;• Proposed event, date(s), and location(s);• Anticipated attendance and historical attendance, if applicable;• Description and purpose of the event;• Statement of how the event benefits the community;• Statement of request and itemized in-kind services and resources;• Description of how the requested co-sponsorship support will complement other funding provided by the City, when applicable• Disclosure of other funding or support requested and/or received by the City

STEP 2 | Application Assessment

Assessment	<p>Special Events Supervisor and/or other City Staff will review and assess all applications based on the eligibility criteria. All applications are individually assessed and reviewed.</p>
Value Allocation	<p>Special Events Supervisor and City department stakeholders will review each application and apply a cost and/or value to each in-kind service request and resource based on current fees, costs, and prior year actuals. A sponsorship allocation report will be attached as a supplemental document to the application.</p>

STEP 3 | Subcommittee Review and Recommendations

Review	<p>The applications that meet eligibility criteria will be delivered with the allocation report to City Council’s designated subcommittee for review and consideration for City Council recommendations.</p> <p>During this process a set of secondary criteria may be considered by the subcommittee, in no particular order of importance or weight, to help further identify the ranking of applications for City Council’s consideration.</p> <p>Secondary Criteria may include, but is not limited to:</p> <ul style="list-style-type: none">• Impact on existing City operations, assets, facilities, and resources• Impact on the delivery of City services• Extent of City-wide value and economic benefits• Production of measurable outcomes in alignment with City’s Strategic Plan• Demonstrated public support for the proposed event• Financial need and event financial stability• Funding and support from other City programs• Experience in the planning and execution of the proposed event• Impact on residential and business communities, including but not limited to street closure requests, traffic flow, and interference with commercial and/or business activities• Data collected on previous years’ attendees is applicable• Other factors deemed relevant to the co-sponsorship request, including but not limited to, reoccurring events that are in good standing
Recommendation	<p>Sub-committee’s recommendations will be submitted for consideration to the City Council during the annual budget work session meeting.</p>

STEP 4 | City Council Review and Approval

City Council Review	<p>Sponsorship requests can be approved as submitted, revised, or denied by City Council.</p>
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STEP 5 | Notification and Co-Sponsorship Agreement

Completion	<p>The Grants Management Office will notify individual applicants of City Council’s approval or denial of sponsorship. Sponsorship approvals will be effective beginning October 1 of the upcoming fiscal year. Approval for sponsorship in one year does not imply or guarantee approval in subsequent years. Council will approve each sponsorship agreement by ordinance in a regular meeting during the first quarter of the City’s fiscal year.</p>
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VIII. APPLICATION PROVISIONS

Budget Allocation	The annual approved budget for sponsorships may not be increased unless a budget adjustment is approved by City Council.
Award of Funding or In-Kind Services	City Council approval of awards does not guarantee receipt of award. Disbursement of funding and/or in-kind service sponsorship awards are dependent on compliance with all applicable contract terms, permits, and ordinance requirements.
Special Event Process	All events receiving Sponsorship support must submit a Special Event application 60 days prior to the event start date. A Letter of Request for activities requiring City Council approval is required 90 days prior to the event date. All required Special Event permits must be obtained, and documents completed and submitted 30 days prior to the event start date. Failure to meet these timelines may result in a denial of an event permit.
Facility Use	The availability and capacity of a City park and/or facility will be verified during the application process.
Permits	Event organizers are responsible for obtaining all required permits 30 days prior to the event start date. The City will not waive issuance of permit requirements or applicable permit fees under any circumstances.
Insurance	The City will not waive insurance requirements under any circumstances. Indemnification and proof of insurance is required as part of the agreement in accordance with City's Special Events Ordinance.
Non-Profit Status	Verification of non-profit status might be requested in the form of documentation to the City sufficient to prove non-profit status, such as Articles of Incorporation and/or IRS Employer Identification Number. The organization must be in good standing with the State of Texas during the application process through the end of the event.
Employee Ethics Policy (10.00)	Sponsorship application requests must be initiated by the applicant and not pursued by City staff in order to remain impartial. No City employee shall directly or indirectly solicit, seek, or accept anything of value in return for being influenced in the performance of an official act; influenced to commit, aid in committing, collude or allow fraud; or induced to perform or fail to perform an act in violation of the employee's official duty or the City's Employee Ethics Policy (10.00). In order to eliminate risk to City employees and to manage any possible conflicts regarding co-sponsorship requests, no City employee shall engage in any solicitation of co-sponsorship or enter into an agreement or approval on behalf of the City.

IX. TERMS AND DEFINITIONS

Applicant	Refers to the person submitting the request as one of the following: <ul style="list-style-type: none">• Organizer of the proposed event• Representative of the organization hosting the proposed event• Committee and/or board member of presiding organization
Subrecipient	A third-party organization receiving Sponsorship support passed-through an Applicant. Subrecipients are responsible for complying with all applicable Sponsorship and Special Event requirements.
Conflict of Interest	A conflict of interest is a situation in which personal, and/or financial, considerations have the potential to influence or compromise professional judgement or actions. They are subject to sensitivities based on perception and can negatively compromise the integrity of the City's public image. In order to manage the associated risks, real or perceived, it is the City's policy to address conflicts of interest through disclosure and recusal.
Sponsorship Agreement	Specifies the City's contribution of cash and/or in-kind services and resources and outlines the responsibility, risk, and accountability of the applicant.
In-Kind Services or Resources	Where City services and resources are leveraged in lieu of cash for sponsorship offerings. Examples include staff time, public safety services, equipment use, and/or the use of City facilities.
Public Agency	Public agency refers to an organization with administrative or functional responsibilities which are directly or indirectly affiliated with a governmental body, state, or local jurisdiction. Examples include universities and/or public-school districts.