

City of Denton Special Event Changes and Updates

Coordination Updates

April 15, 2025

Terrance Jones & Gary Packan



Overview of Special Events

Co Sponsorship Discussion

- Cinco De Mayo
- July 4th

Parades

- Public Safety Concerns
- Coordination Challenges
- Impact on Public Safety, City Resources and Community Expectations



Events Coordination Challenges

- **Cinco De Mayo**
 - Date and Time Challenges
- **July 3rd Drone Show**
 - Location challenges



Events Coordination Challenges

- **Cinco De Mayo**
 - Parade challenges due to election day (May 3)
 - Voting location downtown
 - Redbud Festival (May 4)
 - Conflicts with date requested by Cinco De Mayo
 - Recommendation to not approve the parade for 2025 and reduce their co-sponsorship allocation that included parade support



Kiwanis July 3 Event

- **Kiwanis July 3rd Drone Show**

- Kiwanis funded cash sponsorship of \$75,300 and in-kind of \$14,680 to support a drone show in 2025
- Kiwanis desires to use fireworks instead of drones
- Location challenges
 - UNT is concerned about hosting the event in 2025 with TXDOT construction ongoing
- Recommendation to cancel for 2025 and return to UNT if feasible in 2026



Parade Updates

- **Parades are valuable community events, but they require careful planning for public safety.**
 - Always ensuring emergency vehicle access
 - Managing road closures and traffic congestion
 - Coordinating with police, fire, and EMS for adequate coverage
 - Preventing issues from last-minute applications or unapproved routes
 - Protecting the well-being of participants, spectators, and staff



Parade Public Safety Concerns

Public Safety

- Participants throwing candy and citizens running into the traffic lanes to retrieve it.
- Vehicles cutting through the side streets that are not monitored and entering the parade footprint.
- Securing the parade route within the square proved challenging depending on the number of barricades dropped off.
- Timeliness of barricade cleanup.
- Cars parked along all four sides on the square.
- Cellphone towers are overloaded during larger downtown events and currently only three of the six parades use radio communication during the event.

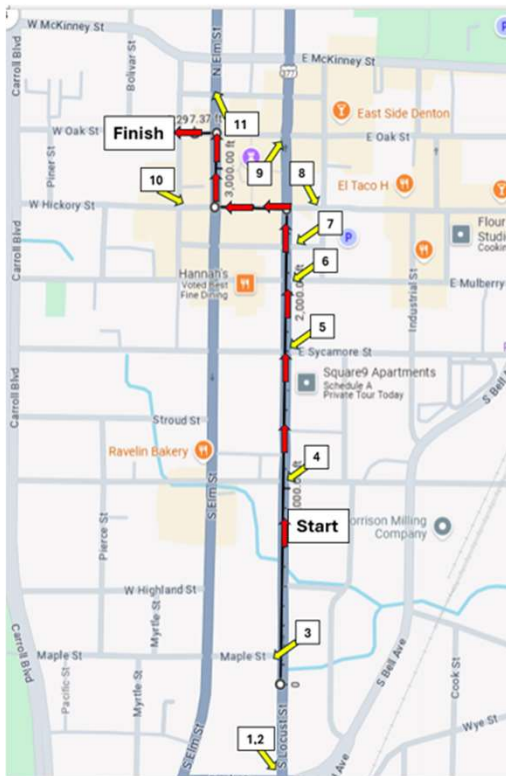
Parade Planning

- Opportunity for improved coordination and communication ahead of parade and day-of
- Minimal oversight of parade participants (checking valid DL, contact info, rider safety policy, etc.)

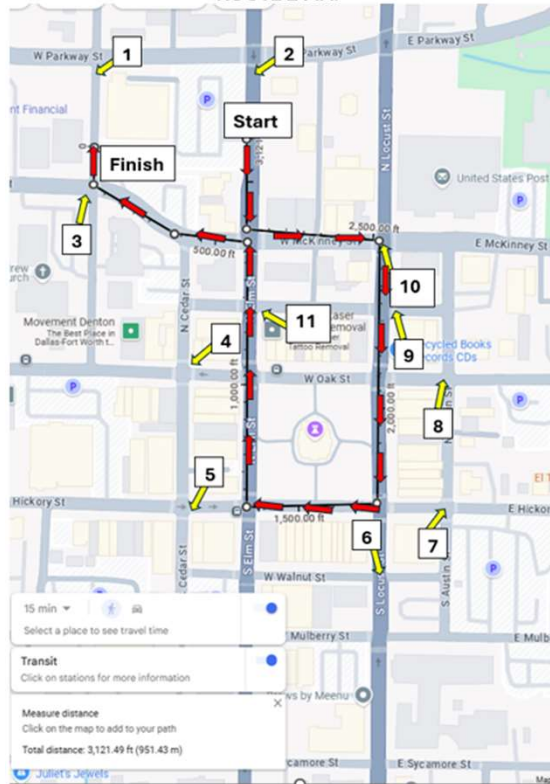


Proposed Parade Routes

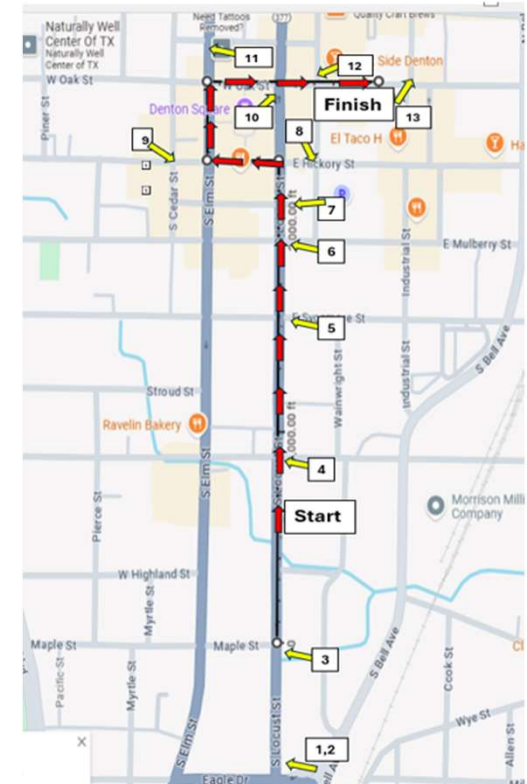
ROUTE 1 MAP



ROUTE 2 MAP



ROUTE 3 MAP





Parade Recommendations

- **Option 1 - Place a moratorium on parades with motorized vehicles to assess safety concerns and create a parade policy.**
 - Anticipated policy adoption target date: February 2026
- **Efficiency of planning and operating parades**
 - New standardized routes and traffic control plans
 - Updated PD rates for each route
- **Motorized Parade Policy**



Parade Recommendations

- **Option 2 - Adopt standardized parade routes**
 - Routes would be effective May 1, 2025
 - All events must use a standardized route approved by city staff
 - Must get approval from Special Events and Police



2025 Parade Events

Event Name	Event Date
Cinco de Mayo Parade	Saturday, May 3, 2025
Juneteenth Parade	Saturday, June 21, 2025
Yankee Doodle Parade	Saturday, June 28, 2025
North Texas Fair and Rodeo Parade	Saturday, August 16, 2025
Peterbilt Truck Parade	Friday, October 17, 2025
Day of Dead Parade	Saturday, October 25, 2025



Next Meeting Topics

Policy Updates:

- Finalize Internal SOPs for Each Department
- Clearer Guidelines on HOT Program Eligibility
- Standardized Special Event Cost Estimates
- Tracking Tool for In-Kind Services

Improvements:

- Launch New Application Portal and Marketing Campaign



Next Meeting Topics

April 25, 2025 Agenda Topics

- Special Event Application Portal
- Restructure Special Event Review Committee meetings
 - Event specific
- Finalize internal SOPs for each department
- New guidelines on HOT program eligibility
- Standardized cost estimates update
- New Fee Structure
- In-Kind services tracking



Questions & Discussion

Questions



Questions and Discussion

Terrance Jones
Grant Program Manager
Finance Department

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Parks and Recreation