



## City of Denton

City Hall  
215 E. McKinney St.  
Denton, Texas  
[www.cityofdenton.com](http://www.cityofdenton.com)

---

### AGENDA INFORMATION SHEET

**DEPARTMENT:** Parks and Recreation  
**ACM:** Christine Taylor, Assistant City Manager  
**DATE:** August 16, 2022

#### **SUBJECT**

Consider adoption of an ordinance of the City of Denton approving a City co-sponsorship in an amount not to exceed \$5,615.66 of in-kind services and resources for the Arts & Autos Extravaganza event hosted by the Denton Main Street Association, which will be held on Saturday, September 10, 2022, from 9:00 a.m. to 3:00 p.m., at the Denton Downtown Square, 110 W. Hickory St; and providing an effective date.

#### **BACKGROUND**

The 23rd Annual Arts & Autos Extravaganza event is organized by the Denton Main Street Association, a 501(c) 6 non-profit member organization that works in cooperation with the City of Denton's Economic Development Department. This year's event will be held on Saturday, September 10, 2022, from 9:00 a.m. to 3:00 p.m. at the Denton Downtown Square - 110 W. Hickory Street.

This event features a car/truck/motorcycle show, Chalk Fest, artists/craftsman booths, kid's games, and activities, live music, food booths, and a live auction. The event is for one day and has street closures on the square as well as west and south of the Downtown Square. Event organizers anticipate 10,000 attendees.

Denton Main Street Association is requesting the City of Denton participate as a sponsor for in-kind services and resources for Denton Police and Solid Waste and Recycling.

#### **RECOMMENDATION**

Staff recommends approval and finds that the co-sponsorship for Denton Main Street Association serves a municipal and public purpose and is in the public's interest.

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

N/A

#### **FISCAL INFORMATION**

The following represents the value of fees waived not to exceed \$5,615.66

##### *Police Department*

\$5,172.36 Value based on estimated expenses for regular and overtime personnel hours.

##### *Solid Waste & Recycling Department*

\$443.30 Value based on estimated expenses for regular and overtime personnel hours.

Including this event, and the other two other events in consideration (Dog Days of Denton and Denton Blues Festival) the City Council will have authorized a total of \$328,415.88 in co-sponsorship support for community events for FY 2021-2022 (**Exhibit 4**). As noted in Exhibit 4, the accumulation of the requests exceeds the budgeted amount of \$250,000 for FY 2021-2022.

A provision added to the co-sponsorship letter alerts event organizers of their responsibility for damages caused to City property, beyond normal wear and tear, during the hosting of their events. All co-sponsorships where City facilities or services are requested for free or at a reduced rate require City Council approval.

**EXHIBITS**

Exhibit 1- Agenda Information Sheet

Exhibit 2- Ordinance

Exhibit 3- Co-sponsorship Approval Letter

Exhibit 4- Year to Date Co-Sponsorship Awards-FY21-22

Respectfully submitted:

Gary Packan, Parks and Recreation Director

Prepared by:

Arianna Bencid, Special Events Supervisor, Parks and Recreation