



# City of Denton

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

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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Parks and Recreation

**DCM:** 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 \$26,318.33 of in-kind services and resources for the Denton Blues Festival, which will be held on Friday, September 16, 2022, from 8:00 a.m. to 8:00 p.m., Saturday, September 17, 2022, from 12:00 p.m. to 10:00 p.m., and Sunday, September 18, 2022, from 11:00 a.m. to 8:00 p.m., at the Quakertown Park; and providing an effective date.

### **BACKGROUND**

The 24th Annual Denton Blues Festival is organized by the Denton Black Chamber of Commerce, a nonprofit 501(c)(3) organization that serves to preserve the blues and further the reputation of Denton as a music entertainment destination. This event will be held at Quakertown Park on Friday, September 16, 2022, from 8:00 a.m. to 8:00 p.m., Saturday, September 17, 2022, from 12:00 p.m. to 10:00 p.m., and Sunday, September 18, 2022, from 11:00 a.m. to 8:00 p.m.

This free festival will include live music and performances, karaoke, children's activities, arts and crafts, and over 20 booths. Event organizers anticipate 10,000 in attendance.

The Denton Black Chamber of Commerce is requesting the City of Denton participate as a co-sponsor for in-kind services and resources for staff, equipment, facilities, security, park maintenance support, solid waste and use of Quakertown Park. In exchange for the support, the City of Denton will be considered an event co-sponsor at a level equal to the value of fees waived.

### **RECOMMENDATION**

Staff recommends approval and finds the co-sponsorship of the Denton Blues Festival serves a municipal and public purpose and is in the public's interest.

### **PRIOR ACTION/REVIEW**

On August 20, 2019, City Council authorized a co-sponsorship not to exceed \$26,318.33 under ordinance 19-1850.

On August 3, 2021, City Council authorized a co-sponsorship not to exceed \$25,128 under ordinance 21-1645.

### **FISCAL INFORMATION**

The following fees represent the value of in-kind services, personnel, equipment, and resources not to exceed \$26,318.33.

*Parks and Recreation Department*

\$6,200.00 Value based on rental fees for Quakertown Park  
\$850.00 Value based on cost of supplies and equipment needed to provide in-kind services  
\$3,420.00 Value based on expenses for overtime personnel hours

*Police Department*

\$14,096.56 Value based on 2021 estimated expenses for regular and overtime personnel hours

*Denton Municipal Electric*

\$426.75 Value based on the estimated cost of a truck, fuel, generator, and DME services  
\$557.17 Value based on expenses for personnel hours

*Denton Solid Waste Department*

\$767.85 Value based on the estimated cost of solid waste.

Including this event, and the other two other events in consideration (Dog Days of Denton and Arts and Autos Extravaganza) 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 Event Supervisor, Parks and Recreation