



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: 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 \$11,692.50 of in-kind services and resources for the Dog Days of Denton, which will be held on Saturday, September 10, 2022, from 9:00 a.m. to 3:00 p.m., at the Civic Center Pool and Quakertown Park; and providing an effective date.

BACKGROUND

Dog Days of Denton is Denton's most original festival for pooches and their people. Last year, the Denton Parks Foundation took over the production of the event from the Denton Festival Committee and combined it with their existing Splish Splash Doggie Bash as one large dog-centered festival. The events will return this year as one event, Dog Days of Denton, to be held at Quakertown Park and the Civic Center Pool on Saturday, September 10, from 9:00 a.m. to 3:00 p.m. Event organizers anticipate 7,000 in attendance.

The Denton Parks Foundation is a non-profit organization that supports the Parks and Recreation Department by providing funds for scholarships, park improvements, maintenance, enhancements, and development. The Denton Parks Foundation hosts several fundraising events, such as Dog Days of Denton, throughout the year to generate these funds.

The Denton Parks Foundation is requesting the City of Denton participate as a co-sponsor for in-kind services and resources for use of the Civic Center Pool and Quakertown Park, security and animal control personnel, park maintenance support, and promotional opportunities provided by the Parks and Recreation Department. 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 that the co-sponsorship of the Dog Days of Denton serves a municipal and public purpose and is in the public's interest.

PRIOR ACTION/REVIEW

In 2021, City Council authorized a co-sponsorship not to exceed \$15,201.00 under ordinance 21-1695.

FISCAL INFORMATION

The following fees represent the value of in-kind services, personnel, and resources not to exceed \$11,692.50.

Parks and Recreation Department

\$2,000.00 Value based on rental fees for Quakertown Park

\$2,538.00 Value based on rental fees for Civic Center Pool

\$150.00 Value based on cost of supplies and equipment needed to provide in-kind services
\$684.00 Value based on expenses for overtime personnel hours

Police Department

\$4,433.45 Value based on 2021 estimated expenses for regular and overtime personnel hours

Fire Department

\$1,050.00 Value based on 2021 estimated expenses for regular and overtime personnel hours

Denton Solid Waste Department

\$443.30 Value based on the estimated cost of solid waste.

Animal Services

\$393.75 Value based on expenses for animal services officer.

Including this event, and the other two other events in consideration (Arts and Autos Extravaganza 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 Event Supervisor, Parks and Recreation