



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: August 16, 2022

SUBJECT

Consider approval of a resolution of the City of Denton allowing the Denton Parks Foundation to sell alcoholic beverages at Dog Days of Denton, on Saturday, September 10, 2022, from 9:00 a.m. to 3:00 p.m., at the Quakertown Park and the Civic Center Pool, upon satisfying certain conditions; authorizing the City Manager to execute an agreement in conformity with this resolution; and providing for an effective date. The Parks, Recreation, and Beautification Board recommends approval (4-0).

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.

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. Recently, the Denton Parks Foundation has partnered with Denton County Brewing Company for a unique fundraising opportunity. Denton County Brewing Company is producing a parks-themed beer with a portion of all proceeds going back to parks. In an effort to reach a larger audience, as well as promote this new revenue source and small business endeavor, the Denton Parks Foundation is requesting permission to sell the themed beer at the Dog Days of Denton event.

The Denton Parks Foundation will be responsible for obtaining a temporary license for selling alcohol, securing the temporary permit for selling alcohol, and providing comprehensive liability insurance in the amount of \$1,000,000. In addition, the Denton Parks Foundation agrees to indemnify the City of Denton against any liability incident to the selling of alcoholic beverages at the Dog Days of Denton and will also be responsible for providing police security at the event.

RECOMMENDATION

Staff recommends approval as the event organizers have consistently demonstrated an ability to responsibly operate alcohol sales at previous events.

PRIOR ACTION/REVIEW

On August 3, 2021, the Parks, Recreation and Beautification Board recommended approval (5-0) allowing the Denton Parks Foundation to sell alcoholic beverages for the Dog Days of Denton and Splish Splash Doggie Bash event.

On August 24, 2021, the City Council approved allowing the Denton Parks Foundation to sell alcoholic beverages at the Dog Days of Denton and Splish Splash Doggie Bash event under Resolution 21-1694.

On August 1, 2022, the Parks, Recreation, and Beautification Board recommended approval (4-0) allowing the Denton Parks Foundation to sell alcoholic beverages for the Dog Days of Denton event.

EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Resolution and Agreement

Respectfully submitted:

Gary Packan, Parks and Recreation Director

Prepared by:

Arianna Bencid, Special Event Supervisor, Parks and Recreation