



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Cassey Ogden

DATE: March 22, 2023

SUBJECT

Receive a report and hold a discussion regarding the Sponsorship Program.

BACKGROUND

Beginning FY 2022-23, the Denton Parks and Recreation Department's Co-sponsorship program was merged with the City's Sponsorship program. The Sponsorship program now includes an in-kind award for City services provided to an event in addition to cash awards. Sponsorship applications were reviewed by the Community Partnership Committee on July 27, 2022, with recommendations made to City Council during the annual budget process. The recommendations were formally approved by Council on September 27, 2022, with the FY 2022-23 budget adoption.

As part of the expanded program, an Event Performance Report is now required in addition to the Financial Report historically required to document and verify expenses. The Performance Report collects feedback on the Sponsorship process and logistical information such as attendance and vendor information. A standard form has been created and is sent to the Sponsorship recipient after the event date. The Performance Report is due within 30 days of the last day of the event and the Financial Report is due no later than 30 days after the ending term date.

In the Quarter 4 report for the FY 21-22 program, Kiwanis Youth Services reported \$810.42 in unspent funds related to the 2022 July 4 Fireworks event. The organization was awarded a total of \$40,000 in FY 19-20 and FY 20-21. The funds were rolled over when events were canceled due to COVID-19 and used for the 2022 event. A refund was submitted in the amount of the unspent funds.

Two award adjustments have been made in the current fiscal year. The 2023 940 Disc Golf Tournament planned by the Denton Parks Foundation was not held. The event was awarded \$2,015 in In-Kind support. Funds will remain in the program budget. Community Band requested \$500 in cash and in-kind services estimated at \$1,922. The organization was awarded \$250 in cash and \$1,208.09 of in-kind services. Staff met with a representative from Community Band who expressed that the events could not be held without a 100 percent award. Staff discussed options including exploring alternative dates to reduce City facility rental costs and fundraising efforts. Ultimately, the organization declined the award.

Additionally, actual costs for in-kind services are coming in lower than the estimated costs. The variations are primarily attributed to logistical changes for both the event and City services. Staff will continue to refine the process of evaluating in-kind requests during the review of applications. Staff is also working to improve how the impact of special events is assessed. Currently, attendance estimates are collected from event organizers, however, there is no standardization in the way attendance is estimated and a breakdown

between resident and out-of-town visitors is extremely difficult to collect. With more accurate attendance information, additional measures such as economic impact can be estimated. Technology that measures foot traffic within a geographic area is available and would benefit several departments in their planning and performance efforts. A software tool has been evaluated by the Technology Governance Committee and is currently going through the procurement process.

EXHIBITS

Exhibit 1 Agenda Information Sheet

Exhibit 2 Presentation

Respectfully submitted:

Laura Behrens

Assistant Director of Procurement/Warehouse/Grants