



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, 2024

SUBJECT

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

BACKGROUND

The Sponsorship program allocates funds annually to support nonprofit organizations with cash and in-kind awards of City services for events and programs held in the City of Denton. Sponsorship applications were reviewed by the Community Partnership Committee on July 20, 2023, with recommendations made to City Council during the annual budget process. The recommendations were formally approved by Council on September 26, 2023, with the Fiscal Year 2023-24 budget adoption. Contracts were executed in October 2023, and funds were disbursed in November 2023.

In the Quarter 4 report for the Fiscal Year 22-23 program, Kiwanis Youth Services reported \$1,150 in unspent funds related to the 2023 Independence Day Jubilee event. The organization was awarded a total of \$36,000. A refund was submitted in the amount of the unspent funds.

For Fiscal Year 23-24, actual costs for in-kind services are coming in at or lower than the estimated costs. The variations are primarily attributed to logistical changes for both the event and City services. Staff continues to refine the process of evaluating in-kind requests during the review of applications.

In-Kind Sponsored Events year-to-date			
	In-Kind award	Estimated Invoice amount	Actual invoice amount
Denton Arts and Jazz Festival	\$ 205,773	\$ 30,120	\$ 30,120
Day of the Dead Festival	8,136	0	0
Turkey Trot	3,662	0	0
Holiday Lighting Festival	16,116	530	75
Jingle Mingle	1,880	1,880	1,800
Denton Black Film Festival	8,522	4,635	0

EXHIBITS

Exhibit 1 Agenda Information Sheet

Exhibit 2 Presentation

Respectfully submitted:
Jessica Williams
Chief Financial Officer

Prepared by:
Daniel Jones
Senior Grant Analyst