

Ashes Denton  
420 5 Carroll Blvd. #105  
Denton, Texas 76201  
John Cross / Alissa Hitchings

To: Denton City Council c/o Janie Mcleod  
Re: Noise Exception 4/20/17

To All:

We are requesting an exception to the noise ordinance in support of an outdoor amplified music festival we have planned in Denton. The festival will be supporting our artistic culture and one or more local charities. Our plan is to sell event tee shirts to cover our cost of the shirts and verifiably fund one or more of the charities.

The location of the event is at 420 5. Carroll Blvd in Denton. This will be our third year to host the event. Our headcount last year exceeded 1500 people.

The musical bands will begin performances outdoors (in our private parking lot) on a raised performance stage at 11AM on April 20, 2017. The last musical band is scheduled to begin performing at 11PM that same day, concluding before 12AM.

We are supporting several local businesses in Denton County. They are setting up booths to provide both entertainment and education.

While we do not plan to exceed the standard 65dBA, we would like to ask for a variance of 75dBA at 100 feet just in case. It's only one day a year, and we believe we can both fund one or more charities and increase sales tax revenue for the City of Denton.

Based on previous year's numbers, we expect to generate 4X our typical daily sales tax obligation on this day. To date, our verifiable sales tax dollars since May 2014 exceed \$150k.

Please consider our request and reply in kind.

Respectfully,



John Robert Cross  
Ashes Denton  
Owner / Mechanical Engineer, ABET  
469-684-9449  
940-381-1010