


CITY OF DENTON. TEXAS

601 E. Hickory, Suite B • DENTON, TEXAS 76205

PARKS & RECREATION DEPARTMENT

(940) 349-PARK • FAX (940) 349-8166

March 30, 2017

Ms. Carol Short, Executive Director
Denton Festival Foundation
P.O. Box 2104
Denton, TX 76202

Dear Ms. Short:

Congratulations, your sponsorship has been approved by the City Council in an amount not to exceed \$154,000 of in-kind services and resources provided by the City of Denton's Police, Solid Waste, and Parks and Recreation departments for the Denton Arts and Jazz Festival to be held in Quakertown Park on April 28 - May 30, 2017.

The City of Denton is proud to be a sponsor of this event and will provide basic and critical support to the event as outlined below. As part of the approval process, City Council has requested to see the financial report (profit/loss statement) for the 2017 Denton Arts and Jazz Festival included in the Denton Festival Foundation's request for future sponsorship.

The following is a summary of the sponsorship relationship and roles assumed by the Parks and Recreation Department and the Denton Arts and Jazz Festival organizing committee.

Special Event Co-Sponsorship Agreement

Parks and Recreation Department

1. The Department will provide use of Quakertown Park, Civic Center, and the Senior Center at no charge. The in-kind value of the facilities is \$23,200. The cost estimates from last year's event were used to calculate the Park Maintenance staffs in-kind services. The Parks staff regular and over-time hours contributed totaled \$64,736 and the supplies and equipment provided to your event at no charge total \$10,073. The Parks and Recreation in-kind services are \$98,009; the Police in-kind services are \$49,759; and Solid Waste in-kind services are \$6,071.
2. Administrative staff support will be provided in the form of a liaison, providing expertise and advice to the organizing committee. The liaison should attend any general meetings of the organizing committee when information or organizational assistance relating to the Department's role in the event is required. This participation is as an ex-officio, non-voting representative of the Department.
3. The Park Maintenance Division will work with committee volunteers to prepare the park prior to the event, work at the event to assist with limited logistics, handle litter, recycling, and restore park equipment to their original locations after the event.
4. The Department will provide limited promotional advertising for the event.

Denton Arts and Jazz Festival Event Organizers

1. As part of the approval process, financial reports (profit/loss statement) for the 2017 Denton Arts and Jazz Festival included in the Denton Festival Foundation's request for future co-sponsorship.
2. The Denton Arts and Jazz Festival committee will provide all planning, management, and organization for the event.
3. The organizing committee will provide a layout of the event food vendor locations, complete a Special Events Agreement, Safety Plan, event map, and an event schedule to city staff no later than four weeks prior to the event.
4. Event organizers are responsible for securing all permits, licenses and approvals necessary to stage the event as stated on permit applications. Staff will provide information to help facilitate these processes, if needed.
5. Event organizer assumes all liability for damages done to City property whatever the cause, while hosting this event, and agrees to reimburse the City for reparations within 30 days of notice/invoice.
6. Prior to publication, the department representative must approve all advertising that includes any use of a City logo.
7. The committee will charge and collect a Park Vendor's Fee consistent with the City of Denton ordinance and remit these fees within five working days after the event.
8. The committee will host Denton Arts and Jazz Festival as a "Litter Free Event" as defined by Keep Denton Beautiful (KDB). Recycling is required at all events held on City property and recycle containers are provided in City parks.
9. Within 30 days following the event, the event organizers will provide a program evaluation and full payment of all fees to the City of Denton.
10. Vendors are responsible for their own set-up, including tents, lighting, etc., prior to the event. The Department will not provide tents for vendors.
11. The City of Denton is recognized as a sponsor at the appropriate level.

The Parks and Recreation Department is excited about the future of Denton Arts and Jazz Festival and its continued success.

Sincerely,

Emerson Vorel, Director

I hereby agree to the foregoing conditions of the City of Denton Co-Sponsorship Agreement.

Carol Short, Executive Director
Denton Arts & Jazz Festival

Date