


CITY OF DENTON, TEXAS

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

PARKS & RECREATION DEPARTMENT

(940) 349-PARK • FAX (940) 349-8166

July 21, 2017

Mr. Kerry Gore
 Denton Black Chamber of Commerce
 P.O. Box 51026
 Denton, TX 76206

Dear Mr. Gore:

Congratulations, your sponsorship will be submitted for approval by the City Council in an amount not to exceed \$14,000 of in-kind services and resources provided by the City of Denton for the Denton Blues Festival to be held in Quakertown Park on September 15-17, 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, the City Council has requested to see the report of revenues and expenses for the 2017 Denton Blues Festival included in the committee's request for future sponsorship.

The following is a summary of the sponsorship role assumed by the City of Denton and the Denton Blues Festival organizing committee.

1. The Parks and Recreation Department will provide the rental of Quakertown Park at no charge. The in-kind value of the park facility is \$4,500. The cost actuals from last year's event will be used to calculate Parks Maintenance staff's in-kind services. The Parks Maintenance staff's regular and over-time support totaled \$3,292. Equipment and supplies provided totaled \$834. The total value of Parks and Recreation in-kind services were \$8,626.
2. The 2017 cost actuals will be used to calculate the Police in-kind services. Police provided in regular and over-time hours support that totaled \$4,976.
3. 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 is related to the Parks and Recreation Department's role in the event. The liaison participation is as an ex-officio, non-voting representative of the Department.
4. The Park Maintenance staff will work with committee to prepare the park prior to the event, work at the event to assist with limited logistics, handle litter and recycling, and return equipment to original locations after the event.
5. The Department will provide limited promotional advertising for the event.

Denton Blues Festival Event Organizers

1. As part of the approval process, a report of revenues and expenses for the 2017 Denton Blues Festival should be included in committee's request for future sponsorship.
2. The Denton Blues Festival committee will provide all planning, management, and organization for the event.
3. The organizing committee will provide a layout of the vendor locations, complete a Special Events Agreement, Public Safety Plan, event map, and an event schedule to the City liaison no later than five working days prior to the event.
4. Event organizers are responsible for securing all permits, licenses and approvals necessary to stage the event as stated on the permit applications. The City liaison will provide information to help facilitate these processes, if needed.
5. Event organizer assumes all liability for damages done to City property whatever the case, while hosting this event, and agrees to reimburse the City for reparations within 30 days of notice/invoice.
6. Prior to publication, all advertising, including any use of a City logo, must be submitted to the City liaison for approval from the Parks and Recreation Department.
7. The committee will charge and collect the Park Vendor Permit fees consistent with the City of Denton ordinance and remit these fees within five working days after the event.
8. The committee will host Denton Blues Festival as a "Litter Free Event" as defined by Keep Denton Beautiful (KDB). Recycling is required at all events held on City property and recycling containers are provided in City parks.
9. Within five working 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 and lighting, 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 in promotional materials.

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

Sincerely,



Emerson Vorel, Director

I hereby agree to the following conditions of the City of Denton sponsorship agreement.


Denton Blues Festival

Date: 7/25/17