

AGENDA INFORMATION SHEET

AGENDA DATE: August 15, 2017

DEPARTMENT: Parks and Recreation Department

DCM: Bryan Langley

SUBJECT

..Title

Consider adoption of an ordinance approving a City sponsorship in an amount not to exceed \$14,000 of in-kind services for the 19th Annual Denton Blues Festival to be held in Quakertown Park from September 15-17, 2017; and providing an effective date.

..Body

BACKGROUND

The 19th Annual Denton Blues Festival is organized by the Denton Black Chamber of Commerce and community volunteers. In 2016, City Council authorized spending up to \$20,000 of in-kind services and resources for staff time, equipment, supplies, facilities, park maintenance support, and the use of Quakertown Park. In addition to the City sponsorship, the Denton Black Chamber of Commerce received \$16,572 in FY 2015-16 Hotel/Motel Occupancy Tax (HOT) funds. This year, the Denton Blues Festival expects to host approximately 50 vendors and estimates 10,000 people throughout the three-day event.

A recent provision added to the Sponsorship Agreement alerts event organizers of their responsibility for damages caused to city property, beyond normal wear and tear, during the hosting of their events. This necessity results from the significant damages caused to Quakertown Park in 2015 and the substantial costs associated with remediation. The Parks Department has notified special event organizers of the liability provision, and it is now included in all sponsorship agreements.

RECOMMENDATION

Staff recommends approval.

PRIOR ACTION/REVIEW

April 5, 2016, City Council authorized sponsorship not to exceed \$20,000, Ordinance 2016-110; on February 17, 2015, City Council authorized an amount of \$17,500, Ordinance 2015-038. August 5, 2014, in an amount of \$15,000 Ordinance 2014-220.

FISCAL INFORMATION

In 2017, the Black Chamber of Commerce will receive \$16,572 in HOT funds. The estimated cost to the City to provide the requested in-kind services and facilities at the same level in 2017 is expected to be \$14,000. This cost estimate is based upon clear weather; in the event of inclement weather, staff and supply costs increase. The City is recognized as a sponsor at the appropriate level. Including this event, the City Council will have authorized a total of \$211,452 of in-kind City support to the nine cosponsored events.

The Legal Department has advised Parks and Recreation that only City Council has the authority to gift city resources. All sponsorships where city facilities or services are requested for free or at a reduced rate require City Council approval.

STRATEGIC PLAN RELATIONSHIP

The City of Denton's Strategic Plan is an action-oriented road map that will help the City achieve its vision. The foundation for the plan is the five long-term Key Focus Areas (KFA): Organizational Excellence; Public Infrastructure; Economic Development; Safe, Liveable, and Family-Friendly Community; and Sustainability and Environmental Stewardship. While individual items may support multiple KFAs, this specific City Council agenda item contributes most directly to the following KFA and goal:

Related Key Focus Area: Safe, Liveable & Family-Friendly Community

Related Goal: Provide and support outstanding leisure, cultural, and educational opportunities

EXHIBITS

1. Agenda Information Sheet
2. Letter of Request
3. Actual Cost for Fiscal Years 2014-16
4. Running Total of In-Kind Support
5. Sponsorship Agreement
6. Proposed Ordinance

Respectfully submitted:
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