

AGENDA INFORMATION SHEET

AGENDA DATE: August 15, 2017

DEPARTMENT: Parks and Recreation

DCM: Bryan Langley

SUBJECT**..Title**

Consider approval of a resolution allowing the Black Chamber of Commerce to sell alcoholic beverages for the Blues Festival on Saturday, September 16 and Sunday, September 17, 2017, held in Quakertown Park upon certain conditions; authorizing the City Manager or his designee to execute an agreement in conformity with this resolution; and providing for an effective date.

..Body**BACKGROUND**

The Denton Blues Festival is organized by the Black Chamber of Commerce, whom has requested that the sale of alcohol be permitted and authorize the Black Chamber of Commerce as the vendor. The Black Chamber of Commerce will be responsible for rental of the booth space, obtaining the temporary license for selling alcohol, securing the temporary permit for selling alcohol, and providing comprehensive liability insurance in the amount of \$500,000. In addition the Black Chamber of Commerce agrees to indemnify the City of Denton against any liability incident to the selling of alcoholic beverages at the Denton Blues Festival. The Black Chamber of Commerce will have police security at the event.

The 19th Annual Denton Blues Festival event promotes cultural enhancement and is co-sponsored by the City of Denton. It is held in Quakertown Park and includes national and local Blues artists, karaoke, various vendors, and children's activities. This three-day free event is Friday, September 15, 6 p.m. to 10 p.m., Saturday, September 16, noon to 10 p.m., Sunday, September 17, noon to 9 p.m.

The event continues to grow each year through community participation, vendors, and entertainment. This years event is expected to host 10,000 participants, and 50 vendors.

RECOMMENDATION

Staff recommends approval.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

July 10, 2017, the Parks, Recreation and Beautification Board recommended approval 5-0.

August 16, 2016, the City Council approved a resolution to allow the Black Chamber of Commerce to sell alcoholic beverages at the Denton Blues Festival. September 1, 2015, the City Council approved a resolution and allowed The Black Chamber of Commerce to sell alcoholic beverages at the Denton Blues Festival.

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. Excerpt from the Parks, Recreation and Beautification Board Minutes of July 10, 2017
4. Resolution and Quakertown Park Contract

Respectfully submitted:
Emerson Vorel, Director

Prepared by:
Janie McLeod, Community Events Coordinator