



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Denton Municipal Electric

CM/ DCM/ ACM: Todd Hileman

DATE: August 15, 2017

SUBJECT

Receive a report, hold a discussion and provide staff direction regarding the Denton Municipal Electric community sponsorship program.

BACKGROUND

Denton Municipal Electric (DME) has currently budgeted \$100,000 to be used by community organizations and City partners for sponsorships of various local events and programs. DME receives requests throughout the fiscal year from local organizations, other City departments (Police, Fire, City Hall etc.), and local non-profits in order to help fund various events and programs in the City. While \$100,000 has been budgeted on an annual basis, DME has typically not used all of the funds. In 2016, DME spent a total of \$63,810 on these activities. A list of the previous sponsorships (Exhibit 1) show the organization name, the event/program, and the requested amount for each submission received and approved for the past 5 years.

Historically, DME has awarded these sponsorships on a first come, first serve basis, without seeking City Council approval. However, given that other sponsorships across the City are typically presented to Council for approval, staff would like direction on whether the City Council wishes to continue providing sponsorships from DME. If so, staff proposes that criteria for an application process be developed to guide the selection of sponsorships and determine the appropriateness of the amount. Further, these sponsorships can then be brought back to Council for individual approval or as a group (similar to Hotel Occupancy Tax funds) per Council direction.

The attached presentation will be used to facilitate a discussion of these issues.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

The Public Utility Board reviewed this presentation on August 14, 2017.

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, Livable, 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: 4.4 Provide and support outstanding leisure, cultural, and educational opportunities

EXHIBITS

1. Agenda Information Sheet
2. Sponsorship Program List
3. Presentation

Respectfully submitted:
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Denton Municipal Electric