

## **Agenda Information Sheet**

**DEPARTMENT:**     **Denton Municipal Electric**

**CM/ ACM:**           **Todd Hileman, City Manager**

**Date:**               **September 19, 2017**

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### **SUBJECT**

#### **..Title**

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

#### **..Body**

### **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 charitable organizations, internal departments, and electric industry related organizations in order to help fund various events and programs. Exhibit 2 details the list of organizations that received funding in FY 2016-17. While \$100,000 has been budgeted on an annual basis, DME has typically not used all of these funds. In 2016, DME spent a total of \$63,810 on these activities.

Staff was directed by City Council to gather additional information regarding the sponsorships including total amounts from all City departments given to each organization, the benefit for sponsorships, and an approval process for sponsorship requests.

From this information, the proposed sponsorship program is highlighted below:

- Specific criteria will be required to be met before sponsorships are approved
  - Must be a 501c3 organization
  - Must be a non-discriminatory organization
  - Sponsored organization must further a charitable cause or public interest
  - Organization must recognize City of Denton and DME at event and/or marketing materials
- No funds will be given to internal City departments or organizations
- Any sponsorship request over \$2,500 will be presented to PUB and Council for individual approval
- A list of organizations that receive any sponsorship from DME will be distributed to the PUB and Council quarterly
- The budget will be revised from \$100,000 to \$50,000 to better align the budget with historical spending trends

The attached presentation will be used to facilitate a discussion of these issues. If these provisions are agreed to by PUB and Council, staff will bring back a formal policy for 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, 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. Presentation
3. Organizations by Type
4. City-wide Sponsorships/In-Kind Services
5. 5 Year DME Sponsorship History

Respectfully submitted:  
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