



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

DCM: Bryan Langley

DATE: October 17, 2017

SUBJECT

..Title

Consider adoption of an ordinance approving a City sponsorship in an amount not to exceed \$3,000 of in-kind services and resources for the 3rd Annual Denton County Veterans Resource Fair and Homeless Veterans Stand Down event, to be held in the Civic Center and Quakertown Park located at 321 E. McKinney St., on Thursday, October 26, 2017; and providing an effective date.

..Body

BACKGROUND

Denton County Veterans Coalition, a non-profit 501(c)(3), is organized by community volunteers to raise awareness and resolve veterans' issues. Denton County Veterans Coalition has reserved the Civic Center and Quakertown Park to host the Veterans Resource Fair and Homeless Veterans Stand Down event on Thursday, October 26, 2017. Denton County Veterans Coalition requests the City waive the associated rental fee, by way of an in-kind sponsorship (Exhibit 4).

The Resource Fair and Stand Down event provides an opportunity for homeless and low income veterans to receive peer to peer mentoring, financial assistance, and life skills training. Denton County Veterans Coalition expects to serve approximately 100 veterans.

RECOMMENDATION

Staff recommends approval.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

September 20, 2016, City Council authorized a sponsorship not to exceed \$3,500, Ordinance 2016-266.

FISCAL INFORMATION

The estimated cost to waive the Civic Center and Quakertown park rental fee is \$3,000. This cost estimate is based upon clear weather; in the event of inclement weather, staff and supply costs could increase. Including this event, the City Council will have authorized a total of \$3,000 of in-kind City support to the first of the nine sponsored special events for fiscal year 2017-18 (Exhibit 5).

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.

The Legal Department has advised that only the City Council has the authority to gift city resources. All sponsorships where city facilities or city 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:

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|-------------------------|--|
| 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. Ordinance
3. Sponsorship Agreement
4. Letter of Request
5. In-kind Support

Respectfully submitted:
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Interim Director

Prepared by:
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