



## City of Denton

City Hall  
215 E. McKinney Street  
Denton, Texas  
[www.cityofdenton.com](http://www.cityofdenton.com)

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### AGENDA INFORMATION SHEET

**DEPARTMENT:** Parks and Recreation

**DCM:** Bryan Langley

**DATE:** October 17, 2017

**SUBJECT**

**..Title**

Consider approval of a resolution allowing the Campus Theatre Concessions LLC, to sell alcoholic beverages at Denton Day of the Dead Festival, October 28, 2017, 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 Day of the Dead Festival is a volunteer led event that includes coffin races, a lantern parade, pumpkin patch, live music, arts and crafts, and the original Halloween musical Cirque du Horror.

The Williams Trade Square parking lot will be utilized for coffin race entrants to prep their vehicles and for additional vendors. Denton Day of the Dead Festival is requesting permission to sell beer and wine and has partnered with Campus Theatre Concessions LLC.

The Campus Theatre Concessions LLC 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 Campus Theatre Concessions LLC agrees to indemnify the City of Denton against any liability incident to the selling of alcoholic beverages at the Denton Day of the Dead. The Day of the Dead Festival will have police security at the event.

**RECOMMENDATION**

Staff recommends approval.

**PRIOR ACTION/REVIEW (Council, Boards, Commissions)**

October 11, 2016, the City Council approved to allow Wine Squared to sell alcoholic beverages at the Denton Day of the Dead Festival under Resolution 2016-293.

**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

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. Resolution and Agreement
3. Letter of Request

Respectfully submitted:  
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Interim Director

Prepared by:  
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