



# 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:** November 7, 2017

### **SUBJECT**

Consider adoption of an ordinance approving a City sponsorship in an amount not to exceed \$3,500 of in-kind services and resources for Backing the Blue-Denton to be held at the Civic Center at 321 E. McKinney St., Saturday, November 18, 2017; and providing an effective date.

### **BACKGROUND**

Backing the Blue-Denton, a non-profit 501(c)(3), is organized by the spouses and partners of members of Denton County Law Enforcement agencies who have united to raise funds for fallen and injured officers and their families. The Backing the Blue-Denton organization has reserved the Denton Civic Center to host a fundraiser on Saturday, November 18, 2017, and made a request of the City to waive the associated rental fee by way of an in-kind sponsorship (Exhibit 3).

The Backing the Blue holiday fundraiser event is open to the public and includes various vendors who will donate a portion of their proceeds. Organizers anticipate approximately 500 people will attend and hope to raise a minimum of \$5,000.

### **RECOMMENDATION**

Staff recommends approval.

### **PRIOR ACTION/REVIEW**

On October 18, 2016, City Council authorized sponsorship not to exceed \$1,400, Ordinance 2016-317.

### **FISCAL INFORMATION**

The estimated cost to the City to waive the Civic Center rental fee is \$3,500. This cost estimate is based upon clear weather; in the event of inclement weather, staff and supply costs increase. The City is recognized as a sponsor at the appropriate level. Including this event, the City Council will have authorized a total of \$6,500 of support for two of the nine cosponsored events. (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 Parks and Recreation that only City Council has the authority to gift City resources. All sponsorships where City facilities or 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:

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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Director

Prepared by:  
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