



## 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 \$5,300 of in-kind services and resources for the 29th Annual Denton Holiday Lighting Festival to be held on the Downtown Square on Friday, December 1, 2017; and providing an effective date.

#### **BACKGROUND**

The Denton Holiday Lighting Festival, a nonprofit 501(c)(3) is organized by the Denton Holiday Festival Association that is comprised of volunteer board of directors. The festival made a request to waive services and resources provided by the Parks and Recreation Department for Parks Maintenance staff, barricades for the street closures, and the tables and chairs for the vendors and musicians. The Police Department provides in-kind security (Exhibit 4).

The event will have live local music, food, family fun, and a toy drive. This year, the Denton Holiday Lighting expects to host approximately 30 vendors and estimates 4,000 people throughout the event.

#### **RECOMMENDATION**

Staff recommends approval.

#### **PRIOR ACTION/REVIEW**

September 20, 2016, City Council authorized an agreement for the City's sponsorship in an amount not to exceed \$6,000 under Ordinance 2016-267.

#### **FISCAL INFORMATION**

In 2017, the Denton Holiday Festival Association will receive \$18,231 in Hotel Occupancy Tax (HOT) funds. The estimated cost to the City to provide the requested in-kind services and facilities at the same level in 2017 is expected to be \$5,300. 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 \$35,581 including HOT funds, to support four of the nine previously 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. Proposed Ordinance
3. Sponsorship Agreement
4. Letter of Request
5. In-Kind Support

Respectfully submitted:  
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Director

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