



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: November 7, 2017

SUBJECT

Consider adoption of an ordinance approving a City sponsorship in an amount not to exceed \$4,370 of in-kind services and resources for the 3rd Annual Downtown Denton Turkey Trot event to be held in Downtown Denton on Thursday, November 23, 2017; and providing an effective date.

BACKGROUND

The Denton Area Running Club (DARC) is a non-profit 501(c)(3) organization whose mission is to promote health and wellness through running and runner/pedestrian safety. The DARC made a request to waive the cost for police, fire/EMS support, rental of the Williams Square parking lot, and event permit fees for its annual Turkey Trot (Exhibit 4).

The DARC expects approximately 2,200 people to participate in the run. DARC reports donating \$10,000 of proceeds to the Denton Community Food Center; the gift ranked among the Center's top contributions.

RECOMMENDATION

Staff recommends approval.

PRIOR ACTION/REVIEW

On September 20, 2016, City Council authorized sponsorship not to exceed \$3,090 under Ordinance 2016-292.

FISCAL INFORMATION

The estimated cost to waive the City services and facility at the same level in 2016 is not expected to exceed \$4,370. This cost estimate is based upon clear weather; in the event of inclement weather, staff and supply cost could increase. The City is recognized as a sponsor at the appropriate level. Including this event, the City Council will have authorized a total of \$10,870 of in-kind City support to three of the nine previously sponsored special 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 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:

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:
Emerson Vorel
Director

Prepared by:
Janie McLeod
Community Events Coordinator