



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

DCM: Bryan Langley

DATE: March 20, 2018

SUBJECT

Consider approval of a resolution allowing Profest, Inc. to sell alcoholic beverages for the Denton Arts & Jazz Festival, Friday, April 27, through Sunday, April 29, 2018, at Quakertown Park 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.

BACKGROUND

Denton Arts & Jazz Festival is organized by the Denton Festival Foundation and is co-sponsored by the City of Denton. This free 2 1/2-day outdoor music festival features 3,000 artists, seven stages, live music, arts, crafts, children's activities, food, and beverages. This year's festival is Friday, April 27, and Saturday, April 28, from 10 a.m. to midnight; and Sunday, April 29, 2018, from 11 a.m. to 10 p.m. at Quakertown Park.

Denton Arts & Jazz Festival is requesting permission to sell beer and wine and has partnered with Profest, Inc.

Profest, Inc. 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, Denton Arts & Jazz Festival agrees to indemnify the City of Denton against any liability incident to the selling of alcoholic beverages at the Denton Arts & Jazz Festival. The Denton Arts & Jazz Festival will have police security at the event.

RECOMMENDATION

Staff recommends approval.

PRIOR ACTION/REVIEW

On April 3, 2017, the Parks, Recreation and Beautification Board recommended approval 5-0 for Profest, Inc. to sell alcoholic beverages for three consecutive years; and on April 18, 2017, City Council approved to allow Profest, Inc. to sell alcoholic beverages at Denton Arts & Jazz Festival under Resolution 2017-012.

On Feb. 5, 2018, the Parks, Recreation and Beautification Board confirmed approval for this request per the previous three year 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:	4.4 Provide outstanding leisure, cultural, and educational opportunities

EXHIBITS

Exhibit 1 Agenda Information Sheet
Exhibit 2 Resolution and Contract
Exhibit 3 Letter of Request

Respectfully submitted:
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Parks and Recreation, Interim Director

Prepared By:
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Community Events Coordinator