



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 adoption of an ordinance of the City of Denton, Texas approving a City sponsorship in an amount not to exceed \$165,000 of in-kind services and resources for the Denton Arts & Jazz Festival on Friday, April 27, through Sunday, April 29, 2018, at Quakertown Park; and providing an effective date.

BACKGROUND

Denton Arts & Jazz Festival is organized by the Denton Festival Foundation, a nonprofit 501(c) 3 organization, that showcases visual and performing arts with a multi-discipline format; professional and amateur musicians, artists, and performers to share the spotlight. This outdoor music festival held in Quakertown Park, located at 321 E. McKinney St. is on Friday, April 27, and Saturday, April 28, from 10 a.m. to midnight; and on Sunday, April 29, 2018, from 11 a.m. to 10 p.m.

The Denton Arts & Jazz Festival is co-sponsored by the City of Denton. This festival includes over 2,700 performers, local and statewide vendors, children's activities, art exhibits, 250 booths, and seven stages with various entertainers. Event organizers anticipate 225,000 in attendance.

The Denton Festival Foundation is requesting the City of Denton to participate as a sponsor for in-kind services and resources for staff, equipment, supplies, facilities, security, park maintenance support, use of the Civic Center, Quakertown Park, and the Senior Center for the three-day event, (Exhibit 4). In exchange for the support the City of Denton will be considered to be an event sponsor of the event at a sponsorship level equal to the value of the in-kind service tendered.

RECOMMENDATION

Staff recommends approval.

PRIOR ACTION/REVIEW

On March 28, 2017, City Council authorized sponsorship not to exceed \$154,000 under Ordinance 2017-108.

FISCAL INFORMATION

The City will waive the following fees and expenses to provide in-kind services, personnel, and resources

not to exceed \$165,000 and is recognized as a sponsor at the appropriate level.

Parks and Recreation Department

\$34,720 Value based on rental the fee for Quakertown Park, Civic Center, and Senior Center.

\$19,166 Value based on cost of supplies and equipment.

\$44,471 Value based on 2017 actual expenses for regular and overtime hours.

Police Department

\$59,335 Value based on 2017 actual expenses for regular and overtime hours.

Solid Waste Department

\$6,567 Value based on 2017 actual expenses for trash and recycling services.

Including this event, the City Council will have authorized a total of \$185,407 in co-sponsorship support for six community events in the current fiscal year.

A 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, Livable, 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, Livable & Family-Friendly Community

Related Goal: 4.4 Provide outstanding leisure, cultural, and educational opportunities

EXHIBITS

Exhibit 1 Agenda Information Sheet

Exhibit 2 Ordinance

Exhibit 3 Sponsorship Agreement

Exhibit 4 Letter of Request

Respectfully submitted:

Laura Behrens

Parks and Recreation, Interim Director

Prepared by:

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Community Events Coordinator