



## City of Denton

City Hall  
215 E. McKinney St.  
Denton, Texas 76201  
[www.cityofdenton.com](http://www.cityofdenton.com)

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### 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 \$15,200 of in-kind services and resources for the Denton Cinco de Mayo Festival on Saturday, May 5, 2018, at Quakertown Park; and providing an effective date.

#### **BACKGROUND**

Denton Cinco de Mayo Festival is a volunteer led event that includes live music, children games, a parade, and food booths. This year's 31<sup>st</sup> annual event is Saturday, May 5 from 10 a.m. to 10 p.m. at Quakertown Park.

Denton Cinco de Mayo Festival is requesting the City of Denton participate as a sponsor for in-kind services and resources for staff, equipment, supplies, security, park maintenance, and to waive the rental fee for Quakertown Park, (Exhibit 4). In exchange, the City of Denton will be recognized as an event sponsor equal to the value of in-kind services and resources tendered.

#### **RECOMMENDATION**

Staff recommends approval.

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

On April 18, 2017, City Council authorized sponsorship not to exceed \$18,000 under Ordinance 2017-122.

#### **FISCAL INFORMATION**

The City will waive the following fees and expenses to provide in-kind services, personnel, and resources not to exceed \$15,200 and is recognized as a sponsor at the appropriate level.

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**Parks and Recreation Department**

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\$1,500 Value based on rental the fee for Quakertown Park.

\$772 Value based on the cost of supplies and equipment.

\$5,940 Value based on 2017 actual expenses for regular and overtime hours.

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**Police Department**

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\$6,958 Value based on 2017 actual expenses for regular and overtime hours.

Including this event, the City Council will have authorized a total of \$200,577 in co-sponsorship for seven 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:

Janie McLeod

Community Events Coordinator