



Legislation Details (With Text)

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Title: Consider recommending approval of a resolution of the City of Denton, Texas, approving the Denton Municipal Electric Sponsorship Program guidelines and application process.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Exhibit 1 - Sponsorship Application, 2. Exhibit 2 - DME Sponsorship Resolution

Date	Ver.	Action By	Action	Result
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AGENDA INFORMATION SHEET

DEPARTMENT: Denton Municipal Electric

CM/ DCM/ ACM: Todd Hileman, City Manager

DATE: October 9, 2017

SUBJECT

Consider recommending approval of a resolution of the City of Denton, Texas, approving the Denton Municipal Electric Sponsorship Program guidelines and application process.

BACKGROUND

Denton Municipal Electric (DME) has currently budgeted \$100,000 to be used by community organizations and City partners for sponsorships of various local events and programs. DME receives requests throughout the fiscal year from local charitable organizations, internal departments, and electric industry related organizations in order to help fund various events and programs. Exhibit 2 details the list of organizations that received funding in FY 2016-17. While \$100,000 has been budgeted on an annual basis, DME has typically not used all of these funds. In 2016, DME spent a total of \$63,810 on these activities.

Staff was directed by City Council to gather additional information regarding the sponsorships including total amounts from all City departments given to each organization, the benefit for sponsorships, and an approval process for sponsorship requests.

From this information, the proposed sponsorship program is highlighted below:

- Specific criteria will be required to be met before sponsorships are approved
 - Must be a 501c3 organization

- Must be a non-discriminatory organization
- Sponsored organization must further a charitable cause or public interest
- Organization must recognize City of Denton and DME at event and/or marketing materials
- No funds will be given to internal City departments or organizations
- Any sponsorship request over \$2,500 will be presented to PUB and Council for individual approval
- A list of organizations that receive any sponsorship from DME will be distributed to the PUB and Council quarterly
- The budget will be revised from \$100,000 to \$50,000 to better align the budget with historical spending trends

OPTIONS

1. Recommend approval of the resolution
2. Do not recommend approval of the resolution

RECOMMENDATION

Staff recommends approval of the Denton Municipal Electric Sponsorship program resolution and application process.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

- 8/14/17 - PUB reviewed program
- 8/15/17 - Council reviewed program
- 9/11/17 - PUB reviewed recommended changes
- 9/19/17 - Council reviewed recommended changes

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, Liveable & Family-Friendly Community
Related Goal: 4.4 Provide and support outstanding leisure, cultural, and educational opportunities

EXHIBITS

1. Sponsorship Application
2. Resolution

Respectfully submitted:
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Deputy City Manager

Prepared by:
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Denton Municipal Electric