



Legislation Details (With Text)

File #: ID 16-1191 **Version:** 1 **Name:**

Type: Ordinance

File created: 9/2/2016 **In control:** City Council

On agenda: 9/20/2016 **Final action:**

Title: Consider adoption of an ordinance approving a City sponsorship in an amount not to exceed \$3,090 of in-kind services and resources for the Second Annual Downtown Denton Turkey Trot on November 24, 2016; and providing an effective date.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Exhibit 1-Letter of Request, 2. Exhibit 2 -2015 In-kind Costs, 3. Exhibit 3- 2016 Requested In-kind Support, 4. Exhibit 4- Turkey Trot Sponsorship Ordinance

Date	Ver.	Action By	Action	Result
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Agenda Information Sheet

DEPARTMENT: Economic Development Division, Development Services

CM/ ACM: Jon Fortune

Date: September 20, 2016

SUBJECT

Consider adoption of an ordinance approving a City sponsorship in an amount not to exceed \$3,090 of in-kind services and resources for the Second Annual Downtown Denton Turkey Trot on November 24, 2016; and providing an effective date.

BACKGROUND

The Denton Area Running Club (DARC), a 501(c) (3) non-profit organization, will host the Second Annual Downtown Denton Turkey Trot 5k Run/Walk and Kids’ Gobble Wobble 1k. The DARC’s mission is to promote health and wellness and runner/pedestrian safety through running.

In 2015, the DARC organized the 2015 Point Bank Downtown Denton Turkey Trot 5K and Beau’s Bath House and Doggie Spa 1K that included 1,500 participants, 888 of which were from out of town. The DARC donated \$8,235 of the event’s proceeds to the Denton Community Food Center; the gift ranked among the Center’s top five 2015 contributions. They are anticipating approximately 2,500 participants for 2016.

The DARC has made a request of the City Council to sponsor the Second Annual Downtown Denton Turkey Trot 5k Run/Walk and Kids’ Gobble Wobble 1k event by providing the following in-kind support services and resources, and waiving associated operations fees valued at \$3,090:

- Police support estimated - \$2,240
- Fire/EMS - \$800
- Rental fee of parking lot - \$50

If approved, the City will be included as a sponsor on all marketing items for this event.

RECOMMENDATION

As per the Legal Department, in-kind sponsorships that involve the gifting of City services and/or the use of City facilities at a free or reduced rate require City Council approval.

FISCAL INFORMATION

Exhibit 3 displays the in-kind support and hotel occupancy tax (HOT) support for nine special events during Calendar Year 2016 including three items for consideration on this agenda. The total in-kind support provided by City Departments is \$236,790 and these events received \$202,143 in HOT funding.

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: Economic Development
Related Goal: 3.2 Make Denton a destination for visitors

EXHIBITS

Exhibit 1 Letter of Request
Exhibit 2 In-Kind Costs
Exhibit 3 2016 Requested In-Kind Support
Exhibit 4 Turkey Trot Sponsorship Ordinance

Respectfully submitted:
Caroline Booth
Assistant Director, Economic Development

Prepared by:
Christina Davis
Economic Development Specialist