



Legislation Text

File #: ID 17-485, Version: 1

AGENDA INFORMATION SHEET

AGENDA DATE: April 18, 2017

DEPARTMENT: Parks and Recreation Department

DCM: Bryan Langley

SUBJECT

Consider approval of a resolution allowing Pro-Fest, Inc., to sell alcoholic beverages for the Denton Arts and Jazz Festival from April 28 - 30, 2017, 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

The Denton Arts and Jazz Festival is organized by the Denton Festival Foundation, which has requested that the sale of alcohol be permitted and Pro-Fest, Inc. as the vendor. Pro-Fest, 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 Pro Fest, Inc. agrees to indemnify the City of Denton against any liability incident to the selling of alcoholic beverages at the Arts and Jazz Festival. The Festival Foundation will have police security at the event.

The 37th Annual Denton Arts and Jazz Festival event promotes cultural enhancement and is co-sponsored by the City of Denton. It is held in Quakertown Park and includes over 2,700 professional and amateur performers, local and statewide vendors, children's activities, art exhibits, and seven stages with various entertainers. The three-day free event is Friday, April 28, 5 p.m. to 11 p.m., Saturday April 29, 10 a.m. to 11 p.m., and Sunday, April 30, 11 a.m. to 9 p.m.

The event continues to grow each year through community participation, vendors, and entertainment. This year's event is expected to host 225,000 participants, 250 booths, and seven entertainment stages.

RECOMMENDATION

Staff recommends approval.

PRIOR ACTION/REVIEW

On April 3, 2017, the Parks, Recreation and Beautification Board recommended approval 5-0. April 2, 2014, City Council approved a resolution and allowed Pro-Fest to sell alcoholic beverages for three consecutive years.

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: Provide and support outstanding leisure, cultural, and educational opportunities.

EXHIBITS

1. Letter of Request
2. April 3, Draft Minutes Excerpt
3. Resolution/Contract

Respectfully submitted:
Emerson Vorel
Director of Parks and Recreation

Prepared By:
Janie McLeod, Community Events Coordinator