



Legislation Details (With Text)

File #:	ID 16-1134	Version:	1	Name:	
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On agenda:	9/20/2016	Final action:			
Title:	Consider adoption of an ordinance approving a City sponsorship in an amount not to exceed \$6,000 of in-kind services and supplies for the 28th Annual Denton Holiday Lighting Festival to be held on the Downtown Square on December 2, 2016; and providing an effective date.				
Sponsors:	Legistar System				
Indexes:					
Code sections:					
Attachments:	1. Exhibit 1 Letter of Request.pdf, 2. Exhibit 2 Budget vs Actual.pdf, 3. Exhibit 3 2015-16 Running Total of Requested Support.pdf, 4. Exhibit 4 Ordinance.pdf				

Date	Ver.	Action By	Action	Result
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Agenda Information Sheet

DATE: September 20, 2016

DEPARTMENT: Parks and Recreation

ACM: John Cabrales, Jr.

SUBJECT

Consider adoption of an ordinance approving a City sponsorship in an amount not to exceed \$6,000 of in-kind services and supplies for the 28th Annual Denton Holiday Lighting Festival to be held on the Downtown Square on December 2, 2016; and providing an effective date.

BACKGROUND

The Denton Holiday Lighting Festival is organized by the Denton Holiday Festival Association that is comprised of community volunteers. Last year, City Council authorized spending up to \$6,000 of in-kind services and resources for the event. For Fiscal Year 2015-16, in-kind services and resources provided to the Denton Holiday Lighting Festival included staff, equipment, and supplies. The Police provided \$2,012 of security support and Parks Maintenance provided \$1,672 of staff support and \$1,761 for the rental of tables, chairs, and barricades. In addition, the Denton Holiday Lighting Festival received \$7,700 in Hotel/Motel Occupancy Tax (HOT) funds.

The actual cost to support the 2015 event was \$5,445 which was \$555 less than was authorized by Council (Exhibit 2).

To support this event at the current level, the 2016 cost will be approximately \$6,000. The Denton Holiday Lighting Festival Celebration expects to have 30 vendors and estimates 4,000 people will attend the event.

RECOMMENDATION

Staff recommends supporting the in-kind request up to \$6,000.

PRIOR ACTION/REVIEW

On December 1, 2015, City Council authorized an amount not to exceed \$6,000 under Ordinance 2015-371. On December 2, 2014, City Council authorized an agreement for the City's sponsorship in an amount not to exceed \$4,700 under Ordinance 2014-410.

FISCAL INFORMATION

The estimated cost to the City to provide the requested in-kind services and supplies is not to exceed \$6,000. In 2015, the Denton Holiday Lighting Festival received \$7,700 in HOT funds. The total cost of in-kind services and HOT funds for 2015 is \$13,145 for which the City is recognized as a sponsor at the appropriate level. Including this event, in fiscal year 2015-16, Council will have authorized a total of \$435,843 in City support for the eight previously sponsored events (Exhibit 3).

The Legal Department has advised that the City Council has authority to gift City resources. Any co-sponsorship request to use City facilities or services at a free or reduced rate requires 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: Provide and support outstanding leisure, cultural, and educational opportunities

EXHIBITS

1. Letter of Request
2. 2015 Proposed Costs Versus Actual Costs
3. Running Total of Requested Support
4. Proposed Ordinance

Respectfully submitted:
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Parks and Recreation

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