



Legislation Text

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Agenda Information Sheet

DEPARTMENT: Economic Development/Development Services

CM/ ACM: Jon Fortune

Date:

SUBJECT

Consider approval of a resolution allowing DI2-Denton1, LLC, DBA Lone Star Attitude Burger, to be allowed to sell alcoholic beverages at Oaktopia, September 22-24, 2016, 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 Oaktopia Festival is an outdoor live music, arts, and entertainment event that will be held in the Open-Air Patio of LSA Burger at 113 E. Hickory, on City property in the 100-200 block of E. Oak St., on the Denton County Historic Courthouse Lawn, the private property known as Travelstead located at 209-211 E. Hickory, and the parking lot (Second Stage) at 126 E. Oak St. Additionally, the festival has leased the E. Oak/E. McKinney Streets parking lot to use as staging, special reserved parking, and event attendee overflow parking. John "Sparky" Pearson, Downtown business owner and Executive Director of the festival, submitted a request (Exhibit 1) to sell alcoholic beverages during the festival that will be provided by Lone Star Attitude Burgers.

The Oaktopia Festival creates Hotel Occupancy Tax by bringing more than 20 nationally recognized musical artists to Denton who stay in local hotels. For the 2015 festival, Oaktopia paid for 100 room nights. For the 2016 festival, that number will double for 200 room nights at a calculated rate of \$140 per person. The music festival attracts more than 5,000 people to Downtown, which increases alcohol and food sales; and generates further interest in Denton as a live music festival venue and destination.

Now in their fourth year, event organizers have some creative solutions for previous challenges. On Thursday, September 22, the North Texas Day of Giving (NTDG) will also be hosting their event on the Historic County Courthouse on the Square. Oaktopia and NTDG have joined forces to cross promote each other's events and encourage event attendees to explore both events as if it were a single event. Additionally, Oaktopia will provide the PA system for announcement and background music for NTDG from the second story outdoor patio of LSA Burgers. Oaktopia, which has a food truck event planned, has pledged to donate all proceeds from Thursday night's event to the Greater Denton Arts Council and the Texas Music Project. Both groups are very pleased with this arrangement and are looking forward to their joint food truck-Day of Giving event. It is estimated that last year approximately 500 people attended the NTDG and about 6,000 people attended the Pre-Topia food truck event, which were held on different days.

Oaktopia is committed to reducing downtown parking congestion and improving overall flow for their event. Having less traffic downtown and organizing the flow of pedestrian traffic means a smoother-running event and increased safety for all participants. Incentivizing their attendees for riding bikes through giveaways, discounted rides with Uber, and utilizing the Lucky Lou's Bus to shuttle attendees from UNT to downtown for free are just a few of the ways the event is working to reduce event related parking in downtown.

Event organizers expect a total attendance of approximately 5,000 paid attendees during the three days of the Oaktopia Festival.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

Oaktopia was allowed the sale and consumption of alcohol on City property, and was approved at the October 1, 2013, September 16, 2014, and September 15, 2015 City Council meetings.

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 - Resolution

Respectfully submitted:
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