



## Legislation Text

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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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