



## Legislation Text

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### Agenda Information Sheet

**DEPARTMENT:** Economic Development

**CM/ ACM:** Howard Martin

**Date:** October 11, 2016

#### **SUBJECT**

Consider approval of a resolution allowing Wine Squared to be the sole vendor allowed to sell alcoholic beverages at the Denton Day of the Dead Festival, on October 29, 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**

In 2011, with the guidance and support of many of the businesses on Industrial and Hickory Streets, Denton's Day of the Dead Festival was born. A grassroots movement from the beginning, it now has a life of its own with coffin races, a lantern parade, a salsa cook-off, pumpkin patch, live music, arts and crafts, and, of course, the original Halloween musical Cirque du Horror. All of this makes Denton's Day of the Dead something you can't find anywhere else.

As in years past, the Williams Trade Square parking lot will be utilized for coffin race entrants to prep their vehicles and for additional vendors. This year, Denton Day of the Dead Festival is requesting permission to sell beer and wine and has partnered with Wine Squared, a Downtown business. Wine Squared is located on the face of the Square.

#### **RECOMMENDATION**

Staff recommends approval of the request to sell alcohol in the Williams Trade Square parking lot during the Denton Day of the Dead Festival on October 29, 2016.

#### **PRIOR ACTION/REVIEW (Council, Boards, Commissions)**

The City Council has approved a request each year of this event to sell alcohol in the Williams Trade Square parking lot. In 2015, the City Council approved the request for Wine Squared to be the sole vendor allowed to sell alcoholic beverages at the Denton Day of the Dead Festival.

#### **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 - Request to sell alcohol  
Exhibit 2 - Resolution and Agreement

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