



## Legislation Text

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**File #:** ID 16-1259, **Version:** 1

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### AGENDA INFORMATION SHEET

**AGENDA DATE:** October 18, 2016

**DEPARTMENT:** Parks and Recreation Department

**ACM:** John Cabrales, Jr.

**SUBJECT**

Consider adoption of an ordinance approving a City sponsorship in an amount not to exceed \$1,400 of in-kind services and resources for the Backing the Blue-Denton, to be held at the Civic Center at 321 E. McKinney Street, November 19, 2016; and providing an effective date.

**BACKGROUND**

This first-time event, Backing the Blue-Denton, is organized by the spouses and partners of members of Denton County Law Enforcement agencies who have united to raise funds for fallen and injured officers and their families. The Backing the Blue-Denton organization has reserved the Denton Civic Center to host a Family Fun Night fundraiser on November 19, and made a request of the City to waive the associated rental fee of approximately \$1,400, by way of an in-kind sponsorship.

The Backing the Blue-Event is open to the public and includes dinner, entertainment, and a silent auction. Organizers anticipate approximately 250 people will attend and hope to raise a minimum of \$5,000.

**RECOMMENDATION**

Staff recommends approval.

**PRIOR ACTION/REVIEW**

None

**FISCAL INFORMATION**

As per the Legal Department, in-kind sponsorships that involve the gifting of City services and/or the use of City facilities at a free or reduced rate require City Council approval.

Granting the in-kind sponsorship request consisting of waiver of the Civic Center rental fees on November 19, 2016, will not exceed \$1,400.

The City Council authorized a total of \$418,643 (including HOT funds) in City support to six sponsored-events in the 2016 calendar year. If Council-approved funding continues at the current level, special event sponsorships will total approximately \$440,333 (including HOT funds and two new special-event requests) by the end of this year. (Exhibit 2).

**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. Running Total of In-Kind Support
3. Proposed Ordinance

Respectfully submitted:  
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Parks and Recreation

Prepared by:  
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