



Legislation Text

File #: ID 17-169, **Version:** 1

AGENDA INFORMATION SHEET

AGENDA DATE: February 21, 2017

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 \$4,600 of in-kind services and resources for the 32nd Annual Texas Storytelling Festival to be held in the Civic Center located at 321 E. McKinney Street, beginning March 9-12, 2017; and providing an effective date.

BACKGROUND

The Texas Storytelling Festival is organized by board members and volunteers. In 2016, the City Council authorized waiving one-half of the Civic Center rental fee of \$9,200 for a total of \$4,600 for the event. In addition to the reduced rental fee, the Texas Storytelling Festival received \$52,747 in Hotel/Motel Occupancy Tax (HOT).

The Texas Storytelling Festival expects to have four vendors and estimates 400-500 people will attend the event.

RECOMMENDATION

Staff recommends waiving one-half of the Civic Center rental fee for the 2017 Texas Storytelling Festival.

PRIOR ACTION/REVIEW

The City Council authorized an agreement for the City's sponsorship of the Annual Texas Storytelling Festival on February 6, 2016, under Ordinance 2016-027. This is the fourth year the Texas Storytelling Festival is being presented to the City Council for approval.

FISCAL INFORMATION

In 2017, the Texas Storytelling Festival will receive \$52,747 in HOT funds. The estimated cost to the City to provide the requested in-kind services and facilities is not to exceed \$4,600.

The total cost of in-kind services, facilities, and HOT funds for 2017 is \$57,347. The City is recognized as a sponsor at the appropriate level. Including this event, the City Council will have authorized a total of \$91,568 (including HOT funds) in Fiscal Year 2016-17, for City support to five of the nine previously sponsored events (Exhibit 2).

The Legal Department has advised Parks and Recreation that only the City Council has the authority to give

away City resources. All sponsorships where City facilities or City services are requested at a reduced rate, or for free, require 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, Liveable & Family-Friendly Community

Related Goal: Provide and support outstanding leisure, cultural, and educational opportunities.

EXHIBITS

1. Letter of Request
2. Running Total of Requested Support
3. Proposed Ordinance

Respectfully submitted:
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Parks and Recreation

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