



## Legislation Text

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### AGENDA INFORMATION SHEET

**AGENDA DATE:** March 28, 2017

**DEPARTMENT:** Parks and Recreation

**DCM:** Bryan Langley

#### **SUBJECT**

Consider adoption of an ordinance approving a City sponsorship in an amount not to exceed \$154,000 of in-kind services and resources for the Denton Arts and Jazz Festival to be held in Quakertown Park on Friday through Sunday, April 28-30, 2017; and providing an effective date.

#### **BACKGROUND**

The Denton Arts and Jazz Festival is organized by the Denton Festival Foundation. In 2016, the City Council authorized spending up to \$150,000 of in-kind services and resources for: staff, equipment, supplies, facilities, security, and park maintenance support, use of the Civic Center, Quakertown Park, and the Senior Center. In addition to the City sponsorship of \$150,000, the Denton Festival Foundation received \$91,309 in FY 2015-16 Hotel/Motel Occupancy Tax (HOT) funds.

This year the Denton Festival Foundation expects to host approximately 260 vendors and estimates 225,000 people throughout the three day event at the Arts and Jazz Festival.

A change to the 2017 sponsorship agreement includes liability for damages done to City property that exceed normal wear and tear. This change was added in response to damages at Quakertown Park in 2015. The damage liability addition will be included in all future sponsorship agreements. Event organizers have been notified.

#### **RECOMMENDATION**

Staff recommends approval.

#### **PRIOR ACTION/REVIEW**

On March 1, 2016, City Council authorized an agreement for the City's sponsorship in an amount of \$150,000 under Ordinance No. 2016-073. On February 17, 2015, City Council authorized an amount of \$142,000 under Ordinance No. 2015-031 and again on April 1, 2014, in an amount of \$123,000 under Ordinance 2014-093.

#### **FISCAL INFORMATION**

In 2017, Denton Festival Foundation will receive \$100,000 in fiscal year 2016-17 HOT funds. The estimated cost to the City to provide the requested in-kind services and facilities is estimated to be \$154,000. The City is recognized as a sponsor at the appropriate level. Including this event, the City Council will have authorized a total of \$163,564 of in-kind City support to six of the nine previously sponsored special events for fiscal year 2016-17.

The Legal Department has advised that only the City Council has the authority to gift city resources. All

sponsorships where city facilities or city services are requested for free or at a reduced rate require 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, Liveable, 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. Proposed Co-sponsorship Agreement
3. Actual Costs for Fiscal Years 2014-16
4. Running Total of In-Kind Support
5. Proposed Ordinance

Respectfully submitted:

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Parks and Recreation

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