



Legislation Text

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AGENDA INFORMATION SHEET

AGENDA DATE: April 18, 2017

DEPARTMENT: Parks and Recreation Department

DCM: Bryan Langley

SUBJECT

Consider adoption of an ordinance approving a City sponsorship in an amount not to exceed \$11,000 of in-kind services and resources for the Denton Juneteenth Celebration to be held in Fred Moore Park from June 16 through 17, 2017; and providing an effective date.

BACKGROUND

The 45th Annual Denton Juneteenth Celebration is organized by community volunteers. In 2016, City Council authorized spending up to \$19,000 of in-kind services and resources for staff time, equipment, supplies, facilities, park maintenance support; and the use of the Fred Moore Park, Martin Luther King Jr. Rec Center and American Legion Hall. In addition to the City sponsorship, the Denton Juneteenth Celebration received \$13,205 in FY 2015-16 Hotel/Motel Occupancy Tax (HOT) funds. This year, the Denton Juneteenth Celebration expects to host approximately 40 vendors and estimates 4,000 people throughout the two-day event.

A recent provision added to the Sponsorship Agreement alerts event organizers of their responsibility for damages caused to City property, beyond normal wear and tear, during the hosting of their events. This necessity results from the significant damages caused to Quakertown Park in 2015 and the substantial costs associated with remediation. The Parks Department has noticed special event organizers of the liability provision, and it is now included in all sponsorship agreements.

RECOMMENDATION

Staff recommends approval.

PRIOR ACTION/REVIEW

April 5, 2016, City Council authorized an agreement for the City's sponsorship in an amount of \$19,000, Ordinance No. 2016-111.

February 17, 2015, City Council authorized an amount of \$18,000, Ordinance No. 2015-034. May 6, 2014, in an amount of \$13,500, Ordinance No. 2014-131.

FISCAL INFORMATION

In 2017, the Denton Juneteenth Celebration will receive \$17,205 in HOT funds. The estimated cost to the City to provide the requested in-kind services and facilities at the same level in 2016 is expected to be \$11,000. This cost estimate is based upon clear weather; in the event of inclement weather, staff and supply costs increase. The City is recognized as a sponsor at the appropriate level. Including this event, the City Council will have

authorized a total of \$197,850 of in-kind City support to eight of the nine previously-sponsored events. The Legal Department has advised Parks and Recreation that only the City Council has authority to gift city resources. All sponsorships where city facilities or 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. Actual Costs for Fiscal Years 2014-16
3. Running Total of In-Kind Support
4. Sponsorship Agreement
5. Proposed Ordinance

Respectfully submitted:
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