

MEMORANDUM

TO: Donna Barron, City Manager

FROM: James Kunke, Community Relations & Tourism Director

DATE: September 17, 2018

SUBJECT: **Consideration of a Variance to the Lewisville City Code Section 2-201, Fee Schedule, Regarding Waiving Fees Associated with the Shared Table Fundraiser on October 14, 2018, and to Provide In-Kind Equipment and Staff Support, as Requested by Main & Mill Association.**

BACKGROUND

Wayne Ferguson Plaza opened in September 2015 and has become the site for many public events, including city festivals and concerts. City staff actively pursues other events and activities that could take place in the plaza as a way to bring more residents and visitors to the historic downtown as part of creating a thriving entertainment district.

The plaza is available for rental by outside groups, and has been used for that purpose several times, including some events that were open to the public. Recent paid rental clients have included DenCo 911 and Bethel Church Dallas. These rentals are managed by staff at Medical City Lewisville Grand Theater.

Main & Mill Association (Old Town Business Association) is a nonprofit organization that exists to promote businesses in the Old Town district. Toward that end, the group presents or participates in visitor-oriented events such as Old Town Holiday Stroll and Western Days. Since the opening of Wayne Ferguson Plaza, the group has wanted to put on a public event in the plaza.

Volunteers with Main & Mill are planning their second Shared Table event on October 14 that will highlight local businesses while also raising money for publicly accessible art projects and to pay the electricity costs associated with the city-funded exterior lighting program. The Association has asked City Council to consider waiving rental and special event fees, and to approve in-kind marketing assistance through city outlets.

ANALYSIS

Shared Table is scheduled for Sunday, Oct. 14, starting at 6 p.m. Attendance is limited to 100 people at \$100 per person. It is being billed as an intimate open-air dining experience featuring local bites, spirits, and entertainment. All food and drink will come from Old Town businesses, served in flights with food and beverage pairings.

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Total amount of the requested waiver is expected to be \$2,019.88. That includes \$274.88 in Special Event fees for the permit and for Parks staff; and \$1,745.00 in rental fees through MCL Grand for use of Wayne Ferguson Plaza and for tables and chairs. City Council approved the waiver in 2017 with the stipulation that event proceeds be used for Old Town marketing or public art. City Council later approved using those proceeds for a mural on the side of Beside The Bride, facing south toward Old Town Wine House and Perc Coffeehouse. The intent is to use 2018 proceeds to add a second panel to the mural.

Regardless of the waiver request, proof of insurance will be required. In addition, there is a \$300 refundable damage deposit that has not been waived for previous events. Main & Mill Association has been made aware of those requirements.

RECOMMENDATION

That City Council approve the requested waiver of special event and rental fees, and approve providing in-kind marketing support for the Shared Table event.

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