



CITY COUNCIL AGENDA ITEM BRIEFING SHEET

Council Date: March 10, 2026	Department: Admin	Presented By: Communications Director Rose Hoffman
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AGENDA ITEM: Discussion/Action: to consider approval of the sponsorship application from The District for HOT (Hotel Occupancy Tax).

BACKGROUND: The City has received an application from The District at Willow Park for a sponsorship for their 2026 Entertainment Season, which runs April-November. The sponsorship includes opportunities for signage, video advertising, and on-site presence for events.

STAFF/BOARD/COMMISSION RECOMMENDATION:

Staff has reviewed the application and recommends the Production Sponsor at the \$20,000 level.

EXHIBITS:

City of Willow Park Style and Branding guidelines

ADDITIONAL INFO:	FINANCIAL INFO:	
	Cost	\$20,000
	Source of Funding	Hotel Occupancy Taxes