



City of Denton

City Hall
215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Meeting Agenda

Community Partnership Committee

Friday, April 26, 2024

8:00 AM

City Council Work Session Room

After determining that a quorum is present, the Community Partnership Committee of the City of Denton, Texas, will convene in a Regular Meeting on Friday, April 26, 2024 at 8:00 a.m. in the Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas at which the following items will be considered:

1. ITEMS FOR CONSIDERATION

- A. [CPC24-015](#) Consider approval of the minutes from March 22, 2024.

Attachments: [Exhibit 1 Agenda Information Sheet](#)
[Exhibit 2 Draft Minutes](#)

- B. [CPC24-016](#) Receive presentations and hold a discussion regarding organizations that receive Hotel Occupancy Tax and Sponsorship funding.

Attachments: [Exhibit 1 Agenda Information Sheet](#)
[Exhibit 2 Discover Denton Presentation](#)
[Exhibit 3 Denton Main Street Association Presentation](#)
[Exhibit 4 Greater Denton Arts Council Presentation](#)
[Exhibit 5 Thin Line Presentation](#)

- C. [CPC24-017](#) Receive a report and hold a discussion regarding the After Action Report for the Texas Storytelling Festival that received Hotel Occupancy Tax and Sponsorship Program funding.

Attachments: [Exhibit 1 Agenda Information Sheet](#)
[Exhibit 2 Presentation](#)
[Exhibit 3 Texas Storytelling Festival Report](#)

- D. [CPC24-018](#) Receive a report, hold a discussion, and provide a recommendation regarding a hotel occupancy tax funding request for Program Year 2024.

Attachments: [Exhibit 1 Agenda Information Sheet](#)
[Exhibit 2 Presentation](#)
[Exhibit 3 PY 2024 HOT Financials](#)

- E. [CPC24-020](#) Receive a report, hold a discussion, and give staff direction regarding the Sponsorship Program for Fiscal Year 2024-25.

Attachments: [Exhibit 1 Agenda Information Sheet](#)
[Exhibit 2 FY 24-25 Sponsorship Guidelines Redlines](#)
[Exhibit 3 FY 24-25 Sponsorship Application Redlines](#)

- F. [CPC24-021](#) Receive a report, hold a discussion, and give staff direction regarding the Hotel Occupancy Tax (HOT) Program Year 2025 for fiscal year 2024-25.

Attachments: [Exhibit 1 Agenda Information Sheet](#)
[Exhibit 2 PY 2025 HOT Guidelines Redlines](#)
[Exhibit 3 PY 2025 HOT Application Redlines](#)

- G. [CPC24-023](#) Hold a discussion and give staff direction regarding the meeting schedule for the remainder of the 2024 Community Partnership Committee meeting calendar.

Attachments: [Exhibit 1 Agenda Information Sheet](#)
[Exhibit 2 Committee Meeting Dates](#)

2. CONCLUDING ITEMS

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Community Partnership Committee or the public with specific factual information or recitation of policy, or accept a proposal to place the matter on the agenda for an upcoming meeting AND Under Section 551.0415 of the Texas Open Meetings Act, provide reports about items of community interest regarding which no action will be taken, to include: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen; a reminder about an upcoming event organized or sponsored by the governing body; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality; or an announcement involving an imminent threat to the public health and safety of people in the municipality that has arisen after the posting of the agenda.

NOTE: The Community Partnership Committee reserves the right to adjourn into a Closed Meeting on any item on its Open Meeting agenda consistent with Chapter 551 of the Texas Government Code, as amended, or as otherwise allowed by law.

CERTIFICATE

I certify that the above notice of meeting was posted on the official website (<https://tx-denton.civicplus.com/242/Public-Meetings-Agendas>) and bulletin board at City Hall, 215 E. McKinney Street, Denton, Texas, on Tuesday, April 23, 2024 in advance of the 72-hour posting deadline, as applicable, and in accordance with Chapter 551 of the Texas Government Code.

OFFICE OF THE CITY SECRETARY

NOTE: THE CITY OF DENTON'S DESIGNATED PUBLIC MEETING FACILITIES ARE ACCESSIBLE IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT. THE CITY WILL PROVIDE ACCOMMODATION, SUCH AS SIGN LANGUAGE INTERPRETERS FOR THE HEARING IMPAIRED, IF REQUESTED AT LEAST 48 HOURS IN ADVANCE OF THE SCHEDULED MEETING. PLEASE CALL THE CITY SECRETARY'S OFFICE AT 940-349-8309 OR USE TELECOMMUNICATIONS DEVICES FOR THE DEAF (TDD) BY CALLING 1-800-RELAY-TX SO THAT REASONABLE ACCOMMODATION CAN BE ARRANGED.



City of Denton

City Hall
215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Legislation Text

File #: CPC24-015, **Version:** 1

AGENDA CAPTION

Consider approval of the minutes from March 22, 2024.



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Cassey Ogden

DATE: April 26, 2024

SUBJECT

Consider approval of the minutes from March 22, 2024.

BACKGROUND

The draft minutes from the Community Partnership Committee meeting held on March 22, 2024, are attached for the Committee's consideration and approval.

EXHIBITS

Exhibit 1 Agenda Information Sheet

Exhibit 2 Draft Minutes

Respectfully submitted:
Jessica Williams
Chief Financial Officer

Prepared By:
Daniel Jones
Senior Grant Analyst
Grants Management Office

City of Denton Community Partnership Committee

After determining that a quorum was present, the Community Partnership Committee of the City of Denton, Texas, convened in a Regular Meeting on Friday, March 22, 2024, at 8:23 a.m. in the Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Chair Joe Holland and Member Vicki Byrd.

1. ITEMS FOR CONSIDERATION

- A. **CPC24-007** Consider approval of the minutes from February 23, 2024.

The item was presented and approved.

- B. **CPC24-008** Receive a presentation and hold a discussion regarding Denton's Day of the Dead Festival.

The item was presented, and discussion followed.

- C. **CPC24-009** Receive a presentation and hold a discussion regarding the North Texas State Fair and Rodeo.

The item was presented, and discussion followed.

- D. **CPC24-010** Receive a presentation and hold a discussion regarding the Denton Arts and Jazz Festival.

The item was presented, and discussion followed.

- E. **CPC24-014** Receive a presentation and hold a discussion regarding the Denton Black Film Festival.

The item was presented, and discussion followed.

- F. **CPC24-011** Receive a report and hold a discussion regarding the Sponsorship Program.

The item was presented, and discussion followed.

- G. **CPC24-012** Receive a report and hold a discussion regarding the Hotel Occupancy Tax (HOT) Program for Program Year (PY) 2023.

The item was presented, and discussion followed.

- H. **CPC24-013** Receive a report and hold a discussion regarding the After Action Report for the Denton Black Film Festival that received Hotel Occupancy Tax and Sponsorship Program funding.

The item was presented, and discussion followed.

2. CONCLUDING ITEMS

Next meeting April 26th at 8:00am

With no further business, the meeting was adjourned at 9:56 a.m.

Joe Holland
Chair

Joseph Haddad
Recording Secretary

MINUTES APPROVED ON: _____



City of Denton

City Hall
215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Legislation Text

File #: CPC24-016, **Version:** 1

AGENDA CAPTION

Receive presentations and hold a discussion regarding organizations that receive Hotel Occupancy Tax and Sponsorship funding.



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Cassey Ogden

DATE: April 26, 2024

SUBJECT

Receive presentations and hold a discussion regarding organizations that receive Hotel Occupancy Tax and Sponsorship funding.

BACKGROUND

This item is to allow the Community Partnership Committee to receive presentations by Discover Denton, the Denton Main Street Association, the Greater Denton Arts Council (GDAC), and the Texas Filmmakers Corporation (Thin Line Fest event organizer).

Discover Denton is a division of the Denton Chamber of Commerce that is a contractor managing and conducting the business of the City of Denton as a Destination Marketing Organization. They engage in marketing and promoting Denton year-round partnering with organizations to hold conventions, meetings, and events in the City of Denton.

Discover Denton funding allocations:

- HOT fund allocation
 - Discover Denton \$1,657,000
 - Downtown Ambassador Program \$28,400

The Denton Main Street Association is responsible for promoting downtown events and tourism. Their vision is “to maintain downtown Denton’s appeal as a center for shopping, dining, and entertainment [and] to promote business growth and preserve Denton’s historic character” and their mission is “to promote and preserve downtown Denton as a vital asset to the community.”

Denton Main Street Association funding allocations:

- HOT fund allocation \$80,000

GDAC is housed at the Patterson-Appleton Arts Center and operates as a catalyst for creativity, advocacy, and collaboration where they celebrate the arts, inspire innovation, and engage with the community. GDAC celebrates the arts through publicity, educational programs, and diverse and dynamic events for visitors of all ages. They are a resource for funding and facility space for established and emerging artists and cultural organizations. GDAC strives to serve as a liaison and trusted advocate for the arts in the community, working with area agencies and local governments to promote the creativity of the City throughout the region and beyond.

GDAC funding allocations:

- HOT Fund Allocation \$160,000
- Sponsorship Allocation \$4,000 used for a subgrant program

The Texas Filmmakers Corporation organizes the Thin Line Fest. Thin Line is a documentary film festival, a multi-genre music festival, a photography festival, and a downtown art market all in a five-day event held at the end of April. Artists gather in Denton from all around the world to exhibit or perform their work. In 2023, the festival screened all the films at the Campus Theatre.

Thin Line funding allocations:

- HOT Fund Allocation \$50,000
- Sponsorship Allocation \$6,000 used for artists fees
- Sponsorship In-Kind \$1,000 for Police personnel

EXHIBITS

Exhibit 1 Agenda Information Sheet

Exhibit 2 Discover Denton Presentation

Exhibit 3 Denton Main Street Association Presentation

Exhibit 4 GDAC Presentation

Exhibit 5 Thin Line Presentation

Respectfully submitted:
Jessica Williams
Chief Financial Officer

Prepared By:
Daniel Jones
Senior Grant Analyst



Discover Denton

Name: Erin Carter

Title: President

Organization:

**Denton Chamber Of Commerce dba
Discover Denton**



Background

- Discover Denton is the Destination Marketing Organization (Convention & Visitor's Bureau) under the Denton Chamber of Commerce.
 - Formed in 1978
 - Discover Denton Advisory Board of 12 members
- The Mission of Discover Denton, a department of the Denton Chamber of Commerce, is to market and promote Denton to generate demand for the destination, creating a positive economic impact for the community.
- Together, the Marketing, Sales & Services, and Visitor Center teams work to deliver meaningful messages to the public and inspire them to choose Denton as their next travel and meeting destination, by highlighting our notable vibrant attractions that deliver authentic and memorable experiences.



Tourism Divisions

Together, the Marketing, Sales & Services, and Visitor Center teams work to deliver meaningful messages to the public and inspire them to choose Denton as their next travel and meeting destination, by highlighting our notable vibrant attractions that deliver authentic and memorable experiences.

- **Sales and Services** – Generate maximum hotel/motel occupancy within the Denton hospitality portfolio of hotels and favorably impact the Denton economy through meetings, conventions, special events and tourism.
- **Marketing** – Use integrated marketing efforts and storytelling to achieve a positive image of Denton by building relationships with travelers to create a robust travel economy.
- **Visitor Center** – Make Denton *SHINE* by welcoming visitors, extending friendly hospitality, and serving as a knowledgeable representative of Denton.



Economic Impact of Tourism

- As of April 2024, **48** definite groups on the books through July 2030, represent and estimated economic impact (EEI) of **\$7.69 million**
- In 2023, **641,593** hotel room nights sold, representing revenue of **\$66,489,407**
- In 2022, Discover Denton tourism contributed more than **\$280 million** into our local economy by direct traveler spending. Discover Denton tourism also generated over **\$26 million** dollars in tax revenue from travel related purchases, including lodging, food and beverage, retail goods, and motor fuel. (2023 numbers have not been reported)



Future Plans - TPID

- Denton Tourism Public Improvement District (TPID) is designed to increase the funding available to market and provide incentives to enhance Denton's performance as a meetings and conventions, sports, and tourism destination.
- The boundary of the district is all hotels within Denton that have 75 rooms or more. The TPID assessment is 2% on all occupied rooms. The funds are restricted to use for the following:
 - Marketing and Sales
 - Research and Administrative Fees



Questions?

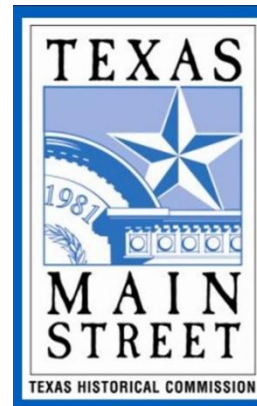


Denton Main Street Association

Kristen Pulido
Main Street Program Manager
City of Denton,
Economic Development

Denton Main Street Association

- Formed in 1990 through the Texas Main Street Association



Vision Statement

To maintain downtown Denton's appeal as a center for shopping, dining, and entertainment. To promote business growth and preserve Denton's historic character.

Mission Statement

To promote and preserve downtown Denton as a vital asset of the community.



DMSA Executive Board 2024



President
Kristen Kendrick-Bigley
UNT CoLab



VP of Marketing
Courtney Stucky
Aspiro Agency



VP of Membership
Cindy Tysinger
Regenus



VP of Promotions
Jessica DeRoche
NCTC



Secretary/Treasurer
Desmond Moore
Miss Angeline's

DMSA Board 2024

- Heather Walker-Brite Smiles by Heather
- Clint West-Pros Pm
- Jen Morgan-DCBC
- Brandy Pope-Scott Brown Commercial
- Steve Severance-Steve's Wine Bar
- Diane Mayes-Patchouli Joes
- Aaron Benedict-Point Bank
- Jennifer Schindler-Salon NV
- Taylor Bales-True Leaf Studio



Twilight Tunes

-Award winning free concert series in Downtown Denton

Summer Series: Established in 1994

- Every Thursday in May and June with International Make Music Day to end the series
- Located on the Denton County CHOS lawn
- Average weekly attendance 550
- 5-7 sponsors each week that set-up tables to promote their products or initiatives



Twilight Tunes

-Award winning free concert series in Downtown Denton

Fall Series: Established in 2022

- Every Thursday in October
- Located at Wolff's Park
- Average weekly attendance 300
- 2-3 sponsors each week that set-up tables to promote their products or initiatives
- Local vendors set-up to sell



Arts & Autos

-Classic Car show, live music, chalk fest competition, and vendor market in the heart of Downtown Denton

Established in 1999 –Average attendance 7-10K

- Every second Saturday in September
- 50-60 vendors set-up on the Denton County CHOS lawn
- 250-300 cars parked in and around the Downtown square
- All age Chalk Fest competition which creates unique art pieces on the Downtown sidewalk
- Live Music



Wassail Fest

Established in 1999

- Partner with the Denton Holiday Lighting Foundation to create a fun and festive way to celebrate the winter holidays by tasting a variety of Wassail created by local Downtown Businesses.



Free Wassail Tastings!



Saturday, Dec. 2nd

5-9pm

**20+ free wassail
tastings from
participating
businesses**

**Vote on your
favorite!**

Learn More: DentonMainStreet.org

Additional events Denton Main Street hosts

- Share the Love
- Spring Open House
- Holiday Open House



PARTICIPATING BUSINESSES & NON-PROFITS

- | | | |
|--|---|---|
| • Brite Smiles by Heather
w/ Denton Public School Foundation | • The Cookie Crave
w/ The Art Room | • Barley & Board
w/ Our Daily Bread |
| • Patchouli Joe's Books & Indulgences
w/ St. Andrew Presbyterian Church | • Susie's Snack Shop
w/ United Way of Denton County | • Andy's Bar & Paschall Bar
w/ Greater Denton Arts Council |
| • Lone Star Naturals
w/ RegenusCARES | • Salon NV
w/ Friends with Benefits | • Miss Angeline's
w/ Friends with Benefits |
| • Yellow Dog Art Bar and Gallery
w/ Denton Animal Support Foundation | • True Leaf Studio
w/ RegenusCARES | • Half Pint Children's Boutique
w/ Interfaith Ministries of Denton |
| • Neighborhood Autos
w/ Denton Animal Support Foundation | • Vibe Digital Marketing
w/ Downtown Denton Foundation | • Studio LaSalle
w/ Denton Public School Foundation |




Tourism

- How does your festival attract overnight tourists to the City of Denton's hotels and motels?
 - Billboards outside the city limits
 - Digital Marketing-Instagram & Facebook, Digital Ads, & Website
 - Print Ads: Robson Ranch, Cross Timbers Gazette, DRC, Tour Texas



NOW AVAILABLE!



DENTON MAIN STREET DOLLARS
DOWNTOWN DENTON, TEXAS

The BEST Last-Minute Gift Idea!

Denton Main Street Dollars is an e-gift card program (powered by Yiftee).

It allows anyone to purchase e-gift cards that can be used at ANY participating business in downtown Denton!

Better than a gift card to one business. Let them choose where they want to spend it!

BUY TODAY: bit.ly/dentonmainstreetdollars

Learn more: www.DentonMainStreet.org



VISIT DOWNTOWN DENTON

UNIQUE SHOPS.
GREAT DINING.
FUN ENTERTAINMENT.
VIBRANT NIGHTLIFE.



Scan the QR code for more info.

Tourism

- How does your festival promote tourism in the City of Denton?
 - Aspiro Reporting: Facebook/Instagram Ads
 - [Marketing Reports - Google Drive](#) (2023 Annual Report)
 - Vibe Digital Marketing
 - [DMSA Dashboard Report.pdf](#) (2024 Q2 Report)
 - DMSA Website
 - [Twilight Tunes – Denton Main Street Association](#)



Future Plans

- Hotel Partners: help promote and advertise DMSA's event
 - Embassy Suites has offered a 10% discount code for those visiting for Main Street events
- Multi-day events
- Bigger Print Ad and Digital Marketing efforts
 - Texas Monthly
 - Expedition Texas: Main Street Reborn series
 - Billboard: Event focused and/or year-round promotion of Denton Main Street



Questions?



Greater Denton Arts Council

Krissi Oden

Executive Director

Greater Denton Arts Council



Background

- **Greater Denton Arts Council**

- GDAC was formed in 1969 and has been fostering and supporting the arts for almost 55 years!
- Our board is currently made up of 15 members that include artists, musicians, thespians, UNT and TWU professors, deans and directors, and advocates from and around the community.
- The mission of GDAC is to be a catalyst for creativity, advocacy, and collaboration. The Patterson-Appleton Arts Center is our home where we celebrate the arts, inspire innovation, and engage community.



Exhibitions and Events

- **Materials Hard + Soft Exhibition**

- International contemporary craft competition and exhibition that has run for 37 years
- Celebrates the evolving field of contemporary craft
- Submissions from all over the country, and often, outside of the country as well. This exhibit is hailed as one of the leading craft exhibits and admission is highly sought after among artists.



Exhibitions and Events

- **Thursday Evening Programming**

- The Patterson-Appleton Arts Center is open late every Thursday evening and offers free programming to visitors. These events are often attended by people from outside of Denton.
- The programs offered on these evenings range from hands on workshops, musical or theatrical performances, exhibition openings, etc.



Exhibitions and Events

- **First Friday Evenings**
- GDAC began participating in First Friday evenings this year.
- The programming includes musical, dance, and/or theatrical performances and with each one, we have drawn in a larger crowd.



Exhibitions and Events

- **Gallery Exhibitions**

- Within our 3 galleries, GDAC averages around 16 exhibitions each year. These bring in visitors from Denton as well as outside of the area.
- In addition to the exhibitions, workshops and programs based on the work in the shows are created, drawing more interest in the exhibition and increasing traffic.



Future Plans

- Creation of a new signature exhibition grounded in contemporary practices and immersive/digital techniques and experiences.
- Art experience package options for conferences/conventions/other visiting groups.
- New “Electric” exhibition beginning this October focusing on light art installations inside and outside of the Patterson-Appleton Arts Center.
- Art festival in December.
- Popul Vuh exhibit. This exhibit is bringing in work from a Professor at NYU. The exhibit has only been showcased in one other museum in Texas and will likely draw visitors from all over.
- Murder Mystery Evening Events



Questions?



Thin Line Fest

Joshua Butler

President

Texas Filmmakers Corporation



Designed as A Destination Event

- Multiple Days (now 5)
- Unique, Varied Content (Only Doc Fest in Texas)
- Easy Access for National and International Guests
- Elevated Customer Service
- Wide Appeal with Strong Branding



Brief History – 20 Years

- Texas Filmmakers founded June of 2004, with 3 year fest goal
- A Boost from Euline Brock in 2006, 1st fest in 2007
- Kathy Orr joins Board in 2010
- In 2014 Music is Added with help of Bryan Denny, Photo added in 2015
- 2017 Thin Line becomes a Free Festival
- We go virtual 2020 and 2021 (no HOT), returning in-person 2022
- 2023 we move to old Jazz Fest dates and hold all programming downtown



Historical Press Summary (National)

- 2006 – Exhibiting at SXSW
- 2006 – Announcement in Dallas Business Journal
- 2007 – Indie Slate Magazine
- 2011 – NY Times
- 2014 – MovieMaker Magazine
- 2016 – Filmmaker Magazine



Festival Facts

- 2024 is the 17th Annual
- 2023 had 17,000 attendees across all festival events
- This year we have 60 documentaries (22 Texas Premieres), 85 bands across 7 stages, and 175 photographs exhibited at two downtown galleries.
- Denton Makers Fest on the Square with 100 vendors and outdoor music



Why Free?

- More Accessible, More Value for Attendee, More \$\$\$ to Spend Locally
- A Differentiator
- A Focus on Data
 - Unique Registrants
 - Attendee Profile (Full Contact Details)
 - Personalization (65% Music, 25% Film, 10% Photography)
 - Location Scanning (Attendee Tracking)



Data Summary – We Attract Out-of-Towners

- 60% from non-Denton Zips (2,500 in 2023)
 - At \$50 spend per person = \$125,000
- 12.5% from non-DFW cities (500 in 2023)
- 75 hotel nights in 2024 (artists only)
 - 80% of out-of-state Photographers (Canada, Colorado, Georgia)
 - Filmmakers from Norway, NYC, LA, Pittsburgh



HOT Fund Strategy

- Advertising Only through 2023
- Match Strategy = More Value for every HOT Dollar
 - 2022: Observer, Weekly
 - 2023: Observer, Weekly, KERA/KXT
 - 2024: Observer, Weekly, KERA/KXT, DMN, Star-Telegram, Do214
 - \$32K HOT Fund Ad Allotment + 86% match rate = \$60K Total Campaign Value



HOT Fund Strategy (2024 Impressions)

- Web Banner, Email, Social = 3.5M
- Print (3 x Full, 5 x 1/2, 6 x 1/4) = 500K Readership
- Every Ad, Every Mention, Every Editorial includes Denton



2024 Creative Examples

A FEST LIKE NO OTHER.
DENTON RESERVE YOUR FREE WRISTBAND TODAY



APRIL 24-28

**5 DAYS,
85 BANDS**

APRIL 24-28
DOWNTOWN DENTON



RESERVE YOUR FREE WRISTBAND TODAY

PANAVISION DENTON AtomicaMusic

**FILM
MUSIC
PHOTO**

APRIL 24-28
DOWNTOWN DENTON

A Photographic Memory
Directed by Rachel Elizabeth Seed



RESERVE YOUR FREE WRISTBAND TODAY

PANAVISION DENTON AtomicaMusic

APRIL 24-28
DOWNTOWN DENTON
RESERVE YOUR FREE WRISTBAND TODAY



**A
DIFFERENT
KIND OF
VIBE.**

PANAVISION DENTON AtomicaMusic

60 FILMS,
85 BANDS,
150 PHOTOS

**A
DIFFERENT
KIND OF
VIBE.**



FREE FEST
APRIL 24-28
DOWNTOWN DENTON

Jasimi, "Vortex"
Dir. by Alyx Soard

CITY OF DENTON

PANAVISION FALCON

KXT 91.7 AtomicaMusic

IMPRESS GRAPHICS Observer

Denton Record-Chronicle The Dallas Morning News



Additional City Sponsorship Benefits

- 2 Pages in Print Program
- Logo on all festival signage
- 60 second on-screen video ad
- On-screen slide ad in rotation



HOT Fund Strategy (Cont)

- PY 2024 asked for & received “Arts” Funds (\$18K)
 - 16% to local arts organizations
- PY 2025 will ask for substantial increases in “Arts” funding
 - Can grow local spend to 25% or more
 - Ensures longevity, Allows Volunteers to Focus on Event Planning

Challenges

- Need to advertise beginning in Sep
- Need close coordination with CVB on hotels
- Need full payment earlier

Conclusion

- A reliable event with mass appeal
- A focus on data
- A proven record of attracting out-of-town attendees
- A commitment to deliver high value for every city granted dollar
- We've built a machine, we need fuel to achieve our growth potential



Questions?



City of Denton

City Hall
215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Legislation Text

File #: CPC24-017, **Version:** 1

AGENDA CAPTION

Receive a report and hold a discussion regarding the After Action Report for the Texas Storytelling Festival that received Hotel Occupancy Tax and Sponsorship Program funding.



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Cassey Ogden

DATE: April 26, 2024

SUBJECT

Receive a report and hold a discussion regarding the After Action Report for the Texas Storytelling Festival that received Hotel Occupancy Tax and Sponsorship Program funding.

BACKGROUND

The Hotel Occupancy Tax Program and the Sponsorship Program provide cash funding, and in-kind support, through City services to local nonprofit organizations that host events and programs within the City of Denton. For events that receive in-kind support through City services, City Staff prepares After Action Reports (AARs) to provide information on any incidents or issues Staff experienced during the event and to provide recommendations for future event coverage.

The Special Event Committee met on April 11, 2024, and reviewed the event and City services provided to the Texas Storytelling Festival.

No incidents occurred.

No recommendations for future events. The event organizers have already submitted the special event permit application for the 2025 event and have contacted the Civic Center Supervisor to reserve the event dates.

EXHIBITS

Exhibit 1 Agenda Information Sheet

Exhibit 2 Presentation

Exhibit 3 Texas Storytelling Festival Report

Respectfully submitted:
Jessica Williams
Chief Financial Officer

Prepared By:
Daniel Jones
Senior Grant Analyst



After Action Reports

Community Partnership Committee

CPC 24-017

April 26, 2024

After Action Reports

- AARs include the following information:
 - a summary of the services performed by each department that provided service to the event
 - if any incidents occurred, a description of the issue and how it was resolved
 - opportunities for increased levels of service
 - recommendations for future events
- AARs are presented to the Community Partnership Committee at the next regular meeting after the Special Event Committee has reviewed the conclusion of an event and the AAR.
- AARs will be used to make planning assumptions and estimations for levels of service required at future events.



Texas Storytelling Festival Report

- March 7-10, 2024
- Estimated Attendance – 2,700 (as provided by event organizer)
- HOT Fund Allocation \$59,055
- Sponsorship In-Kind \$11,120 for Parks Facilities and Personnel services and Police services.
- The Texas Storytelling Festival is one of the few storytelling festivals in the State of Texas and surrounding Oklahoma, Arkansas, and Louisiana areas. This year was the 39th annual festival and featured storytellers, concerts, workshops, master classes, a liars contest, and poetry slams.
- No reported incidents occurred.
- No recommendations for future events. Event organizers have already submitted the 2025 permit request.



Questions?





City of Denton Emergency Management

Denton Fire Department

FOR OFFICIAL USE ONLY



Post Event Summary

Event Name	Tejas Storytelling Festival 2024
Dates of Event	3/7/24-3/10/24
Date of Report	
Peak EOC Activation Status	Not Activated

Background and History of Event:

Established in 1985, the Texas Storytelling Festival, organized by the Tejas Storytelling Association, is an annual event deeply rooted in Denton, Texas. Founded as a non-profit initiative to promote storytelling and build community, the festival has grown into a significant gathering for local and statewide participants.

Providing a platform for storytellers to share their narratives and connect with audiences, the festival has become a cultural fixture, drawing storytellers, educators, and enthusiasts who appreciate the impact of spoken word.

With a focus on tradition and innovation, the festival has contributed to Denton's reputation as a center for artistic expression. As it continues to unfold annually, the Texas Storytelling Festival remains a straightforward celebration of storytelling's enduring appeal, tracing its roots back to its inception in 1985.

Timeline of Event with Responses from each Department:

No major occurrences or responses from any COD department.

Financial Expenditures:

Parks:

- Park and Facility Rentals
 - Civic Center Rental (Redbud Room) Thursday from 4 p.m. to 10 p.m.
 - Civic Center Rental (Rotunda) Thursday from 10 a.m. to 10 p.m.

City of Denton Emergency Management

- Civic Center Rental (Rotunda, Redbud, Community Room) Friday from 8 a.m. to 10 p.m.
- Civic Center Rental (Plaza) Friday from 12 p.m. to 3 p.m.
- Civic Center Rental (Plaza) Saturday from 12 p.m. to 3 p.m.
- Civic Center Rental (Rotunda, Redbud, Community Room) Saturday from 8 a.m. to 10 p.m.
- Civic Center Rental (Plaza) Saturday from 12 p.m. to 6 p.m.
- Civic Center Rental (Rotunda) Sunday from 8 a.m. to 5 p.m.
- Civic Center Rental (Redbud Room) Sunday from 8 a.m. to 2 p.m.
- Park Personnel
 - Thursday 5 p.m. to 10:30 p.m.
 - Friday 5 p.m. to 10:30 p.m.
 - Saturday 7:30 a.m. to 10:30 p.m.
 - Sunday 7:30 a.m. to 5:30 p.m.

Police:

- 11 officers at three locations
- 65 Hours of city overtime
- No calls for service

Concerns:

Parks:

None

Police:

None

Conclusions and Recommendations:

Parks:

The event organizers have already submitted the special event permit application for the 2025 event and have contacted the Civic Center Supervisor to reserve the event dates.

Police:

DPD officers overseeing the event confirmed that it ran smoothly without any overcrowding or space-related issues. Attendees appeared to genuinely enjoy the event, and there are no anticipated concerns for the next year. Staffing was effectively managed, ensuring a successful execution.

Participating Departments:

City of Denton Emergency Management
 Denton Police Department
 Denton Parks and Recreation Department

City of Denton Emergency Management



City of Denton

City Hall
215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Legislation Text

File #: CPC24-018, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and provide a recommendation regarding a hotel occupancy tax funding request for Program Year 2024.



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: City Manager's Office

CM: Sara Hensley

DATE: April 26, 2024

SUBJECT

Receive a report, hold a discussion, and provide a recommendation regarding a hotel occupancy tax funding request for Program Year 2024.

BACKGROUND

The Marketing and Communication Department is requesting Hotel Occupancy Tax (HOT) funds to promote and market the City of Denton for the month of October. The proposed project is estimated to cost \$100,000. Funding will be used for advertising, marketing, promotional, and materials costs.

Summary of Estimated Project Costs	Proposed Budget
Advertising: print, radio, social media, YouTube	\$ 40,000
Marketing: creative marketing, promotions, branding	40,000
Communications: signage, mobile-friendly engagement	20,000
Total	\$ 100,000

This request meets the eligibility requirements for the use of HOT funds. If the Community Partnership Committee decides to recommend providing financial support, the next step will be to include this amount in a budget amendment for fiscal year 2024.

FISCAL INFORMATION

If approved for \$100,000 in Hotel Occupancy Tax funds, the estimated ending fund balance for Program Year 2024 will be \$888,178. Any unspent funds from this program allocation will return to the fund balance at the end of the fiscal year.

EXHIBITS

Exhibit 1 Agenda Information Sheet

Exhibit 2 Presentation

Exhibit 3 PY 2024 HOT Financials

Respectfully submitted:
Dustin Sternbeck
Chief Communications Officer



Marketing and Communication Hotel Occupancy Tax Request

Strategic Promotional Plan – Downtown
Programming for the Month of October

Jessica Williams
Chief Financial Officer
Finance Department

Kayla Herrod
Deputy Director
Marketing and Communications
April 26, 2024

Thirty-one Days of Halloween Activities

- The City of Denton would like to create a namesake event, similar to the events held in the cities of Conway, SC and Grapevine, TX.
- These types of events spur economic activity, grow brand recognition for the city, enhance public spaces, increase positive publicity, improve community engagement and contribute to Denton's quality of life.
 - Activities will occur from October 1 to October 31 – Highlight Halloween
 - Proposed project to cost \$100,000
 - Programming & Activities will include:
 - Decoration throughout Downtown footprint, business partnerships, community events, a calendar of activities from October 1 to October 31

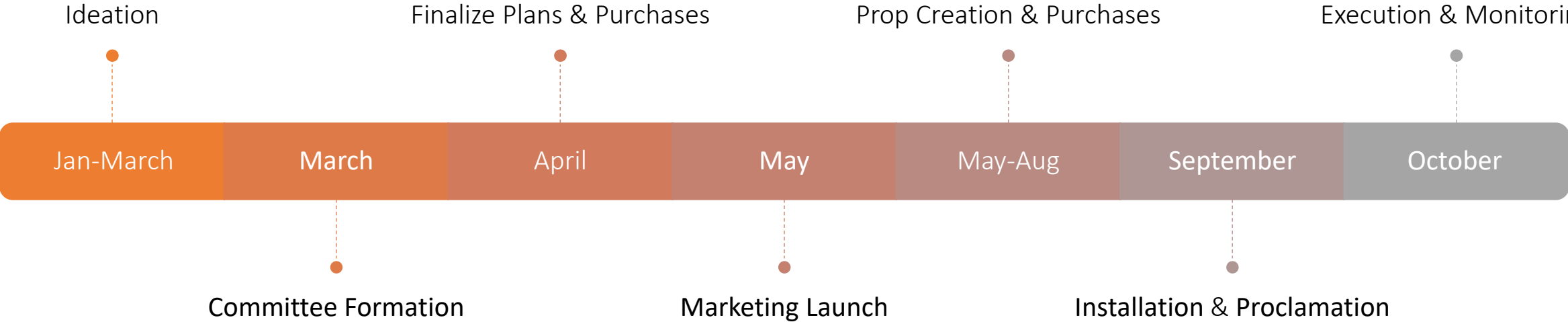


[Activity Calendar](#)

CPC 24-018

April 26, 2024

Timeline



Use of Funds/Measures of Success

- Funding will be used for:
 - Paid advertising – print, radio, social media amplification, community influencer
 - Marketing – creative buildout, promotional materials, branding
 - Communications – digital and physical signage, mobile-friendly engagement app, technology assistance
 - Event creation/set-up/take down
- Measures of Success:
 - Community sentiment monitoring
 - App downloads
 - Customer service inquiries



Questions?

Jessica Williams
Chief Financial Officer
Finance

Kayla Herrod
Deputy Director
Marketing and Communications



CPC 24-018

April 26, 2024

**CITY OF DENTON
HOTEL OCCUPANCY TAX**

Community Partnership Committee Meeting April 26, 2024

	<u>PY 2024 Budgets</u>	<u>PY 2024 YTD March 31</u>	<u>PY 2024 Budget with Request</u>
Beginning Fund Balance	\$ 1,324,996	\$ 1,569,905	\$ 1,569,905
Revenues:			
Prior Year Refunds	\$ 14,000	\$ 10,528	\$ 10,528
Convention Center Hotel	1,008,000	325,372	1,008,000
Hotel Revenue - All Others	2,800,000	901,193	2,800,000
Total Revenues	<u>\$ 3,822,000</u>	<u>\$ 1,226,565</u>	<u>\$ 3,818,528</u>
Total Resources	<u>\$ 5,146,996</u>	<u>\$ 2,796,470</u>	<u>\$ 5,388,433</u>
Expenditures:			
Denton Black Chamber of Commerce	\$ 60,000	\$ 15,000	\$ 60,000
Denton Black Film Festival Institute	51,500	51,500	51,500
Denton Breakfast Kiwanis	6,200	6,200	6,200
Denton Chamber of Commerce	1,657,000	414,250	1,657,000
Denton Community Market	68,400	34,200	68,400
Denton County Office of History & Culture	290,000	72,500	290,000
Denton's Day of the Dead	65,000	65,000	65,000
Denton Festival Foundation	125,000	31,250	125,000
Denton Holiday Festival Association	50,000	-	50,000
Denton Main Street Association	80,000	20,000	80,000
Denton Parks Foundation (1)	134,000	67,000	134,000
Denton Public Art Committee (2)	100,000	100,000	100,000
Greater Denton Arts Council	160,000	40,000	160,000
North Texas State Fair Association	312,400	78,100	312,400
Real Waves Radio Network	13,300	13,300	13,300
Tejas Storytelling Association	59,055	14,764	59,055
Theatre Denton, Inc. (Denton Community Theater)	27,000	6,750	27,000
Texas Filmmakers Corporation	50,000	25,000	50,000
Texas Veterans Hall of Fame Foundation	55,000	55,000	55,000
Downtown Ambassador	28,400	28,400	28,400
City of Denton marketing for month of October			100,000
Sub-total Recipient Expenditures	<u>\$ 3,392,255</u>	<u>\$ 1,138,214</u>	<u>\$ 3,492,255</u>
Sub-total Economic Incentive Expenditures	<u>\$ 1,008,000</u>	<u>\$ 325,372</u>	<u>\$ 1,008,000</u>
Total Expenditures	<u>\$ 4,400,255</u>	<u>\$ 1,463,585</u>	<u>\$ 4,500,255</u>
Ending Fund Balance	<u>\$ 746,741</u>	<u>\$ 1,332,884</u>	<u>\$ 888,178</u>

(1) Denton Parks Foundation organizes three events: Cinco de Mayo, Juneteenth, and Dog Days

(2) By Resolution 2013-021 PAC receives at least 2.4% of estimated hotel receipts.



City of Denton

City Hall
215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Legislation Text

File #: CPC24-020, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give staff direction regarding the Sponsorship Program for Fiscal Year 2024-25.



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Cassey Ogden

DATE: April 26, 2024

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the Sponsorship Program for Fiscal Year 2024-25.

BACKGROUND

Beginning Fiscal Year 2022-23, the Denton Parks and Recreation Department's Co-sponsorship Program was merged with the City's Sponsorship Program, which now includes an in-kind award for City services provided to an event in addition to cash awards. Program guidelines have been created to guide the administration of the program. An application has also been developed to assist the Community Partnership Committee in determining an applicant's ability to meet or exceed the purpose of the program.

Each year, the Committee reviews the current program and makes any necessary changes to the guidelines and application. The application has been updated to reflect current year dates, grammatical editing, clarification for third-party recipients, and requirements for special events. Once the guidelines and application are approved, current and past recipients will be notified of the application period by email, as well as any other interested organizations. The guidelines and application are also placed on the City's website. The application schedule is planned to open on May 6, 2024, and close on May 24, 2024.

EXHIBITS

Exhibit 1 Agenda Information Sheet

Exhibit 2 FY 24-25 Sponsorship Guidelines Redlines

Exhibit 3 FY 24-25 Sponsorship Application Redlines

Respectfully submitted:
Jessica Williams
Chief Financial Officer

Prepared By:
Daniel Jones
Senior Grants Analyst



City of Denton Sponsorship Guidelines

Fiscal Year 2024 - 2025

I. PURPOSE

The purpose of the guidelines is to provide requirements for the evaluation, administration, and acceptance of Sponsorship requests received by the City of Denton for community events.

II. GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance to this guide and is based on annual budgetary allocations.

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

III. ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code (501 (c) (3)) or public agency;
- B. Must demonstrate corporate good standing with the sState of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;

- D. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- E. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- F. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses who that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

IV. SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance to-with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such ~~acknowledgement~~ acknowledgment

might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department ~~City Manager or their designee~~ by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

V. LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

VI. CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

VII. REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

STEP 1 | Application Submission

Submission	<p>Sponsorship request applications are accepted annually for community events taking place in the next fiscal year.</p> <p>The sponsorship application does not replace or provide exemptions from applicable permit requirements. A Special Event Permit is required to host a community event per the most recent ordinance enacted at the time of application.</p>
Deadline	<p>Sponsorship applications must be submitted electronically no later than the deadline set each year by the sub-committee.</p> <p>An exception to the deadline is made for first-time events seeking co-sponsorship support, however, consideration may be potentially impacted by staff and facility availability and limited budgetary resources.</p>
Application Requirements	<p>Applicants must submit all the following requirements that are outlined in the application. Failure to do so may deem the application incomplete.</p> <ul style="list-style-type: none"> • Event organizer and/or organization contact details; • Proposed event, date(s), and location(s); • Anticipated attendance and historical attendance, if applicable; • Description and purpose of the event; • Statement of how the event benefits the community; • Statement of request and itemized in-kind services and resources; • Description of how the requested co-sponsorship support will complement other funding provided by the City, when applicable • Disclosure of other funding or support requested and/or received by the City

STEP 2 | Application Assessment

Assessment	Special Events Supervisor and/or other City Staff will review and assess all applications based on the eligibility criteria. All applications are individually assessed and reviewed.
Value Allocation	Special Events Supervisor and City department stakeholders will review each application and apply a cost and/or value to each in-kind service request and resource based on current fees, costs, and prior year actuals. A sponsorship allocation report will be attached as a supplemental document to the application.

STEP 3 | Subcommittee Review and Recommendations

Review	The applications that meet eligibility criteria will be delivered with the allocation report to City Council's designated subcommittee for review and consideration for City Council recommendations.
--------	---

During this process a set of secondary criteria may be considered by the subcommittee, in no particular order of importance or weight, to help further identify the ranking of applications for City Council’s consideration.

Secondary Criteria may include, but is not be limited to:

- Impact on existing City operations, assets, facilities, and resources
- Impact on the delivery of City services
- Extent of City-wide value and economic benefits
- Production of measurable outcomes in alignment with City’s Strategic Plan
- Demonstrated public support for the proposed event
- Financial need and event financial stability
- Funding and support from other City programs
- Experience in the planning and execution of the proposed event
- Impact on residential and business communities, including but not limited to street closure requests, traffic flow, and interference with commercial and/or business activities
- Other factors deemed relevant to the co-sponsorship request, including but not limited to, reoccurring events that are in good standing

	Recommendation	Sub-committee’s recommendations will be submitted for consideration to <u>the</u> City Council during the annual budget work session meeting.
--	----------------	---

STEP 4 | City Council Review and Approval

City Council Review	Sponsorship requests can be approved as submitted, revised, or denied by City Council.
---------------------	--

STEP 5 | Notification and Co-Sponsorship Agreement

Completion	The Grant Office will notify individual applicants of City Council’s approval or denial for sponsorship. Sponsorship approvals will be effective beginning October 1 of the upcoming fiscal year. Approval for sponsorship in one year does not imply or guarantee approval in subsequent years. Council will approve each sponsorship agreement by ordinance in a regular meeting during the first quarter of the City’s fiscal year.
------------	--

VIII. APPLICATION PROVISIONS

Budget Allocation	The annual approved budget for sponsorships may not be increased unless a budget adjustment is approved by City Council.
Award of Funding or In-Kind Services	City Council approval of awards does not guarantee receipt of award. Disbursement of funding and/or in-kind service sponsorship awards are dependent on compliance with all applicable contract terms, permits, and ordinance requirements.

Special Event Process	All events receiving Sponsorship support must submit a Special Event application 60 days prior to the event start date. A Letter of Request for activities requiring City Council approval is required 90 days prior to the event date. All required Special Event permits must be obtained, and documents completed and submitted 30 days prior to the event start date. Failure to meet these timelines may result in a denial of an event permit.
Facility Use	The availability and capacity of a City park and/or facility will be verified during the application process.
Permits	Event organizers are responsible for obtaining all required permits 30 days prior to the event start date. The City will not waive issuance of permit requirements or applicable permit fees under any circumstances.
Insurance	The City will not waive insurance requirements under any circumstances. Indemnification and proof of insurance is required as part of the agreement in accordance with City's Special Events Ordinance.
Non-Profit Status	Verification of non-profit status might be requested in the form of documentation to the City sufficient to prove non-profit status, such as Articles of Incorporation and/or IRS Employer Identification Number. The organization must be in good standing with the State of Texas during the application process through the end of the event.
Employee Ethics Policy (10.00)	Sponsorship application requests must be initiated by the applicant and not pursued by City staff in order to remain impartial. No City employee shall directly or indirectly solicit, seek, or accept anything of value in return for being influenced in the performance of an official act; influenced to commit, aid in committing, collude or allow fraud; or induced to perform or fail to perform an act in violation of the employee's official duty or the City's Employee Ethics Policy (10.00). In order to eliminate risk to City employees and to manage any possible conflicts regarding co-sponsorship requests, no City employee shall engage in any solicitation of co-sponsorship or enter into an agreement or approval on behalf of the City.

IX. TERMS AND DEFINITIONS

Applicant	Refers to the person submitting the request as one of the following: <ul style="list-style-type: none"> • Organizer of the proposed event • Representative of the organization hosting the proposed event • Committee and/or board member of presiding organization
Subrecipient	A third-party organization receiving Sponsorship support passed-through an Applicant. Subrecipients are responsible for complying with all applicable Sponsorship and Special Event requirements.

Conflict of Interest	A conflict of interest is a situation in which personal, and/or financial, considerations have the potential to influence or compromise professional judgement or actions. They are subject to sensitivities based on perception and can negatively compromise the integrity of the City's public image. In order to manage the associated risks, real or perceived, it is the City's policy to address conflicts of interest through disclosure and recusal.
Sponsorship Agreement	Specifies the City's contribution of cash and/or in-kind services and resources and outlines the responsibility, risk, and accountability of the applicant.
In-Kind Services or Resources	Where City services and resources are leveraged in lieu of cash for sponsorship offerings. Examples include staff time, public safety services, equipment use, and/or the use of City facilities.
Public Agency	Public agency refers to an organization with administrative or functional responsibilities which are directly or indirectly affiliated with a governmental body, state, or local jurisdiction. Examples include universities and/or public-school districts.



City of Denton
SPONSORSHIP APPLICATION
FISCAL YEAR 202~~43~~-202~~5~~4

COMPLETE APPLICATIONS INCLUDING EXHIBITS ARE DUE ON OR BEFORE

July 14, 2023 May 24, 2024

NO APPLICATION ~~WILL~~ WILL BE ACCEPTED AFTER THE DEADLINE

SUBMIT TO

City of Denton
Attn: Daniel Jones
215 E. McKinney
Denton, TX 76201

or

EMAIL TO

daniel.jones@cityofdenton.com

Applications must be in PDF format (no more than 4 PDFs) and attached in print ready order.

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

Organization Name: _____

Name of Event: _____

Physical Address of the Event: _____

Mailing Address: _____

Telephone: _____

Website Address: _____

Primary Contact Name: _____

Title: _____ Telephone: _____

Email: _____

Secondary Contact Name: _____

Title: _____ Telephone: _____

Email: _____

If you are applying on behalf of another organization, please provide contact information for that organization:

Organization: _____

Contact Name: _____

Phone: _____

Email: _____

Complete the following questions regarding your request for City sponsorship consideration

Event Date: _____

Must be between October 1, 202~~4~~³ – September 30, 202~~5~~⁴

1) Is your request for:

Check all that apply.

In-Kind Sponsorship (specify in question 6)

Cash Sponsorship Amount Requested: \$ _____ (submit Exhibit E)

2) Briefly state your organization's mission and purpose.

3) Describe the event in which funds are being requested to support.

4) Explain how your organization and/or event ~~further~~furthers a charitable cause, economic or community growth, or ~~serve~~serves a public interest?

5) Provide detail on how the requested funds will be used to support the event partially or in full.

6) **Select all in-kind services the organization is requesting for the event:**
In-kind sponsorship requests will be reviewed by staff and assessed a value based on set fees and current costs.

- a) **Park and facilities fees (up to 50%)**
- b) **Park Personnel (maintenance and building attendants)**
- c) **Park materials and supplies**
- d) **Police Personnel**
- e) **Fire Personnel**
- f) **Solid Waste services**
- g) **Other services not listed (please specify)**_____
- h) **Not requesting in-kind services**

7) **If the total requested funding is not received, what will the organization do?**

- a) **Cancel the event**
- b) **Postpone the event**
- c) **Downsize the event**
- d) **Fundraise for the event**
- e) **Look for other funding sources**
- f) **Other (please specify)**_____
- g) **No major event impacts will occur if funding is not received**

8) **Identify and provide the status of all other funding requests for this event. Provide attachment if needed.**

Source	Pending	Approved	Dollar Amount
			\$
			\$
			\$
			\$
			\$
			\$
			\$

9) **Provide three years attendance and anticipated attendance for the event, program, or exhibition that funds will support.**

Anticipated attendance _____

Historical attendance:

Event Name and Year	Attendance

10) Does your event require a ticket purchase to attend?

☐

Yes

Ticket Price: _____

☐

No

10)11) Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

Provide all of the following document with this application and label as directed.

- Exhibit A** Letter of determination certifying federal tax-exempt status under the Internal Revenue code.
- Exhibit B** Provide the organization's last two years' audited financials or balance sheet and income and expense statements.
- Exhibit C** Most recent form 990 submitted to the Internal Revenue Service.
- Exhibit D** Proof of "Active" status as a non-profit Texas corporation as reflected on state comptroller's website. <https://mycpa.cpa.state.tx.us/coa/>
- Exhibit E** Line-item budget totaling requested amount- in question 1 at top of page.
*Use budget template on City website.
- Exhibit F** List of current board of directors including addresses.

INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED

NO APPLICATION WILL BE ACCEPTED AFTER THE DEADLINE

The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Secretary/Treasurer's signature

Printed Name of Above Signer

Printed Name of Above Signer

Date

Date



City of Denton

City Hall
215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Legislation Text

File #: CPC24-021, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give staff direction regarding the Hotel Occupancy Tax (HOT) Program Year 2025 for fiscal year 2024-25.



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Cassey Ogden

DATE: April 26, 2024

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the Hotel Occupancy Tax (HOT) Program Year 2025 for fiscal year 2024-25.

BACKGROUND

Program guidelines based on Tax Code 351.001 have been created to guide the administration of the HOT Program. An application and budget template have also been developed to assist the Community Partnership Committee in determining an applicant's ability to meet or exceed the purpose of the program.

Each year, the Committee reviews the current program and makes any necessary changes to the guidelines and application. The application has been updated to reflect current year dates, grammatical editing, and requirements for special events. Once the guidelines and application are approved, current and past recipients will be notified of the application period by email, as well as any other interested organizations. The guidelines and application are also placed on the City's website. The application schedule is planned to open on May 6, 2024, and close on May 24, 2024.

EXHIBITS

Exhibit 1 Agenda Information Sheet
Exhibit 2 PY 2025 HOT Guidelines Redlines
Exhibit 3 PY 2025 HOT Application Redlines

Respectfully submitted:
Jessica Williams
Chief Financial Officer

Prepared By:
Daniel Jones
Senior Grants Analyst



CITY OF DENTON
Hotel Occupancy Tax (HOT) Program Guidelines
Program Year 20254

I. PURPOSE

To actively promote Denton as a tourist destination.

Tourist is an individual who travels from the individual's residence to a different municipality, county, state or country for pleasure, education, or culture. Texas Tax Code 351.101 (5)

II. ELIGIBILITY

- A. Must be based in the City of Denton and present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.
- B. Must be a governmental entity or a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.
- C. Must demonstrate corporate good standing with the ~~s~~State of Texas at the time of application and throughout the program or contract period.
- D. Must have a history of continuous, stable programming prior to the application date.
- E. Must have an active governing body.
- F. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.
- G. If previously funded, an applicant must have successfully fulfilled all prior ~~contract~~contracts or program requirements.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and program requirements, except for tax status.

III. USE OF HOTEL FUNDS

There is a two-part test that every expenditure of local hotel occupancy tax must pass to be valid. First, the revenue derived from the tax authorized by Tax Code 351.101(a) shall be expended in a manner directly enhancing and promoting tourism and the convention and hotel industry as permitted by Subsection (a). That revenue may not be used for the general revenue purposes or general governmental operations of a municipality.

The second part of the test is that all expenditures must clearly fit into one of the nine statutorily provided categories that apply to the City of Denton for expenditures of local hotel occupancy tax revenues. These nine categories are as follows:

- A. Convention & Visitor Information Centers - Funding the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.
- B. Convention Registration - Funding the furnishings of facilities, personnel, and materials for the registration of convention delegates or registrants.
- C. Advertising - Funding for advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the City of Denton or its vicinity.
- D. Arts - Funding for the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- E. Historical - Funding for historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums 1) at or in the immediate vicinity of convention center facilities or visitor information centers, or 2) located elsewhere in the City of Denton or its vicinity that would be frequented by tourists and convention delegates.
- F. Sporting Events - Expenses, including promotion expenses, directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the City of Denton or its vicinity.
- G. Sports Facility/Fields - Funding the enhancement or upgrading of existing sports facilities or sports fields (baseball, softball, soccer, flag football, etc.). The City of Denton must own the sporting facility and the field/facility must have been used a combined total of more than 10 times for district, state, regional, or national sports tournament in the preceding calendar year.

Municipality shall determine HOT revenue by hotel activity attributed to the sports events held at a field for five years after the date of the enhancements. Municipality may not use HOT revenue for the enhancement of the facility/field in a total that exceeds the amount of the HOT revenue attributable to the enhancement. The municipality shall also reimburse from its general fund any of the expenditures in excess of the amount of HOT revenue attributable to the enhancements of the facility/field.

Athletics staff will compile attendance, revenue, and team data, as well as calculate estimated economic impact for each major tournament held throughout the year. Additionally, staff will collect and compile the estimated hotel revenue and hotel tax attributable to any events held at complexes which have been improved with HOT funds money within the last five years.

- H. Signage – Funding of signage directing the public to sights and attractions that are frequently visited by hotel guests. Must comply with all signage regulations.
- I. Transportation - Transporting of tourist from hotels to nearby tourism venues using

transportation systems which may be owned and operated by the municipality or privately owned and operated but partially financed by the municipality and does not serve the public.

IV. ADDITIONAL USES OF HOTEL FUNDS

Expenditures listed below are allowable for organizations, to the extent that such expenditures are used exclusively to attract tourists and convention delegates or registrants to the City of Denton or its vicinity as governed by the Tax Code 351.101 (a). These special allowance expenditures may not be used for the benefit of local businesses or individuals, and the benefit to tourism may not be indirect or incidental but must be direct or purposeful.

- A. Administrative Expenses - Hotel occupancy tax revenue spent for the purpose authorized by Tax Code 351.101 may be spent for day-to-day operations, supplies, salaries, office rental, travel expenses, and other administrative costs only if those administrative costs are incurred directly in the promotion and servicing expenditures authorized under section 351.101 (a). If a municipality or other public or private entity that conducts an activity authorized under section 351.101 (a) conducts other activities that are not authorized under section 351.101 (a), the portion of the total administrative costs of the entity for which local occupancy tax revenue may be used may not exceed the portion of those administrative costs incurred in conducting the authorized activities.

For Example: Organization A has a total operating budget of \$500,000 which consists of \$250,000 for administrative expenses, \$100,000 for advertising, and \$150,000 for stages, lighting, and artists. Under this example, 50% (\$250,000/\$500,000) is their eligible proportion for administrative expenses, only if at least 50% is devoted to the event and promotes tourism and the hotel and convention industry.

Therefore, assuming the committee approves a \$100,000 budget from Hotel Occupancy Tax Funds, \$50,000 ($\$100,000 \times 50\%$) of this budget may be spent for administrative expenses.

The following expenses may be incurred, but may not exceed the eligible proportion, as authorized under section 351.101 (e): salaries, supplies, equipment, fixed assets, utilities, event insurance, communications, technology, office space, janitorial maintenance & supplies, non-local printed matter such as newsletters, applications, and entry forms, etc.

Requests for administrative expenses, including the purchase of fixed assets and equipment, must be provided in detail to the committee for consideration during the application process.

- B. Promotion Expenses - Expenditures for food and beverages for meetings and special events and promotional items may be funded if the focus of that event or meeting directly promotes and services expenditures authorized under section 351.101 (a). If a municipality or other public or private entity that conducts an activity authorized under section 351.101 (a) conducts other activities that are not authorized under section 351.101 (a), the portion of the total costs of the entity for which local occupancy tax revenue may be used may not exceed the portion of those costs actually incurred in conducting the authorized activities.

Each entity that is ultimately funded by the tax shall, before making such expenditure, specify in a list each scheduled activity, program, or event that 1) is directly funded by the tax or has its administrative costs funded in whole or in part by the tax; and 2) is directly enhancing and promoting tourism and the convention and hotel industry.

The listing of meetings and special events (and purpose) where expenses for food, beverages, or promotional items will be incurred must be provided in detail to the committee for consideration during the application process.

V. LIMITATIONS OF HOTEL FUNDS

- A. Section 351.103 (c) of the Tax Code imposes two category restrictions to the city of Denton.
 - 1. The Art category expenses in a fiscal year cannot exceed 15% of the HOT revenue.
 - 2. The Historical category expenses in a fiscal year cannot exceed 15% of the HOT revenue.
- B. City of Denton Resolution 2013-021 requires at least 2.4% of the 15% in Art expenses be allocated to the Public Art Committee.
- C. Recipients are responsible for assuring compliance with all statutory, and other legal requirements applicable to receipt, use, expenditure, and accounting of hotel tax revenues. No provision, restrictions, or lack thereof, in these guidelines shall excuse the failure of a recipient to comply with all such requirements.

Hotel funds may not be used for the following:

- 1. Funding to individuals;
- 2. Reduction of deficits from, or expenditures related to, activities of previous or future fiscal, calendar, or program years;
- 3. Capital improvements, except for those funded by the City through bonds or are historical restoration or preservation projects;
- 4. Contracted auditing, accounting, or bookkeeping fees;
- 5. Landscaping;
- 6. Travel for a person to attend an event or conduct an activity the primary purpose of which is not directly related to the promotion of tourism and the convention and hotel industry or the performance of the person's job in an efficient and professional manner; or
- 7. Advertising materials that will be distributed inside the city limits of Denton.

VI. RECIPIENT REQUIREMENTS

- A. In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgement might take the form of inclusion on a donors list for particular events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.
- B. An organization with whom a municipality contracts to conduct an activity authorized by section 351.101 (a) shall maintain complete and accurate financial records of each expenditure of hotel occupancy tax revenue made by the organization and, on request of the governing body of the

municipality or other person, shall make the records available for inspection and review to the governing body or other person.

All financial records and any other records relating to the contracts shall be subject to the requirements of the Public Information Act. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of the two forms of accounting listed below:

1. Maintain hotel occupancy tax funds in a separate checking account established for that sole purpose and may not commingle with any other money or in any other bank account or
2. Maintain segregated fund accounting, whereby the accounting of HOT revenues and expenditures may not be commingled with any other revenues and expenditures. The funds may be maintained in the same bank account. However, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

- C. Payments to approved, contracted recipients will be made quarterly. The quarterly payments will be equal to 25% of the fixed contract amount unless the annual base revenue is less than originally estimated for the fiscal year. In this case, any quarterly payment will be adjusted accordingly. Payments will be disbursed to recipients ~~after~~by the 25th of the next month following the quarter end. Payment will not be released until the recipients' quarterly reports are completed and approved by the Finance Department.

On a case-by-case basis, a recipient can receive funding in a manner that is different from the standard practice of four quarterly payments.

Internal recipients' approved budgets will be available on the first day of the eCity's fiscal year pending completion of the prior quarter and/or end of year obligations. If during the program year, the eCity finds that revenue receipts will not meet the estimated budget, internal recipients will be required to reduce their expenditures as necessary during the fiscal year.

- D. Electronic submission of quarterly reports is required thirty days after each quarter. The quarterly reports should include the following:

1. Complete financial report (including signature) provided by the City's Finance Department.
2. Copies of all HOT paid invoices OR a listing of all invoices including check number/payment type, vendor name, budget category, expenditure descriptions and amount paid. If a list of invoices is provided, an audit may be performed at any time by the Finance Department to determine program eligibility.
3. Copies of all HOT invoices related to social media marketing such as but not limited to Facebook, Twitter, and Instagram. Invoices shall include metrics and/or performance results of paid activity. If a listing of invoices is provided (see #2 above) copies of these invoices must be provided each quarter.
4. Front and back copies of all cleared HOT checks written for the above invoices OR full monthly bank statements illustrating the cleared checks, card/debit, ACH payments.

- E. Provide the Finance Department notice of local Board of Directors meeting schedule.

- F. Return any unused or ineligible monies to the City of Denton at the end of each contract period.

- G. Each required organization must have insurance coverage prior to the event. A copy must be filed with the Finance Department at least one week prior to the event.

- H. New applicants must attend a training session in the Finance Department prior to the beginning of the program year.
- I. Recipients must explore local business for products and services when expending HOT funds.
- J. Funded events must comply with the Special Event ordinance and obtain applicable permits. A completed Special Event application must be submitted to the City 60 days prior to the event start date. A Letter of Request for activities requiring City Council approval is required 90 days prior to the event date. All required Special Event permits must be obtained, and documents completed and submitted 30 days prior to the event start date. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for funding in the following and/or future years.

VII. CONTRACT TERM

The program period will commence on January 1 of the program year and terminate at midnight on December 31 of the same year. However, the contract period will commence on January 1 of the program year and terminate at midnight on January 31 of the following year. A thirty-day grace period is provided which allows recipients to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

Internal recipients will operate within the City's fiscal year that will commence on October 1 and terminate on September 30 of the program year. All Hotel Occupancy Tax funds must be expended in accordance with the City's annual end of year procedures memorandum. The procedural deadlines could have dates prior to the end of the HOT program year. HOT funds expended after the end of year deadlines will be deducted from the internal recipient's next program year's approved HOT budget. If the internal recipient does not have budgeted HOT funds for the next program year, one of its department funds will be allocated the expenses.

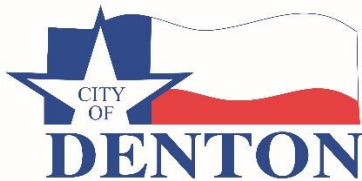
VIII. COMMITTEE AND APPLICATION OVERVIEW

The Community Partnership Committee is a sub-committee of the City Council. The Council will determine membership of the sub-committee. The following City staff serves as liaisons: ~~Director of Finance~~ Chief Financial Officer, ~~Grant Administrator~~ Assistant Director of Procurement, an ~~Deputy Assistant~~ City Attorney, and Grant Analyst. The application process is summarized below.

- A. Applications are distributed to all current and past recipients and to other organizations requesting Hotel Occupancy Tax funding.
- B. All applications must include: a proposed budget which details the plan for expending all monies requested, financial statements from at least two previous years, letter of determination certifying tax-exempt status under the Internal Revenue Code, current W-9, ~~proof~~ proof of current status as a non-profit Texas corporation, a list of local Board of Directors, Officers, or Governing Body and schedule of meetings, constitutions and/or by-laws, a list of all prior year donations made by the organization, marketing examples, itemized income and expense reports for the requested event and a notice of events/schedules for which the hotel funds will be spent.
- C. An annual application deadline will be established based on the Community Partnership Committee's annual meeting schedule. This is a fixed deadline, without acceptance of applications after the set date.
- D. All applications will be reviewed by staff for completeness and adherence to hotel occupancy tax

state laws and program eligibility.

- E. Applications are presented to the Community Partnership Committee for review.
- F. An additional Community Partnership Committee meeting can be scheduled for recipient presentations, if needed.
- G. The Community Partnership Committee approves or declines all or part of the requests for ~~— funding, and makes a recommendation to the City Council—~~
- H. The City Council reviews and approves or declines all or part of the funding recommendations as part of the annual budget process.
- H. Staff prepares notification letters and contracts for the awarded recipient's signature.
- I. HOT contracts will be approved annually by the City Council at a regularly scheduled meeting during the first quarter of the City's fiscal year.



HOTEL OCCUPANCY TAX
APPLICATION
PROGRAM YEAR 202~~5~~⁴

COMPLETE APPLICATIONS INCLUDING EXHIBITS ARE DUE ON OR BEFORE

May 24, 2024~~July 14, 2023~~

DELIVER TO

City of Denton
Attn: Daniel Jones
215 E. McKinney
Denton, TX 76201
or

EMAIL TO

daniel.jones@cityofdenton.com

Applications must be in PDF format and attached in print ready order.

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

Organization Name: _____

Non-Profit ☐ Public Agency ☐ Other ☐

Name of Event: _____

Mailing Address: _____

Telephone: _____

Website Address: _____

Primary Contact Name: _____

Title: _____ Telephone: _____

Email: _____

Secondary Contact Name: _____

Title: _____ Telephone: _____

Email: _____

If you are applying on behalf of another organization, please provide contact information for that organization:

Organization: _____ Contact Name: _____

Phone: _____ Email: _____

Complete the following questions regarding your request for City HOT funds consideration:

Amount Request \$ _____ Event Date(s): _____

1) Mark the category or categories below that your organization is requesting funds for in the attached budget request (Exhibit D).

☐

Convention & Visitor Information Centers 351.101 (a) 1

The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities and/or visitor information centers.

☐

Convention Registration 351.101 (a) 2

The furnishing of facilities, personnel, and materials for the registration of convention delegates and registrants.

☐

Advertising 351.101 (a) 3

Conducting solicitation or promotional programs to attract and encourage tourists and convention delegates to come to the City of Denton.

☐

Arts 351.101 (a) 4

Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

☐

Historical 351.101 (a) 5

Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

☐

Sporting Events 351.101 (a) 6

Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

☐

Sports Facility / Field 351.101 (a) 7

Funding the enhancement or upgrading of existing sports facilities or fields owned by a municipality, which meets specific criteria, including population, landmark specifics and reporting requirements.

☐

Signage 351.101 (a) 9

Signage directing the public to sights and attractions that are visited frequently by hotel guests in the municipality

☐

Transportation 351.110

Transporting of tourist from hotels to nearby tourism venues using transportation systems which may be owned and operated by the municipality or privately owned and operated but partially financed by the municipality and does not serve the general public.

2) Briefly state your organization’s mission and purpose.

3) Does your organization have paid staff?
☐ Yes # Full-time_____ # Part-time_____

☐ No

4) Does your organization use volunteers?
☐ Yes Approximately how many? _____

☐ No

5) Does your organization ☐ own or ☐ rent office space?

6) Does your organization own a vehicle?
☐ Yes ☐ No

7) Is the event that the organization is requesting HOT funds for held on City property?
☐ Yes Location Name:_____ Location Address:_____

☐ No Location Name:_____ Location Address:_____

8) Does your event require a ticket purchase to attend?
☐ Yes Ticket Price:_____

☐ No

98) Will this organization be able to provide required insurance coverage for the event?
☐ Yes ☐ No

109) Identify and provide the status of all other funding requests for this event. Provide attachment if needed.

Source	Pending	Approved	Dollar Amount
			\$
			\$
			\$
			\$
			\$
			\$
			\$

~~1110~~) List the programs activities or exhibits for the upcoming year that the attached requested HOT budget will fund partially or in full.

~~1211~~) How does the requested budget meet the definition of the HOT categories marked Question #1 in this application? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting, Sports Facility/Field, Signage and/or Transportation).

~~1312~~) What specific market will you target with the organization's marketing plan?
Attach examples and evidence of marketing area and readership Label Exhibit A (Limit 5)

~~1413~~) Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

~~1514~~) Provide three years attendance and estimated hotel night history for the event/exhibit/activity funded by HOT funds.

Year	Audience Size	# From Out of Town	Hotel Nights	Event

~~1615~~) Provide the following financial information and attach the last two year's audited financial or balance sheet. The table below should match the documents provided and marked as Exhibit B.

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance

~~1716~~) Briefly describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

1817) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account

for revenue provided from this tax authorized by Texas Tax Code Section 351.101 (a) within one of the two options listed below.

- Separate checking account without commingling with any other revenues or maintaining in any other bank account or
- Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds must be maintained in the same account, however, if HOT funds are invested, a separate account must be established. All interest earned will be considered restricted HOT funds.

Will the organization be able to segregate the accounting processes in either way listed above?

☐

Yes

☐

No

1918) Please provide all the following documentation with this application and label as directed.

- Exhibit A Provide five examples and evidence of marketing area and readership.
- Exhibit B Provide the organization's last two years' audited financials or balance sheet and income and expense statement.
- Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which this application is requesting HOT funds.
- Exhibit D Provide a proposed budget for HOT funds to be requested for use during the Program Year 2024. Each category request should detail all expenses planned to the dollar.
This budget must be on a separate sheet of paper and not included in the body of the application.
- Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code.
- Exhibit F Current W-9.
- Exhibit G Proof of status (active) as a non-profit Texas corporation in good standings as reflected on the website of the Texas State Comptroller and/or Secretary of State.
- Exhibit H List of local members of the governing body of the organization. Include name, title, address and phone number.
- Exhibit I Provide a local governing body's meeting schedule.
- Exhibit J Provide constitution and/or by-laws.
- Exhibit K Provide list of all donations made by your organization last year. Include organization name and dollar amount donated.
- Exhibit L Provide a list of events/schedules for which the HOT budget request will support.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

President/Chairman’s Signature

Project Director signature

Printed Name of Above Signer

Printed Name of Above Signer

Date

Date

Late applications are subject to reduction or denial of funding.



City of Denton

City Hall
215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Legislation Text

File #: CPC24-023, **Version:** 1

AGENDA CAPTION

Hold a discussion and give staff direction regarding the meeting schedule for the remainder of the 2024 Community Partnership Committee meeting calendar.

2024

January

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

March

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

April

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

July

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October



S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



November

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

 Scheduled CPC Meeting 9am
 Special Called CPC Meeting

 HOT/Sponsorship Application Period
 Staff Review

2024

January

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

March

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

April

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

May

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

June

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

July

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October



S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



November

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

 Scheduled CPC Meeting 9am
 Special Called CPC Meeting

 HOT/Sponsorship Application Period
 Staff Review