



# City of Denton

City Hall  
215 E. McKinney Street  
Denton, Texas  
[www.cityofdenton.com](http://www.cityofdenton.com)

## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Cassey Ogden

**DATE:** January 14, 2025

### **SUBJECT**

Consider adoption of an ordinance of the City of Denton authorizing the City Manager to execute an agreement between the City of Denton and the Denton Holiday Festival Association, Inc., for the payment and use of program year 2025 hotel tax revenue in support of the 2025 Denton Holiday Lighting Festival; and providing an effective date. (\$50,000 - Community Partnership Committee recommends approval 2-0)

### **BACKGROUND**

This agreement allows for the total expenditure of \$50,000 from the Hotel Occupancy Tax (HOT) funds. The term of the agreement is January 1, 2025, through midnight January 31, 2026. Allocations are dependent upon requests for funding, as well as availability of revenues.

Denton Holiday Festival Association, Inc.'s HOT budget supports advertising and site operations for the 2025 Denton Holiday Lighting Festival. Last Fiscal Year the organization received \$50,000 in HOT funds.

### **PRIOR ACTION/REVIEW (Council, Boards, Commissions)**

The Community Partnership Committee reviewed all budget applications during a June 21, 2024 meeting. Recommended allocations were made to the City Council as part of the Fiscal Year 2024-2025 budget process.

### **FISCAL INFORMATION**

The Hotel Occupancy Tax allocation for this organization is \$50,000 for Fiscal Year 2024-2025 and has been included in the Annual Program of Services.

### **EXHIBITS**

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Ordinance

Respectfully submitted:  
Jessica Williams  
Chief Financial Officer

Prepared By:

Daniel Jones

Senior Grant Analyst

Grants Management Office