

**REPORT**

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Cultural District Project  
Cultural District: The Original Denton District  
App Type: High Quality Arts Programming

**Report ID:** 6483

Tejas Storytelling Association  
Tax ID: 75-2231093

Fiscal Year 2025  
Period of Support: 9/1/2024 - 8/31/2025  
Grant ID: 77761110  
Report Due: 9/30/2025

Report Status: Approved

<b>Due At:</b>	9/30/2025
<b>Submitted At:</b>	8/9/2025
<b>Approved On:</b>	8/14/2025
<b>Status</b>	Approved

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▼ Report Information

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<b>Organization Name:</b>	Tejas Storytelling Association
<b>Grant Number:</b>	77761110
<b>Grant Program:</b>	Cultural District Project
<b>Priority Area:</b>	Economic Development
<b>Project Title:</b>	Cultural District Project - High Quality Arts Programming
<b>Award Amount:</b>	\$3,500.00
<b>Grant Summary:</b>	To support venue rental for the Texas Storytelling Festival in the Original Denton District.
<b>Authorizing Official:</b> <i>(indicated on Grant)</i>	
<b>Is the <a href="#">Authorized Official</a> listed on the Grant Application up to date?</b>	
	Yes

▼ Audience Information

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**How many adults (over age 18) were engaged in ["in person"](#) arts experiences?**

**Adults:** 2668

**How many children/youth (0-18 years) were engaged in ["in person"](#) arts experiences?**

**Children/Youth:** 45

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*For the next set of questions, select all categories that, by your best estimate, make up 25% or more of the population served directly by this performance.*

**Population Served by Race/Ethnicity:** (W) White

**Population Served by Age:** (04) Older Adults (65+ years)

**Distinct Groups Served:** (G) No single group made up 25%

▼ Activity Location


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*Click on the PLUS SIGN to add a new venue.*


*Please provide the physical location where your activities occurred. If you conducted activities in more than one location, please provide information for each venue.*

Venue

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- Denton Civic Center** Edit   
 321 E. McKinney  
 Denton, Texas 76201  
 Days at Venue: 4

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- Emily Fowler Public Library** Edit   
 502 Oakland St.

Denton, Texas 76201  
Days at Venue: 1

- **Woman's Building**

Edit 

610 Oakland St.  
Denton, Texas 76201  
Days at Venue: 3

#### ▼ Cultural Tourism

**Did this project promote cultural and/or heritage tourism?** Yes

**Did you capture zip codes of attendees?** Yes

**Estimate number of state tourists (Texans traveling at least 50 miles from home):** 101 - 250

**Estimate number of national tourists:** 101 - 250

**Estimate number of international tourists:** 1 - 25

#### ▼ Personnel Information

**How many artists were [directly involved?](#)**

**Artists directly involved:** 124

**How many artists received a fee?** 60

**How many volunteers were directly involved?** 87

**How many full-time staff were directly involved?** 0

**How many part-time staff were directly involved?** 4

#### ▼ Narrative Information

**How did this grant benefit your organization and/or community?**

This grant which supported the Texas Storytelling Festival benefited the Denton organization and community educationally, culturally, and economically.

The 2025 Texas Storytelling Festival benefited the organization educationally by providing workshops, a master class, and performance opportunities to members. It benefited the Denton community by showcasing the art form of storytelling at a level of excellence for both adults and children, which also benefited it culturally. A total of 2713 people, 2668 adults and 45 children attended over 4 days, which required hotel stays. One Festival registrant reported that his expenses totaled \$747.29, over and above Festival registration. The festival hotels reported approximately \$22,000 in room nights, while local restaurants who catered Festival meals realized a profit of \$1,000 per meal. In addition to these community benefits, the festival provided paid employment to self-employed artists.

This grant helped keep the ticket costs down, which increased attendance. This meant more people came to Denton, which increased cultural tourism.

**Describe any notable results of this grant, including human interest stories.**

This grant contributed to the success of the Texas Storytelling Festival by subsidizing a portion of the Civic Center rental. This helped TSA keep ticket prices down, which helped maintain and increase attendance, which contributed to an increase in income for the event. It supported TSA's mission of supporting an oral tradition, performance, and education through the workshops and to storytellers by example. People from twelve states came to this festival, validating marketing efforts and the claim that this festival supports cultural tourism.

It contributed to the festival experience that attendees commented on in the festival evaluations, as follows:

"The openness, friendliness and acceptance of the fellow audience and storytellers that I met made the effort to go out in the cold, wet morning definitely worthwhile. And your volunteers at each of your booths were delightful and helpful. Thank you."

"I reconnected with a friend I hadn't seen in 30 years."

"People manning the reception desk were professional, courteous, and knowledgeable. Old-timers made newbies feel welcome and were extremely helpful."

"I loved the display from the last forty years and the memorial to those who passed recently. Really enhances the community feel."

"I like keeping our old traditions - cow skull, banjo player who introduces final concert, etc. I've attended 35 years and prize these memorable things."

" I love the connection and reconnection with other tellers. I have been gone from storytelling for about 25 years but was welcomed back with open arms."

"It was an OUTSTANDING line up of featured storytellers! Can't say enough good things about it!"

"The tellers were absolutely amazing this year. It's good every year but there are certain years that really knocked it out of the park and this was one of them. Thank you so much."

"Stellar Performances, Invaluable Workshops, Wonderful People"

"It was great to see old friends and to make new ones. A wonderful festival!"

"Attending the Texas Storytelling Festival is like coming home for a family reunion !

Storytelling is an art that showcases personal communication. This grant helped create an effective atmosphere for an authentic storytelling experience.

**▼ Budget Information**

**TCA Award:** \$3,500.00

*Please show the source(s) of your matching funding. This should be exactly equal to TCA award amount.*

**Matching fund sources**

Income from programs (revenues from box office, admissions, memberships, tuition, class/workshop fees).

**Program income:** \$0.00

Net proceeds from gala / fundraiser / concessions / art sales / space rentals.

**Fundraising proceeds:** \$0.00

Revenue derived from interest on investments and/or endowment.

**Investments / endowment:** \$0.00

Direct cash contributions from individuals

**Cash contributions:** \$2,500.00

Income or financial support from businesses and/or corporations.

**Business / corporate support:** \$0.00

Income or financial support from foundations.

**Foundation support:** \$0.00

Income or financial support from local, county, state, and/or federal governments. (Do NOT include TCA funds.)

**Government support:** \$1,000.00

Any additional income, revenue, and/or financial support derived from a source not listed above.

**Other support:** \$0.00

**Details - Other support:**

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**Total Matching Income:** \$3,500.00

**Total Income (Total Matching Income + TCA Award):** \$7,000.00

*Please show the expense(s) paid with your matching funding and the TCA funding. These figures should match the supporting expense ledger you submit.*

**Grant Closeout Budget - Expenditures (award + match only)**

Budget Expense Category	Closeout Budget: Matching	Closeout Budget: TCA Award
Administrative salaries, contracts, benefits		
Artistic salaries, contracts, benefits		
Facility Costs	\$2,500.00	\$3,500.00
Marketing & Promotion	\$1,000.00	
Program/Exhibit production costs		
Capital expenditures		
Other expenses		

<b>Budget Totals</b>	<b>\$3,500.00</b>	<b>\$3,500.00</b>
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*\* Please be sure to utilize the categories and totals shown in the budget table above when filling out the Expense Ledger attached to this report.*

**Please affirm that these amounts are still correct:**      Yes

▼ All-Inclusive Budget

The closeout budget on these reports often does not reflect the full costs of the overall grant activities. TCA wants to understand the actual total costs incurred by your organization to realize this project (TCA grant + your match + other funds you dedicated to this project).

**Actual total cash expenses for this entire project:**      \$7,000.00  
**Actual total cash income for project:**      \$7,000.00  
**Actual total in-kind (pro-bono services, volunteer contributions) for project:**      \$630.00

▼ Report Verification

**I certify that the information reported here is true and correct.**      I agree

*I understand that TCA may perform a site visit on my organization. At that time our organization will produce documentation to support the answers on this report form. Our organization will keep all documentation related to this grant for an additional 3 years, during which time I can expect to receive at least one fiscal site visit from TCA staff.*

**Acknowledgement:**      I agree

▼ Documents

*Please upload the following documents:*

- *Copy of the Expense Ledger spreadsheet documenting all of the grant expenditures. Expense\_Ledger\_2 template found here.*
- *Additional statistical information on Cultural District Projects*

Other Document

*Please Note: If you click on the document name the file will download to your local instance. Hover over the document and click the magnifying glass on the right to preview the document before downloading.*

REPORT ATTACHMENTS

Expense\_Ledger\_ERF\_77761110.xls



**Financial Documentation**

Added by Valerie Kimble at 10:29 AM on August 8, 2025

TSF Attendees by Zip Code.xls



**Statistical Information**

Added by Valerie Kimble at 2:24 PM on July 12, 2025

Zip reduced	City	State
76209	Denton	Tx
76209	Denton	TX
76209	Denton	TX
76209	Denton	TX
76209	Denton	Texas
76209	Denton	TX
<b>76209 Count</b>		6
76051	Grapevine	Texas
76051	Grapevine	Texas
76051	Grapevine	TX
76051	Grapevine	TX
<b>76051 Count</b>		4
76207	Denton	Texas
76207	Denton	TX
76207	Denton	Texas
76207	Denton	TX
<b>76207 Count</b>		4
77381	The Woodlandss	Texas
77381	The Woodlands	Texas
77381	The Woodlands	Texas
77381	The Woodlands	Texas
<b>77381 Count</b>		4
78676	Wimberley	TX
78676	Wimberley	TX
78676	Wimberley	Texas
78676	Wimberley	Texas
<b>78676 Count</b>		4
74820	Ada	Oklahoma
74820	Ada	Oklahoma
74820	Ada	Oklahoma
<b>74820 Count</b>		3
75048	Sachse	Texas
75048	Sachse	Texas
75048	Sachse	Texas
<b>75048 Count</b>		3
75228	Dallas	TX
75228	Dallas	TX
75228	Dallas	TX
<b>75228 Count</b>		3
75287	Dallas	Texas
75287	Dallas	Texas
75287	Dallas	TX
<b>75287 Count</b>		3
76208	Denton	Texas
76208	Denton	TX
76208	Denton	TX
<b>76208 Count</b>		3
76655	Lorena	Texas
76655	Lorena	Tx
76655	Lorena	Tx
<b>76655 Count</b>		3
78132	New Braunfels	Tx
78132	New Braunfels	Tx
78132	New Braunfels	Tx

<b>78132 Count</b>		3
34695	Safety Harbor	FL
34695	Safety Harbor	FL
<b>34695 Count</b>		2
55403	Minneapolis	MN
55403	Minneapolis	MN
<b>55403 Count</b>		2
63132	Olivette	MO
63132	Olivette	MO
<b>63132 Count</b>		2
64015	Blue Springs	MO
64015	Blue Springs	MO
<b>64015 Count</b>		2
75022	Flower Mound	TX
75022	FLOWER MOUND	TX
<b>75022 Count</b>		2
75074	PLANO	Texas
75074	Plano	Texas
<b>75074 Count</b>		2
75110	CORSICANA	TX
75110	CORSICANA	TX
<b>75110 Count</b>		2
76058	JOSHUA	TX
76058	JOSHUA	TX
<b>76058 Count</b>		2
76107	Fort Worth	TX
76107	Fort Worth	TX
<b>76107 Count</b>		2
76131	Fort Worth	Texas
76131	Saginaw	TX
<b>76131 Count</b>		2
76205	Denton	TX
76205	Denton	TX
<b>76205 Count</b>		2
76266	Sanger	Tx
76266	Sanger	Tx
<b>76266 Count</b>		2
76380	Seymour	TX
76380	Seymour	TX
<b>76380 Count</b>		2
76502	Temple	TX
76502	Temple	Texas
<b>76502 Count</b>		2
77004	Houston	TX
77004	Houston	TX
<b>77004 Count</b>		2
77339	Kingwood	TX
77339	Kingwood	TX
<b>77339 Count</b>		2
77355	Magnolia	Tx
77355	Magnolia	Tx
<b>77355 Count</b>		2
78070	Spring Branch	TX
78070	Spring Branch	Tx
<b>78070 Count</b>		2

78253	San antonio	Texas
78253	San Antonio	Texas
<b>78253 Count</b>		2
78259	San Antonio	TX
78259	San Antonio	TX
<b>78259 Count</b>		2
78724	Austin	Texas
78724	Austin	Texas
<b>78724 Count</b>		2
78759	Austin	TX
78759	AUSTIN	TX
<b>78759 Count</b>		2
78957	Smithville	TX
78957	Smithville	TX
<b>78957 Count</b>		2
77705	Beaumont	TX
77705	Beaumont	TX
<b>77705 Count</b>		2
23188	Williamsburg	Virginia
<b>23188 Count</b>		1
28904	Hayesville	NC
<b>28904 Count</b>		1
34119	Naples	FL
<b>34119 Count</b>		1
48248	Clarkston	Michigan
<b>48248 Count</b>		1
60402	Berwyn	IL
<b>60402 Count</b>		1
64114	Kansas City	MO
<b>64114 Count</b>		1
66085	Stillwell	KS
<b>66085 Count</b>		1
66213	Overland park	KS
<b>66213 Count</b>		1
71973	Wickes	Arkansas
<b>71973 Count</b>		1
73063	Mulhall	OK
<b>73063 Count</b>		1
73065	New Castle	OK
<b>73065 Count</b>		1
73099	Yukon	OK
<b>73099 Count</b>		1
73942	Guymon	OK
<b>73942 Count</b>		1
75024	PLANO	TX
<b>75024 Count</b>		1
75025	Plano	TX
<b>75025 Count</b>		1
75042	garland	tx
<b>75042 Count</b>		1
75056	The Colony	TX
<b>75056 Count</b>		1
75060	Irving	TX
<b>75060 Count</b>		1
75067	Lewisville	TX

<b>75067 Count</b>		1
75068	Oak Point	TX
<b>75068 Count</b>		1
75070	McKinney	TX
<b>75070 Count</b>		1
75071	Mckinney	TX
<b>75071 Count</b>		1
75081	Richardson	TX
<b>75081 Count</b>		1
75104	Cedar Hill	Tx
<b>75104 Count</b>		1
75115	Desoto	Tx
<b>75115 Count</b>		1
75134	LANCASTER	TX
<b>75134 Count</b>		1
75149	Mesquite	TX
<b>75149 Count</b>		1
75189	Royse City	Texas
<b>75189 Count</b>		1
75211	Dallas	TX
<b>75211 Count</b>		1
75218	Dallas	Texas
<b>75218 Count</b>		1
75229	Dallas	TEXAS
<b>75229 Count</b>		1
75234	Farmers Branch	TX
<b>75234 Count</b>		1
75380	Dallas	Texas
<b>75380 Count</b>		1
75563	LINDEN	TX
<b>75563 Count</b>		1
75640	Diana	TX
<b>75640 Count</b>		1
75662	Kilgore	TX
<b>75662 Count</b>		1
75701	Tyler	TX
<b>75701 Count</b>		1
75785	Rusk	TEXAS
<b>75785 Count</b>		1
76001	Arlington	Tx
<b>76001 Count</b>		1
76008	Aledo	TX
<b>76008 Count</b>		1
76015	Arlington	TX
<b>76015 Count</b>		1
76033	Cleburne	Tx
<b>76033 Count</b>		1
76063	Mansfield	Texas
<b>76063 Count</b>		1
76065	Midlothian	Tx
<b>76065 Count</b>		1
76066	Milsap	Tx
<b>76066 Count</b>		1
76108	Lakeside	Texas
<b>76108 Count</b>		1

76116	Fort Worth	Texas
<b>76116 Count</b>		1
76123	Ft Worth	Tx
<b>76123 Count</b>		1
76201	Denton	TX
<b>76201 Count</b>		1
76202	DENTON	Texas
<b>76202 Count</b>		1
76244	Keller	Texas
<b>76244 Count</b>		1
76247	Justin	Texas
<b>76247 Count</b>		1
76262	Westlake	TX
<b>76262 Count</b>		1
76549	Killeen	TX
<b>76549 Count</b>		1
76633	China Spring	TX
<b>76633 Count</b>		1
76704	Waco	Tx
<b>76704 Count</b>		1
76707	Waco	TX
<b>76707 Count</b>		1
77036	Houston	TX
<b>77036 Count</b>		1
77059	Houston	TX
<b>77059 Count</b>		1
77070	Houston	TX
<b>77070 Count</b>		1
77095	Houston	Tx
<b>77095 Count</b>		1
77433	Cypress	TX
<b>77433 Count</b>		1
77449	Katy	Tx.
<b>77449 Count</b>		1
77478	Sugar Land	Texas
<b>77478 Count</b>		1
77573	League City	TX
<b>77573 Count</b>		1
77581	Pearland	Texas
<b>77581 Count</b>		1
77586	Seabrook	Texas
<b>77586 Count</b>		1
77707	BEAUMONT	TX
<b>77707 Count</b>		1
77845	College Station	Tx
<b>77845 Count</b>		1
78024	Hunt	Texas
<b>78024 Count</b>		1
78028	Kerrville	Tx
<b>78028 Count</b>		1
78029	Kerrville	Tx
<b>78029 Count</b>		1
78155	Seguin	TX
<b>78155 Count</b>		1
78232	Sn Antonio	Tx

<b>78232 Count</b>		1
78247	San Antonio	TX
<b>78247 Count</b>		1
78605	Bertram	TX
<b>78605 Count</b>		1
78613	Cedar Park	TX
<b>78613 Count</b>		1
78621	Elgin	TX
<b>78621 Count</b>		1
78704	Austin	TX
<b>78704 Count</b>		1
78732	Austin	TX
<b>78732 Count</b>		1
78744	Austin	Texas
<b>78744 Count</b>		1
80247	Denver	CO
<b>80247 Count</b>		1
87192	Albuquerque	New Mexico
<b>87192 Count</b>		1
92627	Costa Mesa	CA
<b>92627 Count</b>		1
39117	MORTON	MS
<b>39117 Count</b>		1
73072	Norman	OK
<b>73072 Count</b>		1
73131	Oklahoma City	Oklahoma
<b>73131 Count</b>		1
74006	Bartlesville	OK
<b>74006 Count</b>		1
75002	ALLEN	TX
<b>75002 Count</b>		1
75010	Carrollton	TX
<b>75010 Count</b>		1
75023	Plano	TX
<b>75023 Count</b>		1
75068	Oak Point	TX
<b>75068 Count</b>		1
75071	McKinney	TX
<b>75071 Count</b>		1
75074	Plano	TX
<b>75074 Count</b>		1
75080	Richardson	TX
<b>75080 Count</b>		1
75081	Richardson	TX
<b>75081 Count</b>		1
75219	Dallas	TX
<b>75219 Count</b>		1
75227	Dallas	TX
<b>75227 Count</b>		1
75228	Dallas	TX
<b>75228 Count</b>		1
75229	Dallas	TX
<b>75229 Count</b>		1
75243	Dallas	TX
<b>75243 Count</b>		1

75662	Kilgore	TX
<b>75662 Count</b>		1
76013	Arlington	TX
<b>76013 Count</b>		1
76201	Denton	TX
<b>76201 Count</b>		1
76202	Denton	TX
<b>76202 Count</b>		1
76209	Denton	TX
<b>76209 Count</b>		1
76655	Lorena	TX
<b>76655 Count</b>		1
76901	San Angelo	TX
<b>76901 Count</b>		1
77007	Houston	TX
<b>77007 Count</b>		1
77036	Houston	TX
<b>77036 Count</b>		1
77062	Houston	TX
<b>77062 Count</b>		1
77087	Houston	TX
<b>77087 Count</b>		1
77345	Kingwood	TX
<b>77345 Count</b>		1
77660	Dallas	TX
<b>77660 Count</b>		1
77845	College Station	TX
<b>77845 Count</b>		1
78108	Schertz	TX
<b>78108 Count</b>		1
78163	Bulverde	TX
<b>78163 Count</b>		1
78247	San Antonio	TX
<b>78247 Count</b>		1
79015	Canyon	TX
<b>79015 Count</b>		1
79912	El Paso	TX
<b>79912 Count</b>		1
<b>Grand Count</b>		211

TCA Grant Number:		77761110				Organization: Tejas Storytelling Association	
Expense Categories:	Check Number	Date	Payee	Total Check Amount	Portion Attributed to Grant + Match		
<b>ADMINISTRATIVE</b>							
(salaries, contracts, benefits)							
<b>Total Administrative</b>				\$0.00	<b>\$0.00</b>		
<b>ARTISTIC</b>							
(salaries, contracts, benefits)							
<b>Total Artistic</b>				\$0.00	<b>\$0.00</b>		
<b>FACILITY COSTS</b>							
	01/22/2025	Debit Card	City of Denton Parks & Recreation (Civic Center rental)	2800.00	\$2,500.00		
	01/22/2025	Debit Card	City of Denton Parks & Recreation (Civic Center rental)	3710.00	\$3,500.00		
<b>Total Facilities</b>				\$6,510.00	<b>\$6,000.00</b>		
<b>MARKETING &amp; PROMOTION</b>							
	3/31/2025	11320*	North Texas Pulic Broadcasting (Radio & TV)	\$2,000.00	\$1,000.00		
			*Payment from separate bank account for HOT Funds.				
<b>Total Marketing</b>				\$2,000.00	<b>\$1,000.00</b>		
<b>PROGRAM/EXHIBITION</b>							
(production costs)							
<b>Total Programming</b>				\$0.00	<b>\$0.00</b>		
<b>SUBGRANTING</b>							
(can be used only for match)							
<b>Total Subgranting</b>				\$0.00	<b>\$0.00</b>		
<b>OTHER EXPENSES</b>							
(detail each item individually)							
<b>Total Other Expenses</b>				\$0.00	<b>\$0.00</b>		
<b>GRAND TOTAL</b>				\$8,510.00	<b>\$7,000.00</b>		
					PORTION TOTAL should be 2 times your award		
<b>NOTES TO TCA STAFF:</b> (check variances; percentage breakdown of salaries when partial; description of how services, materials, costs apply to grant; etc.)	*Payment for match from separate bank account for HOT Funds. Debits from General Fund checking account.						