



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
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's Day of the Dead Festival, Inc., for the payment and use of program year 2025 hotel tax revenue in support of the 2025 Denton Day of the Dead Festival; and providing an effective date. (\$65,100- Community Partnership Committee recommends approval 2-0)

BACKGROUND

This agreement allows for the total expenditure of \$65,100 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's Day of the Dead Festival, Inc.'s HOT budget supports the advertising, musicians, and operation of the 2025 Denton's Day of the Dead Festival. Last Fiscal Year the organization received \$65,000 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 \$65,100 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:
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Chief Financial Officer

Prepared By:
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