



City of Denton

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

Meeting Agenda

Community Partnership Committee

Friday, June 27, 2025

9:00 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 Monday, June 27, 2025, at 9:00 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. [CPC25-020](#) Consider approval of the minutes from May 23, 2025.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)
 [Exhibit 2 - Draft Minutes May 23, 2025](#)

- B. [CPC25-021](#) Receive presentations and hold a discussion regarding organizations that receive Hotel Occupancy Tax and Sponsorship funding.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)
 [Exhibit 2 - Denton County Office of History and Culture presentation](#)
 [Exhibit 3 - Denton Parks Foundation presentation](#)
 [Exhibit 4 - Theatre Denton presentation](#)
 [Exhibit 5 - Tejas Storytelling Association presentation](#)
 [Exhibit 6 - Denton Festival Foundation presentation](#)
 [Exhibit 7 - Veterans Hall of Fame presentation](#)
 [Exhibit 8 - Greater Denton Arts Council presentation](#)

- C. [CPC25-022](#) Receive a report, hold a discussion, and give staff direction on setting a percentage of Hotel Occupancy Tax funding that will be allocated to the Convention and Visitors Bureau annually.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)
 [Exhibit 2 - Presentation](#)

- D. [CPC25-023](#) Management Report
1. Future Agenda Items

Attachments: [1. Future Agenda Items](#)

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 Monday, June 23, 2025, 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
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Legislation Text

File #: CPC25-020, **Version:** 1

AGENDA CAPTION

Consider approval of the minutes from May 23, 2025.



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: June 27, 2025

SUBJECT

Consider approval of the minutes from May 23, 2025.

BACKGROUND

The draft minutes from the Community Partnership Committee meeting held on May 23, 2025, are attached for the Committee's consideration and approval.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Draft Minutes May 23, 2025

Respectfully submitted:
Jessica Williams
Chief Financial Officer

Prepared By:
Daniel Jones
Senior Grants Analyst

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, May 23, 2025, at 9:02 a.m. in the City Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Chair Joe Holland, Vice-Chair Vicki Byrd, and Member Jill Jester.

ABSENT: None.

1. ITEMS FOR CONSIDERATION

A. **CPC25-017** Consider approval of minutes from May 2, 2025.

The item was presented and approved. Vicki Byrd motioned to approve the minutes; Jill Jester seconded the motion.

(3) AYES: Joe Holland, Vicki Byrd, Jill Jester

(0) NAYS:

(0) ABSENT:

B. **CPC25-018** Receive presentations and hold a discussion regarding organizations that receive Hotel Occupancy Tax and Sponsorship funding.

The items were presented, and discussion followed.

C. **CPC25-019** Management Report

The items were presented, and discussion followed. Direction was given to conduct more presentations in the upcoming meeting in June, as well as a Special Called Meeting in July if needed.

2. CONCLUDING ITEMS

None.

With no further business, the meeting was adjourned at 10:49 a.m.

Joe Holland
Chair

Joseph Haddad
Recording Secretary

MINUTES APPROVED ON: _____



City of Denton

City Hall
215 E. McKinney St.
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Legislation Text

File #: CPC25-021, **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: Christine Taylor

DATE: June 27, 2025

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 Denton County Office of History and Culture, Denton Parks Foundation, Greater Denton Arts Council, Tejas Storytelling Association, Texas Veterans Hall of Fame, Theatre Denton (Denton Community Theater).

1. Denton County Office of History and Culture uses HOT funds for the restoration and exhibition of historical artifacts and buildings at the Downtown Courthouse and Historical Park. The 2025 program year includes Quakertown Park Walking Tours, tours of the Denton County Historical Park, Texas Talks series, and Park After Dark events in conjunction with the City of Denton's 31 days of Halloween.

Funding allocation:

- HOT fund allocation: \$296,200

2. The Denton Parks Foundation (DPF) engages the Denton community to enhance the mission of the Denton Parks and Recreation Department. In 2025, DPF organized the Cinco de Mayo Festival, the Juneteenth Celebration, and Dog Days of Denton. These events build community in celebration of Denton's unique cultures and provide free family-friendly events to the public. Funds raised from Dog Days are donated back to the City to benefit both of Denton's dog parks.

Funding allocations:

- HOT Fund allocation: \$134,300
- Sponsorship allocation: \$4,710
- Sponsorship In-Kind: \$65,400

3. Theatre Denton's mission is to contribute to the cultural life of the community through theatrical experiences. Theatre Denton shall promote education and interest in theatre and the performing arts; and to manage and operate the Campus Theatre.

Funding allocation:

- HOT fund allocation: \$30,100
- Facilities Contract: \$8,100 City utilities, \$4,300 Gas utility, \$13,000 Maintenance

4. Tejas Storytelling Association fosters the art of storytelling as an oral tradition, a performing art, and an educational tool. The Festival is a premier storytelling event for the State of Texas and the surrounding states of Arkansas, Louisiana, and Oklahoma.

Funding allocations:

- HOT Fund allocation: \$59,055

5. Denton Festival Foundation organizes the Denton Arts and Jazz Festival which is a free event promoting the performing and visual arts in a multi-disciplined, educational, and culturally diverse format and represents the originality, creativity, and spirit of giving and sharing through music and the arts.

Funding allocation:

- HOT Fund allocation: \$135,000
- Sponsorship allocation: \$20,000
- Sponsorship In-Kind: \$197,110

6. Texas Veterans Hall of Fame Museum honors all Texas Veterans for their service, sacrifice, and accomplishments. The museum documents their stories and preserves the history of these Veterans for current and future generations. This is done through the museum, annual induction ceremony, mobile museum, learning academy, trail of heroes, and remember them forever program.

Funding allocations:

- HOT Fund allocation: \$55,100
- Sponsorship allocation: \$3,140

7. The Greater Denton Arts Council (GDAC) is a catalyst for creativity, advocacy, and collaboration. The Patterson-Appleton Arts Center (PAAC) houses GDAC and celebrates the arts, inspires innovation, and engages with the community. GDAC celebrates the arts through publicity, educational programs, and diverse and dynamic events for visitors of all ages. GDAC is a resource for funding and facility space for established and emerging artists and cultural organizations.

Funding allocations:

- HOT Fund allocation: \$160,400
- Sponsorship allocation: \$6,280
- Facilities Contract: \$87,000 City utilities, \$10,000 Maintenance

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Denton County Office of History and Culture presentation

Exhibit 3 - Denton Parks Foundation presentation

Exhibit 4 - Theatre Denton presentation

Exhibit 5 - Tejas Storytelling Association presentation

Exhibit 6 - Denton Festival Foundation presentation

Exhibit 7 - Texas Veterans Hall of Fame presentation

Exhibit 8 - Greater Denton Arts Council presentation

Prepared By:
Daniel Jones
Senior Grant Analyst

Respectfully submitted:
Jessica Williams
Chief Financial Officer



Denton County Office of History and Culture

Peggy Riddle, Director

Denton County Office of History and Culture



Background

- The Denton County Office of History and Culture (OHC) oversees the Courthouse-on-the-Square Museum and the Denton County Historical Park.
- **Mission:** The Denton County Office of History and Culture aims to educate and engage our visitors by collecting, preserving, and interpreting the culture and history of Denton County.
- OHC does this by providing:
 - Engaging exhibits
 - Community programming
 - Museum tours and visitor experiences
 - Historical lectures
 - In-school presentations and field trips
 - Promotion of local historic preservation
 - Assisting other historical organizations
 - A collection of artifacts and documents that have historical significance for preservation and posterity



Museum Exhibits

Past Three Years of Exhibits at the Courthouse-on-the-Square Museum:

- **Team Spirit** – a look at Denton County high schools (2023)
- **Making a Scene** – an exhibit on the Denton's music scene (2022)
- **Form & Function** – ceramics exhibit, featuring 100+ years of locally made pottery (2021)
- Cultural exhibits celebrating Black History Month and Hispanic Heritage Month
- 2026 Plans
 - Fashion Exhibit in collaboration with the Texas Fashion Collection at the University of North Texas
 - Related programming (ex. gallery talks, children's activities, workshops)
- Restoration of the Stony Store



Events and Programs

- Free guided tours of our museum sites
- Field trips for school districts in Denton County and surrounding areas
- Traveling Museum program for students and adults in the County and surrounding areas
- Texas Talks speaker series at the Courthouse and lectures at neighboring libraries and museums
- Victorian Teas at the Bayless-Selby House
- Student Programs: Boy Scout Merit Badge program and the Denton County Junior Historians
- Holiday decorations at the Historical Park

Denton Revealed: Preservation Month - Partnership with the City of Denton and Denton Public Library in Downtown Denton and Beyond

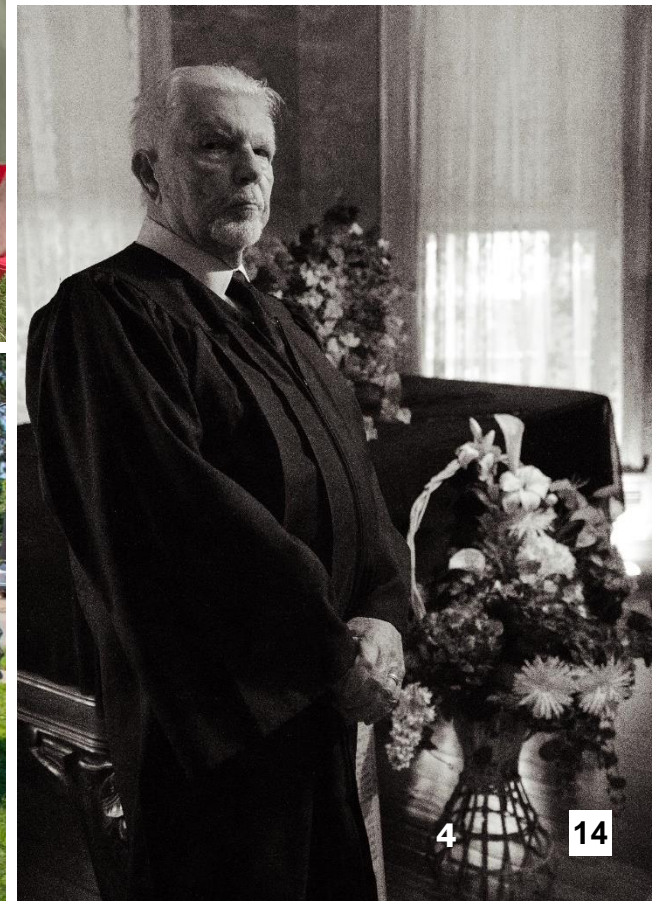
- 2025 – 345 attendees
- 2024- 333 attendees
- 2023- 307 attendees

Denton County Farm Heritage Day - Partnership with The Denton Community Market, Denton County Antique Tractor Club, Denton County Farm Bureau, and Denton County AgriLife Extension Office

- 2024 – 200 attendees
- 2023- 300 attendees
- 2022- 200 attendees

PARK AFTER DARK - Halloween program and specialized tour at the Bayless-Selby House Museum

- 2024 – 180
- 2023 – 150
- 2022 – 158



Tourism

Both sites are listed in the **Top 5 Things to Do in Denton** on Google and TripAdvisor

- **Average yearly visitors:**
 - **8,500 at the CHOS, 4,000 at the Historical Park**
 - Highest traffic months are March, June, and December
 - Target audience is **families, residents, and out-of-town visitors**
- 2024 - Total 4,626 visitors, **206 hotel stay** *Courthouse closed due to restoration
- 2023 -Total 12,135 visitors, **738 hotel stay**
- 2022 -Total 12,111 visitors, **324 hotel stay**
- **Marketing:**
 - Print and Digital Ads
 - Printed rack cards and brochures
 - Social Media Ads – **Facebook** (10K followers) and **Instagram** (1,370 followers)
 - Online Event Calendars (ex. Discover Denton, Google Calendar)
 - YouTube Channel, OHC Blog
- Historical Park expansion is creating a longer visitor experience
- **Evening events**, like Park After Dark and the Texas Talks Speaker Series, encourage attendees from outside of Denton to plan a hotel stay



Denton County's rich clay soil has long provided the valuable source materials needed for making ceramics. Early settlers brought the knowledge and skill of producing utilitarian vessels to the area, creating one of the first industries in the county. As the industry developed, the potters began adorning their pieces with unique decorative elements, including glazes, markings, and distinctive forms. Their functional works set the groundwork for the expansion of ceramics into an art form that is present in Denton County today.



Completed • Nov 25, 2024

View results

Website visitors


Visit the museums at the Denton County Historical Park. Open for tours Wednesday...

158.9K
Views

96,317
Reach

808
Link clicks

\$197.95
Spent at \$6.00 per day



Completed • Nov 25, 2024

View results

Local reach


Season's Greetings from the Denton County Historical Park! Enjoy free docent...

165.1K
Views

95,321
Reach

95,321
Reach

\$197.59
Spent at \$6.00 per day





Questions?





Denton Parks Foundation

Stephanie Lamb

Treasurer

Denton Parks Foundation



Background

- Denton Parks Foundation was established in 1987, working to meet the needs and expectations of the Denton community to help fill the gap that exists when parks' needs surpass the tax dollars available.
 - Dog Days of Denton – started in 1993 as Texas's original festival for pooches and their people.
 - Juneteenth – Emancipation Day was celebrated in Denton in 1892. The City began cosponsoring the celebration event in the 1980s.
- Board make-up
 - The Denton Parks Foundation is led by a dedicated Board of Directors focused on positively impacting the Denton community through investments, advocacy, and volunteerism, which enhance accessibility and improve the quality of life for all residents.
 - The Juneteenth Committee is composed of volunteers who are residents of Denton County committed to building unity, celebrating culture, and creating a lasting impact in the Denton community.
- Mission or goal
 - The Denton Parks Foundation's mission is to engage the Denton community to enhance the mission of the Denton Parks & Recreation Department to unite, grow, and play.
 - The goal of the Juneteenth Celebration is to promote unity in the community and make a greater impact on one another's lives.



Festival – Dog Days of Denton / Juneteenth

- Information about the festival
 - Location – Quakertown Park and Civic Center Pool / Fred Moore Park
 - Dates and time – September 12, 2026, at 9 am – 2 pm / June 19, 2026, 5 pm – 10 pm, and June 20, 2026, 10 am – 10 pm
- Last three years of Attendance: 15,000 / 13,000
- Event Highlights/ Major Attractions:
 - Dogs in the Civic Center Pool, over 70 vendors (including city services), dog-related competitions, live music (George Dunham and the Bird Dogs 2024, 2025, Craig McDaniel Band 2023).
 - Friday evening Gospel night, Saturday evening R&B and Soul night, Annual Parade, Annual Hometown Hero reception, Softball tournament and 7v7 games, children's activities, and a variety of food and product vendors.
- Photos – Attached
- DDoD is a long-standing tradition in Denton, celebrating our 32nd year in 2026. This is an event that is both expected annually by many of our common festival goers, but also a new tradition since adding the Dogs-in-the-Pool aspect starting in 2021.
- Juneteenth is an annual celebration rooted in Southeast Denton, celebrating the historical significance of the Juneteenth holiday. The committee has crafted a completely family-friendly week of events meant to educate, unify, and celebrate. The goal is to spread the word of the event regionally and nationally through billboards, radio ads, multiple social media platforms, and a streamed virtual celebration on the festival website.



Tourism

- Target Audience?
 - DFW Community and Beyond
 - Families
- How does your festival attract overnight stays (heads in beds) within Denton?
 - The Dog Days of Denton event starts in the early morning and lasts throughout the day, so participants may come in the night before and stay the evening of the event to participate in other activities in Denton, such as Arts & Autos on the Square.
 - Juneteenth is a multiple-day event with national and regional entertainment, and participants may spend several days in Denton hotels.
- What marketing efforts does your festival use to promote tourism in the City of Denton?
 - Provide quantitative measures:
 - We do magazine covers for publications in other municipalities in Denton County and other surrounding counties. E.g., Cross Timbers Gazette, Texoma Farm and Ranch, and The Denton CVB publications.
 - In addition, for the past three years, we have taken out a billboard that runs for 8 weeks up to the event on major thoroughfares leading into the City. The past two years, it has been a billboard facing south, on the northbound side of I-35W at 114 and I-35W.
 - Lastly, we utilize social media marketing and expand our target market and dollars to specifically Denton and non-Denton markets to encourage attendance.
 - Provide example – Juneteenth examples attached.

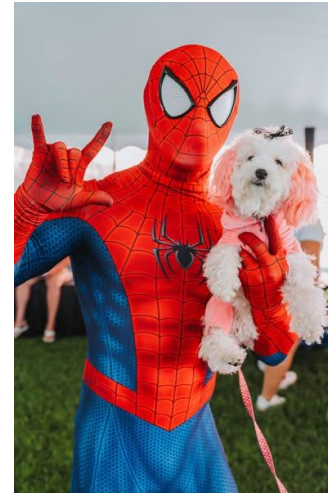


Future Plans

- DDoD is our cornerstone fundraising event that we plan to build around to eventually become a “Park-a-Palooza” that functions to promote events over the course of a weekend at multiple parks in Denton. This future growth, as planned, will become another signature event similar to Arts and Jazz, attracting 40-50,000 people annually.
- The Juneteenth Committee is always striving for bigger, nationally recognized artists, better social media, and advertisement placement for maximization, growing and fine-tuning the event while keeping vendor categories from being overpopulated to attract larger attendance to the festival and Denton.



Questions?







Mike Barrow
Managing Director

Theatre Denton
214 W. Hickory Denton



Governing Board of Directors

Pete Kamp, President
Rudy Menn, Treasurer
Susan McGuire Cooksey,
Secretary

Mindy Arndt, Nina Nichols
Austin, Roni Beasley, Tanya
Blixt, Kristen Deal, Linda
Eaddy, Don Edwards, Nanci
Kimmey, Terry Nobles,
Caleb Norris, Norman
Pomerance, Nicole Probst,
Linda Rubin, Jeff Springer,
Denise Stephens, Donna
Trammell

Production Board

Kristen Deal,
President
Amanda Nixon,
Vice-President
Lee Brown,
Secretary
Theresa Buntain,
Kim Campbell,
Erica Cole, Hannah
Kimble, Milenda
Lopez, Kerri Peters,
Caroline Pluscht,
Cora Reikofski,
Mario Sanchez,
Gary Severen,
Linda Wallace,
Melanie Welch

Background

- Formed in 1969 as Denton Community Theatre as a 501c(3). Merged with Music Theatre of Denton in 2020 to form Theatre Denton

Mission

Theatre Denton’s mission is to contribute to the cultural life of the community through theatrical experiences. Theatre Denton shall promote education and interest in theatre and the performing arts; and to manage and operate the Campus Theatre. This mission includes, but is not limited to the following:

- a. Promoting education in the theatre and performing arts by producing high quality plays and musicals;
- b. Encouraging and educating both children, youth and adults in all aspects of theatre arts and related fields;
- c. Providing North Texas region residents with opportunities to gain a greater appreciation of the performing arts;
- d. Providing North Texas area residents with opportunities to participate with the performing arts.
- e. Contributing to the quality of life in the North Texas region.



2026 Productions

You're A Good Man Charlie Brown

Feb. 20-Mar. 1

To Kill A Mockingbird

Apr. 10-19

The Importance of Being Earnest

May 22-31

OKLAHOMA!

Jul 10-26

The Diary of Anne Frank

Aug. 21-20

THE ADDAMS FAMILY

Oct. 9-18

The

Mousetrap

Nov. 6-15

How the Grinch Stole Christmas

Dec. 10-20

Highlights

- All productions feature professional level acting, lighting, sound, and design.
- All musical feature live musicians.
- All Mainstage Productions in the Texas Historic Landmark Campus Theatre .

Last 3 Years Attendance

2024 - 15,667
2023 - 18,385
2022 - 14,593

Annex and Youth Productions - TBA

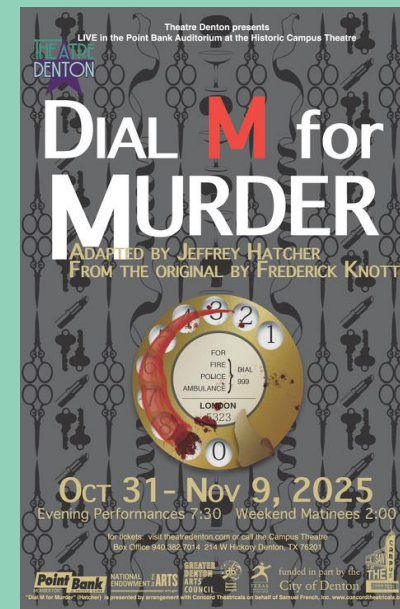
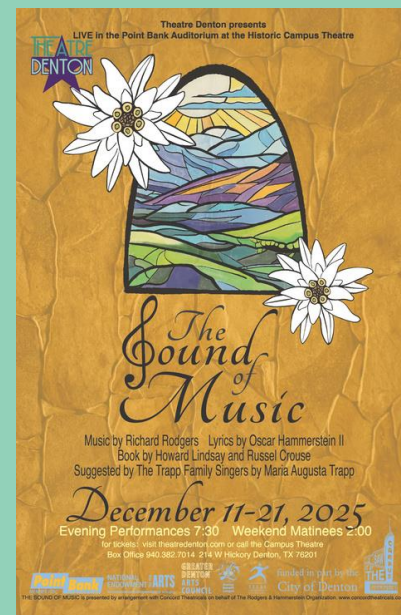
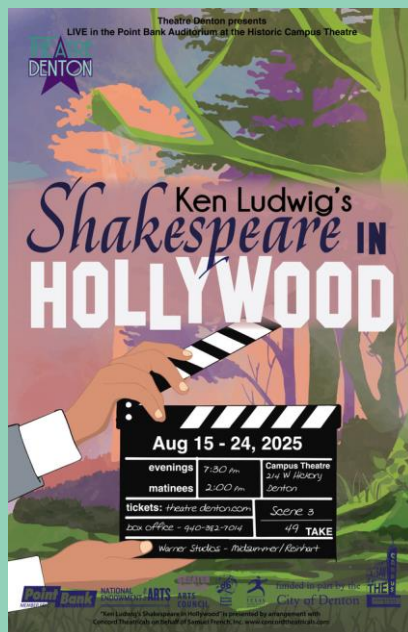
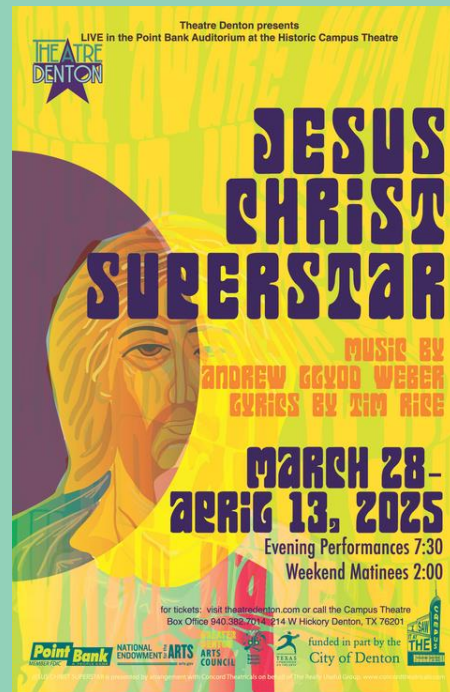
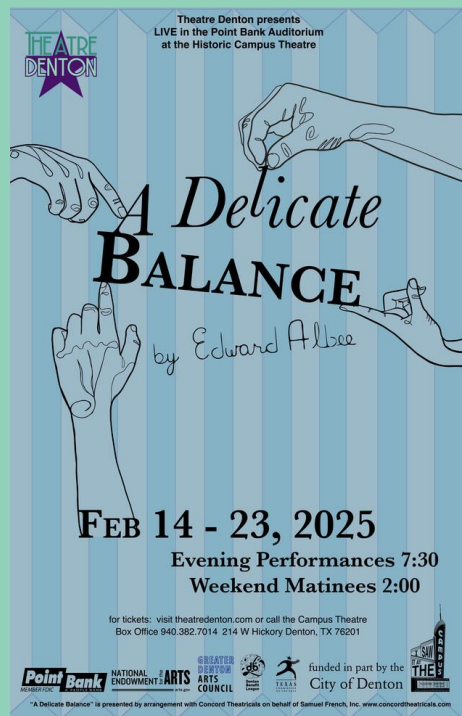
Tourism

Target Audience -18 to 65+ year olds with an emphasis on individuals with a known interest in the performing arts who might not be aware of the programming that we offer or for that matter, might not even be aware of the existence of a community theatre in Denton. We will also target the parents of young people with an interest in learning and participating in the performing arts.

Attracting Overnight Stays -A majority of our programming is late in the evening on weekends which encourages people to make Denton a destination for a weekend stay.

Marketing - Theatre Denton uses their website, email, posters, and social media for ongoing marketing and also sends 6000+ annual mailed brochures to promote the season and postcards for special events.

Quantitative Measures - Collection of attendee’s zip codes from Tickets to the City. 41% of Denton’s mailing list is outside of Denton. Facebook, Instagram, and Google analytics indicating where traffic is from. Anecdotal information from local businesses about increased patronage during Theatre Denton shows.





Future Plans

Theatre Denton's 3 to 5 year plan is to present live theatre productions produced by Denton and surrounding area volunteers at the Campus Theatre and the Theatre Denton Annex located at the Golden Triangle Mall. We will also plan on 4 semesters of youth theatre classes and productions each year. Theatre Denton would also hope to find a location for the Annex that is closer in proximity to downtown and the Campus Theatre. If possible, this location would be purchased in order to avoid future relocations of this facility. If that purchase is possible, it will most likely involve a capital campaign to raise funds for the purchase and renovation.



Questions ?



Tejas Storytelling Association

Name: Dalton Gregory

Title: TSA Treasurer Emeritus

Project: Texas Storytelling Festival





Background

The Tejas Storytelling Association (TSA) is a 501 (c) 3 nonprofit, arts organization, headquartered in Denton, that serves the traditional area of Texas (Tejas) that includes the region.

- The TSA Board is comprised of member volunteers from the state & region.
- Mission of TSA is to foster an appreciation of storytelling as an oral traditional, a performing art, and an educational tool.





The Texas Storytelling Festival

- Produced annually at the Denton Civic Center in March:
 - March 12-15, 2026, 5-9 pm Thursday, 9 am – 10 pm Friday & Saturday; 8-2 pm Sunday
- Attendance: 2713 in 2025; 2763 in 2024; 2672 in 2023.
- Events include: Story Concerts, Ghost Tales, Liars Contest, Story & Poetry Slams, Story Swaps, Kids' Day, Workshops, Master Class, Music, with outreach via Tellers in the Schools.





Tourism

- Target Audience for TSF is well-educated 40-70 year olds with disposable income from Texas, the region, the nation and internationally. Special interest groups related to storytelling & the tellers, and families with children are also targeted.
- Spread over 4 days with popular, featured storytellers and opportunities for others to perform, TSF attracts overnight stays from storytelling enthusiasts and puts heads in beds in Denton.
- Marketing efforts used to promote tourism in the City of Denton include radio, tv, print ads, online, social media, direct mail and email. Efforts are made to saturate the market.
 - Readers/viewers numbered in the millions for TV, radio, and online and traditional print ads.
 - Hunter Digital Insights Consulting reported on website analytics/geography, Facebook, and Google ads.
 - For example, Facebook views in 2025 were recorded as 970,517.



Future Plans



- Tejas Storytelling Association (TSA) has produced the Texas Storytelling Festival for 40 years in Denton.
- It is the premier event of its kind in Texas.
- TSA plans to continue producing it.

Questions?





Denton Arts & Jazz FESTIVAL



www.dentonjazzfest.com



HISTORY

Formed in **1980**, the Denton Festival Foundation, Inc. produced Spring Fling until 1989. In 1990 the organization merged with Denton JazzFest and in 1991 presented the first ever **Denton Arts & Jazz Festival** in downtown's Civic Center Park (now named Quakertown Park). The event was created out of the belief that the highest quality of music and art should be available to the public **FREE** of charge.

MISSION

The mission of the Denton Festival Foundation, Inc. is to plan, promote and produce the annual Denton Arts & Jazz Festival. The free event nurtures the study and promotion of the performing and visual arts in a multi-disciplined, educational and culturally diverse format and represents the originality, creativity and spirit of giving and sharing through music and the arts.



BOARD OF TRUSTEES

The organization is governed by a Board of Trustees that meet monthly with the exception of December. The Board is currently comprised of seventeen (17) members who are actively involved in the community and passionate about the mission of our organization. The Board of Trustees provides guidance and advice while providing general oversight of operations.



EVENT LOCATION

The Denton Arts & Jazz Festival is held in the beautiful setting of Quakertown Park, just 2 blocks northeast of Denton's downtown square.

DATES

The event is held annually on the first full weekend in October. The 2025 event will be 10/3-10/5 and for 2026 the dates will be 10/2-10/4. The hours are:

Friday 3pm-11pm

Saturday 10am-11pm

Sunday 11am-9pm



ATTENDANCE

Attendance for the event typically reaches 200,000+ for the 2 and a half days

STAGES

Six outdoor stages are located throughout the park featuring the best of jazz, blues, country, orchestral, vocal and theatrical performances.

VENDORS

Up to 200 art vendors and 58 food vendors are all juried into the show.



www.dentonjazzfest.com



www.dentonjazzfest.com

TOURISM

According to data pulled from *Placer AI**, there were over 50,000 trackable visitors at the park during the 2024 event. Of those visitors, 45,611 were from within a 50-mile radius of Denton and 5,495 were from outside the 50-mile radius and probably required a hotel stay. 75% of our Vendors (275-300 annually) are from outside the metroplex and require a 3-5 night hotel stay.

We have also learned from *Placer AI* that the most heavily attended day is typically Saturday with the peak attendance times being between 6:00 and 9:00 pm and that the average duration of a visit is over 100 minutes with some stays lasting for hours.

MARKETING

Our marketing efforts span the state, region and beyond. Ads begin in February and target potential vendors in national publications. As the event nears, the marketing focus shifts to encouraging attendance at the event. We target Dallas/Fort Worth newspapers radio and television stations. Comprehensive social media plans are enacted and include regular posts, boosted posts and targeted ads. Attendees for the event are diverse and we target our efforts towards individuals and families with no regard to age, race, sex, disabilities or economic status. We continue to rely less and less on print advertising and put more emphasis and dollars in online and social media advertising and will continue this trend into the future.

ECONOMIC IMPACT

The Texas Cultural Trust mentioned the Denton Arts & Jazz Festival in their recent publication “2025 State of the Arts Report” saying, “The Denton Arts & Jazz Festival has grown into one of the largest events in Denton County. With an attendance of over 225,000 people, the festival promotes tourism and contributes to a healthy local economy. The event has an annual economic impact of over \$5 million dollars.”

** Placer AI operates by collecting and analyzing massive amounts of location data to provide valuable insights into consumer behavior. Placer AI's numbers can be skewed when the location is adjacent to buildings considered to be “protected” sites, such as a United States Post Office. The system will only track those who have location sharing enabled on their cell phones so these numbers do not account for those with location sharing disabled or people individuals with no cell phone.*



LOOKING FORWARD

Our plans for the next 3 years are to increase Corporate support. We will accomplish this by continuing to nurture existing relationships and developing new partnerships with companies where there is mutual benefit to each side.

We plan to increase programming for children to include:

- The addition of a Children's Stage with professional entertainment
- The addition of a Children's Music Tent with hands-on experiences for children to learn about specific instruments.
- Expand the existing Children's Art Tent to include more hands-on stations for participation by children.
























We plan to increase programming for adults to include:

- The addition of a stage to feature Latin music.

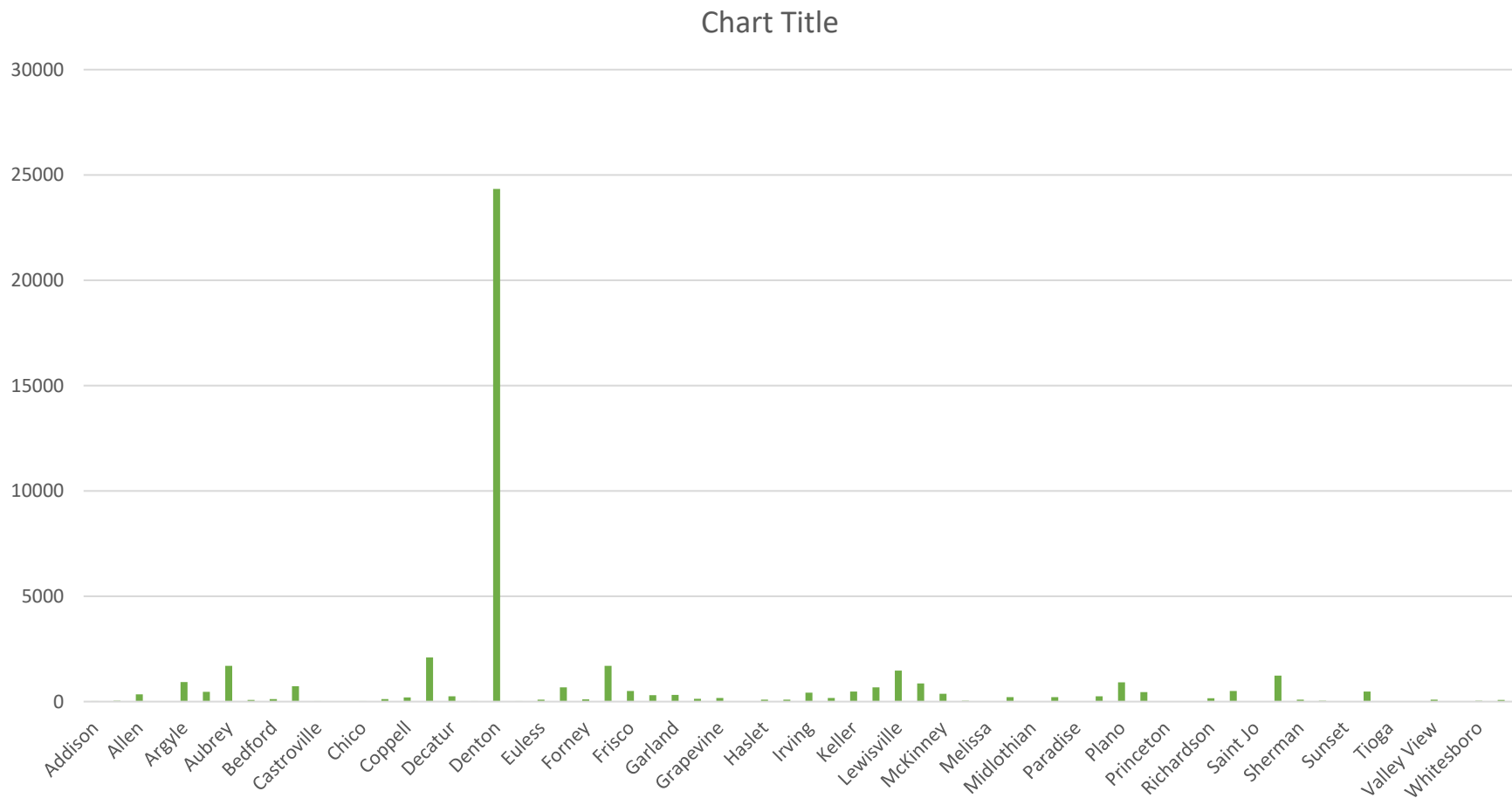
Questions?



2024 CHAMPION SPONSORS

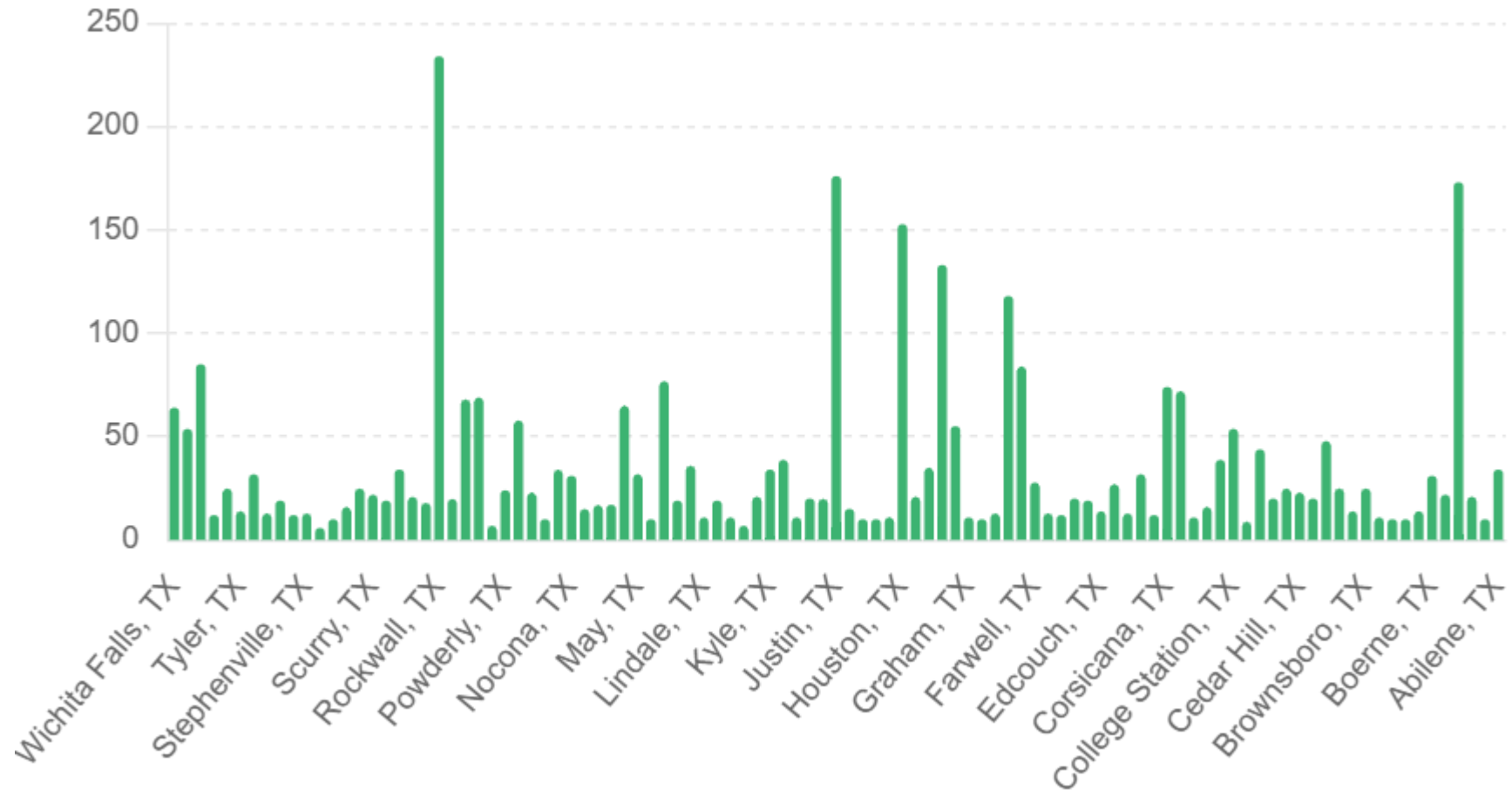
PRESENTING		ENDOWMENT	STAR	BENEFACTOR
				 
PROMOTER	ADVOCATE	SUSTAINING		
  	 	            		
HEADLINER				
Floor & Décor North Central Texas College Cornerstone Property Group/ Marilyn Newland		Denton Bible Church Independent Financial North Texas Transportation Authority (NTTA) Thinergy Health & Weight Loss		North Texas Tollway Authority Texas Health Presbyterian Denton Zimmerer Kubota Renewal by Anderson

2024 Visitors within a 50-mile radius of Denton, according to Placer AI *



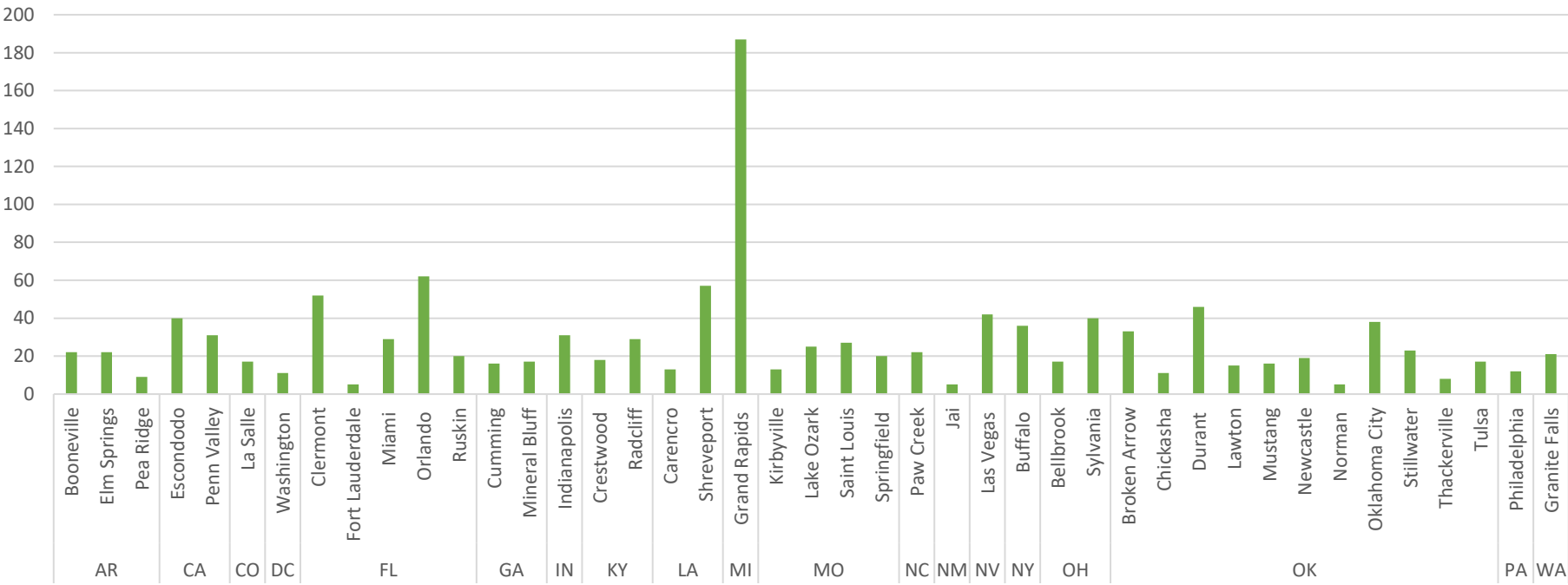
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2024 Visitors from Texas but outside a 50-mile radius of Denton, according to Placer AI *



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2024 visitors from outside a 50-mile radius of Denton and from outside of Texas, according to Placer AI *



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Texas Veterans Hall of Fame

Gary E. Steele

President

Texas Veterans Hall of Fame



Background

- Year formed: 2018
- Mission or goal: To honor, preserve the stories, sacrifices and accomplishments of Texas Veterans. Educate the public on these stories.
- *Board make-up: Six Members and 2 Ex-Officio's
- Two Executive Directors in Region II



Texas Veterans Hall of Fame
P.O. Box 51288
Denton, Texas 75206

May 28, 2025

Subject: List of Board Members

President
Gary E. Steele

Vice President
Jere Delano

Secretary
Ashten Yarberry

Treasurer
Susan Oleria

Volunteer/Outreach Director
Charlene Mathews

Member
Tim Brannon

Ex-Officio

Dr. Diana Mason
Austin, TX

Kathy Lyons
Denton, TX



Museum and Programs

- *4200 Square foot museum filled with memorabilia and stories of Texas Veterans.
 - Golden Triangle Mall, Suite L19
 - Friday, Saturday and Sunday (1-6 PM) (Open all Year)
 - Annual Induction Ceremony (150 to 200 Attendees)
UNT Gateway
- *Last three years of Attendance:26,087 (Includes our Mobile Events)
- *Event Highlights/ Major Attractions:Filled with Artifacts, Interactive Display (New Tunnel Rat/Trench Warfare).
- *Photos
- Anything else you want the committee to know about your festival, etc.

Quarterly Report Summary

Year	2021	2022	2023	2024	2025	Total	Comments
Visitors							
Qrt1	600	90	970	2500	4160		
Qrt2	679	1017	816	1186			
Qrt3	1600	3126	2324	3300			
Qrt4	1200	3030	4500	3228			
Total Visitors	4079	7263	8610	10214	4160	34326	Does not include our Induction Ceremony numbers or 2018, 2019 and 2020. First two quarters of 2021 was down due to COVID
Other Cities	155	21	101	60			
Other States	60	3	13	25			
Other Countries	4		3	8			
Ratings							
Events Held							
Denton	3	7	12	5			
Outside Denton	3	*10	*11	*12			*Houston, Austin, Amarillo, Bonham, Tyler, Midlothian, Fort Worth, Dallas, Frisco, Waco, Gainesville, Wylie,
Board Meetings	27	23	15	12			
RTF Profiles	6000	7200	8000	11000	14000		
RTF Cemeteries	28	38	40	56	72		

1



Year	2021	2022	2023	2024	2025	2026	2027	2028
Visitors								
Qrt1	600	90	970	2500	4160			
Qrt2	679	1017	816	1186				
Qrt3	1600	3126	2324	3300				
Qrt4	1200	3030	4500	3228				
Total Visitors	4079	7263	8610	10214	4160			
Other Cities	155	21	101	60				
Other States	60	3	13	25				
Other Countries	4		3	8				

Future Plans

- Complete our Tunnel Rat Display
- Complete our Learning Academy. Will attend a statewide home school convention this month (June)
- Expand our museum square footage
- Add a second regional museum that will promote our mission and programs. Denton will be the hub
- Expanded our partnership with the local veterans court to provide a venue that will help their program and ours, by providing community service work for those required to perform service hours.
- Open our media center for podcasting.
- Hire a full time Executive Director to oversee the TVHOF mission.
- Continue to develop our videos through the use of AI. Here is a link to our funds request that was generated by AI
<https://share.synthesia.io/5223935e-415b-4598-9f91-98700ace6a1a>



Questions?

Texas Veterans Hall of Fame



REMEMBERING THEM FOREVER!

6th Annual Induction Ceremony- November 16th, 2024

Keynote Speaker:

Don Graves

Don Graves is one of two surviving Marines from the Battle of Iwo Jima.

Special Appearance:

Larry Carlton

Recipient of Texas Lone Star Award on behalf of 52 Texas Celebrities.

2024 INDUCTEE'S

VALOR AWARD

Don Graves-USMC (WWII)

Jack Lummus Jr.-USMC (WWII) Medal of Honor

John McLeopson-USMC Medal of Honor

Frank Mitchell-USMC (Korea) Medal of Honor

Whitt Morsland-USMC (Korea) Medal of Honor

Mike Pena-USA (Korea) Medal of Honor

SERVICE AWARD

Mike Usery-USA (Korea)

GOLD STAR AWARD

Robert Wayne Forrester Family-USMC (Vietnam)

PATRIOT AWARD

Joe Spears-US Army (Vietnam)

We are excited that our 6th Annual Induction Ceremony is well under development and wanted to share the details. Thanks to our many sponsors, donors, and partners for their support.

Bloomfield Floral

City of Denton

Coburn

Cuddi Realty

Kwik Kar Lube

Golden Triangle Mall

Kroger

Local Circuit

North Texas State Fair

Sarah and Ross Perot Foundation

Sprouts Farmers Market

Texas Roadhouse

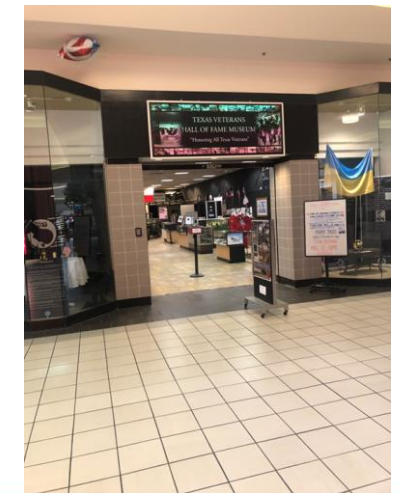
United Rentals

United Veterans Association

VFW #2205

Vietnam Veterans Chapter #920

Walmart





Veterans Day Service
Dallas at Retirement Home



School Program Veterans Day



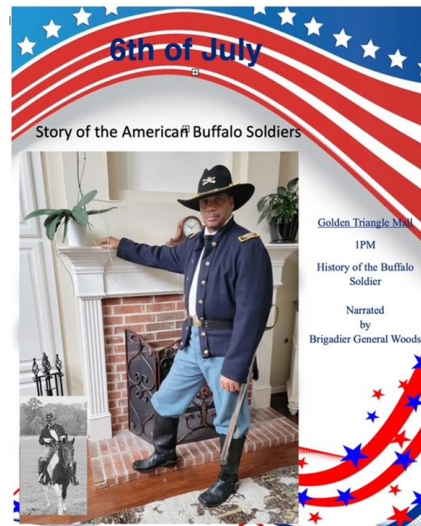
Texas Learning
Academy



Display in Amarillo, TX



RTF Display



6th of July
Story of the American Buffalo Soldiers
Golden Triangle Medal
IPM
History of the Buffalo
Soldier
Narrated
by
Brigadier General Woods



Mural Display



Way to promote our Program
Scan the QR Code in the Flashlight



GREATER DENTON ARTS COUNCIL



BACKGROUND

- GDAC was formed in 1969 and has been fostering and supporting the arts for almost 55 years!
 - Our board is currently made up of 12 members that include artists, musicians, thespians, 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 the community. Access to the arts is at the forefront of what we do, as we create and execute a multitude of exhibitions, programs, events, and workshops.
-





EXHIBITIONS

- GDAC hosts exhibitions throughout the year that include signature exhibitions, partner exhibitions, community organizations, and solo shows. Our exhibition calendar is scheduled around 2 years in advance, and fills up quickly.
- We also curate various spaces around the city that we refer to as our “sister gallery” sites.
- For 2024, we had a total of 50,617 in person art experiences between the PAAC and the sister galleries.



Electric! 2024

EVENTS

- Throughout the year, we host a number of events that attract visitors from all over. Some of the larger ones include
 - Electric! Light Art Installation
 - Video Art Night
 - Artist Workshops and Presentations
- For 2024, we had approximately 6,500 visitors engage in our events and programming.

TOURISM

➤ Target Audience

- Our target audience depends on the event, however, the goal of GDAC is to provide access to the arts for all ages, so we offer something for everyone.
- Many of our events are later in the evenings, therefore it would make sense for visitors from out of town to stay overnight, especially for things like Electric!, Video Art Night, and our Murder Mystery events.
- Our marketing efforts for our events and exhibitions include a monthly newsletter, website, Facebook, Instagram, KERA, and Denton Main Street Association.



WHY IS GDAC IMPORTANT TO THE ARTS?

- GDAC has been the umbrella organization for the arts throughout Denton County for 55 years.
- We helped form the arts as Denton's identity, and we continue to create and grow new events, programs, and exhibitions that bring in more and more visitors from inside and outside of the area.
- **Without this funding, we cannot exist.**
- We partner with dozens of other art groups, nonprofits, and businesses to bring expertise and knowledge of the arts to the table, which, in turn, brings in more money for those entities as well.
- We also partner with our local schools and universities to showcase student work, create opportunities for experience in working in the arts, and to bring ideas for programming to life.

ART BRINGS ACCOLADES AND ATTENTION

- Denton has been recognized by Workamajig as one of the best cities in the U.S. for creatives. This underscores Denton's vibrant environment that actively fosters creativity and innovation among its citizens.
- Designations such as this help make Denton a cultural arts destination, which begins with organizations like GDAC fostering and empowering artists, musicians, and performers as well as creating events and exhibitions that garner the attention of tourists.
- This could not exist without funding, and specifically, this funding.

Questions?

WEBSITE/SOCIAL MEDIA DATA SNAPSHOT - 4TH QUARTER, 2024

Website Data:

15,173 page views / 8,464 visits total

Outside of the U.S. – 367 visits from 49 countries

Top 10 countries: Canada, United Kingdom, China, Germany, Ireland, Republic of Korea, Russia, Australia, Bahamas, India

Outside of Texas – 1,470 visits from 48 states

Top 10 States: California, Florida, Illinois, New York, Virginia, North Carolina, Ohio, Georgia, Washington, Pennsylvania

Outside of Denton, but inside Texas – 2,990 visits from 106 cities

Top 10 cities: Denton, Dallas, Fort Worth, San Antonio, Little Elm, Houston, Plano, Lewisville, Argyle, Irving

Social Media Numbers:

Facebook Page Reach: 47,135 Followers: 9,597

Instagram Reach: 16,749 Followers: 6,862



City of Denton

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

Legislation Text

File #: CPC25-022, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give staff direction on setting a percentage of Hotel Occupancy Tax funding that will be allocated to the Convention and Visitors Bureau annually.



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: June 27, 2025

SUBJECT

Receive report, hold a discussion, and give staff direction on setting a percentage of Hotel Occupancy Tax funding that will be allocated to the Convention and Visitors Bureau annually.

BACKGROUND

On July 16, 2024, City Council held a discussion regarding the organizational structure and reporting entity for Discover Denton, the city's Convention and Visitors Bureau (CVB). The following session, staff received direction to move Discover Denton under the City as a temporary structure with the goal to create a stand alone Destination Marketing Organization. The recommendation also included exploring a set percentage or allocation to the CVB from Hotel Occupancy Tax funds. The City acquired the CVB on December 17, 2024.

Over the past 5 years, the City has allocated on average 52% of hotel tax revenues to the CVB for their annual operations.

Staff is seeking direction from the Community Partnership Committee on setting a percentage annually that will be allocated to the CVB.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Presentation

Respectfully submitted:
Jessica Williams
Chief Financial Officer

Prepared By:
Daniel Jones
Senior Grant Analyst

Convention and Visitors Bureau Allocation

CPC 25-022 June 27, 2025

Christine Taylor, Assistant City Manager

Dustin Sternbeck, Chief Communications Officer

The logo for Discover Denton, Texas, featuring the word "DISCOVER" in a bold, sans-serif font above a horizontal line, and the words "DENTON TX" in a similar bold, sans-serif font below the line. The "TX" is slightly larger and more prominent.

Background: In 2024, a Council Work Session was held regarding the organizational structure and reporting entity for Discover Denton. Staff received direction at a subsequent meeting to move Discover Denton under the City as a temporary stop, with the goal to create a stand-alone Destination Marketing Organization with an estimated completion of one year.

The work session also included a number of additional recommendations:

- Explore set percentage or allocation to the CVB from HOT Funds
- Review the Makeup & Roles for Chamber and CVB Board: Increased Hotel Representation, such as, but not limited to: Entertainment, Transportation, etc.
- Explore Creative Compensation - ensure ability to connect compensation with actualized sales
- Develop a CVB Strategic Plan
- Research what additional Key Performance Indicators could be introduced and tracked to compliment a strategic plan
- Strengthen Communication and Collaboration

Current Conditions

Discover Denton completes an annual funding application request along with all HOT funds recipients and the Community Partnership Committee reviews and provides an approved allocation.

Based on historical data, Discover Denton has been funded at an average rate of 52% of the HOT Funds Revenue over the last 5 years.

Year	2021	2022	2023	2024	2025
Allocation	\$1,253,855	\$1,396,655	\$1,582,000	\$1,657,000	\$1,710,600
% of Rev	55.1%	54.0%	52.6%	48.9%	49.4%

CVB Funding Allocations in Texas FY 2024-25

City	Hotel Tax Revenue	CVB Allocation	% of Revenue	Note
Waco	\$ 7,190,846	\$ 7,190,846	100%	The CVB operates the Convention Center
San Marcos	3,085,401	2,779,661	90.1%	
McKinney	2,975,000	1,452,000	48.8%	
Frisco	13,276,938	5,712,185	43.0%	
Round Rock	8,030,400	1,866,900	23.2%	

**All cities listed have a CVB structured as part of the municipality*

Direction

Option 1 – Maintain current process

Evaluate annually alongside all HOT fund applications.

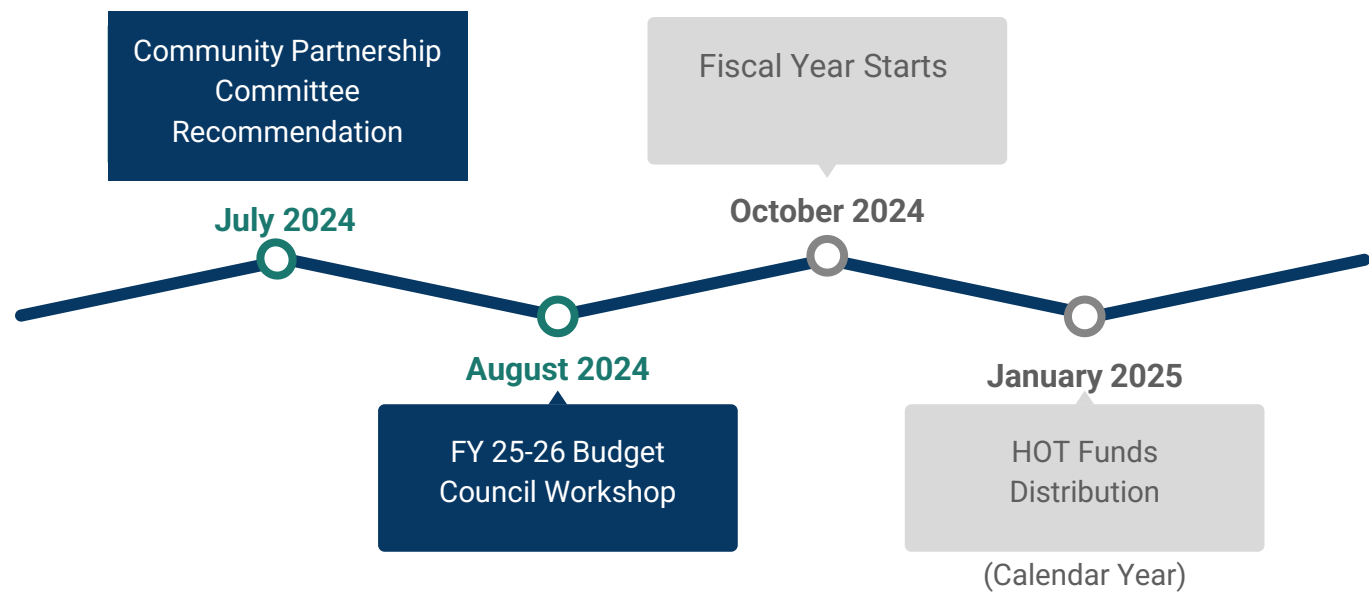
- Benefits: Annual review of performance measures, request, and allocation as part of the overall HOT budget.

Option 2 – Set a certain percent of the HOT revenue that will automatically be allocated to CVB annually.

- Benefits: Consistent budgeting and improved forecasting of programs by CVB.

**Both options are dependent on actual hotel tax revenues*

FY 24-25 HOT Funds Budget & Contract Timeline





City of Denton

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

Legislation Text

File #: CPC25-023, **Version:** 1

AGENDA CAPTION

Management Report

1. Future Agenda Items

Community Partnership Committee - Future Agenda Items

Meeting Date	Item Description	Presented By
Friday, July 25, 2025	Special Called	
	Funding allocations for HOT and Sponsorship	Grants Management
Friday, August 22, 2025		
	Council Contingency Fund Requests	Grants Management
Friday, October 24, 2025		
Friday, December 12, 2025		