



City of Denton

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

Meeting Agenda

Community Partnership Committee

Friday, April 17, 2026

9:00 AM

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 17, 2026, 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. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

This section of the agenda permits a person to make comments regarding public business on items not listed on the agenda. This is limited to two speakers per meeting with each speaker allowed a maximum of four (4) minutes.

2. ITEMS FOR CONSIDERATION

- A. [CPC26-009](#) Consider approval of the minutes of the March 20, 2026, Community Partnership Committee meeting.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - Draft Minutes 3-20-2026](#)

- B. [CPC26-045](#) Receive a report, hold a discussion, and provide direction to staff regarding the new streamlined approval process for neighborhood block parties requiring temporary residential street closures.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - Presentation](#)
[Exhibit 3 - Block Party Planning Guide](#)
[Exhibit 4 - Draft Ordinance](#)

- C. [CPC26-010](#) Consider recommending the adoption of an ordinance of the City of Denton for the expenditure of Mayor City Council Contingency funds totaling one thousand seven hundred dollars (\$1,700) in support of the following organizations: UNT Foundation in support of the UNT African Percussion Ensemble (\$800), Texas Veterans Hall of Fame (\$200), Denton Freedom House (\$100), Hands of Hope (\$100), Life Works Community (\$100), Cumberland Youth & Family Services (\$200), Bob's House of Hope (\$200).

- Attachments:** [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - Presentation](#)
[Exhibit 3 - Funding Request - UNT Foundation](#)
[Exhibit 4 - Funding Request – Texas Veterans Hall of Fame](#)
[Exhibit 5 - Funding Request – Denton Freedom House](#)
[Exhibit 6 - Funding Request – Hands of Hope](#)
[Exhibit 7 - Funding Request – Life Works Community](#)
[Exhibit 8 - Funding Request - Cumberland Youth & Family Services](#)
[Exhibit 9 - Funding Request – Bob’s House of Hope](#)
[Exhibit 10 - Council Contingency Support Criteria](#)

- D. [CPC26-011](#) Receive a report, hold a discussion, and give staff direction regarding the Sponsorship Program for Fiscal Year 2026-27.

- Attachments:** [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - Presentation](#)
[Exhibit 3 - Fiscal Year 2026-27 Sponsorship Guidelines](#)
[Exhibit 4 - Fiscal Year 2026-27 Sponsorship Application](#)

- E. [CPC26-012](#) Receive a report, hold a discussion, and give staff direction regarding the Hotel Occupancy Tax (HOT) Program Year 2027 for Fiscal Year 2026-27.

- Attachments:** [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - Presentation](#)
[Exhibit 3 - Hotel Occupancy Tax \(HOT\) Program Guidelines, Program Year 202](#)
[Exhibit 4 - Hotel Occupancy Tax \(HOT\) Program Application, Program Year 20](#)

- F. [CPC26-013](#) Hold a discussion and give staff direction regarding the Community Partnership Committee meeting schedule and inviting organizations that are applying to the Hotel Occupancy Tax (HOT) Program to give a presentation.

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

- G. [CPC26-014](#) Management Report

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

3. 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 April 13, 2026, in advance of the three (3) business day 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 TWO (2) BUSINESS DAYS 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 Street
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AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: April 17, 2026

SUBJECT

Consider approval of the minutes of the March 20, 2026, Community Partnership Committee meeting.

BACKGROUND

The draft minutes from the Community Partnership Committee meeting held on March 20, 2026, are attached for the Committee's consideration and approval.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Draft Minutes March 20, 2026

Respectfully submitted:
Matt Hamilton
Chief Financial Officer

Prepared By:
Sarah Burton
Administrative Assistant

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 Special Called Meeting on Friday February 20, 2026, 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, and Member Brian Beck.

ABSENT: Vice-Chair Vicki Byrd

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

- None

2. ITEMS FOR CONSIDERATION

A. CPC26-005 Consider the approval of the minutes of February 20, 2026, Community Partnership Committee meeting.

The item was presented, and discussion followed. Member Brian Beck brought the motion, and Joe Holland seconded the motion.

(2) AYES: Joe Holland, Brian Beck

(0) NAYS:

(1) ABSENT: Vicki Byrd

B. CPC26-006 Receive a report, hold a discussion, and give staff direction regarding updates to the Hotel Occupancy Tax (HOT) Application and Scoring Rubric.

The item was presented, and discussion followed. Member Beck questioned how we could track the metrics provided by the applicants to avoid overestimation. Member Beck would like to continue to find a way to fund high impact events that have been successful in the past but encourage new events as much as possible. Also, how do we transition events that have been awarded in the past to be self-funding. With respect to the tourism impact, how can we not punish a lot of locals for overnight stays, but has the tourism component – events that blend high economic impact with outside interests. Assistant City Manager Christine Taylor mentioned HOT funds might not be the appropriate funding source for that event. Member Beck suggested being mindful of the scoring interpretation on a scaling factor. Chair Holland would like to run this rubric for a year and see what happens and adjust as necessary but focus on heads in beds.

C. CPC26-007 Receive a report, hold a discussion, and give staff direction regarding Discover Denton's transition to the Denton Destination Management and Marketing Organization (DMMO), DMMO's application for the remaining Hotel Occupancy Tax (HOT) funding allocated to Discover Denton for Fiscal Year 2025-26.

The item was presented, and discussion followed. Member Beck questioned who owns the assets, IP, equipment, and if the DMMO fails is there a clause that the assets would come back to the city. DMMO will be licensing the name Discover Denton and if the DMMO were to fail the City will take it back.

D. CPC26-004 Management Report

1. Future Agenda Items
Item was presented and discussion followed.

3. CONCLUDING ITEMS

None.

With no further business, the meeting was adjourned at 9:36 a.m.

Joe Holland
Chair

Sarah Burton
Recording Secretary

MINUTES APPROVED ON: _____



City of Denton

City Hall
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AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

CM/DCM/ACM: Christine Taylor

DATE: April 17, 2026

SUBJECT

Receive a report, hold a discussion, and provide direction to staff regarding the new streamlined approval process for neighborhood block parties requiring temporary residential street closures.

BACKGROUND

In 2019, the City adopted **Code of Ordinances Sec. 25-245** to encourage neighborhood block parties as a means of fostering community engagement. The ordinance established a simplified permitting process, waived special event fees, and exempted block parties from insurance requirements under certain conditions.

To improve clarity and accessibility, Parks and Recreation staff developed a new streamlined process to guide residents through hosting a block party with street closures while maintaining public safety and ordinance compliance.

DISCUSSION

- **Neighborhood Block Party Criteria:** Clearly distinguish neighborhood block parties from special events.
- **Application Requirements:** Residents must submit an online permit application.
- **Documentation:** Current requirements are disproportionate to the scale and impact of block parties.
- **Review Timeline:** The 14-day window is insufficient for interdepartmental review.
- **Temporary Road Closures:** Target low-impact street segments to minimize traffic disruption and maintain emergency access.

Streamlined Process Highlights:

- **Eligibility:** Resident-hosted events held within single-family residential neighborhoods, maximum 8-hours (between the hours of 9:00 a.m. – 9:00 p.m.), less than 200 attendees, no amplified sound or commercial activity.
- **Documentation:** Site map, temporary road closure request, and a signed notification form from residents on the impacted street.
- **Submission:** Online via Block Party Permit Smartsheet, minimum 30 days in advance.
- **Review:** Coordinated by Parks and Recreation, Transportation Services, and Public Safety departments.
- **Traffic Control Equipment:** Type II barricades may be used at access points as an organizer-friendly, cost-effective option. Additional traffic signage (detour, special event signs, etc.) is not required.

This approach promotes community-building while ensuring safety, emergency access, and neighborhood notification.

RECOMMENDATION

Staff recommend that City Council receive the report and provide directions on the following options:

- Endorse the streamlined process as the standard for neighborhood block party approvals.
- Consider reinstating a permit fee to recover administrative costs during the FY 26-27 budget process.
- Amend the ordinance to extend the application window from 14 days to 30 days for adequate review and coordination.
- Consider allowing temporary road closures in residential areas without a MUTCD-compliant professionally developed Traffic Control Plan.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Presentation

Exhibit 3 - Block Party Planning Guide

Exhibit 4 - Draft Ordinance

Respectfully submitted:

Rameir Martin

Assistant Director of Parks & Recreation

Neighborhood Block Party: Proposed Pilot Program

Prepared by: Denton Parks and Recreation
April 17, 2026



Neighborhood Block Parties

- Code of Ordinances Sec. 25 -245. – Neighborhood block parties.
 - The city believes that neighborhood block parties are in the public interest and a benefit to the citizens. Persons organizing a neighborhood block party are required to obtain a special event permit from the city and must file an application at least fourteen (14) days before the intended event date. The director of parks and recreation, or his designee, may determine that the application can be processed in a shorter time-period, taking into consideration the nature and scope of the proposed event.
 - Neighborhood block parties will be exempt from special event application fees described in this article but may be subject to other city fees (e.g. tent permit fees). A process for notifications to affected properties adjacent to the special event must be submitted in accordance with [section 25-217](#). Neighborhood block parties are exempt from the insurance requirements set forth in [section 25-248](#).

Points of Discussion

- **Neighborhood Block Party Criteria:** Provide clear guidelines that differentiate neighborhood block parties from special events.
- **Required Documentation:** Current requirements are disproportionate to the scale and impact of block parties.
- **Review Process:** The 14-day window is insufficient for interdepartmental review.
- **Fees:** Cost recover a portion of the City Administrative costs while reducing other nonapplicable fees.
- **Temporary Road Closure:** Target low-impact street segments to minimize traffic disruption and maintain emergency access.



Staff Recommendations

- Support implementation of the proposed one-year Pilot Program to evaluate the effectiveness and impact of the streamlined process.
- Consider reinstating a permit fee to recover administrative costs during the proposed Pilot Program.
- Amend the ordinance to extend the application window from 14 days to 30 days ensuring adequate review and coordination.
- Allow temporary residential road closures without requiring a professionally prepared, MUTCD compliant Traffic Control Plan.

Proposed Neighborhood Block Party Criteria

A neighborhood block party is a residential street closure with 200 or fewer attendees, intended only for neighborhood residents and not open to the general public.



Highlights

- A neighborhood block party permit is required for small community events in residential areas that request a temporary road closure.
- Block party permits will not be granted to residents of an apartment complex or owners of a commercial property.
- Block parties may occur between 9:00 a.m. and 9:00 p.m. and can last eight hours or fewer.
- Block parties cannot have excessive amplified sound or commercial merchant activity.

Current Special Event Process vs. Proposed Neighborhood Block Party- Pilot Program

Category	Current Process	Proposed Pilot Program
Review Process	Fluid, case-by-case review	Clear, defined parameters
Application Timeline	14 days prior to the event date	30 days prior to the event date
Fee Structure	Tiered pricing	\$60
Required Documents	10-15 supplemental documents required	4-6 supplemental documents required
Interdepartmental Review	11 departments involved in approval process	7 departments involved in the approval process



Current Special Events Process vs. Proposed Neighborhood Block Party- Pilot Program

Category	Current Process	Proposed Pilot Program
Risk Management	General liability insurance required	Waiver of liability and release and indemnification agreement required
Noise Provisions	Must submit separate application for council approval	Ineligible for a noise exemption/ must comply with city noise ordinance
Alcohol Provisions	Must submit separate application for council approval	Follow Texas Alcoholic Beverage Commission requirements
Additional Fees (if applicable)	4 additional permit fees and park vendor permits	1 permit fee

Current Special Event Process vs. Proposed Neighborhood Block Party – Pilot Program

Category	Current Process	Proposed Pilot Program
Street Closure Request	Submitted with application	Submitted with application
Traffic Control Plan	Developed by barricade company or by professional engineer and comply with MUTCD standards	Neighborhood block parties are exempt from TCP requirements set forth in Sec. 25-243
Notification of Closure	Must collect signatures from affected property owners or send notification via email	Must provide a signed notification form from residents on impacted street segment
Department Approval	Police and City Traffic Engineer's Office	Police and City Traffic Engineer's Office



Traffic Control Equipment

The City will provide Type II barricades for the temporary road closure. The block party organizer must coordinate pick-up and drop-off with City staff before the event date.

All Type II barricades are available on a first come, first served basis and must be returned on the first business day following the block party event.

Additional Information

- Requires Street Closure Request and Notification Form signatures.
- No homemade barricades and/or signage allowed.
- The City reserves the right to deny a block party.



Current Special Events Process vs. New Neighborhood Block Party Process Cost

Category	Current Process	Proposed Pilot Program
Application Fee	\$60	\$60
Late Fee	\$30	\$30
Insurance Cost	\$40 - \$100+	\$0
Additional Supplemental Fees (if applicable)	\$0 - \$485 + vendor fees (\$25 for-profit \$15 for non-profit)	\$0 - \$35
Traffic Control Equipment	\$800 - \$1000+	\$0
Notification of Closure	\$30 - 50+	\$0

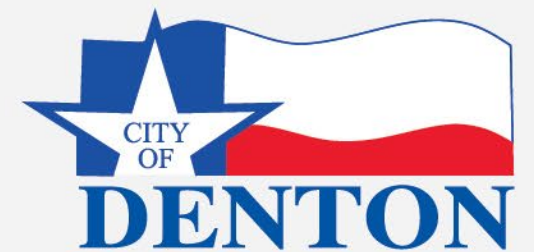
Resources and Guidelines

- [City of Denton Neighborhood Block Party Planning Guide](#)
- [Neighborhood Block Party Permit Application](#)
- [Template Neighborhood Block Party Permit Checklist](#)
- [Example of Approved Block Party Permit](#)

Next Steps

- Discussion about the proposed Neighborhood Block Party Pilot Program process.
- Consider recommending approval of the proposed Pilot Program.
- Seek City Council approval for the Neighborhood Block Party Pilot Program ordinance.
- Begin the Pilot Program, evaluate for one year, and then recommend any needed ordinance changes.

Questions?



UNITE, GROW,



Denton Parks and Recreation



PLANNING A BLOCK PARTY

WWW.DENTONPARKS.COM





The Building Blocks

The Planning Process

Block Party Criteria
Application Process Description
Application Fees and Deadlines
Block Party Related Ordinances
City Noise Ordinance
Resources and Guidelines

Requirements & Supplemental Documents

Event Description Requirements
Site Map Description and Example
Authorization from HOA
Insurance Requirements
Public Safety Personnel
Street Closure Request
Arterial Streets vs. Collector Roads
Signed Notification Form

Contact Information

Special Events Team
SEpermits@cityofdenton.com
(940) 349-7275



BLOCK PARTY CRITERIA

A block party refers to the closure of a street within a residential neighborhood involving 200 or fewer attendees. These events are held and attended by people residing in the neighborhood, within walking distance and they are not intended to be publicized or open to the general public.

Highlights

- A block party permit is required for minor community events within a residential neighborhood that are requesting a temporary road closure.
- Block party permits will not be granted to residents of an apartment complex or owners of a commercial property.
- Block parties may take place between 9:00 a.m. and 9:00 p.m. and cannot exceed 8-hours.

The Following Uses & Activities Are Not Permitted

- Races, parades, runs, or other similar events
- Sale of merchandise, food, or beverages
- Amplified sound
 - DJs, professional sound systems, live bands, or other excessively loud equipment
- Food trucks and concession stands that sell menu food items
 - Food trucks or concessionaires hired as caterers for an event are allowed but would need to obtain a temporary food permit

If your event is beyond the scope of a neighborhood block party involving 200 or more attendees or meets one or more of the following criteria, you will need to submit a [Special Event Permit Application](#).

- (1) Closing or impacting a public street, sidewalk, or trail;
- (2) Blocking or restricting city-owned property;
- (3) Sale or distribution of merchandise, food, or beverages on city-owned property;
- (4) Erection of a tent equal to or greater than four hundred (400) square feet in area;
- (5) Installation of a stage, band-shell, trailer, van, portable building, grandstand, or bleachers;
- (6) Placement of portable toilets on city-owned property;
- (7) Placement of temporary no-parking signs in a public right-of-way;
- (8) Placement of pedestrian boundary markers on city-owned property;
- (9) Placement of additional waste containers; or
- (10) Having an impact on public safety

HOW IT WORKS

01 SUBMIT AN APPLICATION WITH THE FOLLOWING

- Submit your application and supplemental requirements online at [City of Denton Block Party Application](#) 30 days prior to the event date
- Submit payment for the application fee and any other fees that apply
- Submit the draft Site Map

02 NOTICE TO PROCEED

After initial review of the Block Party Permit Application, staff will send a Notice to Proceed email to the event organizer. This process usually takes 5-7 business days.

The Notice to Proceed will allow organizers to proceed with planning the event. The email will include a checklist and timeline for all other items needed.

03 APPLICATION ASSESSMENT AND APPROVAL PROCESS

Applications are reviewed and assessed in coordination with other City department staff on the Special Event Review Committee and may result in the need for additional information or meetings.

The event organizer will then follow the custom event permitting checklist and submit all documentation via Smartsheet by the noted deadline.

04 APPLICATION APPROVAL, DENIAL, AND/OR REVOCATION

A Block Party Permit is granted once the application, supplemental forms, plans, and payment have all been received and approved.

APPLICATION FEES & DEADLINES

- Applications must be submitted at least 30 days before your event and no more than 12 months in advance. A \$60 application fee applies.
- Applications submitted past the 30-day due date are subject to denial and will incur a late fee of \$30 if a Notice to Proceed is given.

PERMIT APPLICATION & ORDINANCE HIGHLIGHTS

Application is Required | Neighborhood Block Party organizers are required to obtain a block party permit from the City and are subject to the filing periods set forth in [Sec. 25-216](#).

Notification is Required | Neighborhood Block Party organizers are required to notify all neighbors impacted by the party and related street closure request in accordance with [Sec. 25-218](#).

Exempt from Traffic Control Plan Requirement | Neighborhood block parties are exempt from the traffic control plan requirements set forth in [Sec. 25-243](#).

Exempt from Insurance Requirement | Neighborhood block parties are exempt from the insurance requirements set forth in [Sec. 25-248](#).

NOISE ORDINANCE

Due to the timeline required for Council approval, neighborhood block parties are not eligible for a noise exemption and must be in compliance with the City's noise regulations outlined in [Sec. 17-20](#).

RESOURCES & GUIDELINES

Waste Management | City of Denton Solid Waste portable trash and recycling containers are available to borrow at no cost. If requesting to use the ClearStream® Loan Program from the City of Denton, please email Shelby Smith at Shelby.Smith@cityofdenton.com.

Inflatables | Inflatables with canopies larger than 700 sq ft have to be approved by the fire department.

Electric | All electrical equipment and installations must comply with the currently adopted version of the National Electric Code.

Temporary Structures | Typical consumer pop up tents are permitted; however, a separate permit would be required to have tents that are more than 400 sq ft.

Temporary Food Permit | Commercial food vendors will need to either have a permit on file with Health and Safety Division or they will need to fill out a Temporary Event Application (\$50) and submit it to the Health and Safety Department.

BLOCK PARTY DESCRIPTION REQUIREMENTS

Preparing for a block party is a critical part of the planning process and the details on your application and all other requirements are essential to ensuring safety for all attendees.

Event & Contact Details

- Name and contact of block party organizer
- Block party date and times

Block Party Description

- Name of nearest cross street
- Anticipated attendance
- Block party activities
- Temporary road closure

SITE MAP REQUIREMENTS

The Site Map represents the event layout and needs to effectively cover all requirements outlined below.

Note: A twenty-four (24) foot unobstructed emergency lane must be maintained within the block closure.

Identifications

- Temporary structures, tents, equipment, canopies, inflatables, etc.
- Food and beverage locations
- Barricades for temporary road closure

AUTHORIZATION FROM HOMEOWNERS ASSOCIATION

If there is an established homeowners association where the neighborhood block party is being held, the block party organizer must obtain and provide written permission from homeowners association granting authorization to host the neighborhood block party.

INSURANCE REQUIREMENTS

Neighborhood block parties are exempt from the insurance requirements set forth in [Sec. 25-248](#). However, a Waiver of Liability and Release and Indemnification Agreement must be submitted by the block party organizer assuming all risks of the gathering.

PUBLIC SAFETY PERSONNEL

Both Police Department and Fire Department personnel will review the block party application and site map as a part of the permitting process. Public safety personnel are not required to be on-site for block parties. In the event of an emergency, call 911.

TEMPORARY STREET CLOSURE REQUIREMENTS

Whenever possible, choose a location that will not disrupt normal traffic patterns. Permits will not be approved if closure includes arterial streets, intersections or streets with a bus stop and/or traffic light.

Ideal Streets for a Block Party

- Cul-de-sac street closure
- Dead end street closure
- Circular street with two exits

Prohibited Streets for a Block Party

- Street that is an arterial or collector street with two (2) or more lanes
- Street with a bus route or traffic signal (within the street closure request)
- Multiple and/or connected blocks

ARTERIAL STREETS VS. COLLECTOR ROADS

Arterial Streets

- A high-capacity road that carries longer-distance flows between important centers of activity
- The backbone of a traffic network
- Designed for unimpeded high-speed movement
- Traffic signals are used at most major intersections
- Can include four lanes or more
- Speed limits typically range from 45 to 55 mph
- May be divided at the center or a center turn lane

Collector Roads

- A low-to-moderate-capacity road that moves traffic from local streets to arterial roads
- Designed to provide access to residential properties
- Could include signaled intersections, traffic circles, or stop signs at intersecting roadways
- Speed limits typically range from 25 to 45 mph
- May include traffic calming, such as narrower lanes or roundabouts

TRAFFIC CONTROL EQUIPMENT

The city will provide Type II barricades for the temporary road closure. It is the applicant's responsibility to coordinate pick up and drop off times with the appropriate City staff prior to the date of the block party.

Type II barricades are available on a first come first served basis and must be returned on the first business day following the block party event.

Highlights

- Requires Street Closure Request and Notification Form signatures
- The City does not provide traffic plans or additional signage
- No homemade barricades and/or signage is allowed
- The City Traffic Engineer's Office reserves the right to deny a block party for other reasons, such as traffic congestion or safety concerns.

STREET CLOSURE NOTIFICATION FORM

A Neighborhood Block Party is intended for residents of that neighborhood and everyone on the block impacted by the street closure should be notified about the party in advance. Temporary residential street closures require the approval and signature of homeowners impacted by the street closure.

Forms of Notifications to Help Gain Required Signatures

- Closed neighborhood Facebook groups
- Door to door conversations
- NextDoor
- Email

AMERICANS WITH DISABILITIES ACT

[A Planning Guide for Making Temporary Events Accessible to People with Disabilities](#) provides information to assist planners, managers, operators and building owners in making temporary events accessible to people with disabilities. For questions, please call your regional ADA Center at 1-800-949-4232.

BLOCK PARTY PERMIT APPLICATION

[CLICK TO ACCESS THE BLOCK PARTY PERMIT APPLICATION](#)

Exhibit A

Article V, Division 6: Neighborhood Block Parties

Sec. 25-252. Purpose:

This Article is intended to create a one-year pilot program to establish application and permitting processes for implementation of a streamlined process for Neighborhood Block Parties. The pilot program will commence on June 1, 2026, and will expire on June 1, 2027.

Sec. 25-253. Administration and application.

a. During the Pilot Program, block parties will follow a streamlined special event process consisting of application submission, internal review, and approval and issuance of a notice to proceed.

b. For the duration of the Pilot Program, the application window in Section 25-245 is suspended. The application window is thirty (30) days..

c. The Director of Parks and Recreation , or designee, may determine that an application can be processed in a shorter time period, taking into consideration the nature and scope of the proposed event and resource availability.

Sec. 25-254. Fees, insurance.

a. Neighborhood block parties shall be subject to a Tier 1 special event permit fee. Tier one fees are set forth) by the City Council approved schedule of fees as posted on the City of Denton website. Organizers may also be subject to other fees, including but not limited to tent permit fees, as applicable.

b. Neighborhood block parties remain exempt from insurance requirements set forth in Section 25-248. Waiver of liability and indemnification agreement is required.

Sec. 25-255. Temporary road closures.

a. For the duration of the Pilot Program, temporary road closures on local residential streets may be approved with a street closure request. City-provided Type II barricades are required to designate the street closure.

b. Closures must maintain emergency access, avoid collector and arterial streets, and comply with any conditions required by the City for safety.

c. Neighborhood Block Party organizers are required to notify all neighbors impacted by the event and related street closure request as part of the application process.

Sec. 25-256. OPERATIONAL REGULATIONS.

- a. Block parties may not exceed 200 attendees.
- b. Block parties may take place between 9:00 a.m. and 9:00 p.m. and cannot exceed 8 hours.
- c. Applicants shall comply with all city noise ordinances.
- d. Block party permits will not be granted to residents of an apartment complex or owners of commercial property.



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: April 17, 2026

SUBJECT

Consider recommending the adoption of an ordinance of the City of Denton for the expenditure of Mayor City Council Contingency funds totaling one thousand seven hundred dollars (\$1,700) in support of the following organizations: UNT Foundation in support of the UNT African Percussion Ensemble (\$800), Texas Veterans Hall of Fame (\$200), Denton Freedom House (\$100), Hands of Hope (\$100), Life Works Community (\$100), Cumberland Youth & Family Services (\$200), Bob's House of Hope (\$200).

BACKGROUND

A donation request has been made in support of the following organizations.

UNT Foundation in support of the UNT African Percussion Ensemble (\$800)

The UNT Foundation partners with the University of North Texas as a nonprofit entity that accepts donations in support of UNT's programming. The UNT African Percussion Ensemble is a performance group organized under UNT's Division of Music History, Theory, and Ethnomusicology that performs music of the Ashanti people of the central region and the Ewe-speaking people from the coastal region of Ghana and West Africa.

Texas Veterans Hall of Fame (\$200)

The Texas Veterans Hall of Fame (TVHOF) has a mission to honor all Texas Veterans for their service, sacrifices, and accomplishments, to preserve the history and stories of our Texas Veterans, and to educate the public on those stories. The organization operates a local museum highlighting stories of Texas heroes and holds an annual Induction Ceremony that honors and recognizes not only Texas heroes, but also those who have made a difference in the lives of veterans, and the public at the local, state, and national levels. TVHOF also organizes special events honoring veterans.

Denton Freedom House (\$100)

Denton Freedom House is an organization that offers resident recovery programs, operates a food pantry, and Zera Coffee shop which fulfills its mission by teaching men and women in recovery skills to operate in a healthy workplace.

Project Hope, Hands of Hope (\$100)

The mission of Project Hope is to offer vital services and resources to individuals in need. These resources aim to enrich and empower the community they serve. Hands of Hope is a food pantry operated by Project Hope that offers residents of Denton County in need access to healthy options for their meals.

Life Works Community (\$100)

Life Works Community is dedicated to assisting individuals with intellectual disabilities to live a fulfilled life. The organization offers wrap-around support including a day program, life skills, individual support, family support, respite, and employment services.

Cumberland Youth & Family Services (\$200)

Cumberland Youth & Family Services, formerly known as Cumberland Presbyterian Children's Home, primarily supports youth in foster care, young adults aging out of foster care, and single-parent families. The organization provides residential care, counseling, and supportive services that aim to uplift and empower youth in foster care, young adults aging out of care, and families.

Ranch Hands Rescue, Bob's House of Hope (\$200)

Bob's House of Hope, a program of Ranch Hands Rescue, operates as a comprehensive residential program and safe house for young adult male-identifying survivors of sex trafficking.

FISCAL INFORMATION

Council Contingency funds are budgeted annually at a total of \$11,900. The Mayor and each Council Member has \$1,700 annually to donate to nonprofit organizations in the City of Denton. Funding for the agreement will come from the City's Fiscal Year 2025-26 Council Contingency funds.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Presentation

Exhibit 3 - Funding Request – UNT Foundation

Exhibit 4 - Funding Request – Texas Veterans Hall of Fame

Exhibit 5 - Funding Request – Denton Freedom House

Exhibit 6 - Funding Request – Hands of Hope

Exhibit 7 - Funding Request – Life Works Community

Exhibit 8 - Funding Request – Cumberland Youth & Family Services

Exhibit 9 - Funding Request – Bob's House of Hope

Exhibit 10 - Council Contingency Support Criteria

Respectfully submitted:
Matt Hamilton
Chief Financial Officer

Prepared by:
Daniel Jones
Senior Grant Analyst



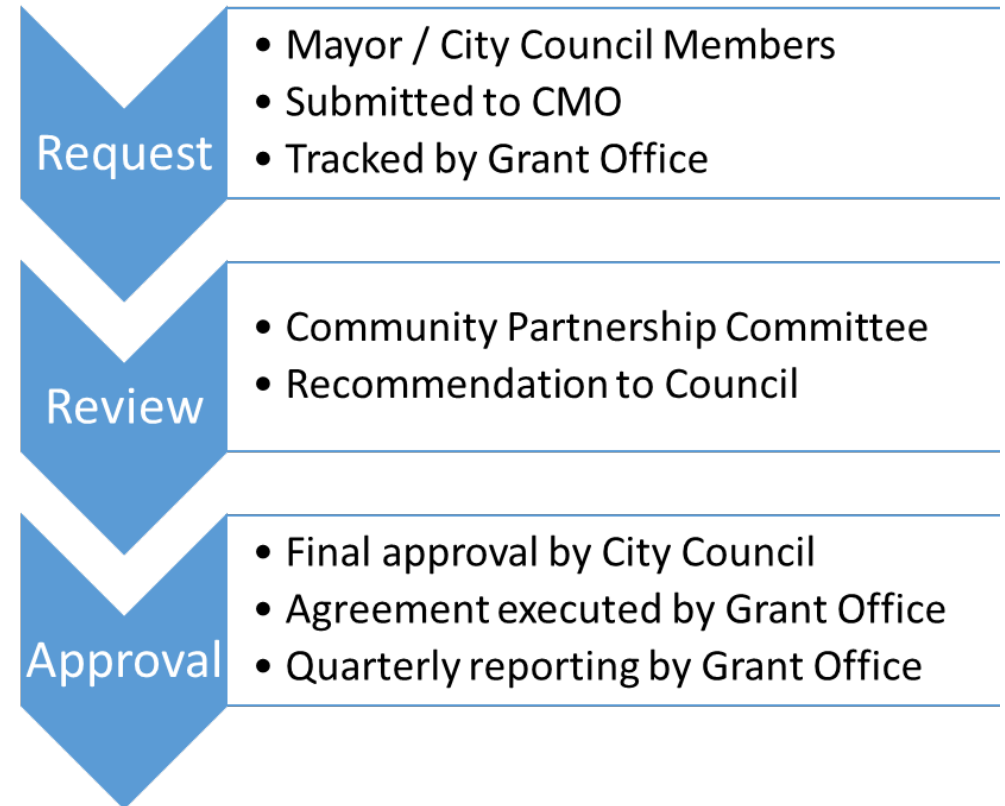
City Council Contingency Funds

April 17, 2026



Council Contingency Overview

- Total Annual Budget - \$11,900
 - Included in General Fund budget
 - \$1,700 for Mayor and each Council Member
 - Follows the Sponsorship eligibility, use, and administration process



Council Contingency Requests To Date

Official	Requested	Awarded	Available
Mayor	\$ 1,700.00	\$ 0.00	\$ 1,700.00
District 1	1,700.00	1,700.00	0.00
District 2	900.00	900.00	800.00
District 3	0.00	0.00	1,700.00
District 4	0.00	0.00	1,700.00
At-Large Place 5	0.00	0.00	1,700.00
At-Large Place 6	0.00	0.00	1,700.00



Mayor Requests

Organization	Amount
UNT Foundation (UNT African Ensemble)	\$ 800
Texas Veterans Hall of Fame	\$ 200
Denton Freedom House	\$ 100
Hands of Hope Mt. Calvary	\$ 100
Life Works Community	\$ 100
Cumberland Youth & Family Services	\$ 200
Bob's House of Hope	\$ 200
TOTAL	\$ 1,700



Next Steps

- Provide Council Contingency Fund recommendations to City Council.
 - City Council Meeting May 5, 2026.
- Complete funding agreements with recipients and disburse awards.





Council Contingency Request

Review Date: _____

Community Partnership Committee Review

Council Member Requesting:

Organization Name:

Amount Requested:

Reason for Contribution:

Organization Contact:

Contact Phone Number:

Contact Email:

Notes:

Committee Approval:

Recommend to Council

Does not recommend to Council



Council Contingency Request

Review Date: _____

Community Partnership Committee Review

Council Member Requesting:

Organization Name:

Amount Requested:

Reason for Contribution:

Organization Contact:

Contact Phone Number:

Contact Email:

Notes:

Committee Approval:

Recommend to Council

Does not recommend to Council



Council Contingency Request

Review Date: _____

Community Partnership Committee Review

Council Member Requesting:

Organization Name:

Amount Requested:

Reason for Contribution:

Organization Contact:

Contact Phone Number:

Contact Email:

Notes:

Committee Approval:

Recommend to Council

Does not recommend to Council



Council Contingency Request

Review Date: _____

Community Partnership Committee Review

Council Member Requesting:

Organization Name:

Amount Requested:

Reason for Contribution:

Organization Contact:

Contact Phone Number:

Contact Email:

Notes:

Committee Approval:

Recommend to Council

Does not recommend to Council



Council Contingency Request

Review Date: _____

Community Partnership Committee Review

Council Member Requesting:

Organization Name:

Amount Requested:

Reason for Contribution:

Organization Contact:

Contact Phone Number:

Contact Email:

Notes:

Committee Approval:

Recommend to Council

Does not recommend to Council



Council Contingency Request

Review Date: _____

Community Partnership Committee Review

Council Member Requesting:

Organization Name:

Amount Requested:

Reason for Contribution:

Organization Contact:

Contact Phone Number:

Contact Email:

Notes:

Committee Approval:

Recommend to Council

Does not recommend to Council



Council Contingency Request

Review Date: _____

Community Partnership Committee Review

Council Member Requesting:

Organization Name:

Amount Requested:

Reason for Contribution:

Organization Contact:

Contact Phone Number:

Contact Email:

Notes:

Committee Approval:

Recommend to Council

Does not recommend to Council



Council Contingency Support

Eligibility Criteria

In accordance with the Sponsorship guidelines, requests for Council Contingency support will only be considered for organizations that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

- Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code (501 (c) (3)) or public agency;
- Must demonstrate corporate good standing with the state of Texas at time of review;
- The applicant must be based in the City of Denton;
- Must have programming, administrative practices and board membership that does not discriminate on the basis of race, color, religion, national origin, sexual orientation, gender identity, citizenship, familial, disability, or veteran status;
- If previously sponsored, applicant must have successfully fulfilled all prior contracts;
- The applicant cannot represent a for-profit enterprise;
- Must further a charitable cause, economic or community growth, or public interest

The City reserves the right to reject a request at any time.



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: April 17, 2026

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the Sponsorship Program for Fiscal Year 2026-27.

BACKGROUND

Beginning in Fiscal Year 2022–23, the Denton Parks and Recreation Department’s Co-Sponsorship Program was merged with the broader City Sponsorship Program. The updated program includes both cash awards and in-kind support for City services provided to eligible events.

To support the administration of the program, clear guidelines and a standardized application have been developed. These tools assist the Community Partnership Committee in evaluating applicants’ ability to meet the intent and goals of the program. Each year, the Committee reviews the program and updates the guidelines and application as necessary. For FY 2026–27, the guidelines and application have been revised to reflect current-year dates, clarify eligibility for third-party recipients, and include updated requirements for special events. The application will also be available online via Neighborly Software, a web-based grants and program management platform that allows applicants to complete and track their submissions electronically.

Once the updated guidelines and application are approved, notifications will be sent via email to past and current recipients, as well as any interested organizations. The materials will also be posted on the City’s website. The application period is scheduled to open on May 1, 2026, and close on June 30, 2026. An application workshop is scheduled for Tuesday, May 5, 2026, to provide guidance and answer questions about the web-based application process.

Staff is requesting feedback and direction from the Committee on the proposed updates.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Presentation

Exhibit 3 - Fiscal Year 2026-27 Sponsorship Guidelines

Exhibit 4 - Fiscal Year 2026-27 Sponsorship Application

Respectfully submitted:
Matt Hamilton
Chief Financial Officer

Prepared By:
Daniel Jones
Senior Grants Analyst



Sponsorship Program

Community Partnership Committee
April 17, 2026



Sponsorship Program Overview

Criteria



General Relevance

- The applicant must be a tax-exempt 501(c)(3) organization or public agency
- Applicant and event must be based in the City of Denton
- Nondiscrimination practice
- Successfully fulfilled prior contracts
- Applicant cannot represent a for-profit enterprise

Community Engagement

- Must further a charitable cause, economic or community growth, or public interest
- Serve to benefit the entire community
- Open to the public
- Encourage community engagement

Safe, Livable and Family-Friendly

- Must be held in a safe, accessible and family-friendly location
- Must support the City's core values
- Must be compliant with the Special Events Ordinance



Program Funding

Cash Support



\$150,000 Annually

- \$110,000 General Fund
- \$40,000 Electric Fund

In-Kind Support



\$ 200,000 Annually

- General Fund
- Covers in-kind services provided by the City
- Funds transferred to impacted departments
- Organizations invoiced for any overages



FY 2026-27 Sponsorship Program

Guidelines:

- The Sponsorship Program guidelines have been updated to reflect new dates and to include the application scoring guide, definitions, and examples.

Application:

- The Sponsorship Program Application has been reorganized to align with the scoring guide.
- Questions will assist the organizations, staff, and the Committee with additional data regarding the applicant's ability to utilize the Sponsorship funding for allowable purposes.



FY 2026-27 Sponsorship Program

Request for direction:

- Approval of Fiscal Year 2026-27 Sponsorship Program Guidelines and Application

Next steps:

- Application will be made available via the Neighborly Software on May 1, 2026 and will close on June 30, 2026.
- Staff will hold an application workshop with organizations on May 5, 2026 at the Development Services Center, 401 N Elm St. 2-4pm.
- Funding allocation meeting is scheduled for July 24, 2026, where the Committee will make funding recommendations for City Council review and approval.



Questions



City of Denton Sponsorship Guidelines

Fiscal Year 2026 - 2027

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 with 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 ;
- B. Must demonstrate corporate good standing with the State 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. Event must involve 200 or more attendees;

- E. 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;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. 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 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 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 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 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.

Sponsorship Scoring Guide with Definitions and Examples

This document provides comprehensive scoring guidance, definitions, and examples for evaluating Sponsorship applications.

SECTION A: Eligibility & Compliance (Pass/Fail)

Applicants must be a government entity or nonprofit and must demonstrate alignment with eligible Sponsorship funding uses.

PASS Example:

Nonprofit organization hosting an event furthering a charitable cause, economic or community growth, or public interest.

FAIL Example:

Small neighborhood event that is not supported by a nonprofit.

SECTION B: Event and Economic Impact (0–40 Points)

Measures the applicant's ability to hold an event that is well attended and furthers a charitable cause, economic or community growth, or serves the public interest.

0–13 Points (Limited)

No or low attendance data provided.

Example: Small local event with limited attendance.

13–26 Points (Moderate)

Moderate attendance and economic activity.

Example: Regional event with moderate attendance.

27–40 Points (Strong)

Significant economic impact across multiple sectors.

Example: Large multi-day festival benefiting hotels, restaurants, and local businesses.

SECTION C: Marketing Plan (0–15 Points)

Measures the applicant's ability to effectively promote tourism.

0–5 Points (Limited)

Limited marketing efforts.

Example: Social media posts, local advertising only.

6–10 Points (Moderate)

Regional marketing plan.

Example: Paid regional advertising targeting the DFW metroplex.

11–15 Points (Strong)

Comprehensive marketing strategy targeting local, regional, and statewide attendees.

Example: Regional and Statewide advertising campaign with tourism partnerships.

SECTION D: Budget & Fiscal Responsibility (0–15 Points)

Measures financial sustainability and responsible budgeting.

0–5 Points (Limited)

Limited budget without other funding sources.

Example: Requesting City funding (HOT and Sponsorship only) to cover all event expenditures.

6–10 Points (Moderate)

Budget with some additional funding sources.

Example: HOT and Sponsorship funds represent more than 50% of total funding.

11–15 Points (Strong)

Detailed budget with multiple funding sources.

Example: HOT and Sponsorship funds represent less than 50% of total funding.

SECTION E: Organizational Capacity (0–10 Points)

Measures ability to successfully execute the project.

0–3 Points (Limited)

Limited evidence of planning and organizational capacity.

4–7 Points (Moderate)

A generalized plan that includes dedicated staff and volunteers.

8–10 Points (Strong)

Organization presents a detailed plan on event preparation and execution.

SECTION F: Community Benefit & Alignment (0–10 Points)

Measures cultural value and community engagement.

0–3 Points (Limited)

Limited information provided on cultural value of the event.

4–7 Points (Moderate)

Moderate cultural and community benefit.

8–10 Points (Strong)

Strong alignment with cultural and community identity.

SECTION G: Reporting & Evaluation Plan (0–10 Points)

Measures accountability and reporting.

0–3 Points (Limited)

No reporting plan.

4–7 Points (Moderate)

Basic attendance reporting.

8–10 Points (Strong)

Detailed reporting including attendee data and economic impact metrics

OUTSIDE FUNDING GUIDE

Strong applications include diversified funding.

High Scoring Example:

40% HOT funds, 40% sponsorships, 20% ticket revenue.

Low Scoring Example:

100% reliance on HOT and Sponsorship funds.

FINAL SCORING INTERPRETATION

90–100 Points:	Exceptional – Priority funding
75–89 Points:	Strong – Recommended funding
60–74 Points:	Moderate – Partial funding consideration
Below 60 Points:	Not recommended

Category	Value
Eligibility & Compliance	Pass/Fail
Event and Economic Impact	40
Marketing Plan	15
Budget & Fiscal Responsibility	15
Organizational Capacity	10
Community Benefit & Alignment	10
Reporting and Evaluation Plan	10
TOTAL	100

A. Applicant Information (Eligibility and Compliance)

ORGANIZATION INFORMATION

- A.1 Organization Name
- A.2 Mailing Address
- A.3 Tax ID Number
- A.4 Name of Event
- A.5 Physical Address of the Event
- A.6 Phone Number
- A.7 Website

CONTACT INFORMATION (Primary Contact)

- A.8 First Name
- A.9 Last Name
- A.10 Title
- A.11 Phone Number
- A.12 Email

CONTACT INFORMATION (Secondary Contact)

- A.13 First Name
- A.14 Last Name
- A.15 Title
- A.16 Phone Number
- A.17 Email

GENERAL INFORMATION

- A.18 State your organization’s mission and/or purpose.
- A.19 Event Start Date
Event End Date
- A.20 Describe the event for which funds are requested to support.

B. Event and Economic Impact (40 points)

- B.1 Explain how your organization and/or event further a charitable cause, economic or community growth, or serves the public interest:
- B.2 What was the attendance of last year’s event?
- B.3 What is the estimated attendance for next year’s event?
- B.4 How is attendance measured?

- B.5 List local Denton business partnerships.

Business Name	Type of Partnership

C. Marketing Plan (15 points)

C.1 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.

C.2 Marketing platforms used (check all):

- Social Media Radio
- Google Ads TV
- Email Travel Sites
- CVB Hotels
- Influencers Other
- Print

C.3 Geographic markets targeted:

- Denton
- DFW
- Texas
- Multi-State
- National

C.4 Total marketing budget: \$_____

C.5 Marketing budget targeting overnight visitors: \$_____

C.6 Past marketing performance metrics:

- Website traffic _____
- Social reach _____
- Email subscribers _____

D. Budget and Fiscal Responsibility (15 Points)

D.1 Are you requesting In-Kind Sponsorship for City Services to support your event? Yes/No.

(City staff will review the request with your organization to determine which City Services will need to be provided.)

D.2 What amount are you requesting in Cash Sponsorship? \$_____

D.3 Provide details on how the requested funds will be used to support the event partially or in full.

D.4 If the total requested funding is not received, what will the organization do?

- Cancel the event Look for other funding opportunities
- Postpone the event Other _____

- Downsize the event
- No major event impacts will occur if funding is not received
- Fundraise for the event

D.4 List all funding resources for this event/program:

Revenue Description	Dollar Amount

D.5 List all anticipated expenditures for this event/program

Expense Description	Dollar Amount

E. Organizational Capacity (10 points)

- E.1 How many years has your event occurred: _____
- E.2 Number of full-time staff: _____
- E.3 Number of volunteers: _____
- E.4 Previously received funding: Yes / No Year _____ Amount _____
- E.5 Will your organization be able to provide insurance coverage for the event?
- E.6 Describe the organization’s long-term plan (3-5 years) concerning the program, event, or exhibition that funding is being requested.

F. Community Benefit and Alignment (10 Points)

- F.1 How is your event safe, accessible, and family-friendly?
- F.2 How does your event encourage community engagement?
- F.3 Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

G. Reporting and Evaluation Plan (10 Points)

- G.1 Does your event require guests to purchase a ticket to attend? Yes or No.

What is the ticket price?

- G.2 Does your organization gather data on attendees to your events/programs?
If yes, how is data collected?
- G.3 What metrics will your organization be able to report after the event? (attendance, economic impact, marketing metrics, financial reconciliation, survey results, etc.)
- G.4 A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: April 17, 2026

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the Hotel Occupancy Tax (HOT) Program Year 2027 for Fiscal Year 2026-27.

BACKGROUND

Program guidelines based on Tax Code Section 351.001 have been established to guide the administration of the HOT Program. To support this process, an application form and budget template have been developed to assist the Community Partnership Committee in evaluating applicants' capacity to meet or exceed the goals of the program.

Each year, the Committee reviews the existing program structure and updates the guidelines and application as needed. For the upcoming program year, the application has been revised to reflect current dates and requirements for special events.

Once the updated guidelines and application are approved, notification of the application period will be sent via email to current and past recipients, as well as to other interested organizations. The documents will also be made available on the City's website.

The application period is scheduled to open on May 1, 2026, and close on June 30, 2026. An application workshop is planned for Tuesday, May 5, 2026, to provide guidance and answer questions regarding the application process.

Staff is requesting direction from the Committee regarding the proposed updates to the program and application process.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Presentation

Exhibit 3 - Hotel Occupancy Tax (HOT) Program Guidelines, Program Year 2027

Exhibit 4 - Hotel Occupancy Tax (HOT) Program Application, Program Year 2027

Respectfully submitted:

Matt Hamilton

Chief Financial Officer

Prepared By:

Daniel Jones

Senior Grants Analyst



Hotel Occupancy Tax (HOT) Program

Community Partnership Committee
April 17, 2026



HOT Program Overview

Criteria



General Relevance

- **Texas Tax Code 351**

- 351.101 Use - tax may be used only to promote tourism and the convention and hotel industry

- **Nine (9) expenditure categories**

- The Art category expenses in a fiscal year cannot exceed 15% of the HOT revenue
 - City of Denton Resolution 2013-021 requires at least 2.4% of total HOT revenue be allocated to Public Art
- The Historical category expenses in a fiscal year cannot exceed 15% of the HOT revenue
- Program runs by calendar year

Recipient Requirements

- The applicant must be a nonprofit tax-exempt organization or public agency
- Applicant and event must be based in the City of Denton
- Nondiscrimination practice
- Successfully fulfilled prior contracts
- Must be compliant with the Special Event Ordinance



HOT Program Year 2027

Guidelines:

- The HOT Program Year 2027 guidelines have been updated to include the application scoring guide, definitions, and examples.

Application:

- The HOT Program Application has been reorganized to align with the scoring guide.
- Questions will assist the organizations, staff, and the Committee with additional data regarding the applicant's ability to utilize HOT funding for allowable purposes.



HOT Program Year 2027 Discussion

Request for direction:

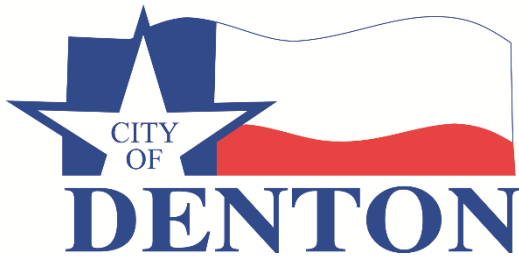
- Approval of HOT Program Year 2027 Guidelines and Application

Next steps:

- Application will be made available via the Neighborly Software on May 1, 2026 and will close on June 30, 2026.
- Staff will hold an application workshop with organizations on May 5, 2026 at the Development Services Center, 401 N Elm St. 2-4pm.
- Funding allocation meeting is scheduled for July 24, 2026, where staff will provide the forecasted HOT revenue and the Committee will make funding recommendations for City Council review and approval.



Questions



CITY OF DENTON
Hotel Occupancy Tax (HOT) Program Guidelines
Program Year 2027

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 present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.
- B. Event or program must involve 200 or more attendees.
- C. Must be based in the City of Denton.
- D. Must be a governmental entity or a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.
- E. Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.
- F. Must have a history of continuous, stable programming prior to the application date.
- G. Must have an active governing body.
- H. 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.

If previously funded, an applicant must have successfully fulfilled all prior 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 for 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 HOT revenue, included in the 15% in Art expenses, to be allocated to Public Art.
- 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 acknowledgment 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 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 City's fiscal year pending completion of the prior quarter and/or end of year obligations. If during the program year, the City 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 the 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 with 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.

K. 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. Hotel Occupancy Tax award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.

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: Chief Financial Officer, Grant Administrator, a Deputy 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 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, a notice of events/schedules for which the hotel funds will be spent, and data collected on attendees from previous years' events.

- 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.
- I. Staff prepares notification letters and contracts for the awarded recipient's signature.
- J. 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 (HOT) Fund Scoring Guide with Definitions and Examples

This document provides comprehensive scoring guidance, definitions, and examples for evaluating Hotel Occupancy Tax (HOT) Fund applications. The primary purpose of HOT funding is to directly promote tourism and generate overnight stays, in accordance with Texas Tax Code Chapter 351.

SECTION A: Eligibility & Compliance (Pass/Fail)

Applicants must be a government entity or nonprofit and must demonstrate alignment with eligible HOT fund uses including tourism promotion, arts, or convention-related activities.

PASS Example:

Nonprofit organization hosting a event with confirmed hotel room blocks and tourism promotion.

FAIL Example:

Local neighborhood event attended exclusively by local residents with no tourism component.

SECTION B: Tourism Impact (0–25 Points)

Measures the applicant's ability to generate overnight stays and attract visitors from outside the local area.

0–5 Points (Limited)

No hotel data provided. Event is primarily attended by local residents.

Example: Local community fair with no hotel partnerships.

6–15 Points (Moderate)

Some regional draw with estimated hotel usage.

Example: Regional conference attracting visitors from nearby cities with hotel nights.

16–25 Points (Strong)

Strong documented hotel impact with confirmed room blocks.

Example: Multi-day event generating hotel nights.

SECTION C: Economic Impact (0–15 Points)

Measures measurable benefit to the local economy including restaurants, retail, and other local businesses.

0–5 Points (Limited)

Minimal economic impact.

Example: Small local event with limited attendance.

6–10 Points (Moderate)

Moderate attendance and economic activity.

Example: Regional event with moderate attendance.

11–15 Points (Strong)

Significant economic impact across multiple sectors.

Example: Large multi-day festival benefiting hotels, restaurants, and local businesses.

SECTION D: Marketing Plan (0–15 Points)

Measures the applicant's ability to effectively promote tourism.

0–5 Points (Limited)

Limited marketing efforts.

Example: Social media posts, local advertising only.

6–10 Points (Moderate)

Regional marketing plan.

Example: Paid regional advertising targeting the DFW metroplex.

11–15 Points (Strong)

Comprehensive marketing strategy targeting tourists.

Example: Regional and Statewide advertising campaign with tourism partnerships.

SECTION E: Budget & Fiscal Responsibility (0–15 Points)

Measures financial sustainability and responsible budgeting.

0–5 Points (Limited)

Limited budget without other funding sources.

Example: Requesting HOT funding to cover all event expenditures.

6–10 Points (Moderate)

Budget with some additional funding sources.

Example: HOT funds represent more than 50% of total funding.

11–15 Points (Strong)

Detailed budget with multiple funding sources.

Example: HOT funds represent less than 50% of total funding.

SECTION F: Organizational Capacity (0–10 Points)

Measures ability to successfully execute the project.

0–3 Points (Limited)

Limited evidence of planning and organizational capacity.

4–7 Points (Moderate)

A generalized plan that includes dedicated staff and volunteers.

8–10 Points (Strong)

Organization presents a detailed plan on event preparation and execution.

SECTION G: Community Benefit & Alignment (0–10 Points)

Measures cultural and tourism value.

0–3 Points (Limited)

Limited information provided on tourism or cultural value of the event.

4–7 Points (Moderate)

Moderate cultural and community benefit.

8–10 Points (Strong)

Strong alignment with tourism and community identity.

SECTION H: Reporting & Evaluation Plan (0–10 Points)

Measures accountability and reporting.

0–3 Points (Limited)

No reporting plan.

4–7 Points (Moderate)

Basic attendance reporting.

8–10 Points (Strong)

Detailed reporting including hotel impact tracking.

OUTSIDE FUNDING GUIDE

Strong applications include diversified funding.

High Scoring Example:

40% HOT funds, 40% sponsorships, 20% ticket revenue.

Low Scoring Example:

100% reliance on HOT funds.

FINAL SCORING INTERPRETATION

90–100 Points: Exceptional – Priority funding
75–89 Points: Strong – Recommended funding
60–74 Points: Moderate – Partial funding consideration
Below 60 Points: Not recommended

Category	Value
Eligibility & Compliance	Pass/Fail
Tourism Impact	25
Economic Impact	15
Marketing Plan	15
Budget & Fiscal Responsibility	15
Organizational Capacity	10
Community Benefit & Alignment	10
Reporting and Evaluation Plan	10
TOTAL	100

A. Applicant Information (Eligibility and Compliance)

ORGANIZATION INFORMATION

- A.1 Organization Name
- A.2 Mailing Address
- A.3 Tax ID Number
- A.4 Name of Event
- A.5 Physical Address of the Event
- A.6 Phone Number
- A.7 Website

CONTACT INFORMATION (Primary Contact)

- A.8 First Name
- A.9 Last Name
- A.10 Title
- A.11 Phone Number
- A.12 Email

CONTACT INFORMATION (Secondary Contact)

- A.13 First Name
- A.14 Last Name
- A.15 Title
- A.16 Phone Number
- A.17 Email

GENERAL INFORMATION

- A.18 State your organization's mission and/or purpose.
- A.19 Event Start Date
Event End Date
- A.20 Describe the event for which funds are requested to support.
- A.21 Dollar amount request for HOT funds _____
- A.22 Please select the categories in which HOT funds are intended to be used.
 - Convention Centers and Visitor Information
 - Registration of Convention Delegates
 - Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
 - Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
 - Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry
 - Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
 - Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section

E.4 List all anticipated expenditures for this event/program

Expense Description	Dollar Amount

F. Organizational Capacity (10 points)

- F.1 How many years has your event occurred: _____
- F.2 Number of full-time staff: _____
- F.3 Number of volunteers: _____
- F.4 Previously received HOT funding: Yes / No Year _____ Amount _____
- F.5 Successfully completed prior HOT reporting: Yes / No / N/A
- F.6 Will your organization be able to provide insurance coverage for the event?
- F.7 Describe the organization’s long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

G. Community Benefit and Alignment (10 Points)

- G.1 How does your event enhance Denton tourism identity?
- G.2 Does event attract visitors who otherwise would not visit Denton? Explain.
- G.3 Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.
- G.4 Will event generate repeat tourism? Explain.

H. Reporting and Evaluation Plan (10 Points)

- H.1 Does your event require guests to purchase a ticket to attend? Yes or No. What is the ticket price?
- H.2 Does your organization gather data on attendees to your events/programs? If yes, how is data collected?
- H.3 What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)
- H.4 Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: April 17, 2026

SUBJECT

Hold a discussion and give staff direction regarding the Community Partnership Committee meeting schedule and inviting organizations that are applying to the Hotel Occupancy Tax (HOT) Program to give a presentation.

BACKGROUND

The Community Partnership Committee has a regularly scheduled meeting each month. The regular meetings for May and June are scheduled on Friday, May 22, 2026, and June 12, 2026. Due to City Council elections on May 2, 2026, there is a possibility the Committee would not meet quorum requirements, which would result in the May 22 meeting not being able to be held. Similarly, if a run-off election is needed, the June 12 meeting may also not meet quorum.

To ensure consistency with communication to event organizers regarding presentations, Staff is proposing adding two special-called meetings on Thursday, July 16, 2026 and Friday July 17, 2026. The meetings would be scheduled for the Committee to hear organization presentations from applicants to the Hotel Occupancy Tax (HOT) Program.

Staff is requesting feedback and direction on the meeting dates proposal, and direction on which organizations to request to present.

List of Previous HOT Recipients:

- Discover Denton/CVB/Denton Marketing and Management Organization
- Denton Black Chamber of Commerce
- Denton Black Film Festival
- Denton County Office of History and Culture
- Denton Day of the Dead Festival
- Denton Festival Foundation (Arts and Jazz)
- Denton Holiday Festival Association
- Denton Main Street Association
- Denton Parks Foundation (Dogs Days and Juneteenth Celebration)
- Greater Denton Arts Council
- North Texas State Fair Association
- Tejas Storytelling Association
- Texas Filmmakers Corporation (Thin Line Fest)
- Texas Veterans Hall of Fame
- Theatre Denton

- City of Denton Halloween
- Denton Music and Art Collaborative (Amplify Denton)

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Presentation

Respectfully submitted:
Matt Hamilton
Chief Financial Officer

Prepared By:
Daniel Jones
Senior Grants Analyst



Community Partnership Committee

Meeting Schedule

Upcoming Regular Meetings

- Friday, May 22, 2026
 - Originally scheduled for organization presentations.
 - Due to City Council elections on May 2nd, there is a possibility the Committee would not meet quorum requirements, and the meeting may need to be canceled.
- Friday, June 12, 2026
 - Originally scheduled for organization presentations.
 - If a run-off election is necessary, Committee members may not be assigned by this date, and the meeting may need to be canceled.
- Friday, July 24, 2026
 - Scheduled for funding allocations.

Special Called Meetings Options

- To ensure consistency in our communication with event organizers, staff is proposing adding two special called meetings in July to hear organization presentations.
- Thursday, July 16, 2026 (Special Called)
 - Committee members are expected to be assigned by this date.
 - Schedule 8-10 organizations to present.
- Friday, July 17, 2026 (Special Called, if needed)
 - If a high number of organizations are interested in presenting, this meeting date can be added to accommodate those applicants.

Calendar

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	



Application window



Scheduled meeting possibly canceled



Proposed Special Called meetings (July 16th and 17th)



Scheduled meeting for funding allocation

List of Previous HOT Program Applicants

- Discover Denton/CVB/Denton Marketing and Management Organization
- Denton Black Chamber of Commerce
- Denton Black Film Festival
- Denton County Office of History and Culture
- Denton Day of the Dead Festival
- Denton Festival Foundation (Arts and Jazz)
- Denton Holiday Festival Association
- Denton Main Street Association
- Denton Parks Foundation (Dogs Days and Juneteenth Celebration)
- Greater Denton Arts Council
- North Texas State Fair Association
- Tejas Storytelling Association
- Texas Filmmakers Corporation (Thin Line Fest)
- Texas Veterans Hall of Fame
- Theatre Denton
- City of Denton Halloween
- Denton Music and Art Collaborative (Amplify Denton)

Discussion

- Feedback and direction regarding the proposed Special Called meeting dates.
- Direction on which organizations the Committee would like to request to present.



Meeting Date	Item	Legistar ID	Department Involved	Estimated Time (mins.)
Friday, May 22, 2026	Regular Meeting			
Friday, June 12, 2026	Regular Meeting			
Thursday, July 16, 2026	Special Called Meeting - Organization Presentations		Grants	120
				120
Friday, July 17, 2026	Special Called Meeting - Organization Presentations (if needed)		Grants	90
				90
Friday, July 24, 2026	Post Event Summary Reports		Grants	15
	CPC funding recommendations for HOT PY 2027 and Sponsorship FY 2026-27		Grants	60
				75