



Q3 Main Street Program Quarterly Report
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Main Street Program Manager

Vision Statement

To maintain downtown Denton's appeal as a center for shopping, dining, and entertainment. To promote business growth and preserve Denton's historic character.

Mission Statement

To promote and preserve downtown Denton as a vital asset of the community.

Main Street uses the four-point approach to support community transformation...



Economic Vitality

Economic Development Incentive Agreement

- **Fine Arts Theater** - 115 N. Elm
 - **April 2, 2024** – City Council approved the recommendation to provide an incentive of \$1,620,869 in a City Chapter 380 Grant
 - **TIRZ Grant 1** - \$1,076,366 - City of Denton Chapter 380 incentive grant – Term 10 Years
 - **TIRZ Grant 2** - \$544,503 - City of Denton Chapter 380 incentive grant – Term 10 Years

*The project is eligible for a Façade Grant in an amount up to \$50,000 which will be presented to the TIRZ Board and City Council on a future date



Downtown Reinvestment Grant

- **Eagle Surveying** – 212 W. Sycamore
 - **May 21, 2024** – City Council approved the recommendation to provide a Downtown Reinvestment Grant of \$50,000 for Interior/Code Improvements & Façade/Building Rehab
 - Estimated cost of project \$1,465,727



Economic Vitality



PRESENTED BY:



POWERED BY:



- Participating Businesses: 94
- Website Impressions: 2860



Economic Vitality/Promotion

SPRING OPEN HOUSE



Shop Small Crawl 4.6

- Participating Shops: 17
 - On the Square: 7
 - Off the Square: 10
- # of Entries: 282
- Total Dollars Spent: \$7,050

Get Eclipsed Crawl 4.7

- Participating Businesses: 14

SHOP SMALL CRAWL

SATURDAY, APRIL 6TH
ALL DAY

It's a fun-filled day of shopping, exploring, and giving back to our community. Stay tuned for participating stores and special offers. For every \$25 you spend at participating locations, you are eligible to be entered into the prize drawing.

- | | |
|---------------------------------------|----------------------------------|
| 🔒 Salvage Secondhand Shoppe | 🔒 Salon NV |
| 🔒 Lone Star Naturals | 🔒 Soma Massage Therapy |
| 🔒 Second Hand Sports & Game Swap | 🔒 3 Wishes Gifts |
| 🔒 Susie's Snack Shop | 🔒 Regenus |
| 🔒 Patchouli Joe's Books & Indulgences | 🔒 Demure Stylez Boutique |
| 🔒 Half Pint Children's Boutique | 🔒 The Palm Tree Boutique |
| 🔒 Norman Roscoe | 🔒 UNT CoLab |
| 🔒 Studio LaSalle | 🔒 Discover Denton Visitor Center |
| 🔒 Mallouf Hat Company | |

GET ECLIPSED CRAWL

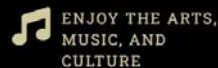
SUNDAY, APRIL 7TH
1:00 PM - 5:00 PM

The local watering holes and restaurants are crafting their versions of "Signature Solar Sips and Snacks." You will have the opportunity to vote on your favorites. Escape the ordinary and soak up the daytime fun with the Get Eclipsed Crawl.

- | | |
|--|--|
| 🍷 Andersons Eatery and Distillery | 🍦 Beth Marie's Old Fashioned Ice Cream |
| 🍷 Bramblitt's Yellow Dog Art Bar & Gallery | 🧀 Cheese & Salsa |
| 🍷 East Side Denton | 🍷 Chestnut Tree Bistro (only from 11a-3pm) |
| 🍷 El Taco H | 🍷 The Saucy Hibachi |
| 🍷 Miss Angeline's Denton | 🍷 Shuck Me |
| 🍷 Oak St. Drafthouse and Cocktail Parlor | 🍷 Andersons Eatery and Distillery |
| 🍷 Steve's Wine Bar | |
| 🍷 Denton County Brewing Company | |

WAYS TO PARTICIPATE

Denton Main Street Association welcomes you to downtown Denton for some spring shopping, dining and entertainment. Get out to enjoy the season and check out new merchandise, shopping deals, and dining specials.



ENJOY THE ARTS,
MUSIC, AND
CULTURE

Join us for First Friday, after all, a visit downtown wouldn't be complete without taking in the sights. View art in the galleries, listen to live music at various venues, and experience the vibrant creativity of Denton.



EXPLORE
DOWNTOWN
DENTON DEALS

Whether you're searching for a one-of-a-kind gift or a statement outfit for yourself, Downtown Denton's eclectic mix of shops promises a fun shopping adventure. Browse new spring arrivals, enjoy special deals and offers, and remember to shop small!



RAISE A GLASS TO
SPRINGTIME
WEATHER

Explore unique patios, sip on refreshing brews and signature solar-themed cocktails, and discover the hidden gems of Denton's bar scene. It's the perfect way to unwind, connect with friends, and experience the city in a whole new light!

Economic Vitality

Imagine the Possibilities

Hosted 48 developers, investors, and entrepreneurs to view development opportunities in Downtown Denton.



FRIDAY, MAY 17
DOWNTOWN
DENTON, TEXAS

11 a.m. | Downtown & Southeast Master Plan Preview Stoke | 608 E. Hickory St., Suite 128

Noon to 3 p.m. | Self-Guided Tours of Downtown

The City of Denton and partner organizations invite YOU, the Denton community, to "imagine the possibilities" and join us as we work to develop the downtown area with the Downtown Denton Master Plan. Come take a tour, meet other members of the community, and learn more about what's on the horizon!

Slated for completion in June 2024, the Downtown Master Plan calls for catalytic projects, utilization of existing TIRZ funds, and more. Rated as the "Top City for Business," Denton is the next big city primed for development!



Economic Vitality/Promotion/Organization

-Award winning free concert series in Downtown Denton every Thursday in May & June

Summer Series: Established in 1994

- Every Thursday in May and June with International Make Music Day to end the series
- Located on the Denton County CHOS lawn
- Average weekly attendance 550
- 5-7 sponsors each week that set-up tables to promote their products or initiatives



Downtown Openings & Closings

Business Name	Business Start	Business Closure	Jobs (gained)	Jobs (lost)
April-June				
La Mexicana		x		5
El Chaparral *Boka Feliz will be taking over the location		x		10
Pepe La Barbershop	x		5	
Old Bear Vintage-Women Owned Vintage Shop *2nd location	x		2	
Black Locust Studio-Women Owned Tattoo and Beauty Studio	x		5	
The Never Sleep (formerly Golden Boy)		x		5
Quantum Wellness Spa	x		3	
Bullseye Bikes *Recieved Downtown Reinvestment Grant	x		3	
Record Coffee Supply	x		3	
Bullseye Tattoos	x		2	
TOTAL	7	2	23	20

Downtown Beautiful Business Award

Mission: To promote a clean and vibrant Business district through litter cleanups and beautification

April



May



June



Promotion

Facebook & IG Ads

Clicks
DMSA

2,713

Impressions
DMSA

58,434

CPC
DMSA

\$0.13

Amount spent
DMSA

\$349.96

Link Clicks
DMSA

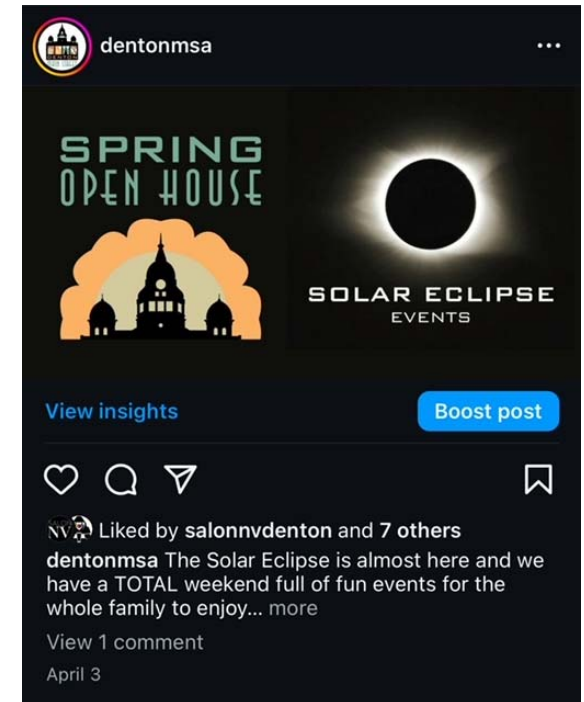
560

Reach
DMSA

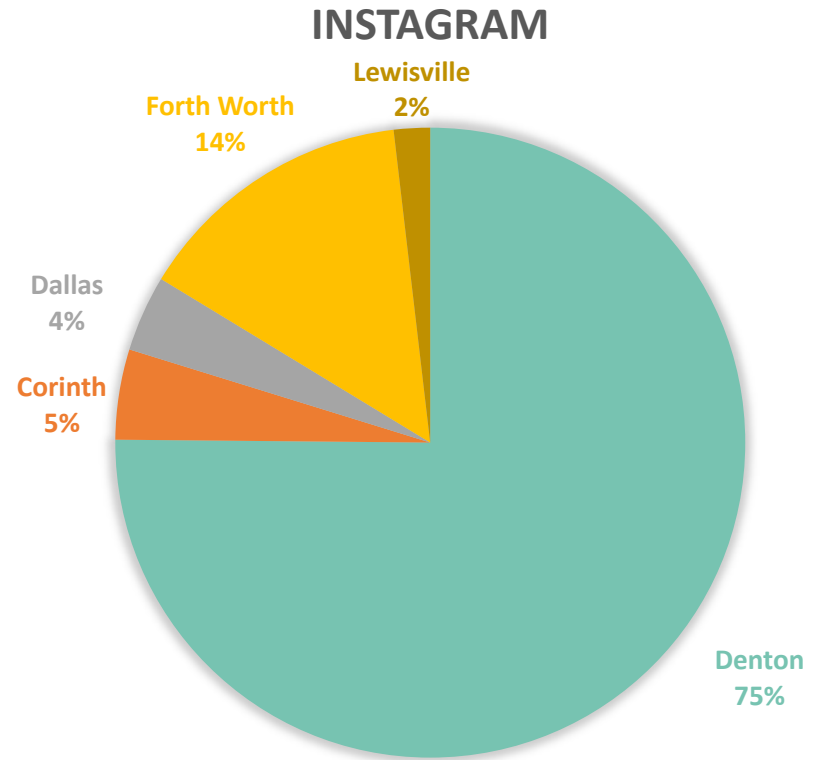
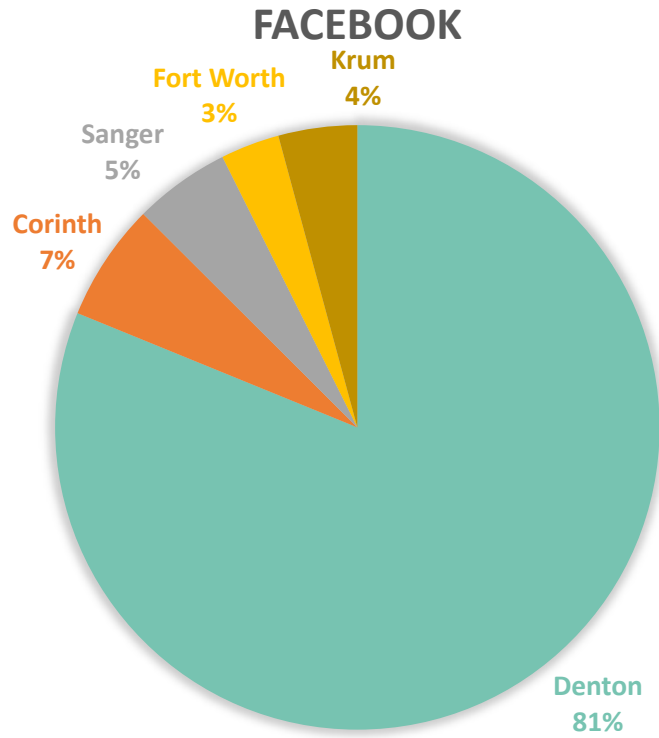
11,625

Campaign performance
DMSA

Campaign	Clicks	Impr.	Reach	Frequency	CTR	CPC	Amount spent	Page engagement
Event: Spring Open House + Solar Eclipse Events	1,256	28,932	9,006	3.21	4.34%	\$ 0.20	\$ 250.00	423
Event: Twilight Tunes: Guitar George Trio	405	8,236	3,281	2.51	4.92%	\$ 0.06	\$ 25.00	166
Event: Twilight Tunes: Lady Cass & The Fellas	402	8,277	3,255	2.54	4.86%	\$ 0.06	\$ 24.96	183
Event: Twilight Tunes: Helium Queens	370	7,456	2,901	2.57	4.96%	\$ 0.07	\$ 25.00	130
Event: Twilight Tunes: Captain Moon & Silver Spoons	280	5,533	2,881	1.92	5.06%	\$ 0.09	\$ 25.00	107
	2,713	58,434	11,625	5.03	4.64%	\$ 0.13	\$ 349.96	1,009



Promotion



Promotion-Website Analytics

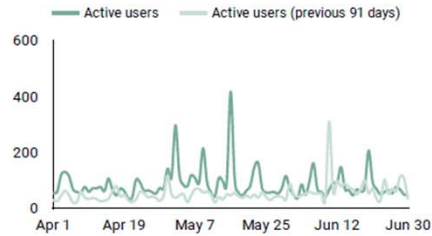
User Engagement

by Users, Sessions, and Engagement



Active Users

by Active Users vs. Previous Period



User Localities

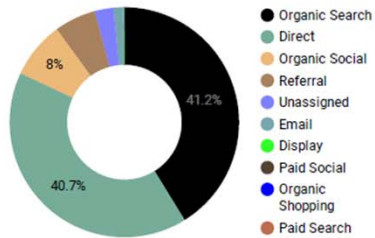
by Region and City

Region	City	Active ...	Sessions	Engage...
1. Texas	Dallas	1,554	2,043	805
2. Texas	Denton	1,431	2,320	1,321
3. Texas	(not set)	329	431	185
4. (not set)	(not set)	186	196	21
5. Washington	Moses Lake	184	184	115
6. Texas	Fort Worth	177	212	92
7. Wyoming	Cheyenne	154	155	73

1 - 10 / 1030 < >

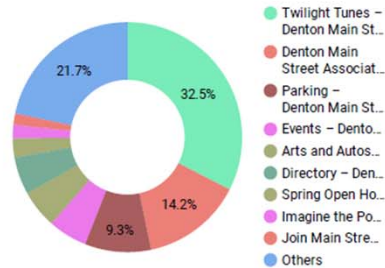
User Acquisition

by Acquisition Channel



Most Popular Pages

by Views



Page title

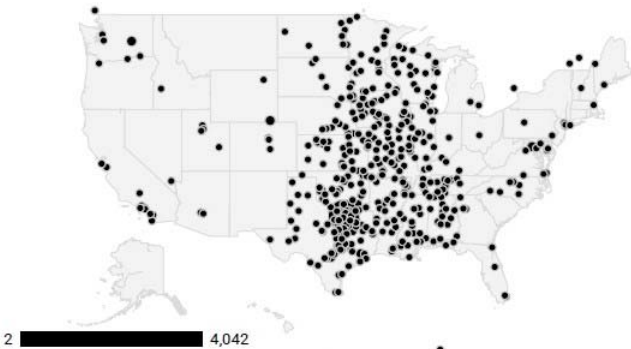
Views ▾

1.	Twilight Tunes - Denton Main Str...	4,698
2.	Denton Main Street Association	2,046
3.	Parking - Denton Main Street Ass...	1,340
4.	Events - Denton Main Street Ass...	792
5.	Arts and Autos - Denton Main Str...	777
6.	Directory - Denton Main Street As...	758
7.	Spring Open House - Denton Mai...	393
8.	Imagine the Possibilities Tour - D...	272
9.	Join Main Street - Denton Main S...	230
10.	About - Denton Main Street Asso...	200

Promotion-Website Analytics

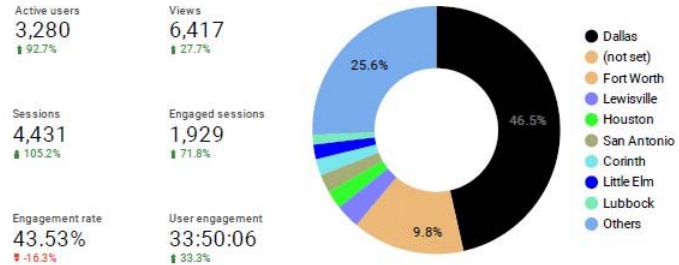
Audience Map

by Views



In-State Activity

by Views, Sessions, and Active Users (TX excl. Denton)



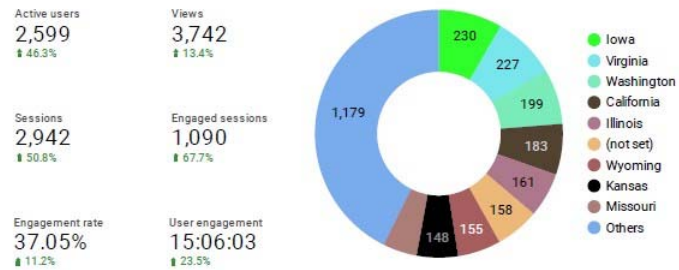
Referral Sources

by User Source, User Medium, Active Users, New Users

	First user so...	First user m...	Active users	% Δ	New users	% Δ
1.	zipsprout.com	referral	1	-	1	-
2.	yahoo	organic	46	21.1...	43	19.4...
3.	www.planned...	referral	1	-	1	-
4.	www.keranews...	referral	2	-	2	-
5.	us10.admin.m...	referral	1	-	1	-
6.	us.search.yaho...	referral	3	-	3	-
7.	twilight_tunes	QR	15	-	14	-
8.	tourtexas.com	referral	1	-	1	-

Out-of-State Activity

by Views, Sessions, and Active Users (USA excl. TX)





ID TIF24-019; July 24, 2024



Organization

Year	Month	Event Name	# of Volunteers	# of Board members	# of Staff Members	# of Hours
2024	Q3					
	April	Board Meeting	2	11	5	18
	April	DEDC	9	1	11	21
	April	Promotions Comm Meeting	5	2	2	9
	April	Downtown Economic Development Committee (DEDC)	9	1	10	20
	April	First Friday Committee	2	2	0	4
	April	Eclipse Planning Meeting	1	1	13	15
	April	Marketing Comm Meeting	5	2	2	9
	April	Imagine the Possibilities Meeting	3	1	5	9
	April	Website Task Force Meeting	0	3	2	3
	April	Twilight Tunes Committee	3	2	1	6
	April	Spring Open House/Mimosa Hop	9	1	2	40
	April	Thin Line Film Fest	3	2	0	5
	April	Arts Autos Comm Mtg	8	4	2	14
	April	New Member Orientation	2	2	1	5
	April	Membership Mixer	42	6	2	98
	April	Membership Committee	1	5	1	13
	May	Promotions Comm Meeting	6	2	2	10
	May	Marketing Comm Meeting	12	3	2	17
	May	Membership Committee	1	3	2	6
	May	Imagine the Possibilities Meeting	3	1	5	9
	May	Board Meeting	4	11	2	16
	May	Twilight Tunes	11	5	1	41
	May	First Friday Committee	2	2	0	4
	May	Historic Bar Tour	7	1	1	22
	May	Arts Autos Comm Mtg	6	5	2	19
	May	Imagine the Possibilities Tour	3	1	5	54
	May	DEDC	9	1	11	21
	June	Marketing Comm Meeting	7	4	2	13
	June	Promotions Comm Meeting	6	5	2	13
	June	Membership Committee	1	4	1	6
	June	Retail Roundtable	4	3	1	8
	June	First Friday Committee	1	2	0	3
	June	Board Meeting	10	10	8	28
	June	Make Music Day	2	0	1	11
	June	Twilight Tunes	14	4	2	50
	June	DEDC	7	0	4	11
	June	Arts Autos Comm Mtg	3	3	2	16
Q3	Total:		231	116	115	667

Questions?