



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: July 16, 2026

SUBJECT

Receive presentations and hold a discussion regarding organizations that receive Hotel Occupancy Tax and Sponsorship funding.

BACKGROUND

This item is to allow the Community Partnership Committee to receive presentations by Denton Black Film Festival, Discover Denton (Denton DMMO), Texas Veteran's Hall of Fame, Thin Line Festival, Downtown Denton Foundation, Denton County Office of History & Culture, Denton Community Market, Children's Advocacy Center of North Texas and Denton's Day of the Dead Festival.

1. The Denton Black Film Festival (DBFF) is an annual cultural event that celebrates and showcases the diverse and dynamic voices within the black filmmaking community. Held in Denton, Texas, the festival serves as a platform for independent filmmakers, artists, and storytellers to share their narratives and perspectives on the black experience.
2. Discover Denton is requesting funding to support its year-round destination marketing, sales, visitor services, and tourism development efforts that promote the City of Denton as a premier travel destination. As the City's official Destination Management & Marketing Organization (DMMO), Discover Denton works continuously to attract overnight visitors, meetings, conventions, sporting events, group tours, and leisure travelers, generating Hotel Occupancy Tax (HOT) revenue and economic impact for the community.
3. Texas Veterans Hall of Fame Museum honors all Texas Veterans for their service, sacrifice, and accomplishments. The museum documents their stories and preserves the history of these Veterans for current and future generations. This is done through the museum, annual induction ceremony, mobile museum, learning academy, trail of heroes, and remember them forever program.
4. The Texas Filmmakers Corporation organizes the Thin Line Fest. Thin Line is a documentary film festival, a multi-genre music festival, a photography festival, and a downtown art market all in a five-day event held at the end of April. Artists gather in Denton from all around the world to exhibit or perform their work. In 2023, the festival screened all the films at the Campus Theatre.
5. The Downtown Denton Foundation's mission is to enhance the experience of the arts, music and culture of Downtown Denton through placemaking with a wide variety of year-round programming aimed at engaging with the public, making Denton a destination for tourists and local enthusiasts alike.

6. Denton County Office of History and Culture uses HOT funds for the restoration and exhibition of historical artifacts and buildings at the Downtown Courthouse and Historical Park. The 2025 program year includes Quakertown Park Walking Tours, tours of the Denton County Historical Park, Texas Talks series, and Park After Dark events in conjunction with the City of Denton's 31 days of Halloween.
7. Founded in 2009, the Denton Community Market is a 501c3 nonprofit producer-only farmer's and art market in downtown Denton, Texas.
8. The Child's Advocacy Center - The 2027 Champions for Children Denton County Luncheon will be hosted at the Embassy Suites by Hilton Denton Convention Center in April 2027. The event will host a famous keynote speaker (who is a child abuse survivor) to pique public interest and community engagement. The event will bring together 600 community leaders across the DFW Metroplex for an afternoon of advocacy and awareness. 2027 marks the Center's 30th anniversary combating child abuse in the community with a multi-disciplinary team (MDT) response.
9. The Day of the Dead Festival is a multicultural, family-friendly weekend event celebrating community, candy, and celebration. The festival features coffin races, 'Cirque du Horror', and a lantern-lit twilight parade. Attendance is free.

EXHIBITS

- Exhibit 1 - Agenda Information Sheet
- Exhibit 2 - Denton Black Film Festival
- Exhibit 3 - Discover Denton (Denton DMMO)
- Exhibit 4 - Texas Veteran's Hall of Fame
- Exhibit 5 - Thin Line Festival
- Exhibit 6 - Downtown Denton Foundation
- Exhibit 7 - Denton County Office of History & Culture
- Exhibit 8 - Denton Community Market
- Exhibit 9 - Children's Advocacy Center of North Texas
- Exhibit 10 - Denton's Day of the Dead Festival

Respectfully submitted:
Terrance Jones
Grants Program Manager

Prepared By:
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