



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Economic Development

ACM: Christine Taylor, Assistant City Manager

DATE: May 6, 2025

SUBJECT

Consider adoption of an ordinance of the City of Denton approving a grant to The Plot Twist, LLC for improvements located at 227 West Oak from the Downtown Reinvestment Grant Program for utility upgrades, code improvements, and a new sign in an amount not to exceed \$35,000 from TIRZ funds; and providing for an effective date. The Tax Increment Reinvestment Zone Number One Board recommends approval (7-0).

BACKGROUND

The Plot Twist, opened in Downtown Denton on January 18, 2025. Staff began having discussions with business owners Dawn Connor and Darci Middleton in August 2024. They signed their lease in November 2024 for the building at 227. W. Oak, formerly A Creative Art Studio and submitted their grant application in December 2024. The 800 square foot location houses The Plot Twist, a romance novel bookstore and cocktail lounge.

The building dates back to 1900 and to accommodate the needs of the business it requires utility upgrades which will improve the capacity of water, wastewater and electricity. The owners have already added built-in bookcases along the buildings west wall.

The goal of this business is to not only offer a fresh selection of books and book-themed merchandise, but the owners will also actively engage in community events, host events, and contribute to bringing more visitors Downtown. Romance novels are the best-selling book genre, generating more than one-billion dollars in annual sales. These improvements will support the increase in property value and sales tax for the Tax Increment Reinvestment Zone Number One.

Projected Improvements include: Utility Upgrades, Interior/Code Improvements, and Signage

Project Submitted Expenses: \$47,105.00

Grant Request: \$47,105.00

Applicable Policy Limits:

- *Utility Upgrades:* Grants are limited to a 50% match with a cap of \$50,000 per grant. Upgrades to water, wastewater, and electrical service, includes interior upgrades as well as exterior service upgrades.
- *Interior/Code Improvements:* Grants are limited to a 50% match with a cap of \$50,000 per grant
- *Awnings and Signs:* Sign grants are limited to a 50% match with a cap of \$2500 per grant.

The building at 227 W. Oak has not received Tax Increment Reinvestment Zone Number One funding previously.

PRIOR ACTION/REVIEW

On February 6, 2025, the Downtown Economic Development Committee (DEDC) reviewed and scored the applications. The building renovation application received an average score of 26 points, making it eligible for a recommendation of up to \$35,000. These scores support the recommendations to approve the applications as requested. The grant application request and DEDC recommendation are for \$35,000.

On March 26, 2025, the Downtown Tax Increment Reinvestment Zone Number One Board reviewed the application and voted to recommend City Council approve the Downtown Reinvestment Grant Program application in the amount not to exceed \$35,000 as recommended by the DEDC for The Plot Twist, LLC located at 227 West Oak St.

EXHIBITS

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Ordinance and Agreement

Exhibit 3 – Presentation

Exhibit 4 – LLC Search

Respectfully submitted:
Kristen Pulido
Main Street Program Manager