



City of Denton

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

Meeting Agenda

Community Partnership Committee

Friday, February 20, 2026

9:00 AM

City Hall Work Session Room

After determining that a quorum is present, the Community Partnership Committee of the City of Denton, Texas, will convene in a Regular Meeting on Monday, February 16, 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. [CPC26-001](#) Hold a discussion and elect a Chair and Vice Chair for the Community Partnership Committee.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - Resolution 20-1471](#)

- B. [CPC26-002](#) Consider approval of the minutes of January 23, 2026 Community Partnership Committee meeting.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - 1-23-2026 Draft Minutes](#)

- C. [CPC26-003](#) Receive a report and hold a discussion regarding the Hotel Occupancy Tax (HOT) Program Year 2025, and receive direction for updates to the HOT Program Year 2027 guidelines and application.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - Presentation](#)
[Exhibit 3 - HOT 2026 Guidelines](#)
[Exhibit 4 - HOT 2026 Application](#)
[Exhibit 5 - HOT 2026 Scoring Rubric](#)

- D. [CPC26-004](#) Management Report
1. Arts and Jazz Festival 2026 Update
 2. Future Agenda Items

Attachments: [1. Arts and Jazz Festival 2026 Update](#)
[2. 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 salutory 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, February 16, 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: February 20, 2026

SUBJECT

Hold a discussion and elect a Chair and Vice Chair for the Community Partnership Committee.

BACKGROUND

On September 1, 2020, the Denton City Council re-established the HOT Committee by Resolution R20-1471 to be known as the Community Partnership Committee. The Committee acts as an advisory body to the Denton City Council to:

- Monitor the allocation and use of both the hotel occupancy tax and sponsorship funds;
- Ensure funds are being used to directly enhance and promote tourism and the hotel/convention industry;
- Ensure the sponsorship funds are being used to further a charitable cause, economic or community growth;
- Ensure funds serve a public purpose in the best interest of the general welfare of the City of Denton; and
- Recommend organizations to receive funding to the City Council, and other duties as assigned by the City Council.

Under Title VI Section 2 B of Resolution R20-1471, the presiding officer of the Committee will be chosen annually by the Committee. The purpose of this item is to allow the Committee members the opportunity to elect a Chair and Vice Chair for the Community Partnership Committee.

EXHIBITS

Exhibit 1 - Agenda Information Sheet
Exhibit 2 - Resolution 20-1471

Respectfully submitted:
Matt Hamilton
Chief Financial Officer

Prepared By:
Sarah Burton
Administrative Assistant

RESOLUTION NO. 20-1471

A RESOLUTION RE-ESTABLISHING THE HOTEL OCCUPANCY TAX (HOT) AND SPONSORSHIP COMMITTEE, A STANDING COMMITTEE OF THE CITY COUNCIL OF THE CITY OF DENTON, TO BE KNOWN AS THE COMMUNITY PARTNERSHIP COMMITTEE; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City Council deems it to be in the best interest of the City of Denton that the Hotel Occupancy Tax (HOT) and Sponsorship Committee be re-established as the Community Partnership Committee; NOW, THEREFORE,

THE COUNCIL OF THE CITY OF DENTON HEREBY RESOLVES:

I.

The recitals which are set forth in the preamble of this Resolution are incorporated herein and are made part of this Resolution for all purposes.

II.

City of Denton Resolution No. R2009-015, as amended by Resolution No. R18-1710, Title VI. "Relating to the City Council Hotel Occupancy Tax (HOT) and Sponsorship Committee," is hereby amended in its entirety to read as follows:

"VI. RELATING TO THE CITY COUNCIL COMMUNITY PARTNERSHIP
COMMITTEE

SECTION 1. History of the City Council Community Partnership Committee and findings.

- A. The Denton City Council adopted Ordinance No. 75-53 on December 16, 1975, amending Chapter 23 of the Code of Ordinances by adding Article 1 entitled "Hotel Occupancy Tax" which provides for the collection of a hotel occupancy tax.
- B. On January 6, 1976, the Denton City Council entered into a contractual agreement with the Denton Chamber of Commerce to promote tourism and advertise the City of Denton as a potential site for public meetings and conventions.
- C. By consensus of the Denton City Council at their work session of September 20, 1994, three representatives of the Denton City Council have served annually on a Hotel Occupancy Tax Committee to monitor allocation and use of hotel occupancy funds.

- D. On June 16, 2009, the Denton City Council re-established the City Council Hotel Occupancy Tax Committee.
- E. On October 23, 2018, the Denton City Council consolidated its multiple sponsorship programs into one administrative city sponsorship program for business purposes, to enhance operations, and in furtherance of the City's service to the public and re-established the Hotel Occupancy Tax Committee as the Hotel Occupancy Tax (HOT) and Sponsorship Committee with additional duties to administer the city sponsorship program.
- E. The Denton City Council finds that it is in the public interest and beneficial to enhance efficiency of governmental operations that the Hotel Occupancy Tax (HOT) and Sponsorship Committee be renamed as the Community Partnership Committee.
- F. The Denton City Council finds that it is in the public interest to re-establish the Community Partnership Committee as a standing committee of the City Council.

SECTION 2. Re-establishment of the City Council Community Partnership Committee and statement of duties and purpose of the Committee.

- A. The City Council re-establishes a standing committee to be called the Community Partnership Committee. The Committee shall be composed of three (3) members of the City Council to be chosen and approved annually by the City Council. The City Manager, or his or her designee, will provide guidance and assistance to the Committee and be responsible for ensuring that records are maintained in accordance with requirements of the city secretary's office.
- B. The Committee members shall serve at the pleasure of the City Council until successors are chosen and approved by the Denton City Council. The presiding officer of the Committee shall be chosen annually by the Committee. Members of the Committee must be current elected City Council members of the City of Denton, Texas.
- C. The duties and purpose of the Committee shall be to monitor allocation and use of both the hotel occupancy tax and sponsorship funds, ensuring HOT funds are being used to directly enhance and promote tourism and the hotel/convention industry, ensuring the sponsorship funds are being used to further a charitable cause, economic or community growth and serve a public purpose in the best interest of the general welfare of the City of Denton, recommend organizations to receive funding to the City Council, and other duties as assigned by the City Council."

III.

This resolution shall become effective immediately upon its passage and approval.

The motion to approve this resolution was made by John Ryan and seconded by Paul Meltzer, the resolution was passed and approved by the following vote [7 - 0]:

	<u>Aye</u>	<u>Nay</u>	<u>Abstain</u>	<u>Absent</u>
Chris Watts, Mayor:	<u>✓</u>	<u> </u>	<u> </u>	<u> </u>
Gerard Hudspeth, District 1:	<u>✓</u>	<u> </u>	<u> </u>	<u> </u>
Keely G. Briggs, District 2:	<u>✓</u>	<u> </u>	<u> </u>	<u> </u>
Don Duff, District 3:	<u>✓</u>	<u> </u>	<u> </u>	<u> </u>
John Ryan, District 4:	<u>✓</u>	<u> </u>	<u> </u>	<u> </u>
Deb Armintor, At Large Place 5:	<u>✓</u>	<u> </u>	<u> </u>	<u> </u>
Paul Meltzer, At Large Place 6:	<u>✓</u>	<u> </u>	<u> </u>	<u> </u>

PASSED AND APPROVED this the 1st day of September, 2020.



CHRIS WATTS, MAYOR

ATTEST:
ROSA RIOS, CITY SECRETARY

By: *Rosa Rios*

APPROVED AS TO LEGAL FORM:
AARON LEAL, CITY ATTORNEY

By: *Aaron Leal*





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AGENDA INFORMATION SHEET

DEPARTMENT: Finance
ACM: Christine Taylor
DATE: February 20, 2026

SUBJECT

Consider approval of the minutes of January 23, 2026 Community Partnership Committee meeting.

BACKGROUND

The draft minutes from the Community Partnership Committee meeting held on January 23, 2026, are attached for the Committee's consideration and approval.

EXHIBITS

Exhibit 1 - Agenda Information Sheet
Exhibit 2 - Draft Minutes January 23, 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 January 23, 2026, at 9:06 a.m. in the City Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Vice-Chair Vicki Byrd, and Member Brian Beck.

ABSENT: Chair Joe Holland

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

- None

2. ITEMS FOR CONSIDERATION

A. CPC26-041 Hold a discussion and elect a Chair and Vice Chair for the Community Partnership Committee.

The item was presented, and discussion followed. Member Beck moved to table the item until Chairman Holland can attend. Member Brian Beck brought the motion, and Vicki Byrd seconded the motion.

(2) AYES: Vicki Byrd, Brian Beck

(0) NAYS:

(1) ABSENT: Joe Holland

B. CPC26-042 Consider the approval of the minutes from September 22, 2025, and December 12, 2025.

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

(2) AYES: Vicki Byrd, Brian Beck

(0) NAYS:

(1) ABSENT: Joe Holland

C. CPC26-043 Consider recommending the adoption of an ordinance of the City of Denton for the expenditure of District 2 City Council Contingency funds in the amount of three hundred dollars (\$300) in support of a sign for the Girl Scouts Pollinator Garden at Avondale Park; and for the expenditure of District 1 City Council Contingency funds totaling one thousand seven hundred dollars (\$1,700) in support of the following organizations: Denton Black Film Festival Institute, Inc. (\$567), Project Hope (\$567), and Greater Denton Arts Council (\$566).

The item was presented, and discussion followed. Mr. Terrence Jones presented and discussed the council contingency funds. Member Beck said after discussing with all the parties involved, he'd like to amend his amount to \$900 to purchase a different, better sign. Member Byrd shared her reasoning behind the donations she would like to donate her contingency funds too.

Member Beck moved to approve the District 1 request, and to increase the District 2 request from \$300 to \$900. Member Byrd seconded the motion.

(2) AYES: Vicki Byrd, Brian Beck
(0) NAYS:
(1) ABSENT: Joe Holland

D. CPC26-044 Receive a presentation from staff and hold a discussion regarding the Convention and Visitors Bureau's Economic Impact Modeling tool.

The item was presented by Ms. Emily Bain, director of Marketing for Discover Denton. Ms. Bain presented on the Symphony Platform and discussion followed. Member Beck asked how these event calculators are populated. The Impact Calculator is manually populated; however, the Symphony platform is populated mostly from cell phone pings. ACM Christine Taylor explained how very event-driven some of the calculations are. Member Beck questioned if there is a public facing component. It was explained that Symphony platforms are presented to TPID and to the public. Member Byrd was excited about the information found it useful in grant platforms to allocate funds according to community impact. Discussion regarding the performance of social media platforms and talks with a marketing agency to push out long form videos. As a Destination Marketing Organization, the CVB is outperforming others with social media. It was said that websites are competing with AI and driving people to our website is more difficult.

E. CPC26-046 Consider revision to the adopted 2026 Community Partnership Committee meeting calendar, changing the June 19, 2026, meeting date to June 12, 2026.

The item was presented, and discussion followed.

Member Brian Beck motioned for the approval of the calendar; Vice Chair Vicki Bird seconded the motion.

(2) AYES: Vicki Byrd, Brian Beck
(0) NAYS:
(1) ABSENT: Joe Holland,

F. CPC26-048 Management Report

1. Correction of Previously Presented Information
Item was presented and discussion followed
2. Follow up on Council Contingency Funding Level
Item was presented and discussion followed
3. Update on Arts & Jazz
Item was presented and still in discussion
4. Future Agenda Items
Item was presented and discussion followed

3. CONCLUDING ITEMS

None.

With no further business, the meeting was adjourned at 9:46 a.m.

Joe Holland
Chair

Sarah Burton
Recording Secretary

MINUTES APPROVED ON: _____



City of Denton

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AGENDA INFORMATION SHEET

DEPARTMENT: Finance
ACM: Christine Taylor
DATE: February 20, 2026

SUBJECT

Receive a report and hold a discussion regarding the Hotel Occupancy Tax (HOT) Program Year 2025, and receive direction for updates to the HOT Program Year 2027 guidelines and application.

BACKGROUND

The HOT Fund application period opens annually in the Spring. Applications are reviewed by the Community Partner Committee with funding recommendations made to City Council. Final awards are adopted with the City’s budget. HOT Fund agreements are executed in December of each year and the term runs a calendar year, beginning the following January. Final reports are due by January 31 after the term ending date.

Five refunds were reported at the end of the PY 2025 and have been received by the Finance department. Refunds were returned to the HOT fund balance:

Organization/Recipient	Amount returned
Convention and Visitors Bureau	\$ 336,035.36
Denton Parks Foundation	7,771.32
Tejas Storytelling	1,434.31
Denton Halloween 2025	53,495.82
TOTAL	\$ 398,736.81

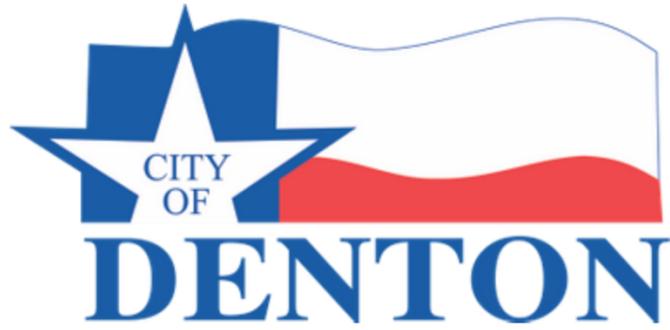
To develop the HOT Program 2027 guidelines and application, staff is requesting direction on changes the Committee would like to see regarding additional requirements for applicants, and updates to the application for the next funding cycle.

EXHIBITS

- Exhibit 1 - Agenda Information Sheet
- Exhibit 2 - Presentation
- Exhibit 3 - HOT 2026 Program Guidelines
- Exhibit 4 - HOT 2026 Program Application
- Exhibit 5 - HOT 2026 Scoring Rubric

Prepared by:
Daniel Jones
Senior Grant Analyst

Respectfully submitted:
Matt Hamilton
Chief Financial Officer



Hotel Occupancy Tax (HOT) Program Update



HOT Financial Update

Program Year 2025 Refunds

Organization/Recipient	Amount returned
Convention and Visitors Bureau (CVB)	\$ 336,035
Denton Parks Foundation (Cinco de Mayo, Juneteenth, Dog Days)	7,771
Tejas Storytelling Association	1,434
Denton Halloween 2025	53,496
TOTAL	\$ 398,736

Program Year 2026

- **First Quarter Disbursements**
 - Processed in January 2026 for all recipients.
- **First Quarter reports will be due April 2026.**

As of 10/1/2025

Estimate Fund Balance = \$1,489,139

Actual Fund Balance = \$1,582,550



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 Discussion

Previous considerations for PY 2026:

– Prioritize qualified events and programs.

- Limit applications to events with a minimum of 200 attendees (aligns with Special Event Criteria).
- Require applicants to have alternative funding sources besides City HOT or Sponsorship funds.
- Must have a history of continuous, stable programming prior to the application date.
- Events must demonstrate a positive economic impact to the City of Denton.
- Applicants are required to submit a full application online via Neighborly Software.

– Opportunities to further align the program with the Texas Tax Code 351 which dictates the allowed uses for hotel tax revenue.

- “Revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry.”
- “‘Tourism’ means the guidance or management of tourists.”
- “‘Tourist’ means an individual who travels from the individual’s residence to a different municipality, county, state, or country for pleasure, recreation, education, or culture.”



HOT Program Year 2027 Discussion

PY 2026 Scoring Rubric

Section	Description	Points
A. Eligibility & Compliance	Project clearly fits a state-approved HOT use category (convention center, arts, historic preservation, advertising). Applicant must be a government entity, or non-profit Texas corporation and federally tax-exempt under the Internal Revenue Code, based in the City of Denton, and Non-discriminatory practices	0
B. Tourism Impact	Clear documented evidence the project will increase overnight visitors, generate hotel stays, or attract non-local attendees.	25
C. Economic Impact	Demonstrates measurable benefit to local businesses, restaurants, and the city's economy beyond hotels. The Event or Program must have a minimum of 200 attendees.	15
D. Marketing Plan	Applicant has hosted events in the past and was a success.	15
E. Budget & Fiscal Responsibility	Budget is detailed, reasonable, aligns with request, includes other funding sources.	15
F. Organizational Capacity	Proven track record or capability to execute the project successfully (staff, volunteers, partnerships). Have an active governing body.	10
G. Community Benefit & Alignment	Supports Denton's cultural, historic, or arts goals; adds value to community identity; equitable and inclusive.	10
H. Reporting & Evaluation Plan	Applicant has clear plan to track attendance, measure hotel impact, and submit final reports with data and if previously funded, have successfully fulfilled all prior contractual obligations.	10
TOTAL		100



HOT Program Year 2027 Discussion

Request for direction:

- Staff requests feedback from the Committee on recommended updates to the HOT Program Guidelines, Application, and Scoring Rubric for Program Year 2027.
- Staff recommends requiring applicants to attend a HOT application workshop.
- Staff recommends that all applicants meet with Discover Denton (CVB) to create a hotel code for overnight stay tracking.
- Staff recommends two distinct applications for HOT and Sponsorship Programs.
- Other additional requirements for applicants?



HOT Program Year 2027 Discussion

Next Steps:

- Staff will present proposed changes at the next Committee meetings, including:
 - Rubric scoring
 - Guideline changes
 - Application changes
- Final revisions to the program will be presented to the Committee for consideration in April, before the new application cycle begins.



Questions & Discussion



CITY OF DENTON
Hotel Occupancy Tax (HOT) Program Guidelines
Program Year 2026

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 15% in Art expenses be allocated to the Public Art Committee.
- 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 in 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.

A. Applicant Information

Case Id:

Name:

Address:

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

A.2. Mailing Address

A.3. Name of Event

A.4. Physical Address of the Event

A.5. Phone Number

A.6. Website

PRIMARY CONTACT

A.7. First Name

A.8. Last Name

A.9. Title

A.10. Phone Number

A.11. Email

SECONDARY CONTACT

A.12. First Name

A.13. Last Name

A.14. Title

A.15. Phone Number

A.16. Email

B. Organization/Event Details

Case Id:

Name:

Address:

B. Organization/Event Details

Please provide the following information.

B.1. Event Start Date

Event End Date

B.2. Briefly state your organization's mission and purpose.

B.3. Describe the event in which funds are being requested to support.

B.4. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

B.5. Provide detail on how the requested funds will be used to support the event partially or in full.

B.6. If the total requested funding is not received, what will the organization do?

- Cancel the event
- Postpone the event
- Downsize the event
- Fundraise for the event
- Look for other funding opportunities
- Other
- No major event impacts will occur if funding is not received

B.7. List all funding resources for this event.

Source	Dollar Amount

B.8. List all anticipated expenditures for this event

Source	Dollar Amount

B.9. What was the attendance of last year's event?

B.10. What is the estimated attendance for this year's event?

B.11. Does your organization gather data on attendees to your events/programs?

If yes, how is data collected?

B.12. Does your event require guests to purchase a ticket to attend? Yes or No.

What is the ticket price?

B.13. 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. HOT

Case Id:

Name:

Address: 109 AVENUE A, N/A, DENTON, TX 76201

C. HOT

Please provide the following information.

C.1. Are you applying for HOT funds? *If yes, then you will continue with questions below. If no, then you would complete and continue to go to the next section.*

C.2. Amount Requested

C.3. Select the use of HOT funds

- 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 Hotel Industry
- Historical Restoration and Preservation Activities that Directly Promote Tourism and 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
- Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality
- Administration

C.4. How many people attending the event will use Denton Hotels?

C.5. Estimated days that attendees will stay at hotel (including vendors and performers)

C.6. Do you reserve room blocks in the area of the event?

If yes, how many rooms and provide the name of hotel(s).

Name of Hotel	Number of Rooms	Rate of Room

If no, do you need assistance with reserving hotel room blocks?

C.7. Is the event held on city property?

If yes, where?

Location Name	Address

C.8. Will your organization be able to provide insurance coverage for the event?

C.9. How does the requested budget meet the definition of the HOT categories listed in the Program Overview Section on this application?

C.10. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

C.11. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

D. Sponsorship

Completed by mcalabreseny@gmail.com on 6/13/2025 1:23 PM

Case Id:

Name:

Address:

D. Sponsorship

Please provide the following information.

D.1. Are you applying for Sponsorship funds? *If yes, then you will continue with questions below. If no, then you would complete and continue to go to the next section.*

D.2. Is your request for: (check all that apply)

Cash Sponsorship

If checked please enter an amount below

Cash sponsorship amount:

In-Kind Sponsorship

Select all in-kind services the organization is requesting for the event: sponsorship

Park facilities

Park personnel

Park materials and supplies

Police personnel

Fire personnel

Solid Waste Services

Other

Not requesting in-kind services

E. Required Documents

Case Id:

Name:

Address:

E. Required Documents

Please provide the following information.

Printed By: Daniel Jones on 2/12/2026

Documentation

- Active non-profit status ***Required**

- Current Board of Directors roster including name, title, address and phone number ***Required**

- Board Meeting Schedule ***Required**

- Provide constitution/by-laws ***Required**

- Provide last two year's audited financial or balance sheet. ***Required**

- Letter of determination certifying federal tax-exempt status under the IRS ***Required**

- Most recent 990 Form submitted to IRS ***Required**

- [Substitute W-9 for PO](#) ***Required**

List of all donations made by your org last year. Name and dollar amount included. ***Required**

Other Documents

Submit

Case Id:

Name:

Address:

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Secretary/Treasurer's signature

Admin Docs

No data saved

Case Id:

Name:

Address:

Admin Docs

Please provide the following information.

Documentation

Printed By: Daniel Jones on 2/12/2026

HOT Report Form with TPID *Required

***No files uploaded*

Post Event Form *Required

***No files uploaded*

Application Scoring Rubric

Section	Description	Points
A. Eligibility & Compliance	Project clearly fits a state-approved HOT use category (convention center, arts, historic preservation, advertising). Applicant must be a government entity, or non-profit Texas corporation and federally tax-exempt under the Internal Revenue Code, based in the City of Denton, and Non-discriminatory practices	0
B. Tourism Impact	Clear documented evidence the project will increase overnight visitors, generate hotel stays, or attract non-local attendees.	25
C. Economic Impact	Demonstrates measurable benefit to local businesses, restaurants, and the city's economy beyond hotels. The Event or Program must have a minimum of 200 attendees.	15
D. Marketing Plan	Applicant has hosted events in the past and was a success.	15
E. Budget & Fiscal Responsibility	Budget is detailed, reasonable, aligns with request, includes other funding sources.	15
F. Organizational Capacity	Proven track record or capability to execute the project successfully (staff, volunteers, partnerships). Have an active governing body.	10
G. Community Benefit & Alignment	Supports Denton's cultural, historic, or arts goals; adds value to community identity; equitable and inclusive.	10
H. Reporting & Evaluation Plan	Applicant has clear plan to track attendance, measure hotel impact, and submit final reports with data and if previously funded, have successfully fulfilled all prior contractual obligations.	10
TOTAL		100



MEMORANDUM

DATE: February 20, 2026
TO: Community Partnership Committee
FROM: Christine Taylor, Assistant City Manager
SUBJECT: Arts and Jazz Festival 2026 Update

The Denton Festival Foundation, which organizes the Denton Arts and Jazz Festival, received an award of \$94,000 from the 2026 Hotel Occupancy Tax (HOT) Program to support the event in the City of Denton. The festival organizers reached out to staff on December 23, 2025, prior to signing the 2026 HOT Program agreement, to inform staff that the Foundation's governing Board recently voted to move the festival from Quakertown Park to the North Texas Fairgrounds for the upcoming year. The festival is also changing dates from the first weekend in October to the weekend of September 11-13, 2026.

This move does not affect the eligibility of the organization or the event from receiving HOT funds under the 2026 Program guidelines, and the 2026 agreement can be executed as normal for this funding source. However, Fiscal Year 2025-2026 In-Kind Sponsorship Program funding has been fully allocated and with the proposed date change for the festival moving to September, the 2026 event would not be able to receive in-kind support. If the festival organizer chooses to apply for Fiscal Year 2026-27 In-Kind Sponsorship Program funding, staff will present the changes in City services provided to the event at the new location to the Committee for consideration.

Prepared By:
Daniel Jones, Senior Grant Analyst

Submitted By:
Christine Taylor, Assistant City Manager

OUR CORE VALUES

Inclusion • Collaboration • Quality Service • Strategic Focus • Fiscal Responsibility

Meeting Date	Item	Legistar ID	Department Involved	Estimated Time (mins.)
Friday, March 20, 2026	Committee Workshop on rubric criteria		Grants	30
	Special Events update from Parks (ordinance changes, standardized parade routes, new processes)		Parks	20
	Management Report			10
	1. Update to Neighborhood Block Party process improvement			50
Friday, April 17, 2026	Q2 Contingency Requests		Grants	10
	Confirm application windows, rubric refinements, and CVB % allocation target.		Grants	30
	Organization selections for presentations		Grants	10
	After Action Reports (Denton Community Winter Market, Tejas Storytelling, Thin Line)		Grants	15
Friday, May 22, 2026				55
	Event Presentations		Grants	90
Friday, June 12, 2026				90
	Q3 Contingency Requests		Grants	10
	Event Presentations		Grants	90
Friday, July 24, 2026				100
	After Action Reports (Boil Buddies, Amplify, Cinco, Touch a Truck, Juneteenth, July 4)		Grants	15
	CPC funding recommendations for HOT PY 2027 and Sponsorship FY26-27		Grants	60
				75