



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: December 12, 2025

SUBJECT

Receive a report and hold a discussion regarding Post Event Summary Reports for events that receive Hotel Occupancy Tax and Sponsorship Program Funding.

BACKGROUND

The Hotel Occupancy Tax Program and the Sponsorship Program provide cash funding and in-kind support through City services to local nonprofit organizations that host events and programs within the City of Denton. For events that receive in-kind support through City services, staff prepares a Post Event Summary Report when issues are observed and recommendations for improvements are needed.

The Special Events Review Committee (SERC) meets monthly to discuss recent events and identify any improvements that can be made by City staff. SERC also reviews upcoming events to prepare for City services that will be provided.

Events with no issues or major recommendations:

Monster Dash
UNT Nightmare on Elm Street
Turkey Trot

Events with recommendations:

Arts and Jazz Festival
Peterbilt Truck Parade
Denton's Day of the Dead

EXHIBITS

Exhibit 1 - Agenda Information Sheet
Exhibit 2 - Presentation

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Respectfully submitted:
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