



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: December 16, 2025

SUBJECT

Consider adoption of an ordinance of the City of Denton authorizing the City Manager to execute agreements for the payment and use of program year 2026 Hotel Tax Revenue in support of programming and events in the City between the City of Denton and Denton Black Chamber of Commerce (\$48,000), Denton Black Film Festival Institute, Inc., (\$62,500), Denton County, Office of History and Culture, (\$300,000), Denton Day of the Dead Festival, Inc., (\$80,000), Denton Festival Foundation, Inc., (\$94,000), Denton Holiday Festival Association (\$30,000), Denton Main Street Association (\$121,680), Denton Parks Foundation, Dog Days of Denton, (\$30,000), Denton Parks Foundation, Juneteenth Celebration, (\$30,800), North Texas State Fair Association, (\$417,200), Texas Storytelling Association (\$59,055), Texas Filmmakers Corporation (\$70,000), Theatre Denton, Inc., (\$35,100), Texas Veterans Hall of Fame, (\$70,000), and Denton Music and Art Collaborative (Amplify Denton), (\$9,900); Providing a severability clause; and providing an effective date. Community Partnership Committee recommends approval (3-0).

BACKGROUND

The agreements allow for the expenditure of Hotel Occupancy Tax (HOT) funds. The terms of the agreements are January 1, 2026, through midnight January 31, 2027. Allocations are dependent upon funding requests, as well as the availability of revenues.

HOT recipients will be required to submit quarterly reports within 30 days of the end of the calendar quarter.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

The Community Partnership Committee reviewed all sponsorship budget applications at its meeting on July 25, 2025. Recommended allocations were made to the City Council as part of the FY 2025-2026 budget process. City Council approved the final award amounts on September 16, 2025.

FISCAL INFORMATION

HOT awards will be funded through hotel tax revenues and are budgeted in account 413001.7762. Award payments are made in one lump sum, two payments, or quarterly payments based on the date of the event being promoted through HOT funds or based on the recipient organization's yearly programming.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Ordinance

Prepared by:
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Respectfully submitted:
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Interim Director of Finance