



Downtown Denton Foundation

Kristen Kendrick Bigley

Board President

Downtown Denton Foundation

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The acquisition of DMSA by DDF unifies two long standing community champions into one stronger organization focused on promoting, preserving, and growing Downtown Denton.

Combined, the newly structured Main Street Program within the City and the Downtown Denton Foundation will be able to provide even more support, resources, and programming to the residents, businesses, and visitors of Downtown Denton.



Vision Statement

To cultivate a beautifully designed and energetically activated historic district where arts, music, and community thrive. By partnering with the City to lead creative experiences and placemaking, we envision a downtown that continuously inspires locals and tourists alike.

Mission Statement

The Downtown Denton Foundation's mission is to enrich Downtown Denton's arts, music, and culture through year-round public programming and placemaking, establishing our historic district as a vibrant destination for locals and tourists alike.



DDF Executive Board 2026



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UNT CoLab



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DDF Board 2026

- Heather Walker - Brite Smiles by Heather
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- Mike Barrow - Theatre Denton
- John Cartwright - Cartwright's Ranch House
- David Layton - AmNat Bank
- Dr. Jessica DeRoche - NCTC
- Krissi Oden Berry - GDAC
- Kristen Pulido - City of Denton, Main Street



DDF STAFF



Molly Carter
Director of Community
Partnerships



Kendall Myers
Marketing Coordinator



Twilight Tunes

Award-Winning Free Concert Series, Est. 1994

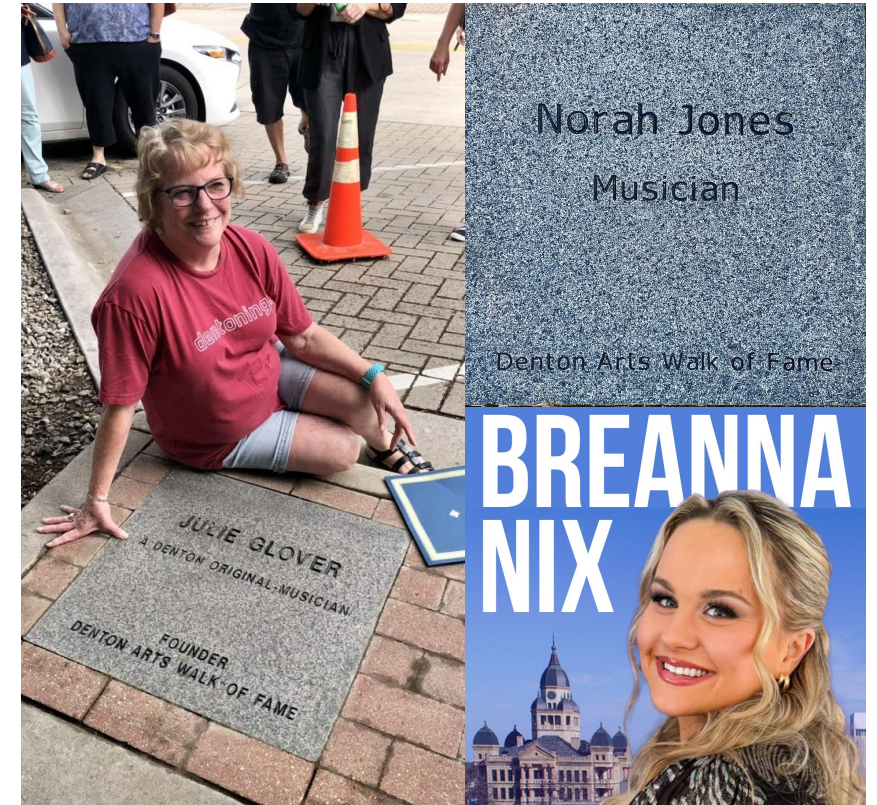
- **Two Annual Seasons:** Features a long standing Spring series established in 1994 and a newer Fall series established in 2022.
- **When & Where:** Hosted on Thursday evenings in May and June on the Denton County Courthouse lawn, and every Thursday in October at “Were”Wolff’s Park.
- **Massive Community Draw:** Attracts a heavy weekly footprint, bringing an average of 450 people downtown in the spring and 350 music lovers in the fall.
- **Business & Vendor Engagement:** Integrates 3 to 7 interactive sponsors each week to promote local products while providing space for independent vendors to set up and sell.



Arts Walk of Fame

Celebrating & Preserving Denton's Creative Legacy

- **Established in 2015:** A permanent, walkable cultural installation embedded directly into the historic downtown footprint.
- **Honoring Local Legends:** Publicly celebrates the prominent artists, musicians, and performers who have actively shaped Denton's authentic, "original" cultural identity.
- **Foundation Stewardship:** Fully funded, preserved, and managed by the Downtown Denton Foundation, including the coordination of the official annual induction ceremonies.
- **Tourism & Business Vitality:** Functions as a year-round historic tourism asset, drawing pedestrian foot traffic to the district and connecting the local business community with the arts.



First Friday

Monthly Arts & Music Celebration

- **Established in 2010:** This long-standing tradition has been managed by the foundation since 2022.
- **Monthly Activation:** Held the first Friday of every month to showcase Denton's arts, music, and culture.
- **Artist Connection:** The event directly pairs local creatives with the downtown business community.
- **Business Driver:** Designed to support the creative economy and drive foot traffic to local merchants.



Fundraising Events and Campaigns

Driving Targeted Foot Traffic & Community Investment

- **Targeted Foot Traffic:** Creative community campaigns—including themed walks, seasonal crawls, and historical tours—consistently draw 200 to 350 highly-engaged participants directly into the downtown district.
- **Direct Merchant Impact:** These activations are structured specifically to guide participants through businesses, encouraging immediate local shopping, dining, and economic interaction with downtown small businesses.
- **Funding the Mission:** All proceeds generated from these recreational walks, crawls, and campaigns are directly reinvested into the district to fund cultural enhancements, public art projects, and merchant improvement grants.



Wellness Walk • Cocoa Crawl • Shamrock Shuffle • Mimosa Hop • Historic Bar Tour
Margarita Mosey • Blazin' Burger Trail • Spooky Spirits Stroll • Craft Beer Crawl



Halloween Decor Grants

Funds grants for downtown small businesses to design immersive, Halloween displays that enhance our walkable street-level experience.

2025 Impact: Awarded \$5,000 to 10 businesses | **2026 Expansion:** Awarding \$7,500 to 20 businesses



Downtown Resources We Provide

- Denton Main Street Activity Support
- Downtown Liaison for Communications
- Downtown Event Partner Support
- Downtown Parking Page
- Downtown Visitor Guide
- Design Downtown Plan Support
- Halloween Decor Map (printing)

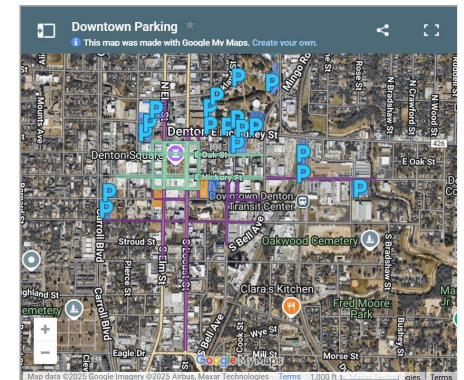
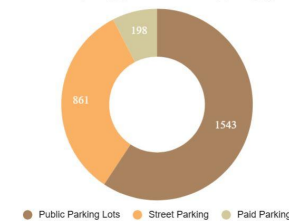
GETTING AROUND DOWNTOWN

Did you know that Downtown Denton is walkable? You can get from one side of the downtown area to the other in about a 10 minute, 1/2 mile walk. Park your car and take a walk around. Discover new restaurants, businesses and street art while you're out. It's one of the best ways to get to know Denton!

Below we've created a detailed list of available free street parking, public parking lots, as well as available paid lots so you're informed and aware of places to park all across the Downtown area. As lots improve or change, we'll update this list to best reflect said changes. Downtown has much to offer including parking; we can't wait to see you out and about with friends and family!

Parking Spaces in Downtown

Number of parking spaces in downtown by parking type.



Downtown Parking Map Legend

- 2 - hour Street Parking
- Unlimited Time Street Parking
- Paid Parking Lot
- Public Free Parking Lot
- P Public Free Parking Lot

Availability and times to use Public and Private Lots are subject to change without notice. Please always refer to signage in the parking lot when parking.

Attracting Overnight Stays

Driving Lodging Demand

- **Regional Target Marketing:** Deploying digital and print ads across regional hubs to attract out-of-town travelers.
- **Direct Lodging Incentives:** Distributing exclusive hotel booking codes and handouts to drive overnight stays.
- **Curated Guest Experiences:** Partnering with Discover Denton to create custom downtown itineraries for hotel guests.
- **Multi-Day Expansion:** Scaling marketing budgets and hotel partnerships to turn single-day visits into extended stays



Marketing Efforts to Promote Tourism

Driving Regional Awareness and Visitor Engagement

- **Digital & Online Campaigns:** Utilizing targeted online promotions and data-driven marketing to reach out-of-market travelers.
- **Expanded Print Marketing:** Increasing our strategic print advertising footprint and budget to push deeper into regional travel hubs.
- **Downtown Visitor Guides:** Providing comprehensive print and digital guides that navigate tourists directly to local merchants and attractions.
- **Hotel Handouts & Booking Codes:** Distributing physical handouts and exclusive lodging discounts directly to hotel partners to incentivize extended stays
- **Year Round Programming:** Our commitment to downtown doesn't start and stop with festival season. We work 365 days a year to curate the daily, vibrant experiences that keep Denton a thriving destination.



Marketing Metrics & Strategy

Target Audiences

- Digitally-Engaged Younger Travelers
- Texas Road-Trippers
- Out-Of-State UNT/TWU Alumni & Family Networks
- DFW Day Trippers
- Special Event & Festival Travelers

High-Level Metrics

- 30K Annual Website Sessions
- 23K Active Users
- 1.3M Annual FB Page views
- 32K Quarterly Instagram Views



Future Plans

- Increase Hotel Partnerships
- Induct New Arts Walk of Fame Members
- Expand Halloween Events
- Creating Curated Downtown Experiences For Hotel and Convention Guests
- Increase Budget for Print and Digital Marketing efforts
- Sourcing Grants for Downtown Enhancements Per the Design Downtown Denton Plan



Questions?

