

Denton County Office of History and Culture

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Denton County Office of History and Culture





Background



- The Denton County Office of History and Culture (OHC) oversees the Courthouse-on-the-Square Museum and the Denton County Historical Park.
- **Mission:** The Denton County Office of History and Culture aims to educate and engage our visitors by collecting, preserving, and interpreting the culture and history of Denton County.
- OHC does this by providing:
 - Engaging exhibits
 - Community programming
 - Museum tours and visitor experiences
 - Historical lectures
 - In-school presentations and field trips
 - Promotion of local historic preservation
 - Assisting other historical organizations
 - A collection of artifacts and documents that have historical significance for preservation and posterity





Museum Exhibits

Past Three Years of Exhibits at the Courthouse-on-the-Square Museum:

- **Team Spirit** – a look at Denton County high schools (2023)
- **Making a Scene** – an exhibit on the Denton's music scene (2022)
- **Form & Function** – ceramics exhibit, featuring 100+ years of locally made pottery (2021)
- Cultural exhibits celebrating Black History Month and Hispanic Heritage Month
- 2026 Plans
 - Fashion Exhibit in collaboration with the Texas Fashion Collection at the University of North Texas
 - Related programming (ex. gallery talks, children's activities, workshops)
- Restoration of the Stony Store



Events and Programs

- Free guided tours of our museum sites
- Field trips for school districts in Denton County and surrounding areas
- Traveling Museum program for students and adults in the County and surrounding areas
- Texas Talks speaker series at the Courthouse and lectures at neighboring libraries and museums
- Victorian Teas at the Bayless-Selby House
- Student Programs: Boy Scout Merit Badge program and the Denton County Junior Historians
- Holiday decorations at the Historical Park

Denton Revealed: Preservation Month - Partnership with the City of Denton and Denton Public Library in Downtown Denton and Beyond

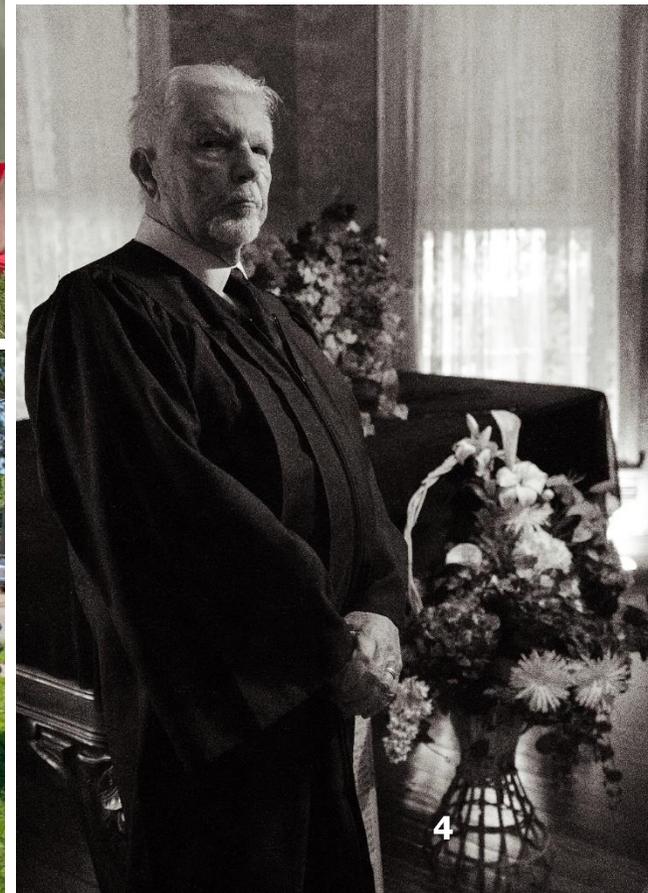
- 2025 – 345 attendees
- 2024- 333 attendees
- 2023- 307 attendees

Denton County Farm Heritage Day - Partnership with The Denton Community Market, Denton County Antique Tractor Club, Denton County Farm Bureau, and Denton County AgriLife Extension Office

- 2024 – 200 attendees
- 2023- 300 attendees
- 2022- 200 attendees

PARK AFTER DARK - Halloween program and specialized tour at the Bayless-Selby House Museum

- 2024 – 180
- 2023 – 150
- 2022 – 158



Tourism

Both sites are listed in the **Top 5 Things to Do in Denton** on Google and TripAdvisor

- **Average yearly visitors:**
 - 8,500 at the CHOS, 4,000 at the Historical Park
 - Highest traffic months are March, June, and December
 - Target audience is **families, residents, and out-of-town visitors**
- 2024 - Total 4,626 visitors, **206 hotel stay** *Courthouse closed due to restoration
- 2023 -Total 12,135 visitors, **738 hotel stay**
- 2022 -Total 12,111 visitors, **324 hotel stay**
- **Marketing:**
 - Print and Digital Ads
 - Printed rack cards and brochures
 - Social Media Ads – **Facebook** (10K followers) and **Instagram** (1,370 followers)
 - Online Event Calendars (ex. Discover Denton, Google Calendar)
 - YouTube Channel, OHC Blog
- Historical Park expansion is creating a longer visitor experience
- **Evening events**, like Park After Dark and the Texas Talks Speaker Series, encourage attendees from outside of Denton to plan a hotel stay



Denton County's rich clay soil has long provided the valuable source materials needed for making ceramics. Early settlers brought the knowledge and skill of producing utilitarian vessels to the area, creating one of the first industries in the county. As the industry developed, the potters began adorning their pieces with unique decorative elements, including glazes, markings, and distinctive forms. Their functional works set the groundwork for the expansion of ceramics into an art form that is present in Denton County today.



Completed	Nov 25, 2024	View results
Website visitors	158.9K Views	96,317 Reach
Visit the museums at the Denton County Historical Park. Open for tours. Weekend...		808 Link clicks
		\$197.95 Spent at \$6.00 per day
Local reach	165.1K Views	95,321 Reach
Season's Greetings from the Denton County Historical Park! Enjoy free docent...		95,321 Reach
		\$197.59 Spent at \$6.00 per day



Questions?

