



City of Denton

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

Meeting Agenda

Parks, Recreation and Beautification Board

Monday, September 8, 2025

6:00 PM

Civic Center Community Room

After determining that a quorum is present, the Parks, Recreation and Beautification Board of the City of Denton, Texas will convene in a Regular Meeting on Monday, September 8, 2025, at 6:00 p.m. in the Civic Center Community Room at 321 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. Such person(s) shall have filed a "Blue Card" requesting to speak during this period prior to the calling of this agenda item.

2. ITEMS FOR CONSIDERATION

- A. [PRB25-026](#) Consider approval of the minutes of August 4, 2025.

Attachments: [Exhibit 1- August 4, 2025 Minutes](#)

- B. [PRB25-022](#) Receive a report, hold a discussion, and give staff input regarding the Librada "Lily" Cantu Inclusive Playground Master Plan at North Lakes Park.

Attachments: [Exhibit 1- Agenda Information Sheet](#)
[Exhibit 2 - Presentation](#)

- C. [PRB25-027](#) Consider recommending adoption of an ordinance of the City of Denton granting the Denton Main Street Association a noise exception for the Fall Twilight Tunes Series, which will be held on Thursday, October 2, October 9, October 16, October 23, and October 30, 2025, from 6:00 p.m. to 7:30 p.m. at Wolff's Park - 108 Industrial Street; and providing an effective date.

Attachments: [Exhibit 1- Agenda Information Sheet](#)
[Exhibit 2- Ordinance](#)

- D. [PRB25-028](#) Receive a report, hold a discussion, and give staff input regarding Halloween Denton 2025 public art, programming and placemaking efforts.

Attachments: [Exhibit 1- Agenda Information Sheet](#)
[Exhibit 2- Presentation](#)

3. CONCLUDING ITEMS

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Parks, Recreation and Beautification Board 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 salutary 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 Parks, Recreation and Beautification Board 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.

C E R T I F I C A T E

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 September 2, 2025, 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.



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Legislation Text

File #: PRB25-026, **Version:** 1

AGENDA CAPTION

Consider approval of the minutes of August 4, 2025.

City of Denton Parks, Recreation, and Beautification Board
Minutes
August 4, 2025

After determining that a quorum of the City of Denton, Texas, Parks, Recreation, and Beautification Board was present, the Board convened in a Regular Meeting on Monday, August 4, 2025, at 6:00 p.m. in the Civic Center Community Room at 321 E. McKinney Street, Denton, Texas.

Present: Chair Kwami Koto, Members Keri Caruthers, Bob Tickner, Elinor Lichtenberg, and Amy Pelzel

Absent: Kady Finley and Richard Villarreal

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

- Citizen comments are listed on Exhibit A.

2. ITEMS FOR CONSIDERATION

A. PRB25-020: Consider approval of the minutes of July 7, 2025.

The item was presented, and discussion followed.

Following discussion, Member Caruthers moved to adopt the item as presented; Member Lichtenberg seconded. Motion carried.

AYES (5): Chair Koto, Members Pelzel, Caruthers, Lichtenberg, and Tickner.

ABSENT (2): Finley and Villarreal.

NAYS (0):

B. PRB25-009: Receive a report, hold a discussion, and take action regarding recent naming applications for the Civic Center, Day Labor Site, and Juneteenth Softball Tournament.

The item was presented, and discussion followed.

Following discussion of the Day Labor Site, Member Caruthers moved to adopt the item as presented; Member Lichtenberg seconded. Motion carried.

AYES (5): Chair Koto, Members Pelzel, Caruthers, Lichtenberg, and Tickner.

ABSENT (2): Finley and Villarreal.

NAYS (0):

Following discussion of the Civic Center, Member Lichtenberg moved to adopt the item as presented; Member Caruthers seconded. Motion carried.

AYES (5): Chair Koto, Members Pelzel, Caruthers, Lichtenberg, and Tickner.

ABSENT (2): Finley and Villarreal.

NAYS (0):

Following discussion of the Juneteenth Softball Tournament, Member Tickner moved to deny the item as presented; Member Caruthers seconded. Motion carried.

AYES (5): Chair Koto, Members Pelzel, Caruthers, Lichtenberg, and Tickner.

ABSENT (2): Finley and Villarreal.

NAYS (0):

- C. PRB25-021: Receive a report, hold a discussion, and give staff direction regarding the 2025 NRPA Parks for Pollinators BioBlitz.

The item was presented, and discussion followed.

Following discussion, Member Tickner moved to support the item as presented; Member Caruthers seconded. Motion carried.

AYES (5): Chair Koto, Members Pelzel, Caruthers, Lichtenberg, and Tickner.

ABSENT (2): Finley and Villarreal.

NAYS (0):

- D. PRB25-023: Consider recommending adopting a schedule of fees, updating the existing charges and fees for use of city owned property and facilities, and for city services provided at or by Parks and Recreation; superseding prior fee schedules; providing severability and repealer clauses; and providing an effective date

The item was presented, and discussion followed.

Following discussion, Member Caruthers moved to adopt the item as presented; Member Lichtenberg seconded. Motion carried.

AYES (5): Chair Koto, Members Pelzel, Caruthers, Lichtenberg, and Tickner.

ABSENT (2): Finley and Villarreal.

NAYS (0):

- E. PRB25-025: Consider recommending adoption of an ordinance of the City of Denton authorizing the City Manager to execute a cooperative agreement with the Texas Parks and Wildlife Department for the Range Creek public hunting area; and providing an effective date.

Following discussion, Member Tickner moved to adopt the item as presented; Member Lichtenberg seconded. Motion carried.

AYES (5): Chair Koto, Members Pelzel, Caruthers, Lichtenberg, and Tickner.

ABSENT (2): Finley and Villarreal.

NAYS (0):

3. CONCLUDING ITEMS

- None

With no further business, the meeting was adjourned at 7:41 pm.

KWAMI KOTO
CHAIR
CITY OF DENTON, TEXAS

DANIELLE RILEA
ADMINISTRATIVE ASSISTANT
CITY OF DENTON, TEXAS

MINUTES APPROVED ON: _____

August 4, 2025 Park Board Meeting- Exhibit A					
Speaker Commentaries/Registration Online, Email, In-Person, Phone					
Name	Address	Agenda Item	Position	Method	Comments
Emilio Gonzalez	2205 Mitchell Rd. Krum, TX 76249	PRB25-009	Support	In-person	Spoke in support of renaming labor site.
Rudy Rodriguez	1260 Hope St. Denton, TX 76205	PRB25-009	Support	In-person	Spoke in support of renaming labor site.
Mike Himojsa	5431 Hwy 377, Aubrey, TX 76227	PRB25-009	Support	In-person	Spoke in support of renaming labor site.
Paul Juarez	1318 Princeton Ct., Denton, TX 76201	PRB25-009	Support	In-person	Spoke in support of renaming labor site.
Guillermo Lopez	3001 Santa Monica Dr. Denton, TX 76205	PRB25-009	Support	In-person	Spoke in support of renaming labor site.
Elsa Camizzi	3612 Cotton Dr. Denton, TX 76207	PRB25-009	Support	In-person	Spoke in support of renaming labor site.
Frances Punch	2002 Wisterra St. Denton, TX 76205	PRB25-009	Support	In-person	Spoke in support of renaming Civic Center.



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Legislation Text

File #: PRB25-022, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give staff input regarding the Librada “Lily” Cantu Inclusive Playground Master Plan at North Lakes Park.



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AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: September 8, 2025

SUBJECT

Receive a report, hold a discussion, and give staff input regarding the Librada “Lily” Cantu Inclusive Playground Master Plan at North Lakes Park.

BACKGROUND

The City of Denton Parks and Recreation Department owns a park called North Lakes Park, located at 2001 W. Windsor Drive Denton, TX 76201. In 2022, City Council approved an application to rename the playground within the park to honor Librada “Lily” Rose Cantu. In the same year, the City Council also adopted the Parks, Recreation, and Trails System Master Plan. One of the priorities identified in this plan was the creation of an inclusive playground, which is a playground that is welcoming and accessible to people of all abilities. To bring this plan to life, the Parks and Recreation Department hired Mesa Design Company in 2023 to design the new Inclusive Playground. This project involved gathering input from the public, assessing the community's needs, creating design concepts, and developing construction plans and cost estimates.

Inclusive Playgrounds are important because they provide opportunities for children to develop physical, cognitive, sensory, and social skills. The new playground at North Lakes Park will be designed to be 'barrier-free', meaning it will be accessible to everyone regardless of their physical, intellectual, or sensory abilities.

The master plan officially began in May 2023. Throughout the summer, our team formed a focus group comprised of various local organizations, including Denton ISD, University of North Texas, Texas Women’s University, Denton County MHMR Center, Cook’s Children, Texas Health, Lewisville ISD, Lake Dallas ISD, and members from the Park Board and Committee with Persons on Disabilities, among others. Additionally, we met with the Cantu family to understand Lily’s life better and explore how the playground's design could honor her legacy.

In Fall 2023, the project paused temporarily due to a bond election, which included a proposition to fund the construction of this project. In November 2023, Proposition C passed, which provided \$3,450,000 of funding for the construction of the Inclusive Playground. Since that time, our team has completed the master plan efforts and are presenting the proposed concept that is based on the feedback gathered throughout this phase. Accompanying the proposed concept are phasing options for the project for which staff is requesting feedback to advance to detailed design.

RECOMMENDATION

N/A

ESTIMATED SCHEDULE OF PROJECT

Following approval of the proposed concept with a recommendation of a path forward on phasing, detailed design can begin in Winter 2025 with an estimated duration of 9 months until bid advertising for construction.

FISCAL INFORMATION

Phasing Options:

1. Option 1 - \$4,692,333
2. Option 2 - \$4,615,517
3. Option 3 - \$4,699,963

EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Presentation

Respectfully submitted:

Gary Packan, Parks and Recreation

Prepared by:

Ziad Kharrat, Assistant Director of Parks and Recreation



Lily Cantú Inclusive Playground

Final Concept and Phasing

Parks and Recreation



Summary

- Background
- Project timeline
- Public feedback summary
- Proposed final concept
- Renderings
- Phasing options
- Summary of cost estimate
- Q/A



Project Budget and Timeline

Total Project Budget: \$4,360,000*

Funding Sources:

- 2023 Bond Program \$3,450,000
- Certificates of Obligation \$160,000 (for concept design)
- TPWD Grant \$750,000 **Pending approval of final agreement.*



Public Engagement
Summer/Fall 2025



Seek Final Adoption
Fall 2025



Start Construction
Documentation
Winter 2025



Bid Project & Start
Construction
Fall 2026



Grand Opening
Fall 2027

Subject to change pending staffing, weather, or any other related design or construction delays

Public Engagement Summary

- Include a **wide range of ages and abilities** allowing all visitors to participate in play
- Incorporate **sensory-rich play** elements while remaining mindful of potentially overstimulating stimuli
- Provide proximity to **comforts and conveniences** (i.e. shade, bathrooms, drinking fountains)
- Provide sufficient **accessible parking** and pathway **circulation**
- Engage **local resources** to inform playground design decisions
- Design with **project phasing** in mind
- Provide adequate **site maintenance** and staffing

Proposed Final Concept



Rendering



Rendering



MESA

Rendering



Rendering



Item# PRB25-022, 9-8-2025

Rendering

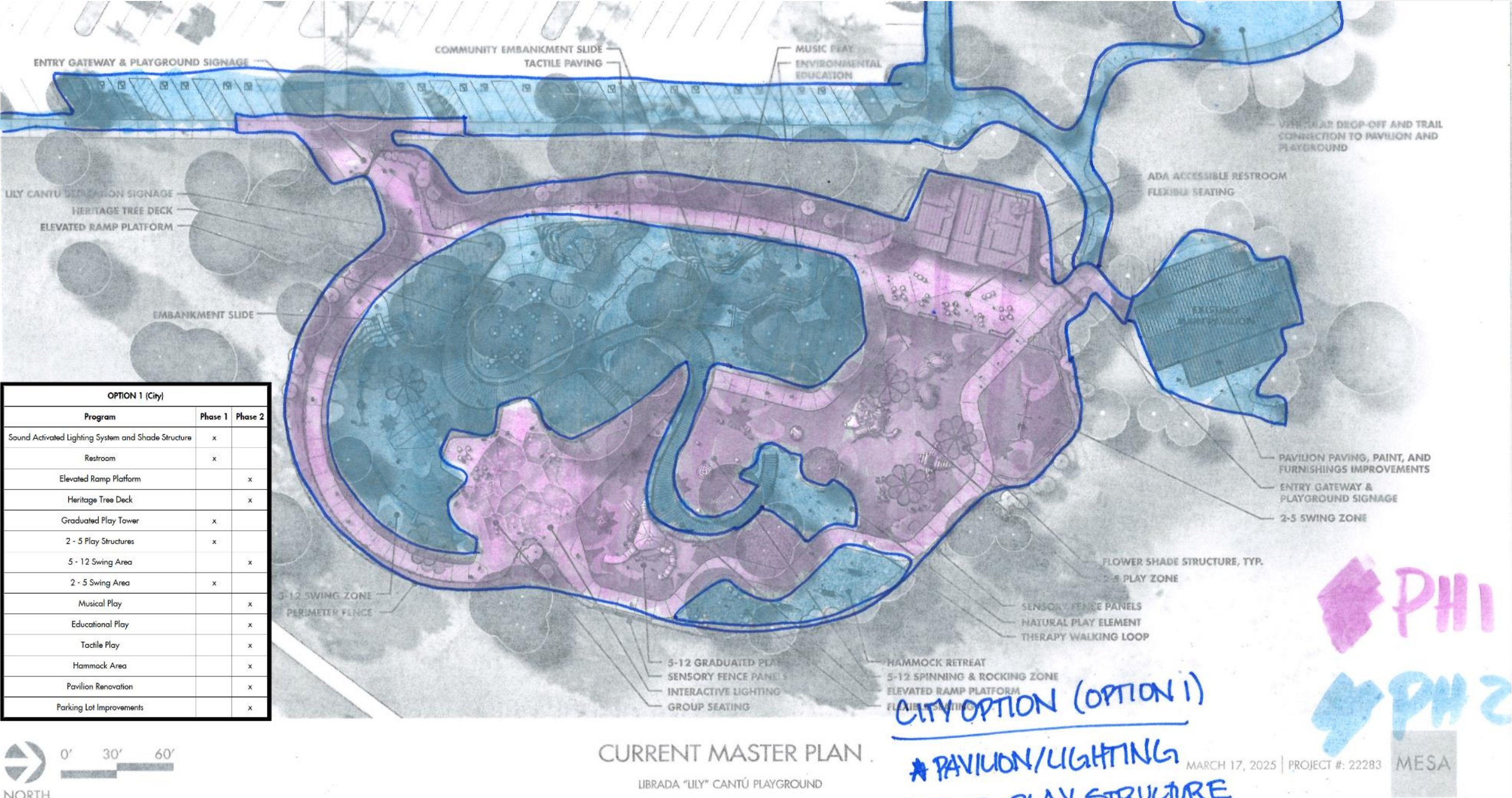




Phasing Options

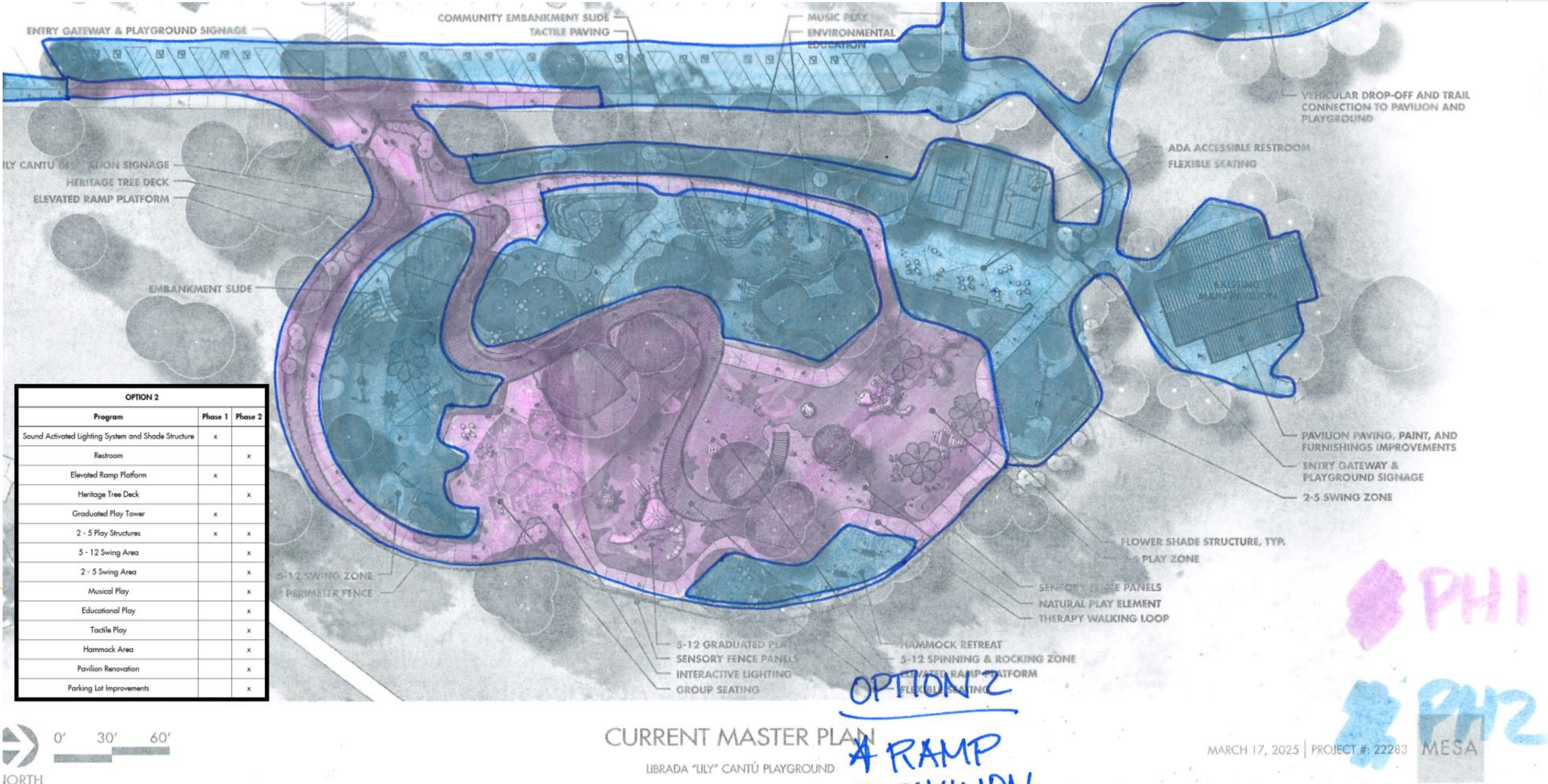
Exhibits and Cost Summary

Phasing – Option 1



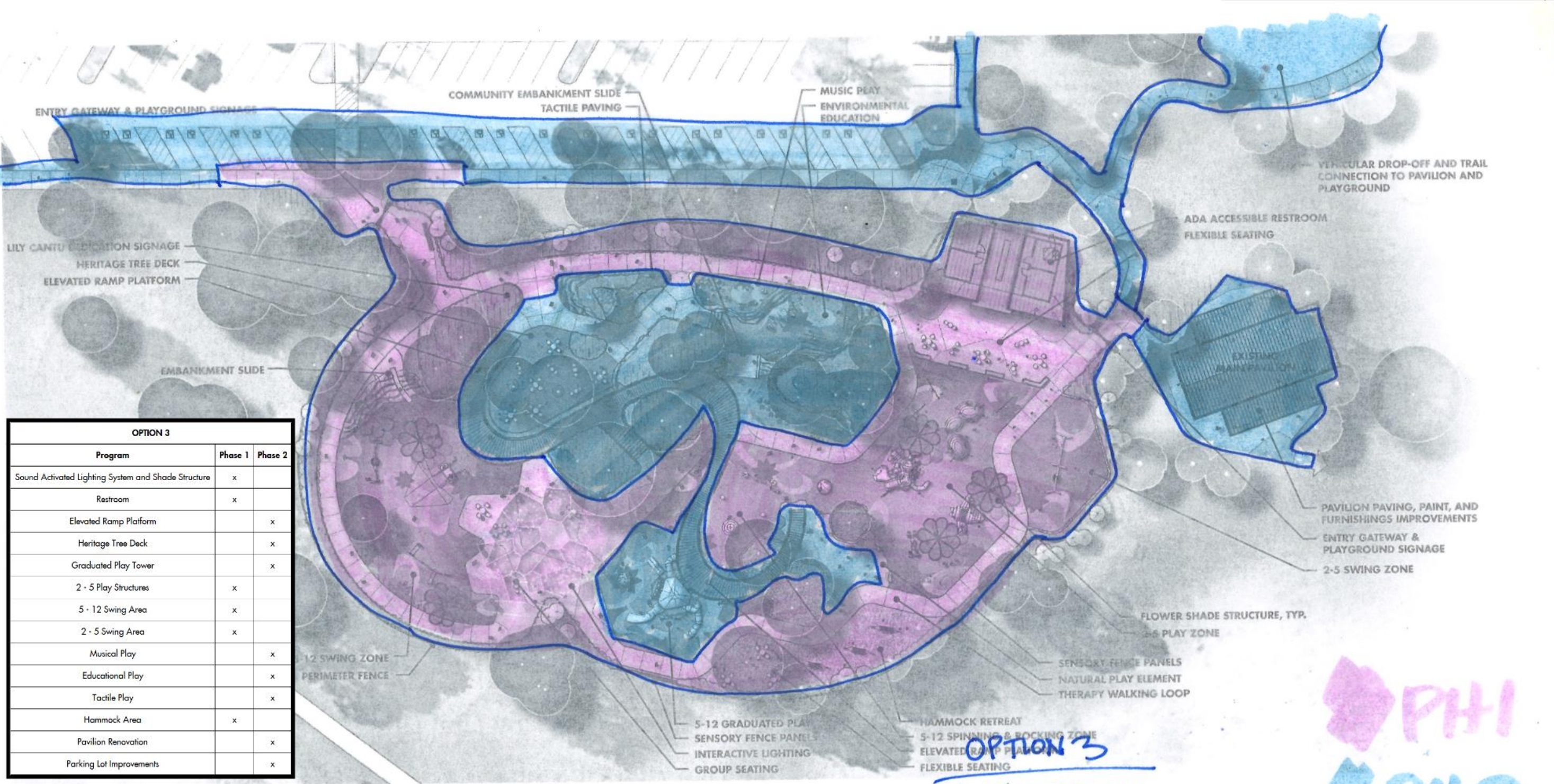
*Plan to reduce footprint of site during design

Phasing – Option 2



*Plan to reduce footprint of site during design

Phasing – Option 3



OPTION 3
* RESTROOM
* PAVILION/LIGHTS
* 5-12 SWINGS

*Plan to reduce footprint of site during design

Project Costs

- Current budget:
 - **\$4,360,000**
- Fundraising goal:
 - **\$500,000**
- Projected new budget:
 - **\$4,860,000**
- Cost estimate of entire project (no phasing):
 - **\$7,910,115**

- Phased approach for **Phase 1** only
 - Option 1: **\$4,692,333**
 - Permanent restroom building
 - Pavilion/lighting
 - No ramp
 - Option 2: **\$4,615,517**
 - Ramp
 - Pavilion/lighting
 - No permanent restroom building
 - Option 3: **\$4,699,963**
 - Permanent restroom building
 - Pavilion/lighting
 - No ramp

Next Steps

Phasing Recommendation

- Option 1: \$4,692,333
- Option 2: \$4,615,517
- Option 3: \$4,699,963



Questions





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Legislation Text

File #: PRB25-027, **Version:** 1

AGENDA CAPTION

Consider recommending adoption of an ordinance of the City of Denton granting the Denton Main Street Association a noise exception for the Fall Twilight Tunes Series, which will be held on Thursday, October 2, October 9, October 16, October 23, and October 30, 2025, from 6:00 p.m. to 7:30 p.m. at Wolff's Park - 108 Industrial Street; and providing an effective date.



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AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: September 8, 2025

SUBJECT

Consider recommending adoption of an ordinance of the City of Denton granting the Denton Main Street Association a noise exception for the Fall Twilight Tunes Series, which will be held on Thursday, October 2, October 9, October 16, October 23, and October 30, 2025, from 6:00 p.m. to 7:30 p.m. at Wolff's Park - 108 Industrial Street; and providing an effective date.

BACKGROUND

The Fall Twilight Tunes Series is organized by the Denton Main Street Association, a 501(c)6 non-profit member organization that works in cooperation with the City of Denton's Economic Development Department. This series serves to showcase local musicians, artists, and performers while also increasing Downtown foot traffic to local businesses. In the past, this series has been held at the Denton Downtown Square. However, to activate the newly updated Wolff's Park and show support to businesses on and around Industrial Street, the Denton Main Street Association would like to move venues for the smaller Fall Twilight Tunes Series.

This free series features local artists, musicians, and performers and invites attendees to enjoy a night out listening to live music and picnic in the park with food and drinks brought from home or from visiting one of the many downtown eateries. Event organizers anticipate 200 to 350 attendees at each event.

The Denton Main Street Association requests an exception to the noise ordinance with respect to sound levels from 70 dba to 75 dba on Thursday, October 2, October 9, October 16, October 23, and October 30, 2025, from 6:00 p.m. to 7:30 p.m. at Wolff's Park - 108 Industrial Street.

OPTIONS

Approve or deny.

RECOMMENDATION

Staff recommends approval as the Fall Twilight Tunes Series serves a public interest.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

On September 17, 2024, City Council approved an exception to the noise ordinance for the 2024 Spring Twilight Tunes Series under Ordinance 24-664.

On September 9, 2024, the Parks, Recreation and Beautification Board recommended approval with a vote of 5-0.

FISCAL INFORMATION

N/A

BID INFORMATION

N/A

EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Ordinance

Respectfully submitted:

Gary Packan, Parks and Recreation Director

Prepared by:

Autumn Natalie, Parks and Recreation

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY OF DENTON GRANTING THE DENTON MAIN STREET ASSOCIATION A NOISE EXCEPTION FOR THE FALL TWILIGHT TUNES SERIES, WHICH WILL BE HELD ON THURSDAY, OCTOBER 2, OCTOBER 9, OCTOBER 16, OCTOBER 23, AND OCTOBER 30, 2025, FROM 6:00 P.M. TO 7:30 P.M. AT WOLFF'S PARK - 108 INDUSTRIAL STREET; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, pursuant to Section 17-20 of the Code of Ordinances of the City of Denton, the City Council may make exceptions upon application for sound levels or hours of operation when the public interest will be served thereby; and

WHEREAS, The Denton Main Street Association has made an application to the City Council for an exception to Section 17-20 of the Code of Ordinances regarding sound levels and hours of operation, in connection with the Fall Twilight Tunes Series to be held at Wolff's Park in Denton, Texas, on Thursday, October 2, October 9, October 16, October 23, and October 30, 2025, from 6:00 p.m. to 7:30 p.m.; and

WHEREAS, the City Council of the City of Denton, finds that granting a noise exception for this event, subject to the restrictions contained herein, would serve the public interest; NOW THEREFORE,

THE COUNCIL OF THE CITY OF DENTON HEREBY ORDAINS:

SECTION 1. Pursuant to Section 17-20 of the Code of Ordinances, the Denton Main Street Association is hereby granted an exception to said section's amplified sound prohibition subject to the following restrictions:

1. This exception to the limitations imposed by Section 17-20 of the Code of Ordinances of the City of Denton, is granted only in connection with the operation of the Fall Twilight Tunes Series at Wolff's Park in Denton, Texas, on Thursday, October 2, October 9, October 16, October 23, and October 30, 2025, from 6:00 p.m. to 7:30 p.m.
2. The Denton Main Street Association agrees to take full responsibility for ensuring that the conditions of this exception are met and to take all reasonable measures necessary to avoid disturbing persons of ordinary sensibilities in the immediate vicinity of the event.
3. The Denton Main Street Association agrees to cease using amplified loudspeakers on Thursday, October 2, October 9, October 16, October 23, and October 30, 2025, at 7:30 p.m.
4. Under no circumstances shall the Denton Main Street Association employ the use of amplified loudspeakers past 7:30 p.m. on Thursday, October 2, October 9, October 16, October 23, and October 30, 2025.
5. Under no circumstances shall the Denton Main Street Association employ the use of amplified loudspeakers that exceeds 75 dba for an outdoor event when measured from the perimeter of the source as measured by an approved measuring instrument.

6. This Ordinance confers no personal or property rights, and may be amended, modified, suspended, or revoked in whole or in part at the will of the City Council of the City of Denton, without any warning, hearing, or compensation, for any reason at all, or for no reason.
7. This Ordinance shall be strictly construed as an exception granted pursuant to Section 17-20 of the Code of Ordinances of the City of Denton. The City of Denton expressly reserves unto itself and all other persons any and all legal remedies, both civil and criminal, relating to excessive noise in connection with this annual event, and hereby disclaims any promissory, or equitable estoppel which might in any way impede the pursuit of such remedies by any person.

SECTION 2. This Ordinance shall be effective immediately upon its passage and approval and shall expire upon the completion of the Fall Twilight Tunes Series on Thursday, October 31, 2025, unless sooner repealed, modified, or rescinded.

The motion to approve this Ordinance was made by _____ and seconded by _____. This Ordinance was passed and approved by the following vote [____ - ____]:

	Aye	Nay	Abstain	Absent
Mayor Gerard Hudspeth:	_____	_____	_____	_____
Vicki Byrd, District 1:	_____	_____	_____	_____
Brian Beck, District 2:	_____	_____	_____	_____
Suzi Rumohr, District 3:	_____	_____	_____	_____
Joe Holland, District 4:	_____	_____	_____	_____
Brandon Chase McGee, At Large Place 5:	_____	_____	_____	_____
Jill Jester, At Large Place 6:	_____	_____	_____	_____

PASSED AND APPROVED this the _____ day of _____, 2025.

GERARD HUDSPETH, MAYOR

ATTEST:
LAUREN THODEN, CITY SECRETARY

BY: _____

APPROVED AS TO LEGAL FORM:
MACK REINWAND, CITY ATTORNEY

BY: _____



City of Denton

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Legislation Text

File #: PRB25-028, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give staff input regarding Halloween Denton 2025 public art, programming and placemaking efforts.



City of Denton

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AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: September 8, 2025

SUBJECT

Receive a report, hold a discussion, and give staff input regarding Halloween Denton 2025 public art, programming and placemaking efforts.

BACKGROUND

Halloween Denton: A Strategic Seasonal Celebration

In Fall 2023, Denton Parks and Recreation launched Halloween Denton as a strategic alternative to the November-December holiday season. Inspired by Conway, SC's success, staff focused on Halloween to boost tourism, support local businesses, and increase sales tax revenue.

The initiative centered on the "Three P's":

- **Programming:** Over 200 events were coordinated under the Halloween Denton brand, involving local businesses, city departments, and community groups.
- **Placemaking:** Creative installations like the Giant Pumpkin, Ghostbusters HQ, and Scary Chairy Orchard transformed public spaces and drew crowds.
- **Promotion:** A strong marketing campaign by MarComm included branding, merchandise, and widespread media coverage across the DFW area. In 2025, this campaign is reaching out to potential customers to travel to Denton for overnight stays.

First year results showed a major increase in foot traffic—140,000 more visitors than the previous year—and strong community pride. Discover Denton store sales surged, and feedback highlighted both the success and the excitement for the development of Halloweentown.

Staff have been working diligently on year two and excitement has been growing both in the business community as well with residents and visitors alike.

RECOMMENDATION

Staff recommends continued support of the initiative.

ESTIMATED SCHEDULE OF PROJECT

Parks and Recreation staff are currently working with city departments, businesses, and partnering stakeholders to build a list of placemaking opportunities, programs and other interventions for Halloween Denton 2.0.

OPERATIONAL IMPACT

Budget for 2025 is \$250,000 that is allocated from the HOT funds.

FISCAL INFORMATION

Budget for 2025 is \$250,000 that is allocated from the HOT funds.

EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Presentation

Respectfully submitted:

Gary Packan, Director Parks and Recreation



**THIRTY ONE
DAYS OF
DENTON
HALLOWEEN**



2024 PROGRAM RECAP

Programming

- Over 200 official programs and events implemented

Placemaking

- 15+ locations around the downtown for engagement

Promotions

- MARCOMM promoted Denton as a destination w/focus locally

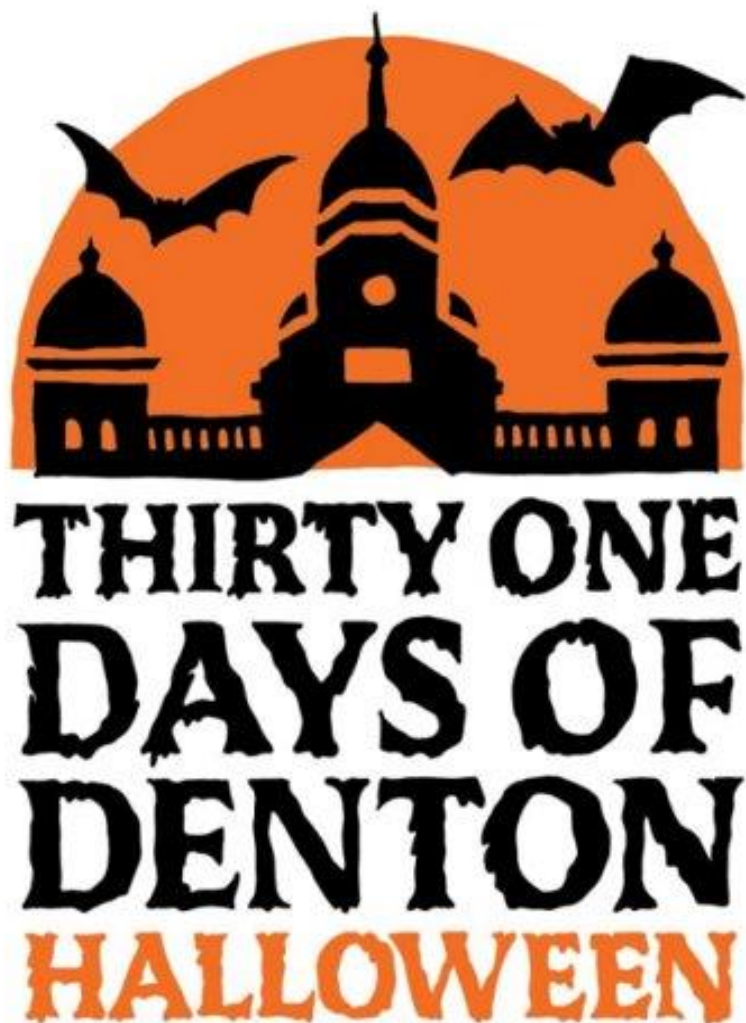
Financials

- 2024: Revenue - \$210,000, Expenses - \$166,266
- 2025: Budgeted - \$150,000 Programs/Placemaking, \$100,000 Marketing

Results

- 662,000 visitations to downtown in October 2024
- Over 145,000 more visitations in 2024 compared to 2023.
- Breakdown: 59% visitors, 41% residents





Denton's Public Art Master Plan



Create distinct, attractive, and inviting public space



Celebrate Denton's cultural heritage and diversity



Distinguish Denton's image in the metroplex



Foster community education and enjoyment of public art.



Promote a community environment that attracts artists to live and work



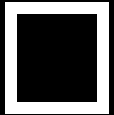
Encourage participation in the provision of public art through public and private investment.



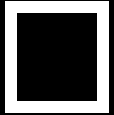
Advance collaboration between the City of Denton and GDAC

2025 GOALS

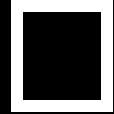
Goals for Halloween



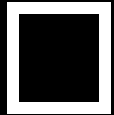
Increase Business Activity, Tourism,
Sales Tax, Hotel Occupancy Tax



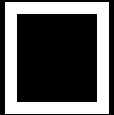
Expand Operating Hours of Downtown
Businesses to Support Traffic



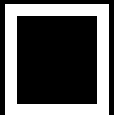
Wayfinding and Pedestrian Traffic
Dispersion



Maintain / Expand the "Denton Buzz" and
be Unique Year to Year



Increase Volunteerism / Community
Engagement



Showcase Denton's Creativity / Artist
Community / Strengthening ED footprint



2024 DIGITAL ENGAGEMENT

Website Analytics

- Denton Halloween site
 - 105,000 unique visitors
 - 176,000 site sessions
- Discover Denton site
 - 184,000 site sessions

Hello Lamp Post Digital Assistance & Conversation

- Over 21,000 messages
- Over 6,600 conversations
- Approx. 5,000 users
- Visitors learned of Denton Halloween
 - 43% Tik Tok
 - 42% word of mouth & radio ads
 - 15% Facebook

Social Media Engagement

- City of Denton (FB & IG combined)
 - Reach - 875,000 individuals
 - Impressions – over 1.1 million
 - Engagement – 35,000 individuals
- Discover Denton (FB & IG combined)
 - Reach – 72,500 individuals
 - Engagement – 10,600 individuals
- Discover Denton Paid Influencer (Tik Tok & IG combined)
 - Reach – 950,000 individuals
 - Engagement – 158,000 individuals

News Media Coverage

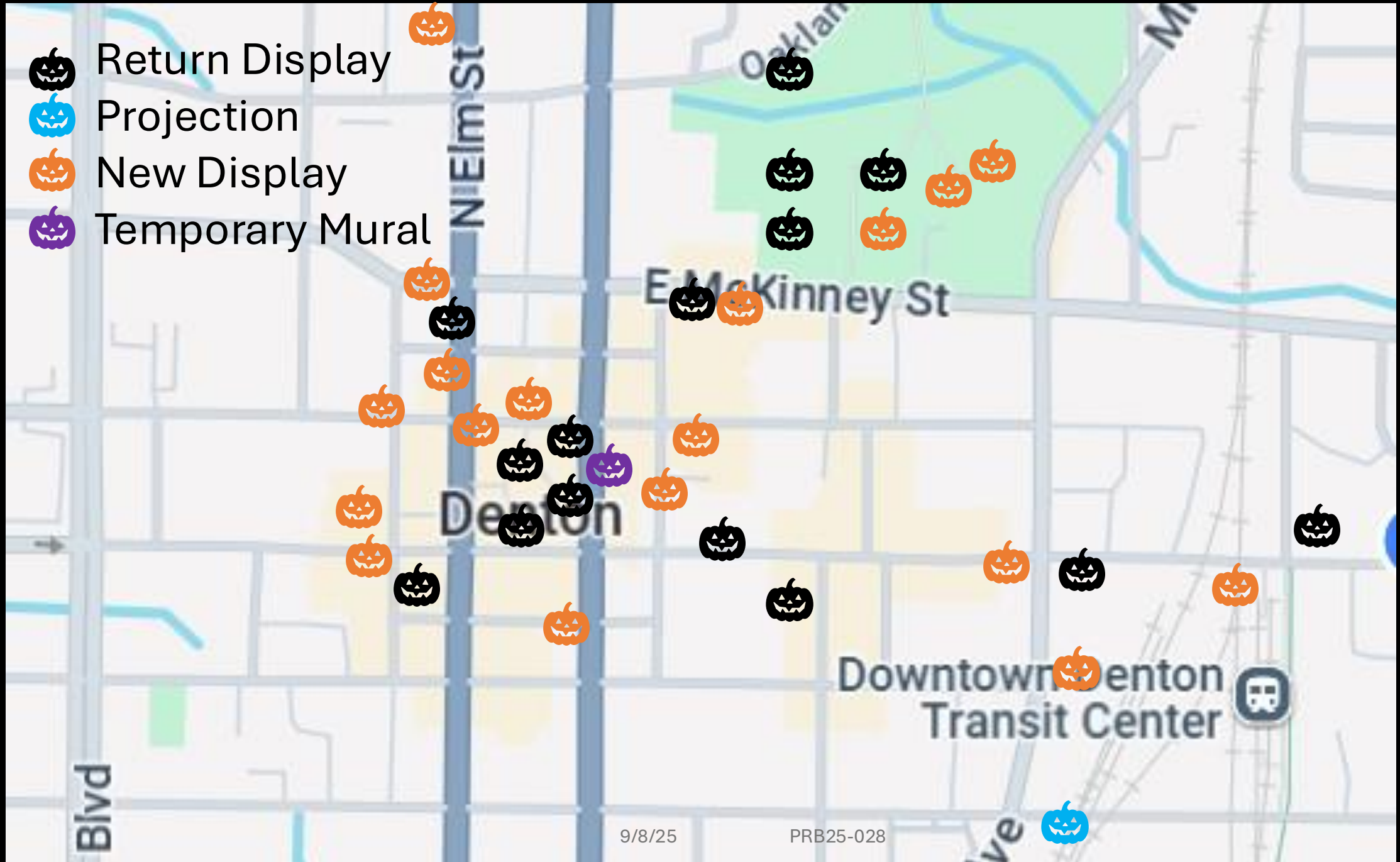
- All DFW news stations and newspapers
- Billboard on I-35

VISITOR CENTER

RETAIL PLAN

- T-shirts (2024 & 2025)
- Postcards
- Stickers
- Posters
- Puzzle
- Ornament
- Mug
- Hoodie
- Pint Glass
- Collaboration with local artist

-  Return Display
-  Projection
-  New Display
-  Temporary Mural



2025 KEY DATES

*NEW in Orange

Key Dates

- July 31 – Internal deadline to order retail items
- Sept 15 – Anticipated release for retail sales
- Sept – Campus Theater – Carrie the Musical
- Sept 26 – Nov 3 – Decorations up
- Sept 26– DCBC Ecto Juice released
- Sept 30 – Halloween City designation
- Oct 1-31 – Halloween Tent (TBA)
- Oct 1 – Opening Ceremony
- Oct 1 – DCBC Night Witch released
- Oct 3 – Frankenstein Exhibit at CoLab
- Oct 3-5 – Denton Arts & Jazz Festival
- Oct 11 – Psychics on the Square
- Oct 12 & 19 – Paranormal Investigations
- Oct 17 – DCBC Coffin Crush released
- Oct 18 – Every Witch Way Market
- Oct 18-19 – Interfaith and DMAC run/walks
- Oct 22 – Nightmare on Elm St B-ball Tipoff
- Oct 23 – Halloween Atomic Bingo
- Oct 24-26 – Day of the Dead Festival / Cirque de Horror
- Oct 25 – Haunted Parlor at Salon NV
- Oct 31 – Campus Theater - Opening night of Dial M for Murder
- Oct 31 – Closing Ceremony
- Thurs in October – Twilight Tunes
- Fri-Sat in late Sept and October – Ghost/VIP Tours
- Fri in October – Monster March and Free Beer Friday
- Sat in October – Cemetery Tales

ENHANCEMENTS

Marketing and Communications

- Website
 - Website re-design and new event listing system is live
 - Self guided food and drink tour and haunted places tour is live
 - Blog, more robust Plan Your Stay Page, and a more detailed FAQ page are now live
- Advertising and Promotions
 - Focus on influencer marketing, geographic market expansion, and new innovative promotional tactics.
- Media Engagement
 - Regular show and tell media avails, radio-sponsored event promos, destination marketing outreach.
- Visitor Convenience
 - Physical decoration popup map, directional boards, map stations, and website maps.
- Experience Boosts
 - Kickoff and Closeout Events, immersive Halloween food/drink locations, Improv Comedy Show, Haunted Hallway, business Where's Waldo style scavenger hunt

ENHANCEMENTS

Signage & Mapping

- (16) sign locations around downtown
- Designed to help people explore the decorations located across the city
- Links to digital maps where visitors can find events and local business locations included on every sign
- Hard copy map available online and at Visitor Center to help guide visitors to all the placemaking and selfie stations.

PROGRESS 40%



ENHANCEMENTS

Cemetery

- Built by PARD staff and painted by local volunteers
- Adding mausoleum with internal illuminated ghost to create interactivity with expanded technology
- 3D headstones, decorative lighting
- Illuminated busts with voice automation



PROGRESS

100%

ENHANCEMENTS

Dr. Frankenstein's Laboratory

- Incubators and display built by PARD staff
- Adding Dept of Energy
- Display on the north side of City Hall West
- Increasing lighting inside of tentacles
- Increasing lighting on building



PROGRESS

9/8/25

90%
PRB25-028

ENHANCEMENTS

Garden of Villains

- Costumes built by Rose Costume
- Scooby Doo villains and bat garden
- Improved flood lighting to illuminate entire space to be seen from McKinney
- Adding Scooby Doo villain figures
- Add a gateway arch sign to the space to improve awareness
- Improved electrical capabilities
- Added glow paint to bats and add more wires to hang in open space



PROGRESS

80%

ENHANCEMENTS

City Hall East

- Moving display to Civic Center as “Pumpkin Central”



PROGRESS

80%

ENHANCEMENTS

Ghosts of Emily Fowler

- (10) ghost from 2025
- Working to add additional ghosts and improve lighting



PROGRESS

80%

ENHANCEMENTS

Graffiti Wall

- Located at Patterson-Appleton Arts Center
- (15) 4 X 8 panels for people to express their talents
- Focus on a Halloween theme
- Professional graffiti artist to provide a demonstration to participants.



PROGRESS

80%

ENHANCEMENTS

Wolff's Park

- Selfie spot
- Stranger Denton feel
- Wooden couch with end tables
- Alphabet and lighting
- Trying to get them to code Denton Halloween



25%

ENHANCEMENTS

Character Actors

- Hire Characters for:
 - Meet & greets / photo ops like Disney World
 - Specific days / times to enhance slower days
 - Walk around for themed events / days
 - Living statues at specific locations
- Resources:
 - Local talent from theatre departments at UNT & TWU
 - Actors from Campus Theatre
 - The Parker House & 501st Legion
 - Headquarters at Discover Denton
- Contact:
 - meredith.jones@cityofdenton.com



PROGRESS

85%

In 2024 the NTX Ghostbusters were a HIT! 56

ENHANCEMENTS

Haunted Hotline

- Huge success!
- (235) unique visitors to scavenger final page
- New locations for Haunted Hotlines
 - Hemlock Fox (Witch)
 - Denton County Brewing Co (Ghostbusters)
 - The Plot Twist (Mad Scientist)



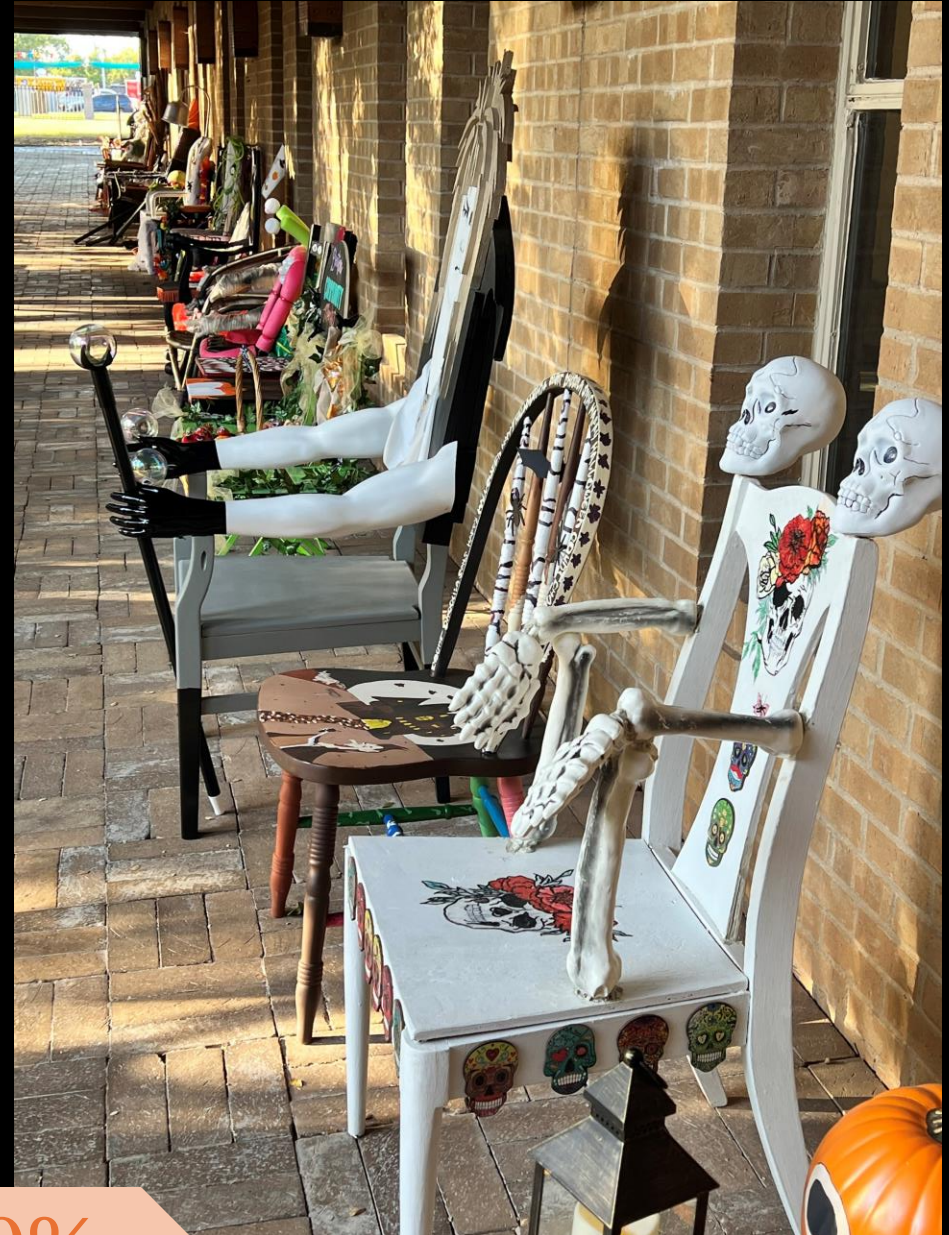
PROGRESS

80%

ENHANCEMENTS

Scary Chairy Orchard (Community Art)

- Launched August 1
- 80 chairs registered
- Improvements to signage/voting
- Location/arrangement improvements
- Arts & Crafts
- Event Sponsored by Whataburger



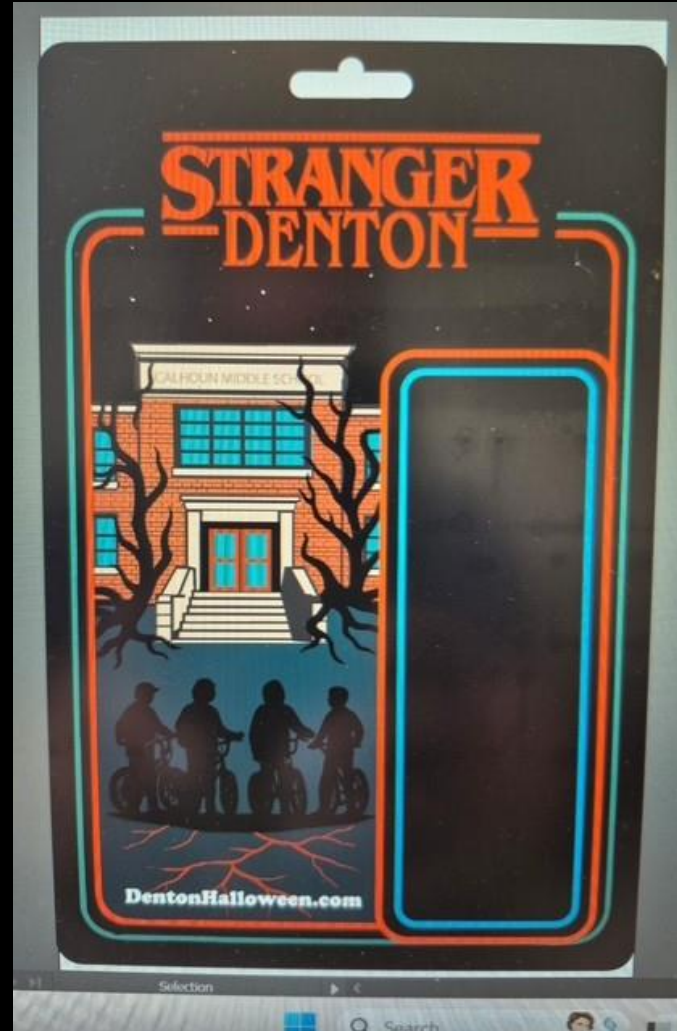
PROGRESS

80%

ENHANCEMENTS

Life-size Action Figure Cards

- Designed by David Bayon (local artist)
- Selfie Station
- Encourages visitors to dress in costume
- Action Figure Cards
 - Monsters of Denton-Union Bear
 - People of Denton-Rose Costume
 - Stranger Denton-Hannah's



PROGRESS

70%

ENHANCEMENTS

Welcome to Denton!

- Designed by David Baker (local artist)
- Located on the eastside of the square
- Cut with foam and wood backing



PROGRESS

50%

ENHANCEMENTS

Scavenger Hunts

- Skelly Hunt - Online version being created that places skeleton throughout the downtown to complete the scavenger hunt
- Bandwango – Interactive mobile passport for on Discover Denton website. Check in at every location and redeem a sticker sheet at the Visitor Center

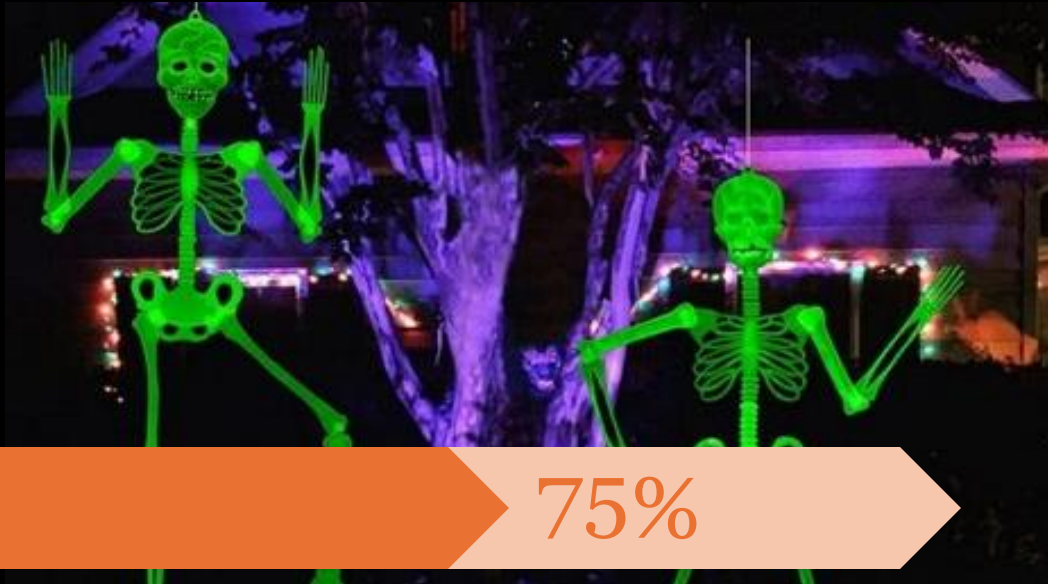


20%

NEW PLACEMAKING

Alley of Bones

- Alley on the east side of Patchouli Joe's
- 30 colorful and illuminated skeletons climbing each building in the alley



PROGRESS

75%

NEW PLACEMAKING

Campus Theatre

- Historical landmark
- Located on W. Hickory St
- Sinister Spiders
- Adds height to a static space
- Utilizes existing Halloween supplies
- Great for theatrical theme & day / night



20%

NEW PLACEMAKING

Iconic Piece for 2025

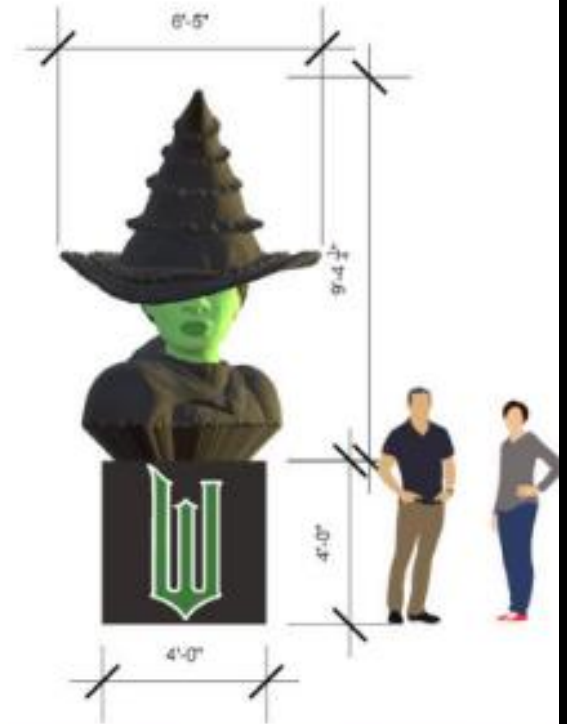
- Designed and constructed by Brandon Taylor, local artist)
- Not using the Wicked theme but trying to capture to movie excitement
- 14' feet tall
- 6' wide
- Illuminated
- Located at City Hall Cemetery

PROGRESS

50%

9/8/25

PRB25-028



NEW PLACEMAKING

Fire Station

- Central Fire Station
- Red flood lights on the building illuminating the entire north and east side
- Trim trees on both sides of building
- Expand pumpkins in trees on to the east side of the station
- Giant Stay Puft on the roof!
 - Tested July 23rd



PROGRESS

100%

NEW PLACEMAKING

Morrison Corn Kits

- Using art from local creatives (Dan Black, Macy Belton and David Baker) to advertise for Denton Halloween and highlight the towns creativity.
- Illumination of the Morrison Corn-Kits building with decorative images
- Conducted tests to determine size and color



PROGRESS

80%

NEW PLACEMAKING

Denton County Square & Property

- Increase the repetition of the announcement in the pumpkin
- Witch to be place on NW corner of the square (pending final approval)



PROGRESS

100%

NEW PLACEMAKING

“Area 940” - Alien Landing

- RFQ out for a local artist to design and build
- Placed at Cedar St. Park



PROGRESS

65%

NEW PLACEMAKING

3-D Ground Art

- Jan Riggins
- Local DFW artist
- Created on vinyl so they can be reused in future years



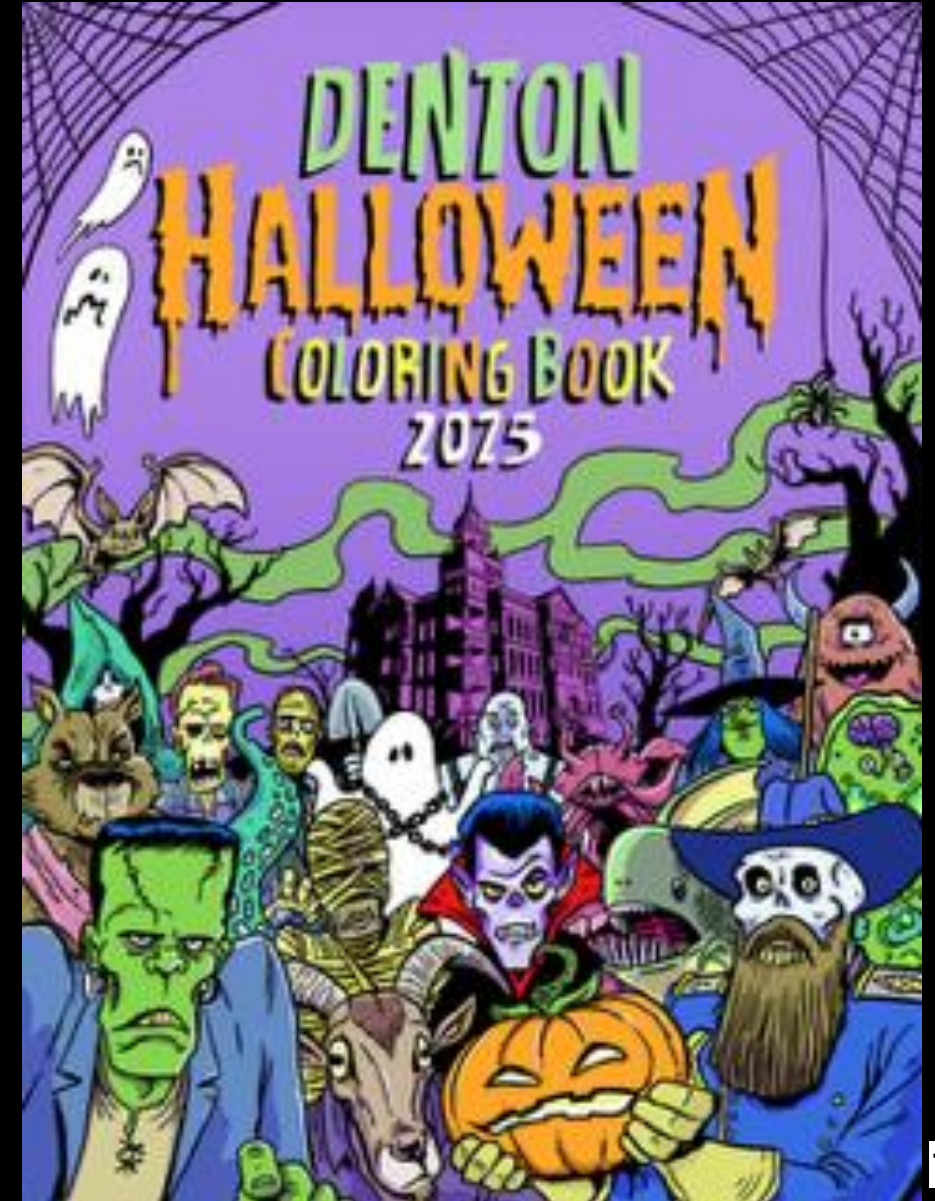
PROGRESS

40%

NEW PROGRAMMING

Denton Halloween Coloring Book

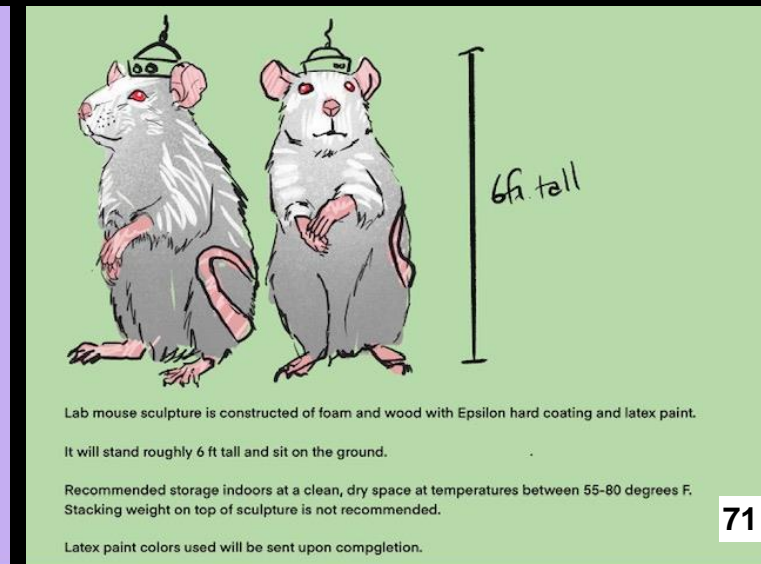
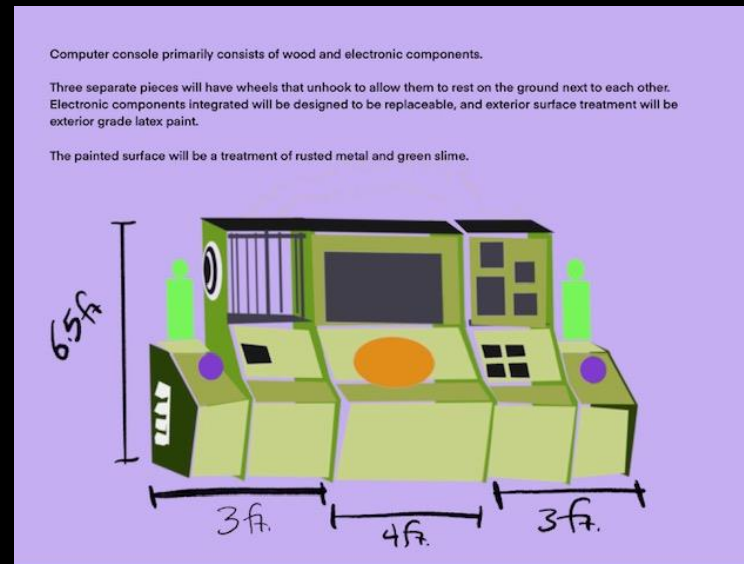
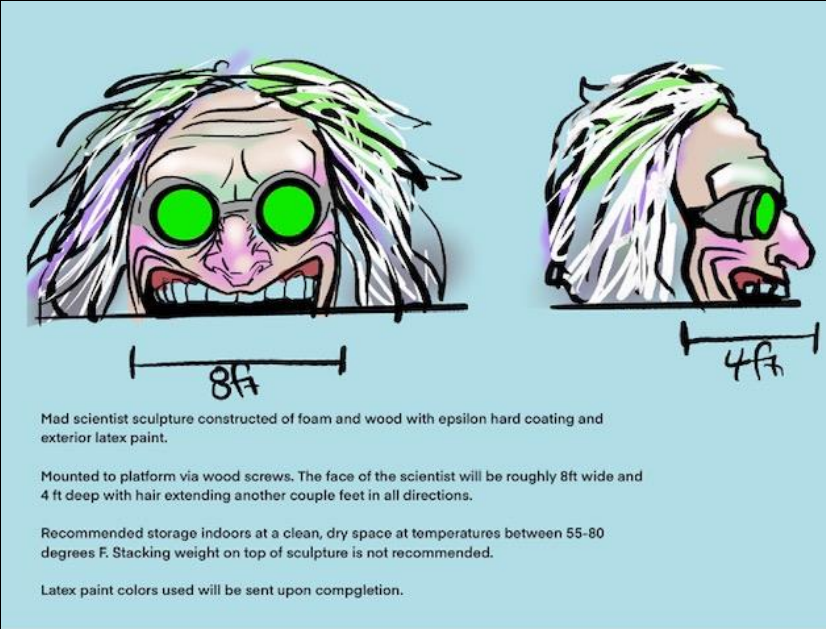
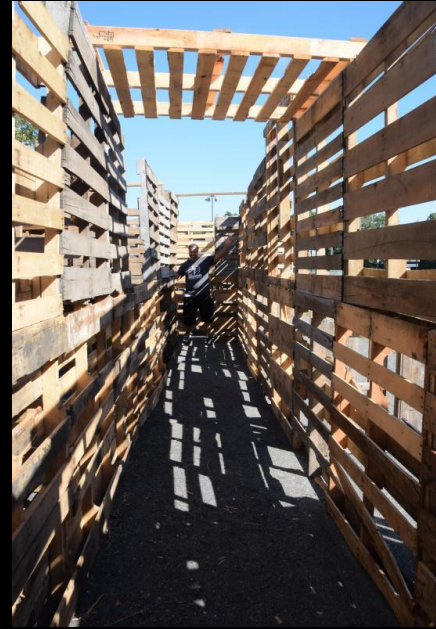
- 25 Local and Texas Artists submitted to date
- Sold at More Fun Comics and Games
- Special event being planning to bring the artists together and sell original art
- Coloring book official announcement at Denton Comic Art Expo
- Available for purchase the first week of October



NEW PROGRAMMING

Maze

- Designed and created by Chuck Crosswhite and Dan Black
- Placed in Quakertown Park along McKinney St.
- Combination of storage containers, pallets, hay, etc.
- Decorative lighting
- Key entry decoration



NEW PROGRAMMING

Halloween Atomic Bingo Bash

- October 23 – 6pm-9pm
- Denton Civic Center
- Presented by Serve Denton!



NEW PROGRAMMING

Themed Weekends

- Each week is kicked off with the Monster March!
- Encourage visitors to get dressed up
- Drives people to come back each week
- Plan:
 - Superheroes and Cosplay
 - Sci Fi
 - Zombies and post apocalyptic
 - Classic Monsters



NEW PROGRAMMING

Haunted Downtown Halloween Diorama



9/8/25

PRB25-028

NEW PROGRAMMING

Tent Programming

- Typically used just for Cirque du Horror
- Looking to expand its use to a number of days/weeks or full month
- Tent rental per day is \$500 includes tent, seating, stage and general lighting
- Sounds and stage lighting is \$600 per day
- Contact: David Pierce
- How can you help with programming?



QUESTIONS