



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Finance
ACM: Cassey Ogden
DATE: January 14, 2025

SUBJECT

Consider adoption of an ordinance of the City of Denton authorizing the City Manager to execute an agreement between the City of Denton and the Denton Parks Foundation, for the payment and use of program year 2025 hotel tax revenue in support of the 2025 Cinco de Mayo, Juneteenth, and Dog Days events; and providing an effective date. (\$134,300 - Community Partnership Committee recommends approval 2-0)

BACKGROUND

This agreement allows for the total expenditure of \$134,300 from the Hotel Occupancy Tax (HOT) funds. The term of the agreement is January 1, 2025 through midnight January 31, 2026. Allocations are dependent upon requests for funding, as well as availability of revenues.

Denton Parks Foundation, Inc.'s HOT budget supports advertising, musicians, and site operations for Cinco de Mayo Festival, Juneteenth Celebration, and Dog Days of Denton. Last Fiscal Year the organization received \$134,000 in HOT funds.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

The Community Partnership Committee reviewed all budget applications during a June 21, 2024 meeting. Recommended allocations were made to the City Council as part of the Fiscal Year 2024-2025 budget process.

FISCAL INFORMATION

The Hotel Occupancy Tax allocation for this organization is \$134,300 for Fiscal Year 2024-2025 and has been included in the Annual Program of Services.

EXHIBITS

Exhibit 1 - Agenda Information Sheet
Exhibit 2 - Ordinance

Prepared By:
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Respectfully submitted:
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