



# City of Denton

City Hall  
215 E. McKinney St.  
Denton, Texas 76201  
[www.cityofdenton.com](http://www.cityofdenton.com)

## Meeting Agenda

### Community Partnership Committee

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Thursday, July 16, 2026

9:00 AM

City Council Work Session Room

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#### SPECIAL CALLED

After determining that a quorum is present, the Community Partnership Committee of the City of Denton, Texas, will convene in a Special Called Meeting on Thursday, July 16, 2026, in the Council Work Session Room at City Hall, 215 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.

#### 2. ITEMS FOR CONSIDERATION

- A. [CPC26-018](#) Hold a discussion and elect a Chair and Vice Chair for the Community Partnership Committee.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)  
[Exhibit 2 - Resolution 20-1471](#)

- B. [CPC26-015](#) Consider approval of the minutes for the April 17, 2026, Community Partnership Committee meeting.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)  
[Exhibit 2 - Draft Minutes April 17, 2026](#)

- C. [CPC26-016](#) Receive presentations and hold a discussion regarding organizations that receive Hotel Occupancy Tax and Sponsorship funding.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)  
[Exhibit 2 - Denton Black Film Festival](#)  
[Exhibit 3 - Discover Denton \(Denton DMMO\)](#)  
[Exhibit 4 - Texas Veterans Hall of Fame](#)  
[Exhibit 5 - Thin Line Festival](#)  
[Exhibit 6 - Downtown Denton Foundation](#)  
[Exhibit 7 - Denton County Office of History & Culture](#)  
[Exhibit 8 - Denton Community Market](#)  
[Exhibit 9 - Children's Advocacy Center of North Texas](#)  
[Exhibit 10 - Denton's Day of the Dead Festival](#)

- D. [CPC26-017](#) Management Report

Attachments:      [Management Report](#)

### 3. CONCLUDING ITEMS

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Community Partnership Committee 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 Community Partnership Committee 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.

#### CERTIFICATE

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 Thursday, July 9, 2026, 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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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Christine Taylor

**DATE:** July 16, 2026

### **SUBJECT**

Hold a discussion and elect a Chair and Vice Chair for the Community Partnership Committee.

### **BACKGROUND**

On September 1, 2020, the Denton City Council re-established the HOT Committee by Resolution R20-1471 to be known as the Community Partnership Committee. The Committee acts as an advisory body to the Denton City Council to:

- Monitor the allocation and use of both the hotel occupancy tax and sponsorship funds;
- Ensure funds are being used to directly enhance and promote tourism and the hotel/convention industry;
- Ensure the sponsorship funds are being used to further a charitable cause, economic or community growth;
- Ensure funds serve a public purpose in the best interest of the general welfare of the City of Denton; and
- Recommend organizations to receive funding to the City Council, and other duties as assigned by the City Council.

Under Title VI Section 2 B of Resolution R20-1471, the presiding officer of the Committee will be chosen annually by the Committee. The purpose of this item is to facilitate the election of a Chair and Vice Chair by the newly appointed members of the Community Partnership Committee.

### **EXHIBITS**

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Resolution R20-1471

Respectfully submitted:  
Matt Hamilton  
Chief Financial Officer

Prepared By:  
Sarah Burton  
Administrative Assistant

RESOLUTION NO. 20-1471

A RESOLUTION RE-ESTABLISHING THE HOTEL OCCUPANCY TAX (HOT) AND SPONSORSHIP COMMITTEE, A STANDING COMMITTEE OF THE CITY COUNCIL OF THE CITY OF DENTON, TO BE KNOWN AS THE COMMUNITY PARTNERSHIP COMMITTEE; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City Council deems it to be in the best interest of the City of Denton that the Hotel Occupancy Tax (HOT) and Sponsorship Committee be re-established as the Community Partnership Committee; NOW, THEREFORE,

THE COUNCIL OF THE CITY OF DENTON HEREBY RESOLVES:

I.

The recitals which are set forth in the preamble of this Resolution are incorporated herein and are made part of this Resolution for all purposes.

II.

City of Denton Resolution No. R2009-015, as amended by Resolution No. R18-1710, Title VI. "Relating to the City Council Hotel Occupancy Tax (HOT) and Sponsorship Committee," is hereby amended in its entirety to read as follows:

"VI. RELATING TO THE CITY COUNCIL COMMUNITY PARTNERSHIP  
COMMITTEE

SECTION 1. History of the City Council Community Partnership Committee and findings.

- A. The Denton City Council adopted Ordinance No. 75-53 on December 16, 1975, amending Chapter 23 of the Code of Ordinances by adding Article 1 entitled "Hotel Occupancy Tax" which provides for the collection of a hotel occupancy tax.
- B. On January 6, 1976, the Denton City Council entered into a contractual agreement with the Denton Chamber of Commerce to promote tourism and advertise the City of Denton as a potential site for public meetings and conventions.
- C. By consensus of the Denton City Council at their work session of September 20, 1994, three representatives of the Denton City Council have served annually on a Hotel Occupancy Tax Committee to monitor allocation and use of hotel occupancy funds.

- D. On June 16, 2009, the Denton City Council re-established the City Council Hotel Occupancy Tax Committee.
- E. On October 23, 2018, the Denton City Council consolidated its multiple sponsorship programs into one administrative city sponsorship program for business purposes, to enhance operations, and in furtherance of the City's service to the public and re-established the Hotel Occupancy Tax Committee as the Hotel Occupancy Tax (HOT) and Sponsorship Committee with additional duties to administer the city sponsorship program.
- E. The Denton City Council finds that it is in the public interest and beneficial to enhance efficiency of governmental operations that the Hotel Occupancy Tax (HOT) and Sponsorship Committee be renamed as the Community Partnership Committee.
- F. The Denton City Council finds that it is in the public interest to re-establish the Community Partnership Committee as a standing committee of the City Council.

SECTION 2. Re-establishment of the City Council Community Partnership Committee and statement of duties and purpose of the Committee.

- A. The City Council re-establishes a standing committee to be called the Community Partnership Committee. The Committee shall be composed of three (3) members of the City Council to be chosen and approved annually by the City Council. The City Manager, or his or her designee, will provide guidance and assistance to the Committee and be responsible for ensuring that records are maintained in accordance with requirements of the city secretary's office.
- B. The Committee members shall serve at the pleasure of the City Council until successors are chosen and approved by the Denton City Council. The presiding officer of the Committee shall be chosen annually by the Committee. Members of the Committee must be current elected City Council members of the City of Denton, Texas.
- C. The duties and purpose of the Committee shall be to monitor allocation and use of both the hotel occupancy tax and sponsorship funds, ensuring HOT funds are being used to directly enhance and promote tourism and the hotel/convention industry, ensuring the sponsorship funds are being used to further a charitable cause, economic or community growth and serve a public purpose in the best interest of the general welfare of the City of Denton, recommend organizations to receive funding to the City Council, and other duties as assigned by the City Council."

III.

This resolution shall become effective immediately upon its passage and approval.

The motion to approve this resolution was made by John Ryan and seconded by Paul Meltzer, the resolution was passed and approved by the following vote [7 - 0]:

	<u>Aye</u>	<u>Nay</u>	<u>Abstain</u>	<u>Absent</u>
Chris Watts, Mayor:	<u>✓</u>	<u>      </u>	<u>      </u>	<u>      </u>
Gerard Hudspeth, District 1:	<u>✓</u>	<u>      </u>	<u>      </u>	<u>      </u>
Keely G. Briggs, District 2:	<u>✓</u>	<u>      </u>	<u>      </u>	<u>      </u>
Don Duff, District 3:	<u>✓</u>	<u>      </u>	<u>      </u>	<u>      </u>
John Ryan, District 4:	<u>✓</u>	<u>      </u>	<u>      </u>	<u>      </u>
Deb Armintor, At Large Place 5:	<u>✓</u>	<u>      </u>	<u>      </u>	<u>      </u>
Paul Meltzer, At Large Place 6:	<u>✓</u>	<u>      </u>	<u>      </u>	<u>      </u>

PASSED AND APPROVED this the 1<sup>st</sup> day of September, 2020.

  
\_\_\_\_\_  
CHRIS WATTS, MAYOR

ATTEST:  
ROSA RIOS, CITY SECRETARY

By: *Rosa Rios*

APPROVED AS TO LEGAL FORM:  
AARON LEAL, CITY ATTORNEY

By: *Aaron Leal*





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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Christine Taylor

**DATE:** July 16, 2026

### **SUBJECT**

Consider approval of the minutes for the April 17, 2026, Community Partnership Committee meeting.

### **BACKGROUND**

The draft minutes from the Community Partnership Committee meeting held on April 17, 2026, are attached for the Committee's consideration and approval.

### **EXHIBITS**

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Draft Minutes April 17, 2026

Respectfully submitted:  
Matt Hamilton  
Chief Financial Officer

Prepared By:  
Sarah Burton  
Administrative Assistant

## City of Denton Community Partnership Committee

After determining that a quorum was present, the Community Partnership Committee of the City of Denton, Texas, convened in a Regular Meeting on Friday April 17, 2026, at 9:01 a.m. in the City Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Vice-Chair Vicki Byrd and Member Brian Beck.

ABSENT: Chair Joe Holland

### 1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

- None

### 2. ITEMS FOR CONSIDERATION

**A. CPC26-009** Consider approval of the minutes of the March 20, 2026, Community Partnership Committee meeting.

The item was presented, and discussion followed. Member Brian Beck brought the motion; Vicki Byrd seconded the motion.

(2) AYES, Vicki Byrd, Brian Beck

(0) NAYS:

(1) ABSENT: Joe Holland

**B. CPC26-045** Receive a report, hold a discussion, and provide direction to staff regarding the new streamlined approval process for neighborhood block parties requiring temporary residential street closures.

The item was presented, and discussion followed. Member Beck questioned why multi-family residences were not eligible to obtain a block party permit. Staff concerns were related to large impacts to residents and emergency vehicle access. Member Beck also questioned the meaning of commercial merchant activity and why it was not allowed under the proposed plan. Beck recommends looking at scale appropriate exceptions. Vice Chair Byrd asked if we could find a middle section to allow for more exceptions before reaching the level of a special event. The reasoning for the number of attendees was discussed with safety and law enforcements involvement. Byrd clarified about the education of the residents accepting the risk of any event. Both Vice Chair Byrd and Member Beck gave direction to move forward with the pilot program with their concerns in mind.

**C. CPC26-010** Consider recommending the adoption of an ordinance of the City of Denton for the expenditure of Mayor City Council Contingency funds totaling one thousand seven hundred dollars (\$1,700) in support of the following organizations: UNT Foundation in support of the UNT African Percussion Ensemble (\$800), Texas Veterans Hall of Fame (\$200), Denton Freedom House (\$100), Hands of Hope (\$100), Life Works Community (\$100), Cumberland Youth & Family Services (\$200), Bob's House of Hope (\$200).

Member Brian Beck brought the motion to approve as recommended; Vicki Byrd seconded the motion.

(2) AYES, Vicki Byrd, Brian Beck  
(0) NAYS:  
(1) ABSENT: Joe Holland

**D. CPC26-011** Receive a report, hold a discussion, and give staff direction regarding the Sponsorship Program for Fiscal Year 2026-27.

The item was presented, and discussion followed. Member Beck asked for clarification about being a non-profit vs having a profit sponsor. Vice Chair Byrd asked for guidelines for what is considered a safe, accessible and family-friendly location.

Member Brian Beck recommended approving with staff recommendations; Vice Chair Vicki Byrd agreed.

**E. CPC26-012** Receive a report, hold a discussion, and give staff direction regarding the Hotel Occupancy Tax (HOT) Program Year 2027 for Fiscal Year 2026-27.

The item was presented, and discussion followed. Member Beck asked for clarification of the 15% ceiling to donate to Public Art.

Member Brian Beck recommended approving with staff recommendations; Vice Chair Vicki Byrd agreed.

**F. CPC26-013** Hold a discussion and give staff direction regarding the Community Partnership Committee meeting schedule and inviting organizations that are applying to the Hotel Occupancy Tax (HOT) Program to give a presentation.

The item was presented, and discussion followed. Member Brian Beck recommended approving with staff recommendations regarding meeting schedules; Vice Chair Vicki Byrd agreed. Both Member Beck and Vice Chair Byrd felt it to be a good idea to see the entire applicant pool.

**G. CPC26-014 Management Report**

1. Future Agenda Items  
Item was presented and discussion followed.

**3. CONCLUDING ITEMS**

None.

With no further business, the meeting was adjourned at 10:01 a.m.

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Joe Holland  
Chair

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Sarah Burton  
Recording Secretary

MINUTES APPROVED ON: \_\_\_\_\_



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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Christine Taylor

**DATE:** July 16, 2026

### **SUBJECT**

Receive presentations and hold a discussion regarding organizations that receive Hotel Occupancy Tax and Sponsorship funding.

### **BACKGROUND**

This item is to allow the Community Partnership Committee to receive presentations by Denton Black Film Festival, Discover Denton (Denton DMMO), Texas Veteran's Hall of Fame, Thin Line Festival, Downtown Denton Foundation, Denton County Office of History & Culture, Denton Community Market, Children's Advocacy Center of North Texas and Denton's Day of the Dead Festival.

1. The Denton Black Film Festival (DBFF) is an annual cultural event that celebrates and showcases the diverse and dynamic voices within the black filmmaking community. Held in Denton, Texas, the festival serves as a platform for independent filmmakers, artists, and storytellers to share their narratives and perspectives on the black experience.
2. Discover Denton is requesting funding to support its year-round destination marketing, sales, visitor services, and tourism development efforts that promote the City of Denton as a premier travel destination. As the City's official Destination Management & Marketing Organization (DMMO), Discover Denton works continuously to attract overnight visitors, meetings, conventions, sporting events, group tours, and leisure travelers, generating Hotel Occupancy Tax (HOT) revenue and economic impact for the community.
3. Texas Veterans Hall of Fame Museum honors all Texas Veterans for their service, sacrifice, and accomplishments. The museum documents their stories and preserves the history of these Veterans for current and future generations. This is done through the museum, annual induction ceremony, mobile museum, learning academy, trail of heroes, and remember them forever program.
4. The Texas Filmmakers Corporation organizes the Thin Line Fest. Thin Line is a documentary film festival, a multi-genre music festival, a photography festival, and a downtown art market all in a five-day event held at the end of April. Artists gather in Denton from all around the world to exhibit or perform their work. In 2023, the festival screened all the films at the Campus Theatre.
5. The Downtown Denton Foundation's mission is to enhance the experience of the arts, music and culture of Downtown Denton through placemaking with a wide variety of year-round programming aimed at engaging with the public, making Denton a destination for tourists and local enthusiasts alike.

6. Denton County Office of History and Culture uses HOT funds for the restoration and exhibition of historical artifacts and buildings at the Downtown Courthouse and Historical Park. The 2025 program year includes Quakertown Park Walking Tours, tours of the Denton County Historical Park, Texas Talks series, and Park After Dark events in conjunction with the City of Denton's 31 days of Halloween.
7. Founded in 2009, the Denton Community Market is a 501c3 nonprofit producer-only farmer's and art market in downtown Denton, Texas.
8. The Child's Advocacy Center - The 2027 Champions for Children Denton County Luncheon will be hosted at the Embassy Suites by Hilton Denton Convention Center in April 2027. The event will host a famous keynote speaker (who is a child abuse survivor) to pique public interest and community engagement. The event will bring together 600 community leaders across the DFW Metroplex for an afternoon of advocacy and awareness. 2027 marks the Center's 30th anniversary combating child abuse in the community with a multi-disciplinary team (MDT) response.
9. The Day of the Dead Festival is a multicultural, family-friendly weekend event celebrating community, candy, and celebration. The festival features coffin races, 'Cirque du Horror', and a lantern-lit twilight parade. Attendance is free.

## **EXHIBITS**

- Exhibit 1 - Agenda Information Sheet
- Exhibit 2 - Denton Black Film Festival
- Exhibit 3 - Discover Denton (Denton DMMO)
- Exhibit 4 - Texas Veteran's Hall of Fame
- Exhibit 5 - Thin Line Festival
- Exhibit 6 - Downtown Denton Foundation
- Exhibit 7 - Denton County Office of History & Culture
- Exhibit 8 - Denton Community Market
- Exhibit 9 - Children's Advocacy Center of North Texas
- Exhibit 10 - Denton's Day of the Dead Festival

Respectfully submitted:  
Terrance Jones  
Grants Program Manager

Prepared By:  
Terrance Jones  
Grant Program Manager

DENTON BLACK FILM FESTIVAL  
JAN 23 THRU 27

DENTON  
BLACK  
FILM  
FESTIVAL



# DENTON BLACK FILM FESTIVAL

FILM.MUSIC.SPOKEN WORD.TECH & MORE

In Person Jan 27- 31, 2027

Extended Virtually Jan 31- Feb 7, 2027





# ENTERTAIN, EDUCATE AND INSPIRE



## DBFF STORY

Established in 2015 | Governed by a Four-Member Board of Directors  
*At DBFF, we believe storytelling is the core of any culture.* The Denton Black Film Festival, shares stories of the Black community – it's traditions, ideas and experiences. The festival is entering its 13th year of programming in January, features cinema, music, art, spoken word, comedy, food and more.



## MISSION

We share stories of the Black community – it's traditions, ideas and experiences – in a multitude of ways through our programming and experiences. Separated from the Scholarship Foundation in 2020 and now DBFFi is a 501c3.



# DIRECTORS

**Harry Eaddy,  
Festival Director**



**Linda Eaddy, Assoc Fest Dir &  
Film Programming Director**



**We don't do it alone**

Meet our Leadership Team  
[dentonbff.com/our-team](https://dentonbff.com/our-team)





# Festival Info

Today, DBFF is the Largest Black Film Festival in Texas and the Southwest.



Voted one of the **“Best Festivals in Texas”** by *TravelMag.com* (2019)



## Last 3 Years Attendance

- 2024 (in person & virtual) **12,000**
- 2025 (in person & virtual) **7,800+**
- 2026 (in person & virtual) **9,000+**



## Information

**Location** – 14–16 locations in downtown Denton, Alamo Drafthouse and the Embassy Suites

**Dates and time** – The last weekend in January and it is a 5–6 day event



## Major Attractions

Film • Music • Spoken Word  
Comedy • Art • Panels  
Workshops



## Photos

Festival recaps at [www.dentonbff.com](http://www.dentonbff.com)

# MAJOR SPONSORS

*Supported by leading corporate, nonprofit, educational, tourism and community partners*

## DBFF 2026

### Presenting Sponsors:

**City of Denton, NBC 5, Alamo Drafthouse**

- Dallas Film Commission
- Fort Worth Film Commissions
- McDonald's North Texas Owner Operators
- DCTA
- Denton Main Street Association
- Dallas Producers association
- Texas Health Resources Hospital
- Texas Regional Bank
- Charles Schwab Bank
- Texas Commission of the Arts
- Texas Film Commission
- Little Guy Movers
- Peterbilt
- MEOW WOLF
- Anderson
- Denton Record Chronicle
- Discover Denton
- TWU, NCTC, UNT
- GDAC





# TOURISM & ECONOMIC IMPACT

Bringing Visitors. Supporting Businesses. Strengthening Denton.

★ DBFF is the **LARGEST BLACK FILM FESTIVAL** in Texas and the Southwest.



## 70%

**VISITORS TRAVEL FROM OUTSIDE DENTON**

Bringing new dollars to our community.



## 100+

**FILMMAKERS ATTEND (2026)**

Representing diverse voices and stories.



## 14

**DOWNTOWN VENUES**

Showcasing Denton's vibrant arts and entertainment scene.



## 5

**OFFICIAL HOTEL PARTNERS**

Plus additional area hotels used by festival guests.



## MULTIPLE RESTAURANT PARTNERS

Local dining partners benefit from visitor spending throughout the festival.

### OUR REACH IS GLOBAL

Filmmakers and guests travel from across the U.S. and around the world.



### DBFF VISITORS SUPPORT:



**HOTELS & LODGING**



**RESTAURANTS & COFFEE SHOPS**



**RETAIL & BOUTIQUES**



**ENTERTAINMENT & ATTRACTIONS**



**TRANSPORTATION SERVICES**



DBFF drives cultural tourism and creates year-round visibility for Denton.



CPC 26-016



FROM DENTON TO THE WORLD — SPANNING THE U.S. AND INTERNATIONAL AUDIENCES, INCLUDING **BRAZIL, THE UNITED KINGDOM, HAWAII, OREGON, ILLINOIS** AND BEYOND.

*Thank you for investing in Denton.* ★

2026 ●



# DBFF 2026

## Hope & Courage

- Media & Filmmaker Mixer December 2025 Attendance 195 people
- Quakertown USA Opening and Closing film screened to sellout audiences of over 300 people
- Screened **95** Films 1. STAX HBO Series Ep.1 2. Premiere of DBFF Quakertown USA Documentary Film 3. Portrait of a Postman Film 4. Barbara Jordan's Inquisitor Film 5. Eden Marryshow Film "Can You Stand the Rain" 6. Lecrae film "Unashamed"
- DBFF Denton ISD "Art & Essay Contest with over 200 attendees
- (3) Art Exhibits and talks at UNT Co-Lab and TWU Art Galleries
- DBFF Day Party (first Day Party)
- STAX Music Review "Live Music"
- Featured Music Performer (Kandace Springs)
- Panel "The State of the Black Church" featuring Dr Freddie Haynes, Dr Sheron Patterson and Donney "Da Priest"
- AI talk for the general population "Learn the WAI"
- DBFF Awards Brunch (120 attendees)



**DBFF 2027**  
**In Person Jan 27- 31, 2027**  
**Extended Virtually Jan 31- Feb 7, 2027**  
**Theme “Together We Make”**

# 2027 UP COMING HIGHLIGHTS

## **Building on the Success of 2026**

- Screen 100-110 films
- 3-5 Screening Venues
- (1-2) Media Arts Showcases/Exhibits (1) UNT Co-Labs (1) TWU
- Spoken Word Slam (signature event)
- Comedy Sponsored by Charles Schwab Bank
- DBFF Day Party(s)
- DBFF Photography Exhibit??
- 12-14 Panels & Workshops including AI Training
- DBFF & Denton ISD Event with the winners of the Art & Essay Contest sponsored by Meow Wolf
- Featured music performer TBD
- DBFF After Dark – Late night Music venues and other events
- DBFF Filmmaker Award Brunch (Sunday morning)



# DBFF FUTURE FOCUS

★ *Building a Stronger Future. Amplifying Our Impact.* ★



## 1 **DBFF FUNDING & REVENUE GROWTH**

Strengthen festival sustainability through grant awareness, grant applications and awards, sponsorship growth, increased ticket sales, and operational efficiencies to reduce expenses.



## 2 **DBFF SPOTLIGHT AWARD INITIATIVE**

Pursue Oscar® qualifying status for Short Films. A major endeavor that unites all components of the festival to create a powerful, cohesive story of why DBFF should become one.



## 3 **DBFF EVOLVE CONTINUOUS IMPROVEMENT & INNOVATION**

Continuously evaluate festival programs and operations, examine industry trends, culture, technology, demographics, marketing, PR, and financial models to drive strategic improvements and foster innovation.



## 4 **DBFF CONNECT STRATEGIC PARTNERSHIPS & COLLABORATIONS**

Answer the question of how we meet future challenges and opportunities by developing strategic partnerships and fostering collaborations with organizations that amplify DBFF's impact and reach.



Denton Black  
Film Festival  
Institute



DENTON  
BLACK  
FILM  
FESTIVAL

## FOLLOW US ON SOCIAL MEDIA



Instagram  
@dentonbf

f



TikTok  
@dentonbf

f



YouTube  
Denton Black  
Film Festival



Faceboo  
k  
@dentonbff

**DISCOVER  
DENTON TX**

# Discover Denton

Kristi Criswell



1976

Discover Denton is formed as a division of the Chamber of Commerce

JAN 2025

Discover Denton moves temporarily under the city

MAY 2026

Discover Denton becomes its own independent 501(c)(6)

# WHAT WE DO

Discover Denton is the city's official Destination Management and Marketing Organization (DMMO). Our role is to show off all the amazing things that make Denton special. From promoting local events, live music, and festivals to highlighting our awesome dining/drinks spots, attractions, meetings, and events, we work to bring more visitors to our city. The more people we attract, the more support we give to local businesses and the community. We're all about spreading the word that Denton is the place to be!

# TOURISM DIVISIONS

Together, the Marketing, Destination Sales, and Destination & Visitor Services teams work to attract overnight visitors, support local businesses, and strengthen Denton's economy by promoting the city as a premier destination for leisure travel, meetings, conventions, sporting events, and group tours.

- **Marketing:** Promote Denton through strategic marketing, advertising, and storytelling to inspire visitors and drive overnight travel.
- **Destination Sales:** Attract meetings, conventions, sporting events, and group tours that generate overnight hotel stays and economic impact for Denton.
- **Destination & Visitor Services:** Welcome visitors with friendly hospitality, local expertise, and personalized recommendations that encourage exploration of Denton's businesses, attractions, and events.



# HOT FUNDS

Based on historical data, Discover Denton has been funded at an average rate of 52% of the HOT Funds Revenue over the last 6 years.

Year	2021	2022	2023	2024	2025	2026
Allocation	\$1,253,855	\$1,396,655	\$1,582,000	\$1,657,000	\$1,710,600	\$1,964,250
% of Revenue	55.1%	54%	52.6%	48.9%	49.4%	49.9%

# ECONOMIC IMPACT

In 2025, Denton hotels achieved a 72.6% occupancy rate, generated 663,641 occupied room nights, and produced more than \$71.1 million in hotel room revenue. Compared to 2024, hotel demand increased by 5.2%, hotel revenue increased by 6.8%, and occupancy increased by 3.6%.

In 2025, travelers in Denton

- Spent over \$332 million
- Generated over \$30 million in tax revenue
- Saved each household \$325 in taxes

The travel industry supports over 2,000 jobs in Denton!



**GENERAL ADMINISTRATION**

	PY 2025 ACTUAL	PY 2026 ACTUAL	PY 2027 PROPOSED	NOTES/COMMENTS
Salaries & Benefits	\$205,000	\$215,000	\$240,000	
Memberships/Associations	\$20,000	\$25,000	\$35,000	THLA, Destinations International, CoStar Reports, TX Lakes & Trails, TX Brew City, Tour Texas, Texas Travel Association, Denton Chamber
Liability Insurance	\$3,000	\$3,000	\$4,000	Commercial Property Coverage, General Liability, Commercial Auto Policy, D&O, Worker's Comp
Travel/Training/Professional Development	\$22,000	\$20,000	\$20,000	Destinations Texas Conferences, Destinations International (DI) Annual Convention, DI CEO Summit, US Travel Assn ESTO, Texas Travel Summit, eTourism/Connect Marketplace, TX Travel Alliance Unity Conference & Dinner
Partner/Community Engagement	\$5,000	\$5,000	\$5,000	Meetings with Community Stakeholders & Board Meetings
Computer Equipment/IT Service Contract	\$35,000	\$30,000	\$35,000	IT Service Contract
Legal		\$10,000	\$7,000	Assistance with 501 c6 filing
Professional Services		\$50,000	\$12,000	Accounting Services
Copy Machine		\$5,000	\$5,000	Rent Copy/Scanner
Office Supplies	\$2,000	\$3,000	\$3,000	
Phone & Internet	\$12,000	\$15,000	\$15,000	
Postage	\$1,200	\$1,000	\$2,000	
Office Rent/Utilities	\$8,000	\$35,000	\$60,000	Rent & Utilities for 325 McKinney - DD Visitors Center & Office
<b>TOTAL</b>	<b>\$313,200</b>	<b>\$417,000</b>	<b>\$443,000</b>	

**MARKETING & COMMUNICATIONS**

Salaries & Benefits	\$306,100	\$322,000	\$350,000	
Travel/Training/Business Development	\$20,000	\$27,000	\$27,000	DI Marketing & Comm Summit, eTourism Summit, Destinations Texas, ESTO, All MC Staff.
Traditional Media & Advertising	\$35,000	\$30,000	\$30,000	Print Ads, Billboards, Locals Guides
Brochures & Promotional Items	\$15,000	\$40,000	\$20,000	Visitor Guides for 2028 - Design Cost
Website/Digital Publishing Tools	\$95,000	\$120,000	\$150,000	Granicus/Simpleview CMS, Act-On eNewsletter, Canva Creative, Adobe, SnapSea, Threshold 360, Tru Omni
Agency Fees/Paid Media Buying	\$105,000	\$115,000	\$200,000	Madden Media retainer fees for Agency of Record and overall Digital paid media spend which is necessary to drive increased visitation to our website.
Partner/Community Engagement	\$0	\$30,000	\$40,000	Costs for sponsorships with UNT, TWU Athletics, NTFR, etc.
Communications/Digital Media	\$20,000	\$20,000	\$20,000	Influencer Marketing, Sprout Social
<b>TOTAL</b>	<b>\$596,100</b>	<b>\$704,000</b>	<b>\$837,000</b>	

**SALES & SERVICES**

Salaries & Benefits	\$357,200	\$327,000	\$360,000	
Memberships/Professional Development	\$4,000	\$7,000	\$5,000	MPI-DFW, DFVAE, Destinations Texas, Assn of Independent Meeting Planners
Travel/Sales Missions/Business Development	\$50,000	\$60,000	\$80,000	Smart Meetings, Lamont Exchange, RCMA, Southwest Showcase, Destinations International, Connect Marketplace, Destinations Texas Conferences, HB Annual Conference, TSAE New Ideas Conf (some may be added or deleted)
RFP Lead Generation & CRM Platforms	\$30,000	\$40,000	\$40,000	CVENT, our RFP management supplier, and Simpleview for our CRM
Site Visits/FAM Tours	\$10,000	\$20,000	\$30,000	Client site visits and FAM's
Group Servicing/Client Retention	\$35,000	\$40,000	\$50,000	Promotional Materials, Giveaways
Advertising/Sales Collateral Materials	\$20,000	\$30,000	\$40,000	Group Sales advertising, collateral materials, and activations
Bid Fees & Group Incentives	\$40,000	\$40,000	\$40,000	Bid fees and group incentives
<b>TOTAL</b>	<b>\$546,200</b>	<b>\$564,000</b>	<b>\$645,000</b>	

**VISITOR CENTER**

Salaries & Benefits	\$226,600	\$177,000	\$175,000	
Professional Development		\$1,000	\$0	
Lease	\$65,000	\$37,000	\$0	Moved to Administration Budget
Mobile Visitors Center			\$200,000	Create and Establish a Mobile Visitors Center
<b>TOTAL</b>	<b>\$291,600</b>	<b>\$215,000</b>	<b>\$375,000</b>	

**GRAND TOTAL \$1,747,100 \$1,900,000 \$2,300,000**

# MOBILE VISITOR CENTER

As Discover Denton transitions to a more efficient visitor services model, a Mobile Visitors Center allows us to bring information directly to visitors instead of waiting for them to find us. By attending festivals, sporting events, conventions, and community gatherings, we can expand our reach, promote local businesses and attractions, and provide visitor assistance wherever people are exploring Denton. This flexible approach increases visibility, enhances the visitor experience, and maximizes the impact of Hotel Occupancy Tax funding.



An aerial photograph of a city, featuring a prominent domed building in the foreground. The image is overlaid with a blue tint. The word "QUESTIONS?" is written in large, white, bold, sans-serif capital letters across the center of the image.

# QUESTIONS?



# Texas Veterans Hall of Fame

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**Gary E. Steele**

**President**

**Texas Veterans Hall of Fame**



# Background

- Organizational/festival background.
  - Year formed:2018
  - Mission or goal:To honor, preserve the stories, sacrifices and accomplishments of Texas Veterans. Educate the public on these stories.
  - \*Board make-up: Six Members and 2 Ex-Officio's



- \*4200 Square foot museum filled with memorabilia and stories of Texas Veterans.  
15,000 Square Foot Development Center.
  - Golden Triangle Mall, Suite L19
  - Friday, Saturday and Sunday (1-6 PM)  
(Open all Year)
- Annual Induction Ceremony  
(200+Attendees)  
UNT Gateway (Note: not doing one in 2026) Instead doing a "80 Year Remembrance of Pearl Harbor". Honoring Texans.
- \*Last eight years of Attendance:50,000  
(Includes our Mobile Events)

- \*Event Highlights/ Major Attractions:Filled with Artifacts, Interactive Display (New Tunnel Rat).
- \*Photos
- Partnered with the city and county supporting their community service.
- RTF Program with 102 cemeteries, 22 counties and 22,000 profiles
- Texas Learning Academy-Teaching Texas History, Civics and government, Patriotism, Military Service,
- Added 15,000 square feet development center for our expansion (Flight Simulator, Media Center and Market Development).



# Tourism

- Target Audience:
- **Answer-** Our Logs show visitors from cities, counties, states and countries.
- How does your festival/event attract overnight stays (heads in beds) within Denton?  
**Answer-**Overnight stays are not documented and can only assume is they are here from out side the local area, they are lodging somewhere and spending at city vendors. **See Chart on outside Denton visitors.**
- What marketing efforts does your festival use to promote tourism in the City of Denton?
- **Answer:** We do run advertising, social media, brochures and website to promoted our mission and events
  - Quarterly reports show all visitor summaries with home of record
  - As an example, one other way is through our newly created Media Center.



### Numbers

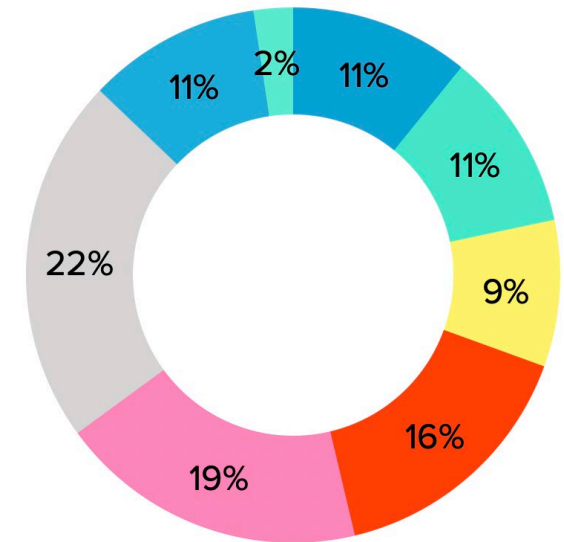
Year	Total Visitors	Other Cities	Other States	Other Countries	Total Visitors
2019					5,000
2020					5,000
2021	4,079	155	60	4	4,079
2022	7,263	21	3	0	7,263
2023	8,610	101	13	3	8,610
2024	10,214	60	25	8	10,214
2025*	4,845	77	24	0	4,845
2026*	1,100	24	10	2	1,100
Totals	36,111	438	135	17	46,111

**\*Note 2026**  
 Two Events Already  
 2000 Attendees\*\*  
 Still 3 quarters to go.  
 Planning a Pearl Harbor Remembrance-Dec 2026  
 Estimated 5,000 plus\*\*.

**\*Note 2025**  
 UNT Event 30,000\*\*  
 Memorial and Veterans Day 2000\*\*  
 Ceremony 225\*\*

**Museum and Other Events** **86,111**

Visitor Overview



- 2019
- 2020
- 2021
- 2022
- 2023
- 2024
- 2025\*
- 2026\*



# Future Plans

- Expand our museum square footage
- Expanded our partnership with the local veterans court to provide a venue that will help their program and ours, by providing community service work for those required to perform service hours.
- Open our media center for podcasting.
- Hire a full time Executive Director to oversee the TVHOF mission.
- Continue to develop our videos through the use of AI. Here is a link to our funds request that was generated by AI <https://share.synthesia.io/5223935e-415b-4598-9f91-98700ace6a1a>
- Promote our Learning Academy to educate the public on our mission and the stories of our Veterans.
- Expand our mobile display with more visits to outside Denton.



# Closing Comments

4.As we begin America's next 250th Anniversary, there is no better time to demonstrate that Denton is a city that remembers, honors, educates, and welcomes all who visit.

The Texas Veterans Hall of Fame respectfully asks for your support so that together we can continue bringing visitors to Denton, preserving Texas history, honoring those who served, and ensuring their stories remain part of our community's future.

Thank you for your time, your consideration, and your commitment to making Denton a destination of pride, remembrance, and opportunity.



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# Questions





# Thin Line Fest

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**Joshua Butler**

**President**

**Texas Filmmakers Corporation**

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# Designed as A Destination Event

- Multiple days
- Unique, varied format
- Diverse use of downtown businesses and venues
- Free and fully accessible to all
- Wide appeal with strong branding



# Our Focus on Data

- Unique Registrants
- Attendee Profile (Full Contact Details)
- Personalization (65% Music, 25% Film, 10% Photography)
- Location Scanning (Attendee Tracking)
  - How many events? How many locations? How



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# Festival Facts

- 2026 was the 19<sup>th</sup> Annual
- ~13,000 attendees across all festival events
- This year we had 44 documentaries, 60 bands across 8 stages, and over 400 photographs exhibited at five downtown galleries.



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# Data Summary – We Attract Out-of-Towners

- 50% from non-Denton zips
- 14% from non-DFW cities (increase from 12.5%)
- 2% from out of state (1<sup>st</sup> yr to track this stat)



# Data Summary – Economic Impact

- 76 hotel nights in 2026 (artists only)
  - 60% of out-of-state Photographers (Germany, Colorado, Georgia, Louisiana, Missouri, California)
  - Filmmakers from Canada, Colorado, California, Ohio
- 60% reported spending over \$50
- 20% reported spending over \$150



# HOT Fund Match

- Match Strategy = More Value for every HOT Dollar
  - Observer, Weekly, KERA/KXT, DMN, Glasstire, Do214
    - \$30K HOT Fund Ad Allotment + 63% match rate = \$52.5K Total Campaign Value



# 2026 Creative Examples

THIN LINE  
MARCH 18-22  
2026

DOCUMENTARIES  
PHOTOGRAPHY  
MUSIC

**EXPERIENCE  
THE MESSY  
MIDDLE**

REGISTER  
FOR FREE  
AT [THINLINE.US](http://THINLINE.US)

THIN LINE DOCUMENTARIES  
MARCH 18-22 PHOTOGRAPHY  
2026 MUSIC


REGISTER FOR FREE  
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**EXPERIENCE  
THE MESSY  
MIDDLE**



THIN LINE DOCUMENTARIES  
MARCH 18-22 PHOTOGRAPHY  
2026 MUSIC

**IT'S VERY  
COOL, YOU  
SHOULD  
COME**





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DOCUMENTARIES  
PHOTOGRAPHY  
MUSIC

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THIN LINE  
MARCH 18-22 2026

**DOWNTOWN  
DENTON**



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# Conclusion

- A reliable event with mass appeal
- A proven record of attracting out-of-town attendees
- A commitment to deliver high value for every city granted dollar
- 2027 is our 20<sup>th</sup> festival. With addition of the Fine Arts comes new opportunities and new costs.



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# Questions?





# Downtown Denton Foundation

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**Kristen Kendrick Bigley**

**Board President**

**Downtown Denton Foundation**

# Downtown Denton Foundation



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.



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## **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



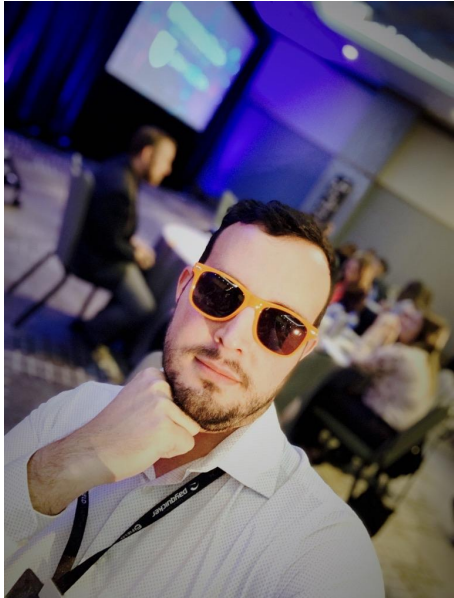
**President**  
Kristen Kendrick  
UNT CoLab



**VP**  
Tracey Long  
Worthington Bank



**VP Marketing**  
Courtney Stucky  
Aspiro Agency



**Secretary**  
Jason Bodor  
Vibe Digital Marketing



**Treasurer**  
Desmond Moore  
Miss Angeline's



# DDF Board 2026

- Heather Walker - Brite Smiles by Heather
- Shaun Treat - Denton Haunts
- 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

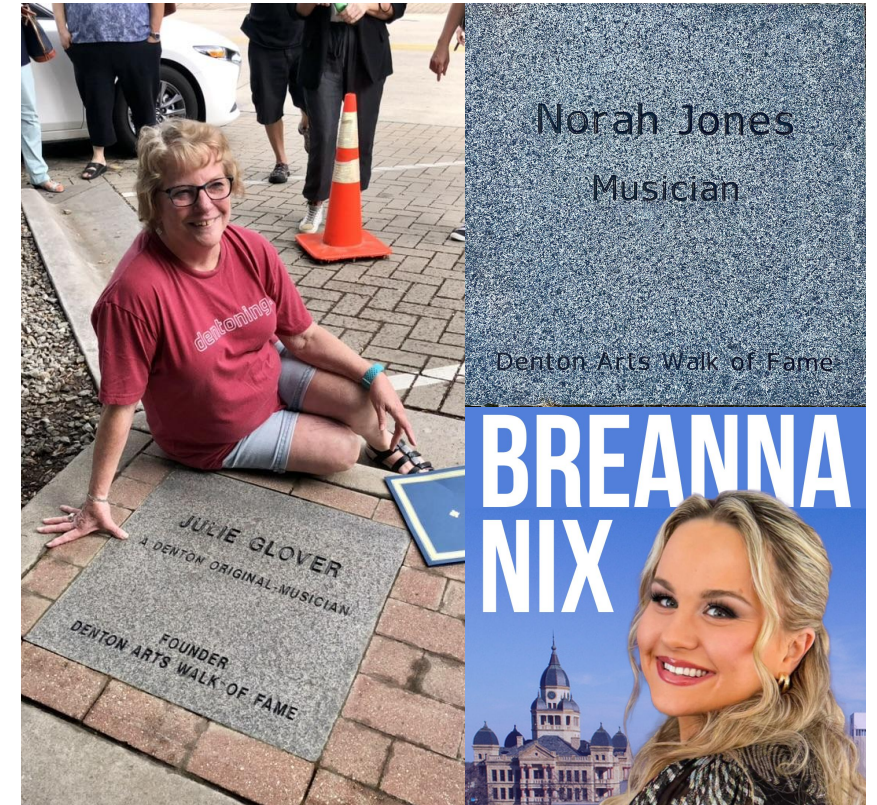
- **Two Annual Seasons:** Features a long standing Spring series established in 1994 and a newer Fall series established in 2022.
- **When & Where:** Hosted on Thursday evenings in May and June on the Denton County Courthouse lawn, and every Thursday in October at “Were”Wolff’s Park.
- **Massive Community 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)

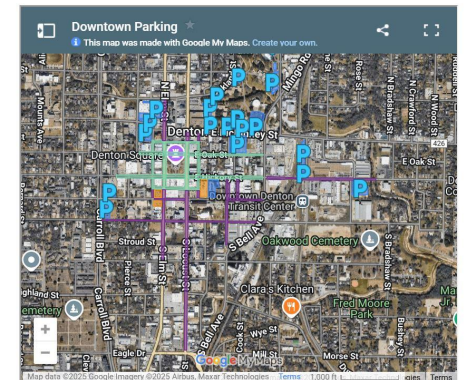
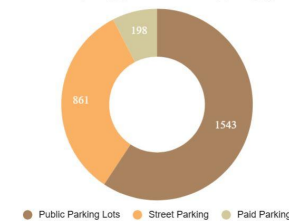
## GETTING AROUND DOWNTOWN

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



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## Future Plans

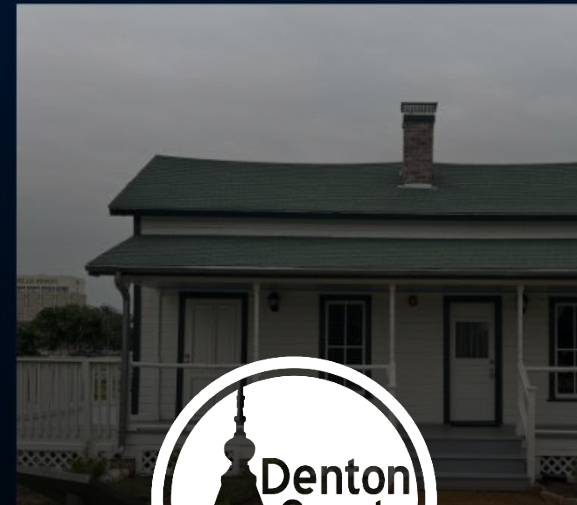
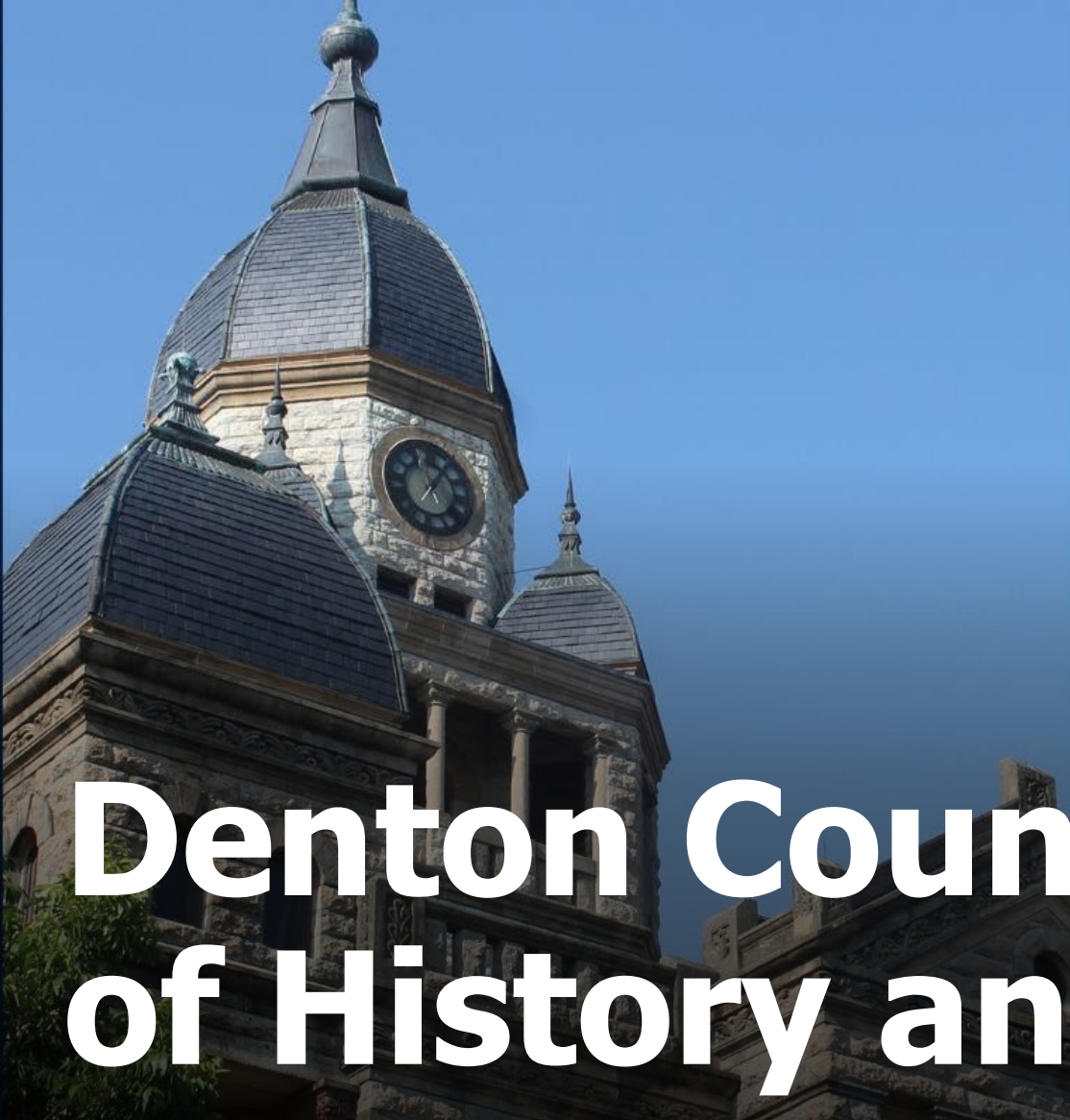
- Increase Hotel Partnerships
- Induct New Arts Walk of Fame Members
- Expand Halloween Events
- Creating Curated Downtown Experiences For Hotel and Convention Guests
- Increase Budget for Print and Digital Marketing efforts
- Sourcing Grants for Downtown Enhancements Per the Design Downtown Denton Plan



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# Questions?





# Denton County Office of History and Culture

Peggy Riddle, Director  
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:
  - Promotion of local historic preservation
  - A repository for artifacts and documents that have historical significance for preservation and posterity
  - Engaging exhibitions
  - Community programming
  - Museum tours and visitor experiences
  - Assistance to other historical organizations
- Previous HOT Funds preservation projects include – Taylor Log Cabin, The Woods House, and the Stony Store

# OHC Events & Programs

- Free guided tours of our museum sites year-round
- Texas Talks speaker series at the Courthouse
- Victorian Teas at the Bayless-Selby House
- Holiday decorations at the Historical Park

## Partnerships:

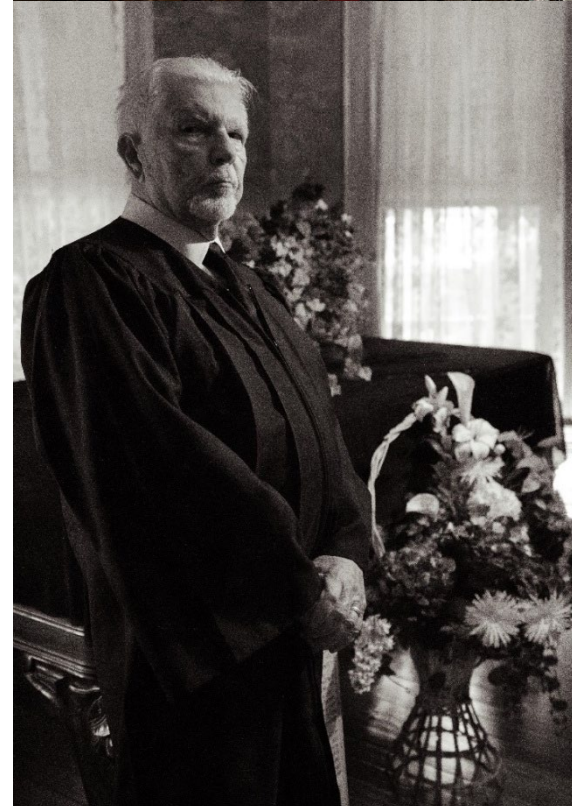
Denton Revealed: Preservation Month - Partnership with the City of Denton and Denton Public Library in Downtown Denton and Beyond

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

PARK AFTER DARK – Denton 31 Days of Halloween, specialized tour at the Bayless-Selby House Museum

Group Tours and Victorian Teas – partner with Discover Denton to provide programs and tours for conference groups

Filming Locations – Quakertown USA documentary



IMDB

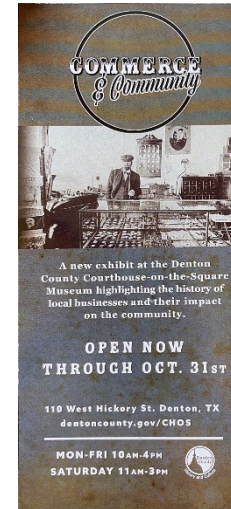
# Tourism – “Learn Like a Local”

Both sites are listed in the Top 5 Things to Do in Denton on Google and TripAdvisor with over 125,000 views from January – June 2026

Nearly 1 million (950,798) Facebook views in 2025. OHC WordPress blog generated 147,855 views in 2025.

Average yearly visitors:

- 8,500 at the CHOS, 4,000 at the Historical Park
- Target audience is families, residents, and out-of-town visitors
- 2025 – 8,512 visitors, 205 hotel stay \*Courthouse was closed until Dec. 2025 due to repairs
- Jan-June 2026 – 6,797, 265 hotel stay
- Marketing:
  - Social Media – Facebook (10K followers) and Instagram (1,454 followers)
  - Printed rack cards and brochures - Certified Folder distribution
  - Focus on Travel – Maps, Guides, and Travel Magazines
  - Partnership with Discover Denton, conference packages – group tours, Victorian teas, facility rentals, filming locations
- Welcome to Downtown Denton - opportunity for CHOS to serve as visitor center with closure of Discover Denton Welcome Center
- 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





# Future Plans

- 2027 Plans
  - ‘Social Fabric’ exhibit in collaboration with the Texas Fashion Collection at the University of North Texas
    - Related programming (ex. gallery talks, children’s activities, workshops)
- Coffey Cabin restoration
- Geesling Smokehouse restoration
- Stony General Store grand opening



# Questions?





# Denton Community Market

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**Name: Deauhijela "Dee" Jackson**

**Title: Board President**

**Organization: Denton Community Market**

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# Background

- Provide organizational/festival background.
- Year formed: 2009
- Board make-up: A mix of vendor member and non vendor members
- Mission or goal: We work to contribute to the vitality, livability, and community spirit of Denton by creating a public gathering space that supports local culture and provides a market to bring together visitors with local artists, craftspeople, farmers, and food producers.



# Festival

## Event Overview

**Location:** **January–February:** Denton Civic Center and **March–December:** 317 W. Mulberry St., Denton, TX

**Schedule** Every Saturday, **9:00 a.m.–1:00 p.m.** Summer hours: **9:00 a.m.–12:00 p.m.** when temperatures exceed 100°F

**Attendance Growth:** **2023:** 1,200 average visitors **2024:** 2,200 average visitors **2025:** 3,100 average visitors **2026 Spring Opening Day:** 2,800 attendees (Delayed to 2nd weekend of March) **2026 Winter Market attendance:** 540 average visitors

**Signature Events:** Opening Day Celebration, Christmas Market, Monthly themed events, Denton County community partner booths and sponsorship opportunities

**Community Impact:** Expanded family-friendly activities, including Santa & The Grinch and the Annual Easter Egg Hunt, Accepts **FNMP/WIC, SNAP, and Double Up Food Bucks (DUFb)**, Offers cooking demonstrations and nutrition education through DUFb funding



# Tourism

The Denton Community Market promotes tourism and community engagement through a variety of marketing channels, including:

- \$600 in Facebook advertising for Opening Day promotions
- Billboard advertising
- Distribution of flyers throughout Downtown Denton, including businesses on The Square and local hotels such as Embassy Suites and other area hotels
- New Partnership with Jazz Jambalaya, an online radio station based in Denton (November 2025) [www.jazzjambalaya.com](http://www.jazzjambalaya.com)
- Active social media marketing across multiple platforms

## Marketing Reach

- Facebook: 23,000 followers and 24,000 page likes
- Instagram: 17,100 followers
- TikTok: 1,781 followers (Started November 2025)

These combined marketing efforts help attract visitors from across the region while increasing awareness of the Denton Community Market and supporting local businesses.



**DIGITAL BULLETIN #045274**  
📍 Little Elm, TX  
# Order #1283838-DFW  
📅 2/23/2026 - 3/22/2026



**POSTER #044903**  
📍 DENTON, TX  
# Order #1283838-DFW  
📅 2/16/2026 - 3/15/2026  
🕒 Installed 2/23/2026



**BULLETIN #006360**  
📍 DENTON, TX  
# Order #1283838-DFW  
📅 2/16/2026 - 3/15/2026  
🕒 Installed 2/19/2026

# Future Plans

- Continue requiring all participating vendors to promote their businesses and the market on their social media platforms at least **three times per week** during the weeks they attend the market.
- Continue expanding the winter market while maintaining a diverse mix of vendor categories to meet customer demand and provide balanced vendor representation.
- Increase the vendor waitlist (currently **281 vendors**) to ensure we can fill openings throughout the year with new and diverse businesses that align with community demand.
- Implementing 2 sunday markets a year. One Mother's day weekend and Christmas weekend.
- Continue our reach with social media, increase our Tik Tok followers, more hotels and apartments, increase sponsorship opportunities (Renewal Anderson windows, Spectrum, and Grateful Heart Counseling).



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# Questions?





# Children's Advocacy Center for North Texas

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**Kollin Weaver**

**Regional Director of Development**

**Children's Advocacy Center  
for North Texas**



# Background

- Organizational Background
  - 1997 Center inception – 2016 Breakfast/Luncheon inception
  - Board expertise in healthcare, civic infrastructure, finance, education, business, governance/administration, law enforcement, and legal.
  - Mission: To empower child abuse victims, their families, and the community through hope, healing, justice, and education.



# 2027 Champions for Children Denton County Luncheon

- Embassy Suites by Hilton Denton Convention Center
- April 2027 11am-1pm
- 2024 – 300 attendees, 2025 – 375 attendees, 2026 – 550 attendees
- 2026- Anthony Edwards (Top Gun, ER) as speaker conversating about lived experience as a child abuse survivor



# High Level Events



# Tourism

- Target audience: Business professionals in Denton County (and surrounding counties)
- The Center aims to collaborate with the Embassy Suites and the City of Denton to promote the Luncheon to other regions and audiences
- Marketing efforts used to promote tourism in the City of Denton
  - From 2/2/26 – 4/30/26 (marketing window for 2026 Luncheon) our website received 10k website visits, 8.6k unique visitors, 18k page views, and our social media platforms received 93k views and 5k comments/reactions from 13.3k followers



# Future Plans

- High level multi-disciplinary team (MDT) response to thousands of child abuse cases
- Assertive fundraising efforts to meet \$8.7m operating budget
- High visibility and strong relationships with corporate and community partners
- High profile keynote speakers to raise awareness of the importance of child abuse prevention
- City of Denton's support and collaboration through the Sponsorship Program as the 2027 Champions for Children Denton County Luncheon Speaker Sponsor



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# Questions?





# Denton's Day of the Dead Festival

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**David J Pierce**

**Creator/Executive Director**



# Background

- 2011 was our first festival year
- A 501(c)(3) non-profit, we currently have a committee of 13 board members, including President, Vice-president, Secretary, Treasurer, and Executive Director.
- Denton's Day of the Dead Festival is a vibrant celebration of community, culture, and creativity.
- This free, family-friendly event in Denton, Texas, honors the spirit of autumn in the American Southwest : celebrating the harvest, Halloween, and Día de los Muertos. Rooted in inclusivity and artistic expression, the festival brings people together through music, art, and tradition. Our mission is to create a joyful and educational experience that highlights Denton's rich cultural fabric and thriving arts community.



# Festival

- **Information about festival**

- Located in Downtown Denton's Cultural District on Hickory, Oak, Austin and Industrial, as well as 400 E. Hickory
- The 2026 festival is Friday October 23, Saturday Oct 24, and Sunday October 25.

- **Attendance** : Approx. **2023** (20,000) **2024** (25,000) **2025** (30,000+)

- **Event Highlights** : Festival-goers can enjoy a full weekend of food and drink, arts and crafts, live music, dance, cultural programming, and family-friendly activities throughout Downtown Denton. Signature festival events include the Pine Box Derby, Coffin Races, Twilight Lantern Parade, Community Ofrenda, Flight of Souls Blessing, and the original Cirque du Horror Musical. The festival also features two dedicated family and children's areas, including the Street of Screams and Pumpkin Patch Theatre, along with a Trunk-or-Treat area in the Greater Denton Arts Council parking lot. Additional programming includes a community costume contest, storytelling, performances by Denton ISD students, and a student art exhibition at the Patterson-Appleton Arts Center, running from October through December.

Since 2015, the festival has donated more than \$40,000 to local nonprofit organizations, including Serve Denton, Cumberland Youth and Family Services, and G.O.A.L. Last year alone, Denton's Day of the Dead Festival donated \$20,000 to these three organizations, continuing our commitment to using the success of the festival to directly benefit the broader Denton community.

The festival also plays a significant role in Denton's economic growth. As one of the city's largest annual cultural events, Denton's Day of the Dead Festival brings tens of thousands of attendees into downtown Denton each year, increasing foot traffic for restaurants, retailers, bars, galleries, hotels, vendors, artists, and service-based businesses. During our festival weekend, audience data showed approximately 24,400 festival visits, with an estimated audience of 23,300 and an average dwell time of 86 minutes. This level of concentrated activity provides a major boost to the downtown economy and creates meaningful exposure for local businesses.



# Tourism

- The festival targets geographic markets in Denton, DFW, Texas, and across the nation.
- Our festival attracts overnight visitors by offering a unique, multi-day cultural and entertainment experience that is specific to this community. The combination of Día de los Muertos traditions, Halloween-themed events, live performances, children’s activities, arts programming, and signature events like the Coffin Races and Cirque du Horror creates a strong regional draw.
- Recent visitor-origin analytics show that while Denton County remains the largest audience segment, more than 41% of tracked visits came from outside Denton County. The report identified visitors from major nearby tourism markets such as Tarrant County, Dallas County, Collin County, Harris County, Cooke County, Wise County, Travis County, and Bexar County, along with visitors from other states, including California, Oklahoma, North Carolina, Michigan, Colorado, Florida, Pennsylvania, New Mexico, Arkansas, New York, Utah, Iowa, and others. This demonstrates that the festival reaches well beyond the immediate local audience and attracts people who are choosing Denton as a destination for this specific event.
- Because the festival includes both free public programming and ticketed performances, it appeals to a wide range of visitors, including families, arts audiences, music fans, cultural tourists, students, alumni, and regional day-trippers. Many of these visitors are introduced to downtown Denton through festival marketing, media coverage, social media, regional event listings, and the broader 31 Days of Halloween campaign.
- Our marketing strategy includes year-round promotion through the festival website, Facebook, Instagram, TikTok, email communication, digital advertising, print materials, outdoor signage, sponsor and partner outreach, video content, media interviews, and community engagement. The festival website serves as the central hub for visitor information, including schedules, ticketing, sponsorship visibility, maps, parking information, performer details, and downtown event updates. Our social media platforms maintain an active presence throughout the year, building excitement for the festival while consistently highlighting Denton as a destination for arts, culture, live music, family activities, and unique seasonal experiences.
- The festival also receives annual radio, television, podcast, and press coverage, further extending the reach of our promotional efforts beyond Denton County.
- Denton’s Day of the Dead Festival also benefits from a strong working relationship with the City of Denton, Denton Main Street, and the Denton Visitor’s Bureau. These partnerships help connect the festival to broader citywide tourism efforts, downtown business promotion, visitor outreach, and community programming. Through ongoing collaboration with these organizations, the festival is able to better align its marketing, visitor information, downtown activation, and public messaging with Denton’s larger goals for tourism, economic development, cultural engagement, and destination branding.
- The festival also promotes the city through partnerships with local businesses, schools, nonprofits, artists, sponsors, and civic organizations. These relationships expand our promotional network and encourage cross-promotion among downtown merchants, restaurants, hotels, arts organizations, and community partners. By showcasing Denton’s local talent, historic downtown, cultural district, small business community, and creative spirit, the festival gives visitors a strong reason to explore the city before, during, and after the event.
- Denton’s Day of the Dead Festival has also played a central role in the City of Denton’s “31 Days of Halloween” initiative, helping unify dozens of October events under one shared promotional effort. As a cornerstone event of this citywide campaign, Denton’s Day of the Dead Festival helps amplify Denton’s brand throughout the fall season (Big Top Tent programming all October) and encourages repeat visitation during the entire month of October. This broader initiative strengthens Denton’s reputation as a destination for arts, culture, festivals, live entertainment, and family-friendly seasonal programming.



# Future Plans

- Denton's Day of the Dead Festival plans to continue growing as one of Denton's signature cultural tourism events while remaining deeply rooted in community, accessibility, local partnerships, and public benefit. Our long-term vision is to thoughtfully expand programming, strengthen partnerships with local businesses, schools, cultural organizations, and nonprofits, and continue positioning Denton as a premier fall tourism destination.
- A major long-term goal is to further develop and enhance the Greater Denton Arts Council parking lot area as a more intentional family, arts, and community programming zone. This area already plays an important role in the festival footprint, and we would like to expand its use with improved layout, signage, lighting, children's activities, visual art elements, student programming, Trunk-or-Treat participation, and stronger connections to the Patterson-Appleton Arts Center. By creating a more developed and welcoming experience in this area, the festival can better support families, young artists, local schools, and arts-centered programming.
- We also plan to increase participation in the Denton ISD student art exhibit and related student performances. Our goal is to grow the exhibit into a larger, more visible district-wide arts initiative that showcases more campuses, more students, and more families. We also hope to further develop the month-long exhibition at the Patterson-Appleton Arts Center as a meaningful celebration of both Día de los Muertos and Halloween traditions, offering educational and artistic programming that reflects Denton's cultural diversity and creative spirit.
- Another major priority is the continued enhancement of the Big Top Tent. Over the next several years, we plan to improve the tent experience through stronger production quality, expanded October programming, improved audience amenities, additional performances, better technical infrastructure, and broader community use. The Big Top Tent has the potential to serve not only as the home of Cirque du Horror, but also as a cornerstone venue for Denton's 31 Days of Halloween initiative, hosting concerts, workshops, performances, family activities, cultural programming, and tourism-driven events throughout the month of October.
- In addition to strengthening local participation, the festival's long-term plan includes expanding our entertainment offerings by bringing in one or two national or international touring artists to headline our stages. These larger headlining acts would significantly increase the festival's regional draw, attract new visitors to Denton, support hotel activity, and help position the festival as a major destination event while still preserving the local music, cultural performance, and community traditions that define Denton's Day of the Dead Festival.
- We will also continue highlighting the best of Denton by deepening partnerships with local businesses, restaurants, breweries, arts organizations, and downtown merchants. These partnerships help integrate the festival into Denton's identity, drive foot traffic to local establishments, and expand the economic impact of the event beyond the festival footprint itself.
- Another long-term goal is to elevate the Coffin Races as one of Denton's most unique and recognizable signature events. We plan to continue pursuing larger media opportunities, including the possibility of coverage through ESPN's "The Ocho," which highlights unusual and entertaining sporting events. National coverage of the Coffin Races would bring tremendous visibility to Denton and further distinguish the festival as a one-of-a-kind tourism event.
- Finally, as the festival grows, we want to increase our ability to give back. Denton's Day of the Dead Festival has a strong history of supporting local nonprofit partners, and our long-term goal is to increase annual charitable donations to organizations such as Serve Denton, Cumberland Youth and Family Services, and G.O.A.L. Continued growth in sponsorships, attendance, programming, and tourism impact will allow us to expand not only the festival itself, but also the direct benefit we provide to the Denton community.
- Overall, our three- to five-year plan is to grow strategically and sustainably: enhancing the festival footprint, expanding youth arts participation, strengthening the Big Top Tent as a month-long venue, attracting larger touring talent, increasing media visibility, supporting local businesses, increasing charitable giving, and reinforcing Denton's identity as a must-visit destination every October.



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# Questions?



<b>Meeting Date</b>	<b>Item</b>	<b>Legistar ID</b>	<b>Department Involved</b>	<b>Estimated Time (mins.)</b>
Friday, July 17, 2026	Special Called Meeting (Organization Presentations)		Grants	90
				<b>90</b>
Friday, July 24, 2026	CPC funding recommendations for HOT PY 2027 and Sponsorship FY26-27		Grants	75
				<b>75</b>