

227 W. Oak St., Suite 101

The Plot Twist

Dawn Connor and Darci Middleton Owners, The Plot Twist


- ▶ The Plot Twist, Romance bookstore - opened January 18, 2025
 - ▶ 784 attendees
- ▶ Staff began having conversations with business owners in August 2024
- ▶ Signed leased in November 2024
- ▶ Book lounge and cocktail bar
- ▶ 7 employees:
 - ▶ 4 full-time
 - ▶ 3 part-time



MARCH 2025



SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3 CLOSED	4 BOOKS & PILLS GUEST BOOK CLUB	5 VET FALLING SONGS	6 DANCE BOOK CLUB	7	8
9 DATELINE CHANGING	10 CLOSED	11 STORY OF MY LIFE GUEST BOOK CLUB	12 CONTEMPORARY BOOK CLUB	13 DANCE BOOK CLUB	14	15
16	17 CLOSED	18 BOOKS & PILLS GUEST BOOK CLUB	19 DANCE BOOK CLUB	20 VET FALLING SONGS	21	22
23	24 CLOSED	25 STORY OF MY LIFE GUEST BOOK CLUB	26 CONTEMPORARY BOOK CLUB	27 DANCE BOOK CLUB	28	29
30	31 CLOSED					



219 W Oak Street
 Denton, TX 76201
 (940) 318-6222

City of Denton

As a long-term business operating on Oak Street, just off the square, we have seen many businesses come and go along our little stretch of road. Some were good neighbors, and we hated to see them go when their businesses failed or relocated, and some were not missed as much. I can tell you, wholeheartedly The Plot Twist and its staff are the best we have ever seen. They bring a sense of joy and vibrance to our "dark side" of the square and as good neighbors tend to do, they have enhanced our business traffic with their own.

The exuberance of Twists customer base has been remarkable and so welcome. The spirit of friendship from the mother-daughter owners and their incredible team has been fantastic!

Kindest Regards,
 Ryan Hale
 940's Kitchen and Cocktails

Location

Surrounding Businesses:

- 940's Kitchen and Cocktails
- 3 Roses Tea Room
- Salvage Secondhand Vintage Shop
- Movement Denton



About the Project

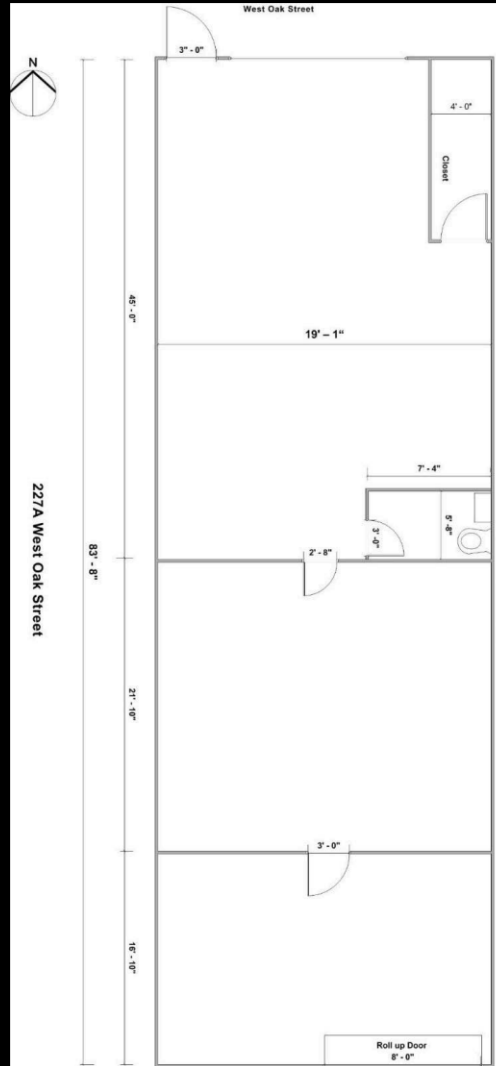
- ▶ Fills Downtown vacancy in the Downtown TIRZ #1 area
- ▶ The south side of West Oak is complete
- ▶ Grant categories
 - ▶ Sign
 - ▶ Utility Upgrades
 - ▶ Interior/Code Improvements
- ▶ Projected project cost \$47,105.00



227 W.Oak St.



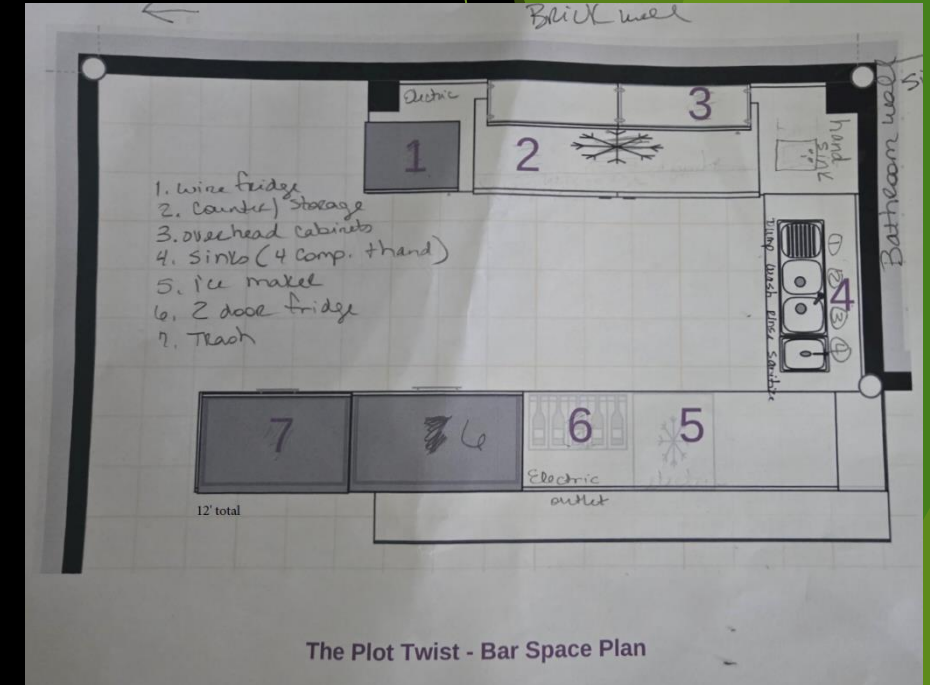
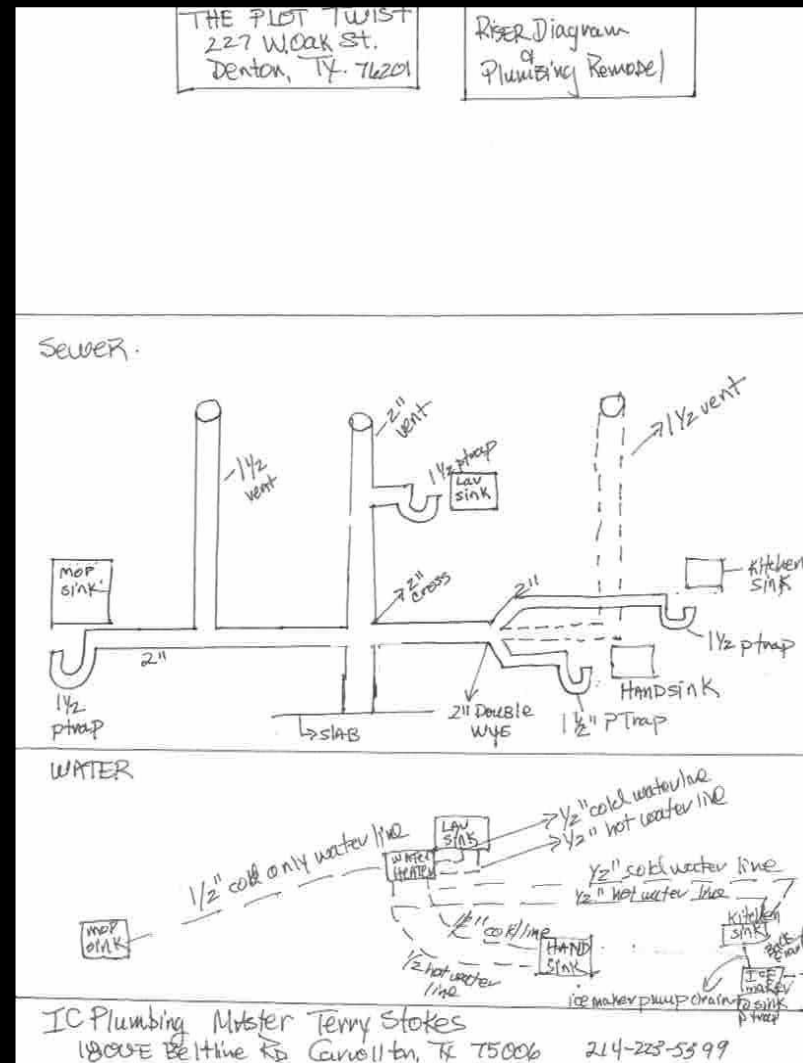
Interior/Code Improvements



Sign



Utility Upgrades



Eligible Expenses

The Plot Twist - Grant Application		
Project Category	Estimated Costs	Grant Limit
Signs	\$2,500	\$2,500
Utility Upgrades	\$17,655	\$50,000
Interior/Code Improvements	\$26,950	\$50,000
PROPOSED PROJECT COSTS	\$47,105	
TOTAL GRANT REQUEST:	\$47,105	

- ▶ On February 6, 2025, the Downtown Economic Development Committee (DEDC) reviewed and scored the grant application. The application scored an average of 26 points, making the business eligible for a reimbursement of up to \$35,000.
- ▶ On March 26, 2025, the Tax Increment Reinvestment Zone Number One Board (TIRZ #1), reviewed the application and voted to recommend City Council approve the Downtown Reinvestment Grant for 227 W. Oak, The Plot Twist, for an amount not to exceed \$35,000.