



denton
**PARKS
FOUNDATION**

Tim Smith & Stephanie Lamb

Special Events Coordinator / Treasurer

With Guests from the Denton Juneteenth
Committee

Meredith Smith & Anthony Caraway



Background

Organizational/festival background

- Denton Parks Foundation was established in 1987, working to meet the needs and expectations of the Denton community to help fill the gap that exists when parks' needs surpass the tax dollars available. Denton Parks Foundation is a fiscal sponsor of the Juneteenth Celebration.
 - Dog Days of Denton – started in 1993 as Texas's original festival for pooches and their people.
 - Juneteenth – Emancipation Day was celebrated in Denton in 1892. The City began cosponsoring the celebration event in the 1980s.



Board make-up

- The Denton Parks Foundation is led by a dedicated Board of Directors focused on positively impacting the Denton community through investments, advocacy, and volunteerism, which enhance accessibility and improve the quality of life for all residents.
- The Juneteenth Committee is composed of volunteers who are residents of Denton County committed to building unity, celebrating culture, and creating a lasting impact in the Denton community.

Mission or goal

- The Denton Parks Foundation's mission is to engage the Denton community to enhance the mission of the Denton Parks & Recreation Department to unite, grow, and play.
- The goal of the Juneteenth Celebration is to promote unity in the community and make a greater impact on one another's lives.



FESTIVALS - DOG DAYS OF DENTON / JUNETEENTH

- **Information about the festivals**

- Location – Quakertown Park and Civic Center Pool / Fred Moore Park
- Dates – September 11, 2027 / June 17, 2027, through June 19, 2027

- **Last three years of Attendance: 9,000 / 10,000**

- **Event Highlights/ Major Attractions:**

- Dogs in the Civic Center Pool, over 70 vendors (including city services), dog-related competitions, live music (Craig McDaniel Band 2023, George Dunham and the Bird Dogs 2024), Doggie Dojo Dog Stunt Show.
- Denton Juneteenth includes a range of activities designed to reach families, youth, seniors, artists, entrepreneurs, churches, community organizations, and visitors. The variety of programming strengthens the celebration's tourism value because it gives attendees multiple reasons to visit Denton over several days. Programming includes: parade, gospel night, workshops, poetry slam & art exhibition.

- **Anything else you want the committee to know about your festival, etc.**

- Dog Days of Denton is celebrating its 33rd year in 2026 and is a beloved annual tradition for residents and visitors alike. As a fundraiser for the Denton Parks Foundation, all net proceeds directly support the City of Denton Parks & Recreation Department, helping enhance parks and recreational opportunities throughout the community.
- Denton Juneteenth commemorates the end of slavery in Texas and celebrates freedom, culture, faith, resilience, family, and community. The celebration brings together residents and visitors through music, spoken word, visual art, educational workshops, parade participation, youth activities, vendors, and public gatherings.



Tourism & Economic Impact

Target Audience?

- DFW Community and Beyond
- Families

How does your festival attract overnight stays (heads in beds) within Denton?

- Dog Days of Denton primarily serves Denton residents and the surrounding North Texas region. While community engagement is its primary purpose, the event also attracts vendors, exhibitors, sponsors, entertainers, and visitors from outside the area. Through regional marketing and our partnership with Discover Denton, the festival introduces new visitors to Denton's parks, local businesses, and welcoming community, encouraging future return visits.
- Denton Juneteenth contributes to cultural tourism by attracting residents, out-of-town visitors, vendors, performers, artists, families, and community partners into Denton across several days of programming. The multi-day structure creates opportunities for hotel stays, restaurant visits, retail spending, vendor sales, fuel purchases, and other local economic activity.

What marketing efforts does your festival use to promote tourism in the City of Denton?

- The Denton Parks Foundation will implement a multi-channel marketing campaign to promote Dog Days of Denton and position the City of Denton as a destination for recreation, community events, and family-friendly experiences. The campaign will include targeted social media advertising, print materials, regional partnerships, and promotions through Discover Denton to reach audiences across North Texas and encourage visitors to explore Denton's parks and local businesses.
- The 2025 Juneteenth promotional campaign used a multi-platform strategy that included website promotion, social media, digital and static billboards, livestream engagement, radio streaming, print materials, community outreach, and regional partnerships. The campaign demonstrated strong audience engagement during the weeks leading up to, during, and immediately following Juneteenth.

Future Plans

Dog Days of Denton

- Over the next three to five years, the Denton Parks Foundation plans to grow Dog Days of Denton as a premier community event that supports tourism, increases attendance, and generates funding for parks and recreation. As the Foundation celebrates its 40th anniversary in 2027, it will expand partnerships, explore new signature events, and create sustainable funding to enhance Denton's parks, recreation programs, and community experiences.

Denton Juneteenth Celebration

- Over the next three to five years, the Denton Juneteenth Celebration plans to grow into a premier regional cultural event that attracts visitors from across North Texas. Expansion efforts include enhanced cultural programming, larger entertainment offerings, increased community partnerships, and broader vendor participation. The long-term goal is to increase tourism, generate economic impact for local businesses, and establish the celebration as a signature annual event honoring history, culture, and community.

Questions?