



# City of Denton

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

## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Christine Taylor

**DATE:** June 27, 2025

### **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 County Office of History and Culture, Denton Parks Foundation, Greater Denton Arts Council, Tejas Storytelling Association, Texas Veterans Hall of Fame, Theatre Denton (Denton Community Theater).

1. 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.

Funding allocation:

- HOT fund allocation: \$296,200

2. The Denton Parks Foundation (DPF) engages the Denton community to enhance the mission of the Denton Parks and Recreation Department. In 2025, DPF organized the Cinco de Mayo Festival, the Juneteenth Celebration, and Dog Days of Denton. These events build community in celebration of Denton's unique cultures and provide free family-friendly events to the public. Funds raised from Dog Days are donated back to the City to benefit both of Denton's dog parks.

Funding allocations:

- HOT Fund allocation: \$134,300
- Sponsorship allocation: \$4,710
- Sponsorship In-Kind: \$65,400

3. Theatre Denton's mission is to contribute to the cultural life of the community through theatrical experiences. Theatre Denton shall promote education and interest in theatre and the performing arts; and to manage and operate the Campus Theatre.

Funding allocation:

- HOT fund allocation: \$30,100
- Facilities Contract: \$8,100 City utilities, \$4,300 Gas utility, \$13,000 Maintenance

4. Tejas Storytelling Association fosters the art of storytelling as an oral tradition, a performing art, and an educational tool. The Festival is a premier storytelling event for the State of Texas and the surrounding states of Arkansas, Louisiana, and Oklahoma.

Funding allocations:

- HOT Fund allocation: \$59,055

5. Denton Festival Foundation organizes the Denton Arts and Jazz Festival which is a free event promoting the performing and visual arts in a multi-disciplined, educational, and culturally diverse format and represents the originality, creativity, and spirit of giving and sharing through music and the arts.

Funding allocation:

- HOT Fund allocation: \$135,000
- Sponsorship allocation: \$20,000
- Sponsorship In-Kind: \$197,110

6. 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.

Funding allocations:

- HOT Fund allocation: \$55,100
- Sponsorship allocation: \$3,140

7. The Greater Denton Arts Council (GDAC) is a catalyst for creativity, advocacy, and collaboration. The Patterson-Appleton Arts Center (PAAC) houses GDAC and celebrates the arts, inspires innovation, and engages with the community. GDAC celebrates the arts through publicity, educational programs, and diverse and dynamic events for visitors of all ages. GDAC is a resource for funding and facility space for established and emerging artists and cultural organizations.

Funding allocations:

- HOT Fund allocation: \$160,400
- Sponsorship allocation: \$6,280
- Facilities Contract: \$87,000 City utilities, \$10,000 Maintenance

## **EXHIBITS**

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Denton County Office of History and Culture presentation

Exhibit 3 - Denton Parks Foundation presentation

Exhibit 4 - Theatre Denton presentation

Exhibit 5 - Tejas Storytelling Association presentation

Exhibit 6 - Denton Festival Foundation presentation

Exhibit 7 - Texas Veterans Hall of Fame presentation

Exhibit 8 - Greater Denton Arts Council presentation

Prepared By:  
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Respectfully submitted:  
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