



City of Denton

City Hall
215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Meeting Agenda

Community Partnership Committee

Friday, July 17, 2026

9:00 AM

City Council Work Session Room

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 Friday, July 17, 2026, at 9:00 am 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. [CPC26-019](#) 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 Parks Foundation](#)
- [Exhibit 3 - Greater Denton Arts Council](#)
- [Exhibit 4 - North Texas Fair & Rodeo](#)
- [Exhibit 5 - Denton Festival Foundation - Arts and Jazz](#)
- [Exhibit 6 - Denton Halloween](#)
- [Exhibit 7 - Denton Holiday Lighting](#)
- [Exhibit 8 - Denton Main Street Program](#)
- [Exhibit 9 - Denton Breakfast Kiwanis Club](#)
- [Exhibit 10 - Tejas Storytelling Association](#)

- B. [CPC26-020](#) 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 Monday, July 13, 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.



City of Denton

City Hall
215 E. McKinney Street
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AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: July 17, 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 the Denton Parks Foundation for the Dog Days of Denton and the Juneteenth Celebration; the Greater Denton Arts Council (GDAC); the North Texas State Fair Association; the Denton Festival Foundation for the Arts and Jazz Festival; the City of Denton Parks and Recreation and Marketing and Communications Departments for Denton Halloween; Denton Holiday Lighting; the Denton Office of Economic Development for the Denton Main Street Program; the Denton Breakfast Kiwanis Club; and the Tejas Storytelling Association.

1. The Denton Parks Foundation hosts the Dog Days of Denton which is North Texas' longest-running celebration for dogs and their owners, bringing together thousands of residents, visitors, families, and pet enthusiasts for a free, community-focused festival at Quakertown Park and the Civic Center Pool in Denton. In addition, the Denton Parks Foundation has co-sponsored the Juneteenth Celebration to build unity, celebrate culture and create a lasting impact in the Denton community.
2. The Greater Denton Arts Council (GDAC) is a catalyst for creativity, advocacy and collaboration. HOT Funds support a multitude of events and exhibitions at GDAC.
3. The North Texas State Fair Association is a volunteer supported 501 (c) (3) non-profit community organization that preserves and promotes western heritage and values. The North Texas State Fair and Rodeo contributes to the quality of life in the City of Denton, Denton County and throughout the North Texas area.
4. The Denton Arts & Jazz Festival is one of the largest free arts and music festivals in North Texas and is widely considered Denton's signature event. Founded in 1980, it combines live music, visual arts, food, and family activities into a multi-day celebration.
5. Denton Halloween is an immersive art festival that takes place during the entire month of October that will feature interactive placemaking throughout the Original Denton District and more than 300 city-and business-driven events throughout the entire month.

6. Denton Holiday Lighting is an event meant to provide a free, vibrant annual holiday festival by providing public light installations, music, and artistic expression that activate and enhance Denton's shared spaces.
7. The Denton Main Street Program is requesting HOT funding to support a comprehensive, year-round series of tourism-focused events, marketing initiatives, and historic preservation activities within the Historic Denton Square.
8. The Denton Breakfast Kiwanis Turkey Roll Bicycle Rally is an annual community cycling event and fundraiser held in Denton, Texas. Now in its 44th year, the Turkey Roll brings together riders from across Texas and beyond for a family-friendly bicycle rally that promotes community involvement, healthy activity, and support for local service projects.
9. The 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.

EXHIBITS

Exhibit 1 - Agenda Information Sheet
Exhibit 2 - Denton Parks Foundation
Exhibit 3 - Greater Denton Arts Council
Exhibit 4 - North Texas Fair and Rodeo
Exhibit 5 - Denton Festival Foundation - Arts and Jazz
Exhibit 6 - Denton Halloween
Exhibit 7 - Denton Holiday Lighting
Exhibit 8 – Denton Main Street Program
Exhibit 9 - Denton Breakfast Kiwanis Club
Exhibit 10 – Tejas Storytelling Association

Respectfully submitted:
Terrance Jones
Grants Program Manager

Prepared By:
Terrance Jones
Grant Program Manager



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?

GREATER DENTON ARTS COUNCIL



BACKGROUND

- GDAC was formed in 1969 and has been fostering and supporting the arts for almost 55 years!
- Our board is currently made up of 12 members that include artists, musicians, lawyers, deans and directors, and advocates from and around the community.
- The mission of GDAC is to be a catalyst for creativity, advocacy, and collaboration. The Patterson-Appleton Arts Center is our home where we celebrate the arts, inspire innovation, and engage the community. Access to the arts is at the forefront of what we do, as we create and execute a multitude of exhibitions, programs, events, and workshops.





EXHIBITIONS

- GDAC hosts exhibitions throughout the year that include signature exhibitions, partner exhibitions, community organizations, and solo shows. Our exhibition calendar is scheduled around 2 years in advance and fills up quickly.
- We also curate various spaces around the city that we refer to as our “sister gallery” sites.
- For 2025, we had about 63,000 in person art experiences between the PAAC and the sister galleries.



Electric! 2024

EVENTS

- Throughout the year, we host a number of events that attract visitors from all over. Some of the larger ones include
 - Electric! Light Art Installation
 - Video Art Night
 - Amplify Denton
 - All Star Karaoke
 - Artist Workshops and Presentations
- For 2025, we had approximately 11,000 visitors engage in our events and programming...almost double from the previous year!



RENTALS

- GDAC is a beautiful space that is available for rent throughout the year, and most of those rentals occur in our main space, Festival Hall.
- We host an array of rentals, including weddings, bat mitzvahs, conferences, celebrations of life, birthdays, etc. For most of the events, people are coming from out of town and staying at local hotels.
- For 2025, we had approximately 200 rentals and so far for 2026, we have already had 158!

TOURISM

► Target Audience

- Our target audience depends on the event, however, the goal of GDAC is to provide access to the arts for all ages, so we offer something for everyone.
- Many of our events are later in the evenings, therefore it would make sense for visitors from out of town to stay overnight, especially for things like Electric!, Video Art Night, and our Murder Mystery events.
- Our marketing efforts for our events and exhibitions include a monthly newsletter, website, Facebook, Instagram, KERA, Discover Denton, and leading art publications such as Glasstire.

WEBSITE DATA SNAPSHOT - 2025

Website Data

55,326 page views

Top 10 Countries outside of the U.S.

Canada, United Kingdom, China, Germany, Ireland, Republic of Korea, Russia, Australia, Bahamas, India

Top 10 States outside of Texas

California, Florida, Illinois, New York, Virginia, North Carolina, Ohio, Georgia, Washington, Pennsylvania

Top 10 Cities outside of Denton, but inside Texas

Denton, Dallas, Fort Worth, San Antonio, Little Elm, Houston, Plano, Lewisville, Argyle, Irving



WHY IS GDAC IMPORTANT TO THE ARTS?

- GDAC has been the anchor organization for the arts throughout Denton county for 55 years.
- We helped form the arts as Denton's identity, and we continue to create and grow new events, programs, and exhibitions that bring in more and more visitors from inside and outside of the area.
- **Without this funding, we cannot exist.**



WHY IS GDAC IMPORTANT TO THE ARTS?

- We partner with dozens of other art groups, nonprofits, and businesses to bring expertise and knowledge of the arts to the table, which, in turn, brings in more money for those entities as well.
- We also partner with our local schools and universities to showcase student work, create opportunities for experience in working in the arts, and to bring ideas for programming to life.

The Greater Denton Arts Council

- **Serves as Denton's umbrella arts organization**, supporting and amplifying local artists, arts groups, and cultural initiatives through advocacy, collaboration, and shared resources.
- **Operates and curates multiple gallery spaces**, providing free, public access to diverse exhibitions that showcase regional, emerging, and established artists year-round.
- **Advances arts education and engagement**, offering workshops, youth programs, and community-based learning opportunities that make the arts accessible to all ages and backgrounds.
- **Drives economic and cultural vitality**, contributing to downtown activity, tourism, and creative placemaking through exhibitions, public art, and special events.
- **Connects artists, organizations, and the public**, fostering partnerships that strengthen Denton's creative ecosystem and reinforce the arts as a core civic asset.



North Texas Fair & Rodeo

Allison Haubold

Executive Assistant

North Texas State Fair Association

Background -- Provide organizational/festival background

- Formed in 1928 | 501(c)(3) Non-profit Organization in 1981
- 23 Board Members & 7 Executive Board Members
- The North Texas State Fair Association is a volunteer supported 501(c)(3) non-profit community organization that preserves and promotes western heritage and values. The NTSFA contributes to the quality of life in the City of Denton, Denton County and throughout the North Texas area. This is done through a first class ten-day Fair and Rodeo, year around facilities and various community and youth-oriented programs and events. The NTSFA strives to preserve and promote an understanding of the agricultural industry. The NTSFA is true and committed to its mission of supporting Youth, Agriculture, and Community. All revenue generated is reinvested into our various programs, scholarships, and facilities.



Festival

- Information about festival
 - North Texas Fairgrounds | Carroll Blvd. & Sherman Dr.
 - August 21-30, 2026 | Fridays 5:30P-1A, Saturdays 1P-1A, Sundays 1P-11P, Mon-Thurs 5:30P-12A
- Average Attendance over last 3 years | 167,000 attendees estimated
- Major fundraiser for the NTSFA. Our event highlights/attractions consist of world-class rodeo, midway, community contests, family friendly attractions and concerts. Together with our associates, we contribute \$1,000,000 back into the community annually.





CPC 26-019





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Tourism

- We try to target all audiences by providing many different and exciting events, contests, and overall experience. We strive to have something for everyone!
- Not only do Fair attendees stay overnight, but hundreds of exhibitors, vendors, contractors and many others stay throughout the 10-day event.
- Broadcast TV, Cable TV, Streaming TV, Hispanic TV, AM Radio, FM Radio, Streaming Radio, Hispanic Radio, NTFR Website, Social Media, Podcast, Newspaper, Magazine Digital Advertising, Outdoor Signage, Outdoor Billboards
 - Website Traffic – 153,000 | Social Reach – 4,742,600 | Email Subscribers – 1,871



Future Plans

- As an Association, we plan to continue improving the event with aspects that appeal to all demographics each year.
- We also plan on moving to the new Expo Center being built by Denton County.



Questions?



DENTON FESTIVAL FOUNDATION, INC.

Kevin Lechler
Executive Director



www.dentonjazzfest.com



HISTORY

Formed in **1980**, the Denton Festival Foundation, Inc. produced Spring Fling until 1989. In 1990 the organization merged with Denton JazzFest and in 1991 presented the first ever **Denton Arts & Jazz Festival** in downtown's Civic Center Park (now named Quakertown Park). The event was created out of the belief that the highest quality of music and art should be available to the public **FREE** of charge.



MISSION

The mission of the Denton Festival Foundation, Inc. is to plan, promote and produce community events which nurture the study and promotion of the performing and visual arts in multi-disciplined, educational and culturally diverse formats. The Foundation's events represent the creative energy and spirit of giving and sharing through music and the arts.

CPC 26-019



BOARD OF TRUSTEES

The organization is governed by a Board of Trustees that meet monthly with the exception of December. The Board is currently comprised of thirteen (13) members who are actively involved in the community and passionate about the mission of our organization. The Board of Trustees provides guidance and advice while providing general oversight of operations.

EVENT LOCATION

This year the Denton Arts & Jazz Festival is being moved to the North Texas Fairgrounds and the dates are being changed to September 11, 12 & 13, 2026. The 2027 event will be held on September 10, 11 & 12, 2027 and will remain at the North Texas Fairgrounds.



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ATTENDANCE

Approximate attendance for 2025 was 100,500 over the three-day period. We expect that figure to grow to 125,000 for 2026 with another slight increase for 2027. We anticipate that attendance will be easier to gauge at the Fairgrounds due to specific points of entry and exit.



GENERAL INFORMATION

The Denton Arts & Jazz Festival is one of the largest free arts and music festivals in North Texas and is widely considered Denton's signature event. The event combines live music, visual arts, food and family activities into a multi-day celebration. Multiple stages, activities for children and their families, along with thousands of performances create a lively atmosphere combining a neighborhood feel with that of a major regional festival.



TOURISM

The Denton Arts & Jazz Festival significantly contributes to the local economy and acts as a primary driver for local hotel occupancy tax revenue. According to EVENT IMPACT CALCULATOR, when using an estimated attendance of 100,500 people, the number of vendors, the percentage of visitors from out of town and our annual budget, the estimated economic impact of the Denton Arts & Jazz Festival is between \$4 and \$5 million in direct, indirect and induced local economic activity annually. Historical data on Denton cultural events shows that approximately 25 percent of event attendees travel from outside the city limits (according to the North Texas Daily) and out of town visitors spend significantly more on dining and retail than local attendees. The influx of people for our event spikes room demand across the Denton's hotels, driving up the Average Daily Rate and Revenue per Available Room. Beginning in 2026 we will work with Discover Denton to create booking codes for attendees and our Vendors so that we will be better able to track room nights generated. Based on mobility data from Placer AI, 23% of our 2025 attendees originated from outside Denton County, including visitors from Oklahoma, Louisiana, Arkansas and Kansas. In the past, we could only be sure of room nights generated from our Vendors and headliners – approximately 38 percent of our Vendors come from outside Denton and require a 3-to-4-night stays. Our headliners typically average 8 room nights per group for 2 nights each. For 2027 we estimate 2,000 room nights utilized including Vendors, Performers, Sponsors, Volunteers and General Attendees using the Discover Denton booking codes together with historical attendance patterns.

MARKETING

Our marketing and promotions strategy relies on a mixture of digital, print, broadcast and community-level platforms to maximize visibility and drive tourism. The festival showcases regional assets like the UNT College of Music and the TWU Dance programs, framing Denton as a hotbed for education and the arts.

We will utilize digital and social media platforms such as Facebook, Instagram and X for:

- Lineup rollout
- Artisan previews
- Logistics updates
- Live-streaming performance snippets

We will continue Our Newspaper partnership with the Denton Record Chronicle which features major print and digital campaigns locally and throughout the Metroplex. Online advertising with state wide periodicals such as Texas Monthly and similar publications in surrounding states.

OUR MARKETING GOALS:

- Increase website traffic to 200,000 total views annually
- Increase Social Media Impressions to well over two million, including Google Ads



FUTURE PLANS

Long term goals include increasing programming for children by hiring more professional entertainment geared towards the younger set. The increased programming would also include an additional activity in our Children's Area where children could learn about different musical instruments from professional musicians who play them.

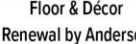
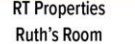
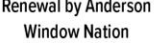
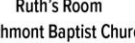
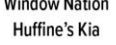
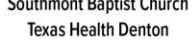
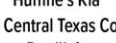
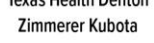
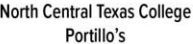
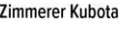
Financially, our goal is to build back our reserve accounts which have been drastically depleted in the years since the Covid-19 pandemic. In order to accomplish this goal. we must dramatically reduce expenses despite the cost of goods and services rising annually.



QUESTIONS?



2025 CHAMPION SPONSORS

BABY GRAND		HAMMOND ORGAN	
			
TROMBONE		GUITAR	CLARINET
   		 	
VIOLIN		CONTRA BASS	
          		          	

Denton Halloween

Allison Wing

**Interim Director, Parks and
Recreation**

Kayla Herrod

**Interim Director, Marketing and
Communications**

City of Denton



Background

- Denton Halloween began in 2024
- Led by City of Denton Staff
- Goals Include: Increasing tourism, sales tax, hotel occupancy tax, community engagement, enhance culture and public spaces, showcase creativity, promote public art and artists



Festival

- Denton Halloween
 - Downtown Denton; potential for Citywide participation
 - Sept. 25– Nov. 5, 2027
- Last three years of Attendance
 - 2024: >600,000
 - 2025: >800,000
- Event Highlights/ Major Attractions
 - Haunted House Attraction
 - Pumpkin Drop
 - Hallo-Wing
 - Day of the Dead
 - Big Top Tent Attractions
 - Trick-or-Treating on the Square



Tourism

- Audience:
 - Local, regional, and national
 - Appeals to a wide variety of interests
 - 2025 brought visitors from 49 States
 - 25% of 2025 attendees were locals, while 75% were visitors
- Marketing Efforts
 - Paid, geo-targeted, social media ads
 - Influencer-led content
 - City-owned platforms
 - Earned media
 - Emphasis on unique elements



Future Plans

- Enhanced wayfinding
- Continue to increase overnight stays
- Transit solutions
- Continuous reinvention



Questions?



Denton Holiday Lighting Festival

HOT Fund & City Sponsorship Presentation
Community Partnership Committee | July 2026



Marybeth Reinke | 2026 Chair

Denton Holiday Festival Association | Est. 1988

38 Years of Community Tradition

CPC 26-019

About DHFA

38

Years of
Continuous Programming

60

Community
Volunteers

0

Paid
Full-Time Staff

Board Leadership

- Marybeth Reinke — Chair
- Molly Carter — Vice Chair
- Francie Pavelek — Treasurer
- Travis Veselka — Secretary

Our Mission

To provide a free, vibrant annual holiday festival by providing public light installations, music, and artistic expression that activate and enhance Denton's shared spaces.

THE FESTIVAL

Denton Holiday Lighting Festival — December 5, 2026



Date

December 5, 2026
First Saturday after Thanksgiving



Location

Quakertown Park &
Oakland St Corridor



Admission

Free to Public
\$10 Ride Wristband



Hours

3:00 PM – 9:00 PM



CPC 26-019

Community Partnerships & Civic Impact



Cumberland Youth & Family Services

Christmas Toy Drive held day-of-festival.
Collecting new, unwrapped toys 3–9 PM to
benefit local children.



DCTA Holly Jolly Trolley

Free rides between Downtown, Civic Center,
NCTC Garage & Transit Center. NCTC Garage
open for free public parking.



Eat, Drink & Be Tacky

Annual Ugly Sweater Crawl fundraiser with 5
downtown Denton venues: Eastside, Miss
Angeline's, Wild Cactus, Oak Street
Drafthouse & Harvest House.

Heads in Beds & Regional Reach

9,100

Verified Visits
Dec 6, 2025 (Placer.ai)

+744%

Year-over-Year
Attendance Growth

71 min

Avg. Visitor
Dwell Time

71.2%

Social Reach from
Non-Followers



Hotel Partnerships

- Embassy Suites — confirmed unique booking link
- Home2 Suites — confirmed unique booking link
- CVB discount code for all festival attendees
- Additional hotel outreach in progress



Marketing Reach

- 202,626 Facebook views (Oct 2025–Jun 2026)
- 71.2% of reach from non-followers
- Paid social, Google Ads, radio, TV, print
- Visit Denton CVB partnership
- Regional & statewide advertising campaign

3–5 Year Vision

Expand the District

- Emily Fowler Library activation
- Quakertown Civic Center programming
- Denton Woman's Club — Breakfast with Santa
- Growing light installation footprint annually

Grow Hotel Impact

- Formalize hotel partnership program
- Expand beyond Embassy Suites & Home2
- Track & report room nights generated
- Reduce City funding % as revenue grows

Regional Marketing

- Expand to statewide paid advertising
- Television & radio DFW market
- Visit Denton tourism board integration
- Influencer & travel site partnerships

Sustainability

- Grow Yule Sizzle as annual summer event
- Build Ugly Sweater Crawl fundraiser
- Expand vendor village revenue
- Diversify away from City funding

Yule Sizzle Summer Fundraiser

Event Details



Thursday, July 24, 2026



Denton Civic Center Swimming Pool



\$5 Admission — open to the public



Santa Ray Bradshaw appearance



Beer partner: Eastside Denton



Live music & family entertainment



Pool party atmosphere

Why Yule Sizzle?

Extends DHFA's community presence beyond the December festival season, generating organizational sustainability revenue while keeping the Denton Holiday Lighting Festival brand visible with residents and regional visitors year-round.



Thank You

Questions & Discussion



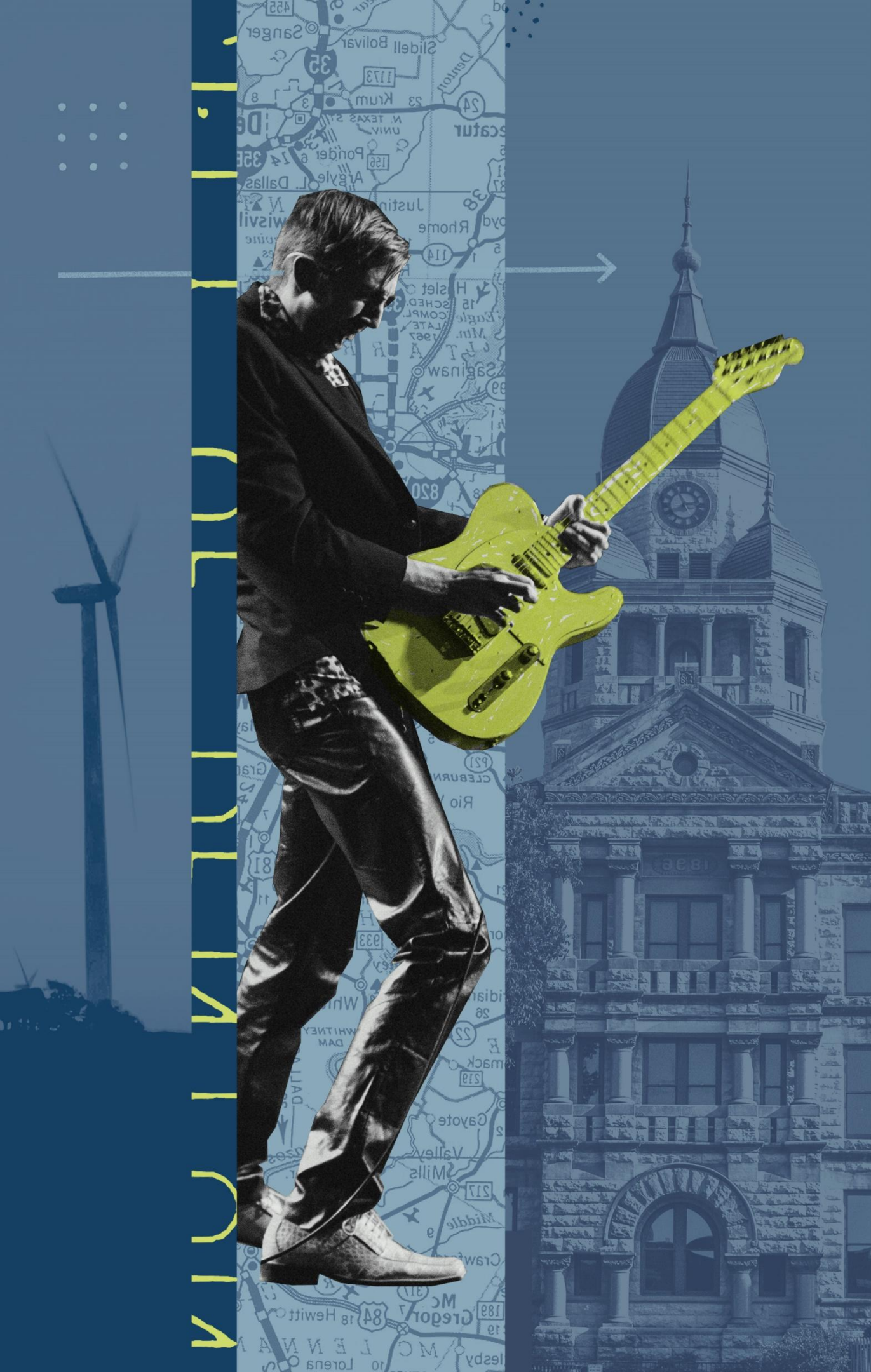
Marybeth Reinke

2026 Chair, Denton Holiday Festival Association

marybethreinke@gmail.com

dentonholidaylightingfestival.com

38 Years ♦ 10,000+ Attendees ♦ 60 Volunteers ♦ 17 Community Partners



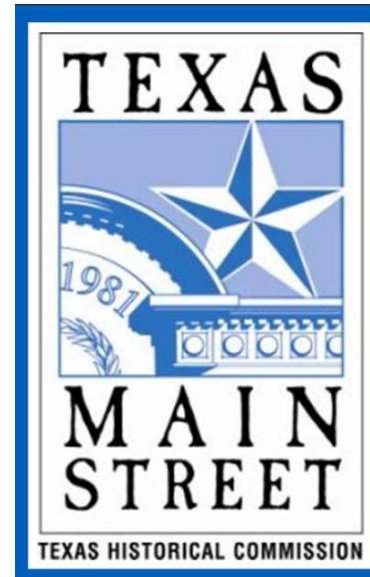
DENTON MAIN STREET PROGRAM

HOT FUND APPLICATION

KRISTEN PULIDO
MAIN STREET PROGRAM MANAGER
DENTON OFFICE OF ECONOMIC DEVELOPMENT

BACKGROUND

- Since 1990, the City of Denton has administered and maintained a Downtown Development Program through a contract with the Texas Main Street Program under the Texas Historical Commission
- The program focuses on Downtown economic revitalization through preservation and rehabilitation of historic buildings to provide the necessary image for the Downtown area and serve as a unifying factor to encourage area merchants and building owners to reinvest in Downtown.

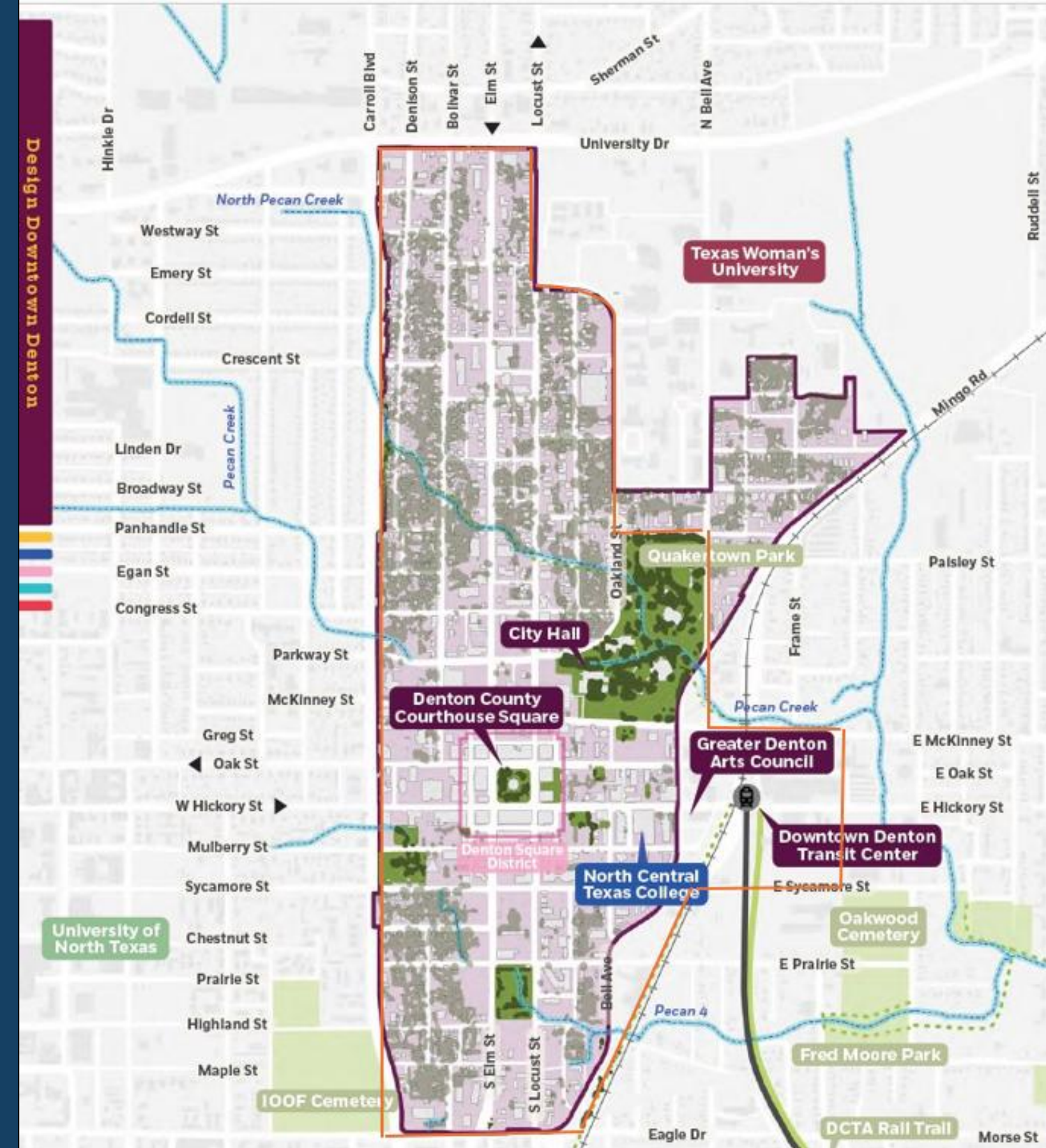


DENTON MAIN STREET ADVISORY BOARD

- On June 16, 2026, City Council approved the creation of the Denton Main Street Advisory Board.
- The Board will meet quarterly and consist of 7 voting members and 2 non-voting ex-officio members who are appointed by City Council.

Members of the board shall consist of the following:

1. Historic Preservation or HLC Representative
2. Greater Denton Arts Council Executive Director (GDAC)
3. Downtown Denton Foundation Leadership/Staff
4. Main Street District Property Owner
5. Main Street District Business Owner
6. Main Street District Business Owner
7. Hospitality and Tourism Representative
8. Ex-Officios
 - a) Denton County Representative
 - b) University Representative



- *Purple: Design Downtown Boundary
- *Orange: Current Main Street Boundary



VISION

To maintain Downtown Denton's appeal as a center for shopping, dining, and entertainment. To promote business growth and preserve Denton's historic character.

MISSION

To promote and preserve Downtown Denton as a vital asset to the community.



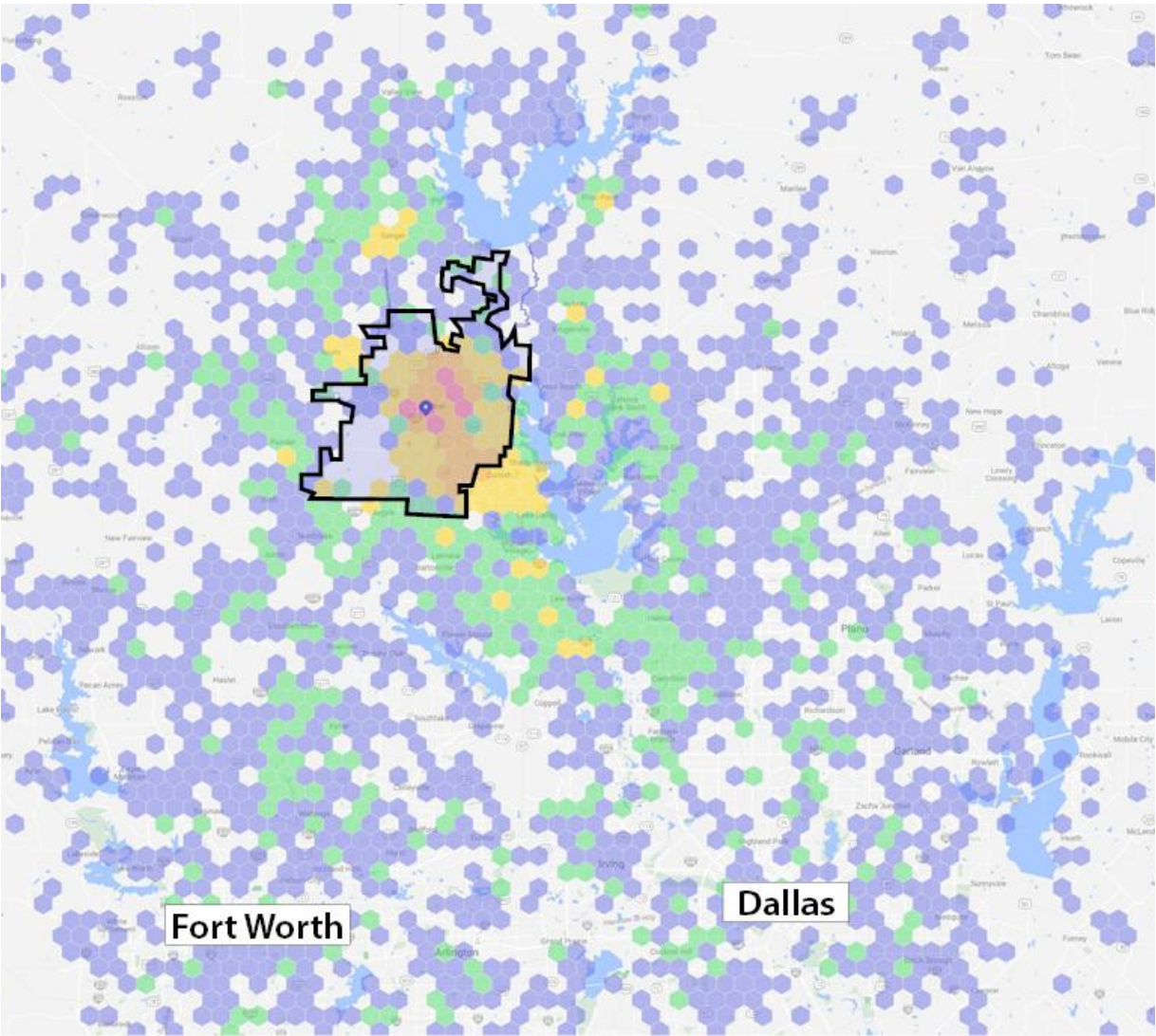
DENTON MAIN STREET GOALS & ACTIVITIES

- The goal for the Main Street Program is to strengthen Denton's Downtown economy by leading coordinated business retention, expansion and recruitment efforts while delivering a comprehensive, year-round series of tourism focused events, marketing initiatives, and historic preservation activities.
- With the transition of the Main Street Program to the City and the dissolution of the Denton Main Street Association (DMSA), former responsibilities were divided between the City's Main Street Program and the Downtown Denton Foundation.

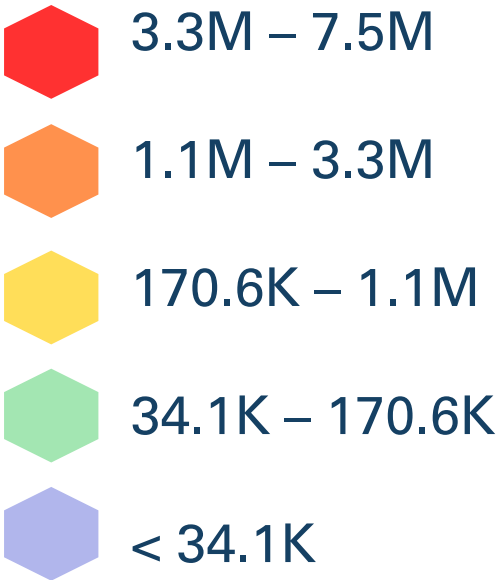


TARGET AUDIENCE

- Visitors staying in Denton hotels who are seeking walkable cultural, dining, and entertainment experiences.
- Regional travelers from the DFW metro area and surrounding counties who visit Denton for events, shopping, dining, and historic attractions.
- Heritage and cultural tourism audiences interested in Denton’s historic downtown, preserved architecture, and unique public spaces.
- Prospective new businesses and entrepreneurs considering Denton as a location for investment and growth.



#OF VISITS MADE BY
DENTON WORKERS



Category	Estimated Value
Global Heritage tourism market	\$605B (2024) vs \$675B (2026)
NPS Historic Site Visits	6.5M visits/year
Estimated Historic Downtown Visits (U.S)	5-15M Annually

LONG-STANDING MAIN STREET EVENTS

- **Business Open Houses*** – businesses offer special weekend promotions i.e discount, menu items, etc.
 - **Holiday 2025**
 - 18 businesses participated
 - Over a 3-day period there were an estimated 25K attendees
 - **Spring 2024** *last available data
 - 12 businesses participated
 - 2025: Over a 7-day period there were an estimated 69K attendees
- **Wassail Fest*** – Partner with the Denton Holiday Lighting Festival to create a weekend Holiday event where businesses create their own variety of Wassail
 - Established in 1999
 - 46 businesses participated
 - Estimated 12,000 attendees
- **Small Business Saturday 2025**
 - Estimated 9,000 attendees for the Saturday event



*Previously funded by HOT funds
CPC 26-019

TOURISM

- **Advertising, Solicitations, and Promotions**
 - Downtown visitor guides, maps and promotional content*
 - Expected annual distribution of 15,000-20,000 guides, with trackable QR code scans for Downtown dining and events
 - Digital Kiosks
- **Historic Restoration and Preservation Activities**
 - Activation of Austin Street
 - Aligns with the Design Downtown Plan
 - Street activations generate compelling visuals and content for social media tourism promotion.
 - Partner with Better Block
 - Revitalize and activate underutilized spaces
- **Signage**
 - Wayfinding to strengthen the connection between hotel guests and the experience available in Downtown (Sidewalk decals)
 - Digital Kiosks that offer interactive navigation to Downtown businesses, historic sites, and event locations.
 - Usage analytics including number of interactions, most-clicked businesses, and navigation routes to historic sites.

ACCESS TO ANYWHERE



QUESTIONS?



DENTON TURKEY ROLL

BICYCLE RALLY

44th Annual • November 21, 2026 • Denton High School



Funding Request: Marketing Support

Presented to the City of Denton by Denton Breakfast Kiwanis Club

A Denton Tradition — Record-Breaking Success



44 Years Strong

Signature fundraiser of Denton Breakfast Kiwanis Club (est. 1960)



1,000+ Riders in 2025

Biggest turnout yet for the 43rd Annual — record registrations!



Scenic North Texas Routes

8 to 62+ miles • Family-friendly to challenging • Denton & Cooke Counties

What Riders Experience

- ✓ Premium rest stops featuring Raising Cane's & Rudy's BBQ
- ✓ SAG wagon support for safety & mechanical issues
- ✓ Celebration Station at finish with photos & sponsors
- ✓ Official t-shirt & sponsor goodies in every packet
- ✓ Rain or shine event — helmets required for all
- ✓ Easy online registration & convenient packet pickup

Every Ride Supports Denton Children & Families

100% of proceeds from registrations & sponsorships fund local Kiwanis programs



Coats for Kids

Warm coats for students in need each winter



Books

Book giveaways



Beds for Children

Providing safe beds for kids without one



Disaster Relief

Immediate help for local families in crisis



Youth Leadership

Key Clubs in 3 local schools + scholarships



School Support

Back-to-school supplies & ongoing school partnerships

Why the Turkey Roll Matters to Denton



Regional Draw & Tourism

- 1,000+ riders from Denton, DFW metro, and beyond
- Many stay overnight — hotels, restaurants, shops benefit
- Positions Denton as a cycling destination in North Texas



Economic Impact

- Direct spending by visitors on event weekend
- Increased visibility attracts future tourism & events
- Supports local businesses through rider traffic



Community & Quality of Life

- Showcases Denton's active lifestyle & welcoming spirit
- Builds pride through volunteerism & local partnerships
- Aligns with city priorities: health, recreation, economic dev.

Our Marketing Strategy to Grow Impact

Targeted efforts to attract more riders — especially from surrounding cities & states — increasing registrations, sponsorships, and funds for kids.



Bike Shop Outreach

Professional flyers & materials distributed to cycling shops and clubs in surrounding communities



Hotter 'n Hell Promotion

Dedicated presence at Wichita Falls' major cycling event to reach serious riders from across the region



Targeted Digital Ads

Facebook & social ads geo-targeted to surrounding Texas cities and neighboring states to drive registrations



Expanded Reach

Website updates, email campaigns, partnerships with local businesses & cycling organizations

Funding Request: Marketing Partnership

We respectfully request the City of Denton's support to offset costs of our expanded 2026 marketing campaign.

Proposed Use of Funds

- ✓ Flyer design, printing & bike shop distribution
- ✓ Hotter 'n Hell promotional booth, travel & materials
- ✓ Geo-targeted Facebook & digital advertising
- ✓ Additional regional outreach & partnerships

Estimated total marketing investment: \$5,500 – \$7,000

Expected Return on Investment

- ✓ Higher registration numbers & out-of-town visitors
- ✓ Increased funds raised for Denton children's programs
- ✓ Greater brand awareness for Denton as cycling destination
- ✓ Stronger economic activity for local businesses

A direct investment in Denton's kids, economy & reputation

We are requesting \$4,500 – \$5,500 in City partnership funding to maximize the 44th Turkey Roll's reach and community impact.

Thank You

Together, we can make the 44th Annual Turkey Roll the most successful yet —
for our riders, our sponsors, and especially the children of Denton.



Questions? We welcome the opportunity to discuss this partnership further.

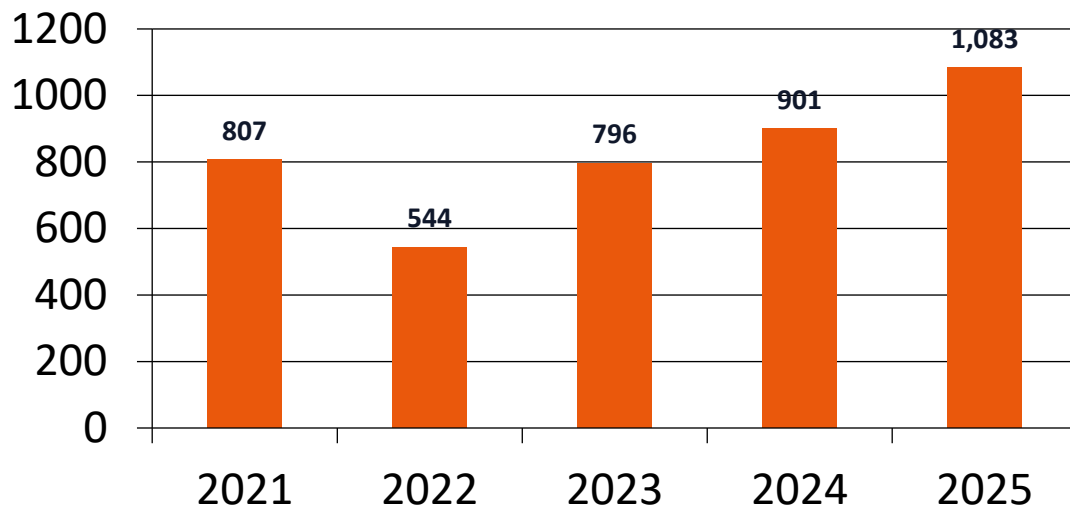
Denton Breakfast Kiwanis Club

dentonbkclub@gmail.com • dentonturkeyroll.com •
@dentonturkeyroll

Strong Growth Over the Last 5 Years

Record-Breaking Momentum: 2025 was our biggest year yet with 1,083 riders

Annual Registrations (2021–2025)



1,083 Riders in 2025

New all-time record (+20% YoY)

+99% Growth Since 2022

From 544 (2022) to 1,083 (2025)

10-Year Total: 6,660 Riders

2025 was 62% above 10-yr average



Tejas Storytelling Association



Name: Dalton Gregory

Title: TSA Treasurer Emeritus

Project: Texas Storytelling Festival

42nd Annual – March 11-14, 2027

Background



- First festival was held in 1986 at the Patterson Appleton Art Center. It has become an annual event with 2027 being our 42nd Festival
- The festival is produced by the Tejas Storytelling Association, a 501 (c) (3) non-profit with a volunteer board of elected and appointed members.
- Festival attendance over that last four years averaged 2,591 (attendance is the total for each separate festival event).
- Mission of TSA is to foster an appreciation of storytelling as an oral traditional, a performing art, and an educational tool.





Festival

- The 42nd Texas Storytelling Festival will be March 11-14, 2027, at the City of Denton, Texas Quakertown Civic Center
- Ours is the premier storytelling event in the Southwest Region.
- We will continue to offer our Tellers in Schools program where the association covers half the costs for storytellers to provide programs in Denton area public schools.
- We also provide free programing at the Emily Fowler library for families with children.

Tourism

- Target Audience for the Festival is well-educated 40-70 year olds with disposable income from Texas, the region, the nation and internationally. Special interest groups related to storytelling & the tellers are also targeted.
- Spread over 4 days with popular, featured storytellers and opportunities for others to perform, TSF attracts overnight stays from storytelling enthusiasts and puts heads in beds in Denton.
- From registration zip codes 32% of attendees come from less than 50 miles, 14% between 50 and 100 miles, 14% between 100 and 200 miles, and 40% from over 200 miles. **54% attendees from more than 100 miles means heads in beds!**
- The attendance total including the various concerts and workshops was 2,218 in 2026. There were an additional 162 kids and parents at the Kid's Day activities.
- Marketing efforts used to promote tourism in the City of Denton include radio, tv, print ads, online, social media, direct mail and email. Efforts are made to saturate the market. Marketing media included Facebook and Google ads, Broadcast on KERA FM and TV, KXT FM, WRR FM, and print media including Texas Highways, Texas Library Assn, Texas Monthly, and Tour Texas. Direct marketing included the National Storytelling Network, Minnesota Storytelling Festival, and the Texas Folklore Society.



Future Plans

- The Tejas Storytelling Association plans to keep Denton as it's base of operations. We are constantly revising our marketing to reach more attendees. We look forward to celebrating our 50th Texas Storytelling Festival in 2035 in Denton.



Questions?



Meeting Date	Item	Legistar ID	Department Involved	Estimated Time (mins.)
Friday, July 24, 2026	CPC funding recommendations for HOT PY 2027 and Sponsorship FY26-27		Grants	75
				75