



# City of Denton

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

## Meeting Agenda

### Tax Increment Reinvestment Zone Number One Board

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Wednesday, July 24, 2024

12:00 PM

Development Service Center

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After determining that a quorum is present, the Tax Increment Reinvestment Zone Number One Board of the City of Denton, Texas, will convene in a Regular Meeting on Wednesday, July 24, 2024, at 12:00 p.m. in the Development Service Center Training Rooms 4 and 5 at 401 N. Elm Street, Denton, Texas at which the following items will be considered:

#### 1. ITEMS FOR CONSIDERATION

- A. [TIF24-015](#) Consider approval of the meeting minutes for March 27, 2024.

Attachments: [Exhibit 1 - March 27, 2024 TIRZ 1 Minutes - DRAFT](#)

- B. [TIF24-018](#) Receive nominations and elect a secretary for the Tax Increment Reinvestment Zone Number One.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)

- C. [TIF24-011](#) Receive a report, hold a discussion, and make a recommendation to City Council regarding the 2022-2023 Tax Increment Reinvestment Zone Number One Annual Report.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)  
[Exhibit 2 - TIRZ Number One Annual Report FY 2022-2023](#)  
[Exhibit 3 - Presentation](#)

#### 2. WORK SESSION

- A. [TIF24-019](#) Receive a report and hold a discussion regarding the Quarter Three Main Street Report.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)  
[Exhibit 2 - Presentation](#)

- B. [TIF24-020](#) Receive a report and hold a discussion regarding the Design Downtown Denton recommendation for Tax Increment Reinvestment Zone Number One.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)  
[Exhibit 2 - Presentation](#)

- C. [TIF24-021](#) Staff Reports:  
1. Future Agenda Items - Christine Taylor

Attachments: [Exhibit 1 - Agenda Information Sheet](#)  
[Exhibit 2 - Queue of Future Agenda Items](#)

#### 3. CONCLUDING ITEMS

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Tax Increment Reinvestment Zone Number One Board 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 Tax Increment Reinvestment Zone Number One Board 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 July 19, 2024, in advance of the 72-hour 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 48 HOURS 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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## Legislation Text

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**File #:** TIF24-015, **Version:** 1

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### **AGENDA CAPTION**

Consider approval of the meeting minutes for March 27, 2024.

**MINUTES  
CITY OF DENTON  
TAX INCREMENT REINVESTMENT ZONE NUMBER ONE BOARD  
March 27, 2024**

After determining that a quorum is present, the Tax Increment Financing Reinvestment Zone Number One Board of the City of Denton, Texas, will convene in a Special Called Meeting on Wednesday, March 27, 2024, at 12:04 p.m. in the Development Service Center, Training Rooms 1 and 2 at 401 N. Elm Street, Denton, Texas at which the following items will be considered:

**PRESENT:** Suzanne Johnson (Chair), Daniel Abasolo (Vice-Chair), Vicki Byrd, Marybeth Reinke Doyle, and Chris Watts

**ABSENT:** Ben Esely

**STAFF:** Scott Bray, Christina Davis, Vanessa Esparza, Kristen Pulido, Brittany Sotelo, Erica Sullivan, Christine Taylor, and Matilda Weeden

**1. ITEMS FOR CONSIDERATION**

**A. TIF24-008 Consider approval of the minutes of February 28, 2024.**

Byrd made a motion to approve the minutes of February 28, 2024, with the correction in Item B TIF21-001 from “Johnson seconded the motion” to “Doyle seconded the motion”. Watts seconded the motion. Motion carried (4-2).

AYES (4): Abasolo, Byrd, Johnson, Watts

NAYS (0): None

ABSENT (1): Doyle

**B. TIF24-014 Receive nominations and make a recommendation to the City Council to appoint a new member to fill the vacant seat of Property Owner for the Tax Increment Reinvestment Zone Number One Board.**

Abasolo made a motion to recommendation to the City Council to appoint Taylor Brakefield as a new member to fill the vacant seat of Property Owner for the Tax Increment Reinvestment Zone Number One Board. Byrd seconded the motion. Motion carried (4-0).

AYES (4): Abasolo, Byrd, Johnson, Watts

NAYS (0): None

ABSENT (1): Doyle

Doyle joined at 12:09 p.m.

**C. TIF24-010 Receive a report, hold a discussion, and make a recommendation to City Council regarding a Downtown Reinvestment Grant Program application for 104-106 W. Oak St. by Little D Property Group, LLC.**

Applicant presented the item. Watts made a motion to approve recommendation to City Council regarding a Downtown Reinvestment Grant Program application for 104-106 W. Oak St. by Little

D Property Group, LLC in an amount not to exceed \$100,000 from TIRZ funds. Doyle seconded the motion. Motion carried (5-0).

AYES (5): Abasolo, Byrd, Doyle, Johnson, Watts  
NAYS (0): None

**D. TIF24-009 Receive a report, hold a discussion, and make a recommendation to City Council regarding a Downtown Reinvestment Grant Program application for 212 W. Sycamore St. by Eagle Surveying, LLC.**

Applicant presented the item. Watts made a motion to approve recommendation to City Council regarding a Downtown Reinvestment Grant Program application for 212 W. Sycamore St. by Eagle Surveying, LLC in an amount not to exceed \$50,000 from TIRZ funds. Byrd seconded the motion. Motion carried (5-0).

AYES (5): Abasolo, Byrd, Doyle, Johnson, Watts  
NAYS (0): None

**2. WORK SESSION**

**A. TIF24-012 Receive training and hold a discussion regarding a Tax Increment Reinvestment Zone Number One Board member orientation.**

Staff presented the item and discussion followed.

**B. TIF24-013 Staff Reports:**

- 1. Main Street Program Update - Kristen Pulido**
- 2. Future Agenda Items - Kristen Pulido**

Staff presented each item to the board and a discussion followed.

**3. CONCLUDING ITEMS**

With no further business, the meeting adjourned at 12:59 p.m.

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**Suzanne Johnson, Chair**  
**Tax Increment Reinvestment Zone Number One**

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**Vanessa Esparza**  
**Administrative Assistant**

Minutes Approved On: \_\_\_\_\_



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## Legislation Text

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**File #:** TIF24-018, **Version:** 1

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### **AGENDA CAPTION**

Receive nominations and elect a secretary for the Tax Increment Reinvestment Zone Number One.



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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Economic Development

**ACM:** Christine Taylor

**DATE:** July 24, 2024

### **SUBJECT**

Receive nominations and elect a secretary for the Tax Increment Reinvestment Zone Number One.

### **BACKGROUND**

The Secretary position for the Board is currently Christina Davis, Economic Development's Business Development Administrator, who was appointed Board Secretary in November 2022. In an effort to align the duties of the Board Secretary and those completed by administrative staff, City staff is recommending the Board consider the nomination of Vanessa Esparza for the position.

**Section 4. Secretary.** The secretary shall keep the minutes of all meetings of the Board of Directors in books provided for the purpose, he/she shall have charge of such books, records, documents and instruments as the Board of Directors may direct, all of which shall at all reasonable times be open to inspection, and he/she shall in general perform all duties incident to the office of secretary subject to the control of the City Council and the Board of Directors. The function of Secretary may be performed by City Staff.

### **EXHIBITS**

Exhibit 1 – Agenda Information Sheet

Respectfully Submitted,  
Vanessa Esparza  
Administrative Assistant



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## Legislation Text

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**File #:** TIF24-011, **Version:** 1

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### **AGENDA CAPTION**

Receive a report, hold a discussion, and make a recommendation to City Council regarding the 2022-2023 Tax Increment Reinvestment Zone Number One Annual Report.





## AGENDA INFORMATION SHEET

**DEPARTMENT:** Economic Development

**ACM:** Christine Taylor, Assistant City Manager

**DATE:** July 24, 2024

### **SUBJECT**

Receive a report, hold a discussion, and make a recommendation to City Council regarding the 2022-2023 Tax Increment Reinvestment Zone Number One Annual Report.

### **BACKGROUND**

On December 7, 2010, the City Council adopted an Ordinance No. 2010-316 designating and describing the boundaries of Tax Increment Reinvestment Zone Number One (“Downtown TIRZ”) to provide the public infrastructure necessary to encourage development in downtown. An annual report, detailing the previous year’s Downtown TIRZ activities, is required to be submitted to each taxing jurisdiction and the State Comptroller of Public Accounts.

The Downtown TIRZ took effect on January 1, 2011, and will terminate on December 31, 2039, or when the budget of \$24.8 million has been collected. The City of Denton is the sole participating jurisdiction.

### **Major Activities included in the 2022-2023 Downtown TIRZ Annual Report include:**

City Council approved five items recommended by the TIRZ Number One Board

- Approved proposed changes to Downtown Reinvestment Grant Program policy to support fire sprinkler installation grant applications, making them automatically eligible for the grant maximum.
- Approved the 2021-22 Downtown Tax Increment Reinvestment Zone Number One Annual Report.
- Approved Downtown Reinvestment Grant Applications for the following projects:
  - 214 W. Hickory in an amount not to exceed \$2,500
  - 115-117 W. Hickory up to 50% of the eligible amount of the project’s actual costs.
  - 108 W. McKinney in the amount not to exceed \$50,000
- The Board engaged TIRZ consultant David Pettit, with David Petit Economic Development, to update the Downtown TIRZ Number One Project and Finance Plans. A report was presented to the Board. No action was taken.

### **Grant Project Activity**

In FY 2022–23, the Grant Program's beginning budget was \$200,000, funded by TIRZ Number One. Four projects reached completion, creating expenditures of \$109,767, and one project was approved but still in progress at the end of FY 2022-23.

### **Approved Grant Project in Progress**

- 115-117 W Hickory St. in the amount of \$3,695 for Robert Moses
- 108 W. McKinney St. in the amount of \$50,000 for Bullseye Bike Shop

### Completed Grant Projects

- NV Salon, 305 S. Locust St. 2,296 SF, investment: \$138,200, grant amount: \$50,000
- Chestnut Tree, 107 W. Hickory St., 1,684 SF, investment: \$115,341, grant amount: \$50,000
- Steve's Wine Bar, 111 Industrial St., 351 SF, investment: \$40,000, grant amount: \$20,000
- Campus Theater, 214 W. Hickory, Sign updates, investment: \$7,963, grant amount: \$2,500

### **Value and Increment Summary**

According to Denton Central Appraisal District Certified figures, the FY 2022–23 total appraised valuation of taxable real property in TIRZ Number One was \$249,149,564. This represents a \$16,255,102 increase from the previous certified tax value of \$232,894,462. The annual TIRZ Number One fund contribution of property taxes and interest income for FY 2022–23 is \$977,120. Since its inception, the final value with supplements of the TIRZ Number One has increased by an estimated \$169.7 million, representing a 214% increase in valuation.

### **EXHIBITS**

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Tax Increment Reinvestment Zone Number One Annual Report FY 2022-2023

Exhibit 3 – Presentation

Respectfully Submitted,  
Erica Sullivan  
Economic Development Program Administrator



# Tax Increment Reinvestment Zone Number One

## 2022 – 2023 ANNUAL REPORT

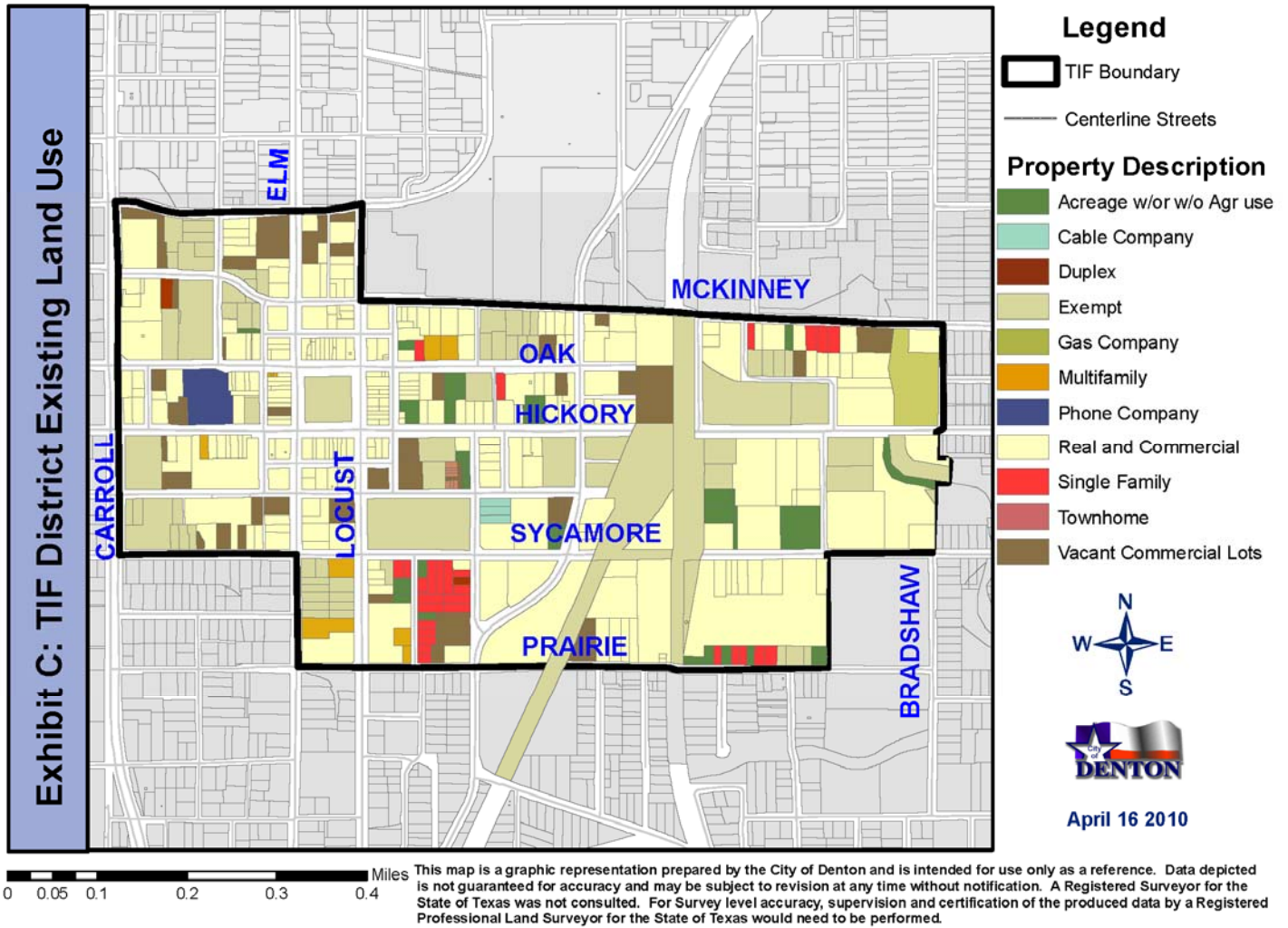
Reporting Period: Oct. 1, 2022 to Sep. 30, 2023

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# Tax Increment Reinvestment Zone Number One

## DISTRICT MAP



# Mission Statement

The mission of the Downtown Tax Increment Reinvestment Zone Number One (TIRZ #1) is to provide a source of funding for public infrastructure improvements to encourage and accelerate necessary development and redevelopment within the Downtown TIRZ District area.

The TIRZ #1 took effect on January 1, 2011, and will terminate on December 31, 2039, or when the budget of \$24.8 million has been collected.

The City of Denton is the sole participating jurisdiction. The City’s participation is as follows:

Year	Participation
1 – 5	100%
6 – 10	95%
11 – 20	90%
21 – 30	85%

# District Accomplishments

This report represents October 1, 2022, through September 30, 2023 (FY 2022–23). During FY 2022–23, \$856,797 was collected after the end of the supplemental period determined by the City of Denton. An additional \$120,323 in interest brings the total contribution in FY 2022–23 to \$977,120.

Downtown saw increased investment within the TIRZ #1 area in FY 2022-2023. Identified below are private/public partnership projects supported by the TIRZ #1 and public investment projects that will support future development within the district.

## Development Within the District

### Project Descriptions: Private Investment

#### Private/Public Investment

Project Name	Location	Square Feet	Status	Total Investment	TIRZ Investment*
NV Salon	305 S. Locust St.	2,296	Complete	\$138,200	\$50,000
Chestnut Tree	107 W. Hickory St.	1,684	Complete	\$115,341	\$50,000
Steve’s Wine Bar	111 Industrial St.	351	Complete	\$40,000	\$20,000
Campus Theater	214 W. Hickory	Sign	Complete	\$7,963	\$2,500
Robert Moses	115-117 W. Hickory St.	Façade	In Progress		\$3,695
Bullseye Bike	108 W. McKinney	2,800	In Progress		\$50,000

\*TIRZ Investment is estimated for projects with “In Progress” status.

### 305 S. Locust St., NV Salon

The property, built in 1930, had been vacant for more than a year and had received applications for remodeling from small business owners. However, the extensive repairs required caused them to reconsider. To lease the planned remodeled and expanded retail space, 310 S. Locust LLC invested the necessary capital to renovate the historic structure. The building layout was converted to combine

two suites to create 2,440 SF of space for salon services. This renovation allowed NV Salon to relocate to a larger space that could accommodate more staff, customers, and parking.

The renovation project included updating all utilities to meet Building Safety Codes, repairing the historic brick walls, refinishing and staining of the concrete floors, replacing the roof, adding spray foam installation, and installing energy-efficient lighting, HVAC, and windows. These improvements made the building more modern, cost-effective, and comfortable for the tenant. Additionally, fresh paint, awning, and signage were added to the facade.

This renovation project, along with the planned work at 309-311 S. Locust St., will fill the gap between other recently remodeled buildings, updating the block. The improvements made will benefit the tenant, NV Salon, as well as the community, as it brings new life to a historic building and helps to revitalize the area.

Proposed Improvements include: Façade/Building Rehab, Awnings, Utility Upgrades, Interior/Code Improvements

### **107 W. Hickory, Chestnut Tree**

The Chestnut Tree Teahouse and Bistro has been open since 1994 and is the oldest restaurant on the Square. Previously, the restaurant focused on serving breakfast and lunch. However, due to the pandemic, owner Suzanne Johnson had to pivot and reinvent her business. Chestnut Tree expanded its services to include happy hour, brunch, and catering for events ranging from weddings to university events. During the pandemic, they operated a community marketplace and now have a manufacturing license that allows them to produce quiche for five Sweetwater Tea & Coffee chain locations. In addition, they added a coffee kiosk, The Mug, inside the restaurant. Before 2020, the restaurant employed 14 people. It now has 24 employees, including an Italian chef and a sommelier who focuses on happy hour and catering events.

The proposed remodel of the restaurant is being coordinated with Texas Historical Commission architects for the facade, and local Hispanic-owned small business, Imagine Renovations, which is a Denton Chamber Small Business award winner. The interior renovation plan includes a new updated electrical system to support the entire restaurant and a new ductless air system. The new wiring will eliminate the stress of overloaded circuits. The drop-ceiling will be replaced with new sheetrock at the correct ceiling height. Additionally, a new bar will be installed, the original wood floors will be repaired and refinished, and the restrooms and restaurant will be made ADA compliant. After the interior improvements, the restaurant's original brick walls will be revealed, and new lighting fixtures will be installed.

Improvements include: Façade/Building Rehab, Awnings, Utility Upgrades, Interior/Code Improvements

### **111 Industrial St., Steve's Wine Bar**

Steve's Wine bar opened in August 2016 on E. Hickory and relocated to Industrial Street in May of 2019, filling a vacancy. The building, constructed in 1950 as a grocery store had cement floors and limited amenities. The space needed many updates to meet code requirements and convert the open space into a comfortable setting for drinks and live music. Before opening, many updates were made, including installing new walls, utility upgrades, and plumbing for new restrooms and bar area. Later, a covered patio was added on the Russell Street side of the building, providing additional space for customers to enjoy the weather. During the COVID shutdown, a mural was commissioned on the building facade on Industrial Street. The mural provides color and interest to the otherwise non-descript building.

The proposed improvements will create a new deck/patio at the business's main entrance on Industrial St. The new addition will be a wood deck with built-in planters filling the vacant space between the parking bumpers and the existing raised sidewalk. The design will create a safety barrier for pedestrians from vehicles and address the 12-inch rise between the asphalt and sidewalk. By activating this unused space for outdoor seating, it will add seating for up to 30 people; provide additional ADA seating; provide a safe transition from the parking spaces to the sidewalk; and beautify the street by adding shade through the planting of small trees, shrubs, and flowers in the planter boxes of the patio. Additionally, three of the five businesses on this block use front patio areas for their customers.

Improvements include: Façade/Building Rehab

**108 W. McKinney St., Bullseye Bike**

Bullseye Bike Shop, a well-established business in Denton with a 14-year history, has experienced significant growth and success, leading to the need for expansion. Bullseye Bike owner Kevin Marshall, and Dallas preservationist Michaella Ramier teamed up to purchase 108 W. McKinney, formerly home to Walt's Garage. The 2,800 square foot historic building location will house Bullseye Bike Shop as the anchor tenant, providing space for various local small businesses and creative pursuits, further contributing to Denton's vibrant community atmosphere.

The building dates back to an early 1900s build and is currently in disrepair with a deteriorating roof and empty interior. Extensive rehabilitation is planned, including installing a new roof, upgrading the mechanical systems, electrical wiring, plumbing, and HVAC. These improvements will ensure structural integrity and provide customers and employees with a safe, comfortable environment.

In addition to housing Bullseye Bike Shop, the building at 108 W. McKinney can accommodate various uses, such as an artists' makerspace, micro retail, gym, yoga studio, office space, live/work retail, or a barber shop. By offering a mix of these potential uses, the building could become a thriving hub of activity for the Denton community, providing valuable services and resources to Downtown residents and contributing to the ongoing preservation and revitalization of the area's unique charm and heritage.

Proposed Improvements includes: Façade/Building Rehab

**Project Descriptions: Public Investment**

**Public Investment**

Project	Location	Status	Investment
All – Way Crossing/Diagonal Crossing	Denton Square	Complete	\$437,446

**All – Way Crossing, Denton Square**

Funded by DCTA TRIP Funds, providing diagonal crossings at all four intersections around the Square. The pedestrian-only traffic phase stops all vehicle traffic within the intersection when a walk signal is activated, allowing pedestrians to safely and simultaneously cross an intersection in any direction.



# Summary of TIRZ #1 Board Activity

## Board Member List and attendance

Board Member		11/16/22	04/12/23	07/26/23	09/13/23
Name	Seat	Meeting Dates and Attendance			
Ben Esely	Business Owner	X	X	X	
Melissa Lenaburg	Property Owner	X	X	X	X
Chris Watts	Council Member		X	X	
Suzanne Johnson	Business Owner	X	X	X	X
Marybeth Doyle	Property Owner	X	X		X
Daniel Abasolo	Qualified Voter		X	X	
Vicki Byrd	Council Member		X	X	X

Members serve two-year terms, which begin in October and end in September of each year, depending on their current position.

## FY 2022 – 23 Activity of the TIRZ #1 Board

City Council approved five items recommended by the TIRZ #1 Board

- Approved proposed changes to Downtown Reinvestment Grant Program policy to support fire sprinkler installation grant applications, making them automatically eligible for the grant maximum.
- Approved the 2021-22 Downtown Tax Increment Reinvestment Zone No. 1 Annual Report.
- Approved Downtown Reinvestment Grant Applications for the following projects:
  - 214 W. Hickory in an amount not to exceed \$2,500
  - 115-117 W. Hickory up to 50% of the eligible amount of the project’s actual costs.
  - 108 W. McKinney in the amount not to exceed \$50,000

The Board engaged TIRZ consultant David Pettit to evaluate the TIRZ performance. A report was presented to the Board. No action was taken.

# Downtown Reinvestment Grant Program

In FY 2022–23, the Grant Program's beginning budget was \$200,000, funded by TIRZ #1. Four projects reached completion, creating expenditures of \$109,767 and one project was approved but still in progress at the end of FY 2022-23.

## Grant Project Activity

### Approved Grant Project in Progress

- 108 W. McKinney St. in the amount of \$50,000 for Bullseye Bike Shop

### Completed Grant Projects

- A Downtown Reinvestment Grant in the amount of \$50,000 was paid to the property located at 305 S. Locust St. for NV Salon
- A Downtown Reinvestment Grant in the amount of \$20,000 was paid to the property located at 111 Industrial St. for Steve's Wine Bar
- A Downtown Reinvestment Grant in the amount of \$50,000 was paid to the property located at 107 W. Hickory St. for Chestnut Tree
- A Downtown Reinvestment Grant in the amount of \$2,500 was paid to the property located at 214 W. Hickory St. Denton Community Theater



Interior photos of the project located at 107 W. Hickory St., The Chestnut Tree Bistro

## Expense Summary

During FY 2022–23, expenses for TIRZ #1 totaled \$129,766.50. Funds expended for the Downtown Reinvestment Program were \$109,767 and \$7,266.50 was expended for the TIRZ consultant.

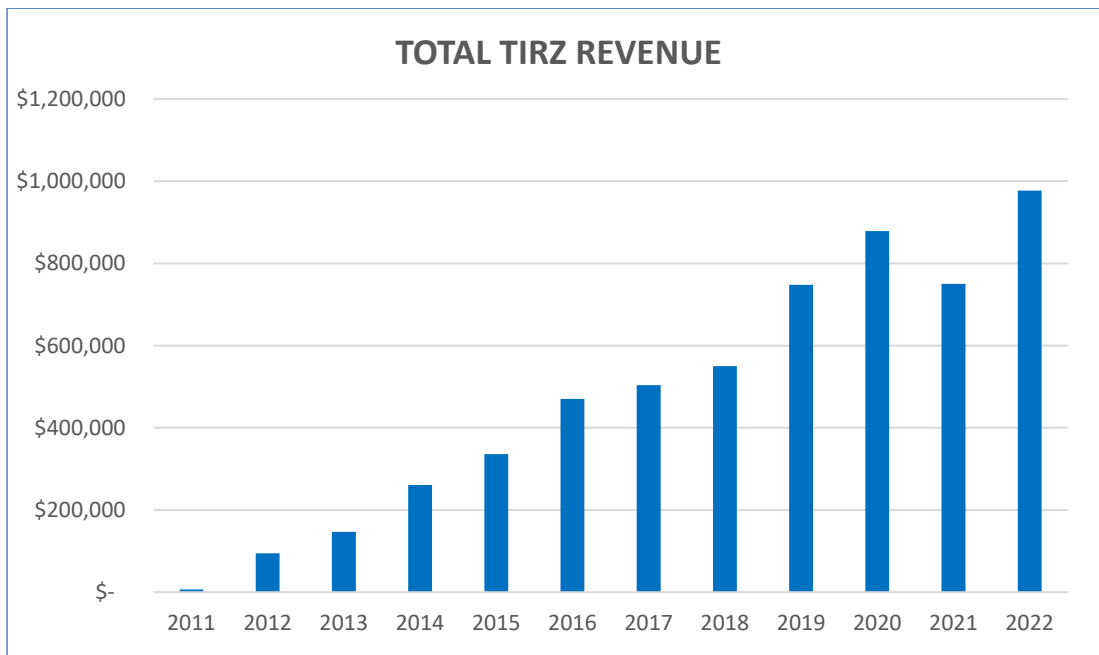
# Value and Increment Summary

According to Denton Central Appraisal District Certified figures, the FY 2022–23 total appraised valuation of taxable real property in TIRZ #1 was \$249,149,564. This represents a \$16,255,102 increase from the previous certified tax value of \$232,894,462. The annual TIRZ #1 fund contribution of property taxes and interest income for FY 2022–23 is \$977,120. Since its inception, the final value with supplements of the TIRZ #1 has increased by an estimated \$169.7 million, representing a 214% increase in valuation.

# Certified and Supplement Summary

YEAR	FISCAL YEAR AS OF 9/30	TIRZ CERTIFIED TAX VALUE	SUPPLEMENTAL TIRZ TAX VALUE	INCREMENTAL INCREASE (DECREASE)	SUPPLEMENTAL CONTRIBUTION TO TIRZ	INTEREST	TOTAL TIRZ REVENUE
2010	2010-2011	79,356,854	79,356,854	N/A	N/A	N/A	N/A
2011	2011-2012	81,657,808	80,331,050	\$974,196	6,720	17	\$ 6,737
2012	2012-2013	89,605,635	93,040,263	\$13,683,409	94,381	297	\$ 94,678
2013	2013-2014	96,287,950	100,452,300	\$21,095,446	145,506	1,084	\$ 146,590
2014	2014-2015	114,885,073	116,769,435	\$37,412,581	258,053	2,821	\$ 260,874
2015	2015-2016	118,440,576	127,204,599	\$47,847,745	330,030	5,855	\$ 335,885
2016	2016-2017	136,021,478	150,021,979	\$70,665,125	458,739	11,439	\$ 470,178
2017	2017-2018	142,050,751	161,351,215	\$81,994,361	496,856	6,712	\$ 503,568
2018	2018-2019	167,000,575	170,678,753	\$91,321,899	538,300	11,589	\$ 549,889
2019	2019-2020	210,529,139	209,626,251	\$130,269,397	730,722	16,930	\$ 747,652
2020	2020-2021	232,747,807	234,054,363	\$154,697,509	867,747	10,870	\$ 878,629
2021	2021-2022	232,894,462	222,831,388	\$143,474,534	730,631	19,667	\$ 750,298
2022	2022-2023	249,149,564	249,149,564	\$169,792,710	856,797	120,323	\$ 977,120
<b>TOTALS</b>					<b>\$5,514,482</b>	<b>\$207,605</b>	<b>\$5,722,086</b>

Fund Balance as of 9/30/2023 is \$3,525,393



# Appendix A:

## TIRZ One Balance Sheet

### City of Denton Tax Increment Financing Reinvestment Zone (TIRZ) Number One

Tax Year	Certified Tax Value	Incremental Increase (Decrease)	Contribution	Adjusted Incremental Value	Tax Rate	Annual TIRZ Ad Valorem Revenue	Interest Income**	Total Revenue	Total Expenditures	Fund Balance*
2010	\$ 79,356,854	N/A	N/A	N/A		N/A	N/A	N/A	N/A	N/A
2011	81,657,808	2,300,954	100%	2,300,954	0.68975	15,871	17	6,737	-	6,737
2012	89,605,635	10,248,781	100%	10,248,781	0.68975	70,691	297	94,678	-	94,678
2013	96,287,950	16,931,096	100%	16,931,096	0.68975	116,782	1,084	146,590	-	146,590
2014	114,885,073	35,528,219	100%	35,528,219	0.68975	245,056	2,821	260,874	-	260,874
2015	118,440,576	39,083,722	100%	39,083,722	0.68975	269,580	5,855	335,885	76,000	259,885
2016	136,021,478	56,664,624	95%	53,831,393	0.68334	367,851	11,439	470,178	76,000	394,178
2017	142,050,751	62,693,897	95%	59,559,202	0.63786	379,902	6,712	503,568	1,542,845	(1,039,277)
2018	167,000,575	87,643,721	95%	83,261,535	0.62048	516,619	11,589	549,889	156,000	393,889
2019	210,529,139	131,172,285	95%	124,613,671	0.59045	735,786	16,930	747,652	139,587	608,065
2020	232,747,807	153,390,953	95%	145,721,405	0.59045	860,418	10,870	878,617	24,988	853,629
2021	232,894,462	153,537,608	90%	138,183,847	0.56582	781,876	19,667	750,298	51,507	698,791
2022	249,149,564	169,792,710	90%	152,813,439	0.56068	856,797	120,323	977,120	129,767	847,354
Totals						\$ 5,217,229	\$ 207,605	\$ 5,722,086	\$ 2,196,694	\$ 3,525,393

Fund Balance as of 9/30/2023 is 3,525,393

**REPORT CREATED BY:**

City of Denton, Economic Development Department  
401 N. Elm, Denton, Texas 76201 ▪ 940-349-7776 ▪ [www.cityofdenton.com](http://www.cityofdenton.com)  
Approved May 22, 2024

# Downtown Tax Increment Reinvestment Zone Number One

Erica Sullivan

Economic Development Program Administrator

July 24, 2024



TIF24-011; 07/24/2024

# Objective

Receive a report, hold a discussion, and make a recommendation to City Council regarding the 2022-2023 Downtown Tax Increment Reinvestment Zone Number One Annual Report.



TIF24-011; 07/24/2024

TIF24-011; 03/27/2024

# FY 2022-23 Annual Report

- This report represents October 1, 2022 through September 30, 2023 (FY 2022-23).
- During FY 2022-23, \$249,149,564 was collected after the end of the supplemental period.
- An additional \$120,323 in interest brings the total contribution in FY 2022-23 to \$977,120.



TIF24-011; 07/24/2024

TIF24-011; 03/27/2024

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# District Accomplishments

City Council approved five items recommended by the TIRZ Number One Board

- Approved proposed changes to Downtown Reinvestment Grant Program policy to support fire sprinkler installation grant applications, making them automatically eligible for the grant maximum.
- Approved the 2021-22 Downtown Tax Increment Reinvestment Zone No. 1 Annual Report.
- Approved Downtown Reinvestment Grant Applications for the following projects:
  - 214 W. Hickory in an amount not to exceed \$2,500
  - 115-117 W. Hickory up to 50% of the eligible amount of the project's actual costs.
  - 108 W. McKinney in the amount not to exceed \$50,000

The Board engaged TIRZ consultant David Pettit to update the Downtown TIRZ Number One Project and Finance Plans. A report was presented to the Board. No action was taken.



TIF24-011; 07/24/2024

TIF24-011; 03/27/2024

# Value and Increment Summary

Certified figures provided by the Denton Central Appraisal District

- FY 2022-23 total appraised valuation of taxable real property was \$249,149,564,
- The annual TIRZ Number One fund contribution of property taxes and interest income for FY 2022-23 is \$977,120.
- Since its inception, the final value with supplements of the TIRZ Number One has increased an estimated \$169,792,710. This represents a 214% increase in valuation.



TIF24-011; 07/24/2024

TIF24-011; 03/27/2024

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# Certified and Supplement Summary

YEAR	FISCAL YEAR AS OF 9/30	TIRZ CERTIFIED TAX VALUE	SUPPLEMENTAL TIRZ TAX VALUE	INCREMENTAL INCREASE (DECREASE)	CONTRIBUTION TO TIRZ	INTEREST	TOTAL TIRZ REVENUE	TOTAL EXPEDNDITURES	FUND BALANCE*
2010	2010-2011	79,356,854	79,356,854	N/A	N/A	N/A	N/A	N/A	N/A
2011	2011-2012	81,657,808	80,331,050	974,196	15,871	17	6,737	-	6,737
2012	2012-2013	89,605,635	93,040,263	13,683,409	70,691	297	94,678	-	94,678
2013	2013-2014	96,287,950	100,452,300	21,095,446	116,782	1,084	146,590	-	146,590
2014	2014-2015	114,885,073	116,769,435	37,412,581	245,056	2,821	260,874	-	260,874
2015	2015-2016	118,440,576	127,204,599	47,847,745	269,580	5,855	335,885	76,000	259,885
2016	2016-2017	136,021,478	150,021,979	70,665,125	367,851	11,439	470,178	76,000	394,178
2017	2017-2018	142,050,751	161,351,215	81,994,361	379,902	6,712	503,568	1,542,845	(1,039,277)
2018	2018-2019	167,000,575	170,678,753	91,321,899	516,619	11,589	549,889	156,000	393,889
2019	2019-2020	210,529,139	209,626,251	130,269,397	735,786	16,930	747,652	139,587	608,065
2020	2020-2021	232,747,807	234,054,363	154,697,509	860,418	10,870	878,629	24,988	853,629
2021	2021-2022	232,894,462	222,831,388	143,474,534	781,876	19,667	750,298	51,507	698,791
2022	2022-2023	249,149,564	249,149,564	169,792,710	856,797	120,323	977,120	129,767	847,354
TOTALS					5,217,229	207,605	5,722,086	2,196,694	3,525,393

Fund Balance as of 9/30/2023 is \$3,525,393



# Downtown Reinvestment Grant Program

In FY 2022–23 the Grant Program had a beginning budget of \$200,000 funded by the TIRZ Number One. The Grant Program had four projects reach completion creating expenditures of \$109,767 and two project approved, but still in progress at the end of FY 2022-23.

## Grant Activity

### Completed Grant Projects

- A Downtown Reinvestment Grant in the amount of \$50,000 was paid to the property located at 305 S. Locust St.
- A Downtown Reinvestment Grant in the amount of \$20,000 was paid to the property located at 111 Industrial St.
- A Downtown Reinvestment Grant in the amount of \$50,000 was paid to the property located at 107 W. Hickory St.
- A Downtown Reinvestment Grant in the amount of \$2,500 was paid to the property located at 214 W. Hickory St.

### Approved Grant Projects in Progress

- 108 W. McKinney St. in the amount of \$50,000



# Recommendation

Staff recommends that the Downtown TIRZ Board recommend City Council approve the 2022-2023 Downtown Tax Increment Reinvestment Zone Number One Annual Report.



TIF24-011; 07/24/2024

TIF24-011; 03/27/2024

# Questions?



TIF24-011; 07/24/2024

TIF24-011; 03/27/2024

Tax Year	Certified Tax Value	Incremental Increase (Decrease)	Contribution	Adjusted Incremental Value	Tax Rate	Annual TIRZ Ad Valorem Revenue	Interest Income**	Total Revenue	Total Expenditures	Fund Balance*
2010	\$ 79,356,854	N/A	N/A	N/A		N/A	N/A	N/A	N/A	N/A
2011	81,657,808	2,300,954	100%	2,300,954	0.68975	15,871	17	6,737	-	6,737
2012	89,605,635	10,248,781	100%	10,248,781	0.68975	70,691	297	94,678	-	94,678
2013	96,287,950	16,931,096	100%	16,931,096	0.68975	116,782	1,084	146,590	-	146,590
2014	114,885,073	35,528,219	100%	35,528,219	0.68975	245,056	2,821	260,874	-	260,874
2015	118,440,576	39,083,722	100%	39,083,722	0.68975	269,580	5,855	335,885	76,000	259,885
2016	136,021,478	56,664,624	95%	53,831,393	0.68334	367,851	11,439	470,178	76,000	394,178
2017	142,050,751	62,693,897	95%	59,559,202	0.63786	379,902	6,712	503,568	1,542,845	(1,039,277)
2018	167,000,575	87,643,721	95%	83,261,535	0.62048	516,619	11,589	549,889	156,000	393,889
2019	210,529,139	131,172,285	95%	124,613,671	0.59045	735,786	16,930	747,652	139,587	608,065
2020	232,747,807	153,390,953	95%	145,721,405	0.59045	860,418	10,870	878,617	24,988	853,629
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2022	249,149,564	169,792,710	90%	152,813,439	0.56068	856,797	120,323	977,120	129,767	847,354
Totals						\$ 5,217,229	\$ 207,605	\$ 5,722,086	\$ 2,196,694	\$ 3,525,393

Fund Balance as of 9/30/2023 is 3,525,393

# Downtown Reinvestment Grants Detail

- Approved Grant Project in Progress
- 108 W. McKinney St. in the amount of \$50,000 for Bullseye Bike Shop
- Completed Grant Projects
- A Downtown Reinvestment Grant in the amount of \$50,000 was paid to the property located at 305 S. Locust St. for NV Salon
- A Downtown Reinvestment Grant in the amount of \$20,000 was paid to the property located at 111 Industrial St. for Steve's Wine Bar
- A Downtown Reinvestment Grant in the amount of \$50,000 was paid to the property located at 107 W. Hickory St. for Chestnut Tree
- A Downtown Reinvestment Grant in the amount of \$2,500 was paid to the property located at 214 W. Hickory St. Denton Community Theater



Do Ty	Document	Doc Num	Doc Co	G/L Date	Explanation	LT 1 Amour	LT 1 Debit	P C	LT	Ledger Ty	Bth Ty	Batch Ty	Batch Nun	Batch Date	Line Exter	JE Line Number
PV	Voucher	750895	00286	01/23/2023	310 S LOCUST STREET LLC	50,000.00	50,000.00	P	AA	General L	V	Voucher E	1125856	01/23/2023		1
PV	Voucher	751478	00286	01/27/2023	STEVES WINE BAR LLC	7,266.50	7,266.50	P	AA	General L	V	Voucher E	1126481	01/27/2023		1
OV	Do Not Us	379092	00100	03/21/2023	DAVID PETTIT ECONOMIC DEVELOPM	4,000.00	4,000.00	P	AA	General L	O	PO/Contr	1131472	03/21/2023		1
OV	Do Not Us	380739	00100	04/12/2023	DAVID PETTIT ECONOMIC DEVELOPM	4,000.00	4,000.00	P	AA	General L	O	PO/Contr	1133860	04/12/2023		1
PV	Voucher	759318	00286	04/28/2023	CHESTNUT TREE	50,000.00	50,000.00	P	AA	General L	V	Voucher E	1136992	04/28/2023		1
OV	Do Not Us	386893	00100	07/12/2023	DAVID PETTIT ECONOMIC DEVELOPM	12,000.00	12,000.00	P	AA	General L	O	PO/Contr	1150351	07/12/2023		1
PV	Voucher	772213	00286	09/11/2023	DENTON COMMUNITY THEATRE	2,500.00	2,500.00	P	AA	General L	V	Voucher E	1161498	09/11/2023		1
					Column Total		<b>129,766.50</b>									
							109,766.50									

TIF24-011; 03/27/2024



# City of Denton

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

## Legislation Text

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**File #:** TIF24-019, **Version:** 1

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### **AGENDA CAPTION**

Receive a report and hold a discussion regarding the Quarter Three Main Street Report.



# City of Denton

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

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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Economic Development

**ACM:** Christine Taylor, Assistant City Manager

**DATE:** July 24, 2024

**SUBJECT**

Receive a report and hold a discussion regarding the Quarter Three Main Street Report.

**EXHIBITS**

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Presentation

Respectfully submitted:  
Kristen Pulido  
Main Street Program Manager



Q3 Main Street Program Quarterly Report  
Kristen Pulido  
Main Street Program Manager

## **Vision Statement**

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 Statement**

To promote and preserve downtown Denton as a vital asset of the community.

## Main Street uses the four-point approach to support community transformation...



## Economic Vitality

### Economic Development Incentive Agreement

- **Fine Arts Theater** - 115 N. Elm
  - **April 2, 2024** – City Council approved the recommendation to provide an incentive of \$1,620,869 in a City Chapter 380 Grant
    - **TIRZ Grant 1** - \$1,076,366 - City of Denton Chapter 380 incentive grant – Term 10 Years
    - **TIRZ Grant 2** - \$544,503 - City of Denton Chapter 380 incentive grant – Term 10 Years

\*The project is eligible for a Façade Grant in an amount up to \$50,000 which will be presented to the TIRZ Board and City Council on a future date



### Downtown Reinvestment Grant

- **Eagle Surveying** – 212 W. Sycamore
  - **May 21, 2024** – City Council approved the recommendation to provide a Downtown Reinvestment Grant of \$50,000 for Interior/Code Improvements & Façade/Building Rehab
  - Estimated cost of project \$1,465,727



# Economic Vitality



PRESENTED BY:



POWERED BY:



- Participating Businesses: 94
- Website Impressions: 2860





## Economic Vitality/Promotion

# SPRING OPEN HOUSE



### Shop Small Crawl 4.6

- Participating Shops: 17
  - On the Square: 7
  - Off the Square: 10
- # of Entries: 282
- Total Dollars Spent: \$7,050

### Get Eclipsed Crawl 4.7

- Participating Businesses: 14

### SHOP SMALL CRAWL

SATURDAY, APRIL 6TH  
ALL DAY

It's a fun-filled day of shopping, exploring, and giving back to our community. Stay tuned for participating stores and special offers. For every \$25 you spend at participating locations, you are eligible to be entered into the prize drawing.

- |                                       |                                  |
|---------------------------------------|----------------------------------|
| 🔒 Salvage Secondhand Shoppe           | 🔒 Salon NV                       |
| 🔒 Lone Star Naturals                  | 🔒 Soma Massage Therapy           |
| 🔒 Second Hand Sports & Game Swap      | 🔒 3 Wishes Gifts                 |
| 🔒 Susie's Snack Shop                  | 🔒 Regenus                        |
| 🔒 Patchouli Joe's Books & Indulgences | 🔒 Demure Stylez Boutique         |
| 🔒 Half Pint Children's Boutique       | 🔒 The Palm Tree Boutique         |
| 🔒 Norman Roscoe                       | 🔒 UNT CoLab                      |
| 🔒 Studio LaSalle                      | 🔒 Discover Denton Visitor Center |
| 🔒 Mallouf Hat Company                 |                                  |

### GET ECLIPSED CRAWL

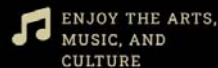
SUNDAY, APRIL 7TH  
1:00 PM - 5:00 PM

The local watering holes and restaurants are crafting their versions of "Signature Solar Sips and Snacks." You will have the opportunity to vote on your favorites. Escape the ordinary and soak up the daytime fun with the Get Eclipsed Crawl.

- |  |  |
|--|--|
| 🍷 Andersons Eatery and Distillery          | 🍦 Beth Marie's Old Fashioned Ice Cream     |
| 🍷 Bramblitt's Yellow Dog Art Bar & Gallery | 🧀 Cheese & Salsa                           |
| 🍷 East Side Denton                         | 🍷 Chestnut Tree Bistro (only from 11a-3pm) |
| 🍷 El Taco H                                | 🍷 The Saucy Hibachi                        |
| 🍷 Miss Angeline's Denton                   | 🍷 Shuck Me                                 |
| 🍷 Oak St. Drafthouse and Cocktail Parlor   | 🍷 Andersons Eatery and Distillery          |
| 🍷 Steve's Wine Bar                         |  |
| 🍷 Denton County Brewing Company            |  |

### WAYS TO PARTICIPATE

Denton Main Street Association welcomes you to downtown Denton for some spring shopping, dining and entertainment. Get out to enjoy the season and check out new merchandise, shopping deals, and dining specials.



Join us for First Friday, after all, a visit downtown wouldn't be complete without taking in the sights. View art in the galleries, listen to live music at various venues, and experience the vibrant creativity of Denton.



Whether you're searching for a one-of-a-kind gift or a statement outfit for yourself, Downtown Denton's eclectic mix of shops promises a fun shopping adventure. Browse new spring arrivals, enjoy special deals and offers, and remember to shop small!



Explore unique patios, sip on refreshing brews and signature solar-themed cocktails, and discover the hidden gems of Denton's bar scene. It's the perfect way to unwind, connect with friends, and experience the city in a whole new light!

## Economic Vitality

### Imagine the Possibilities

Hosted 48 developers, investors, and entrepreneurs to view development opportunities in Downtown Denton.



**FRIDAY, MAY 17**  
DOWNTOWN  
**DENTON, TEXAS**

11 a.m. | Downtown & Southeast Master Plan Preview Stoke | 608 E. Hickory St., Suite 128

Noon to 3 p.m. | Self-Guided Tours of Downtown

The City of Denton and partner organizations invite YOU, the Denton community, to "imagine the possibilities" and join us as we work to develop the downtown area with the Downtown Denton Master Plan. Come take a tour, meet other members of the community, and learn more about what's on the horizon!

Slated for completion in June 2024, the Downtown Master Plan calls for catalytic projects, utilization of existing TIRZ funds, and more. Rated as the "Top City for Business," Denton is the next big city primed for development!



## Economic Vitality/Promotion/Organization

-Award winning free concert series in Downtown Denton every Thursday in May & June

### ***Summer Series: Established in 1994***

- Every Thursday in May and June with International Make Music Day to end the series
- Located on the Denton County CHOS lawn
- Average weekly attendance 550
- 5-7 sponsors each week that set-up tables to promote their products or initiatives



DENTON MAIN STREET PRESENTS  
**TWILIGHT TUNES**  
FREE CONCERT SERIES • ESTD. 1994

02 MISSING 3 CLAYTON THORNTON PERFORMING ARTISTS COLLEGIATE	06 GUITAR GEORGE TRIO CLAYTON THORNTON ST. JOHNS UNIVERSITY
09 GWYNNE MONTGOMERY JOHNSON CLAYTON THORNTON, TONIA BY	13 LADY CASS & THE FELLAS CLAYTON THORNTON KREWE LOUPEL, TERRY COLLEGE
16 UNIVERSITY OF NORTH TEXAS CLAYTON THORNTON, ERY STEINBOCK	20 CALES YOUNG CLAYTON THORNTON WILHELMUS UNIVERSITY
23 CAPTAIN MOON & THE SILVER SPOONS CLAYTON THORNTON, TONIA BY, E.R.	21 MAKE MUSIC DAY CLAYTON THORNTON DENTON COUNTY COMMUNITY COLLEGE
20 HELIUM QUEENS CLAYTON THORNTON BARBARA J. BOBBA LEE	LEARN MORE AT DENTONMAINSTREET.ORG

PLATINUM SPONSORS:

PRESENTED BY:

PRESENTING SPONSORS:

## Downtown Openings & Closings

Business Name	Business Start	Business Closure	Jobs (gained)	Jobs (lost)
<b>April-June</b>				
La Mexicana		x		5
El Chaparral *Boka Feliz will be taking over the location		x		10
Pepe La Barbershop	x		5	
Old Bear Vintage-Women Owned Vintage Shop *2nd location	x		2	
Black Locust Studio-Women Owned Tattoo and Beauty Studio	x		5	
The Never Sleep (formerly Golden Boy)		x		5
Quantum Wellness Spa	x		3	
Bullseye Bikes *Recieved Downtown Reinvestment Grant	x		3	
Record Coffee Supply	x		3	
Bullseye Tattoos	x		2	
<b>TOTAL</b>	<b>7</b>	<b>2</b>	<b>23</b>	<b>20</b>

## Downtown Beautiful Business Award

*Mission: To promote a clean and vibrant Business district through litter cleanups and beautification*

**April**



**May**



**June**



# Promotion

## Facebook & IG Ads

Clicks  
DMSA

2,713

Impressions  
DMSA

58,434

CPC  
DMSA

\$0.13

Amount spent  
DMSA

\$349.96

Link Clicks  
DMSA

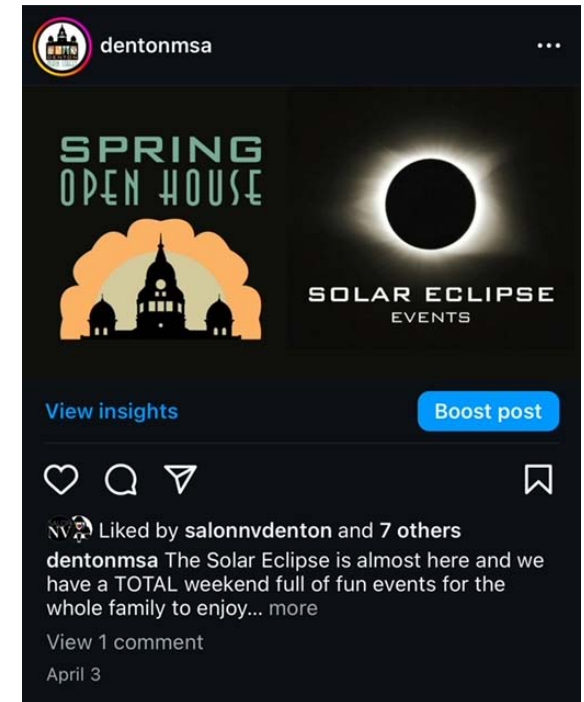
560

Reach  
DMSA

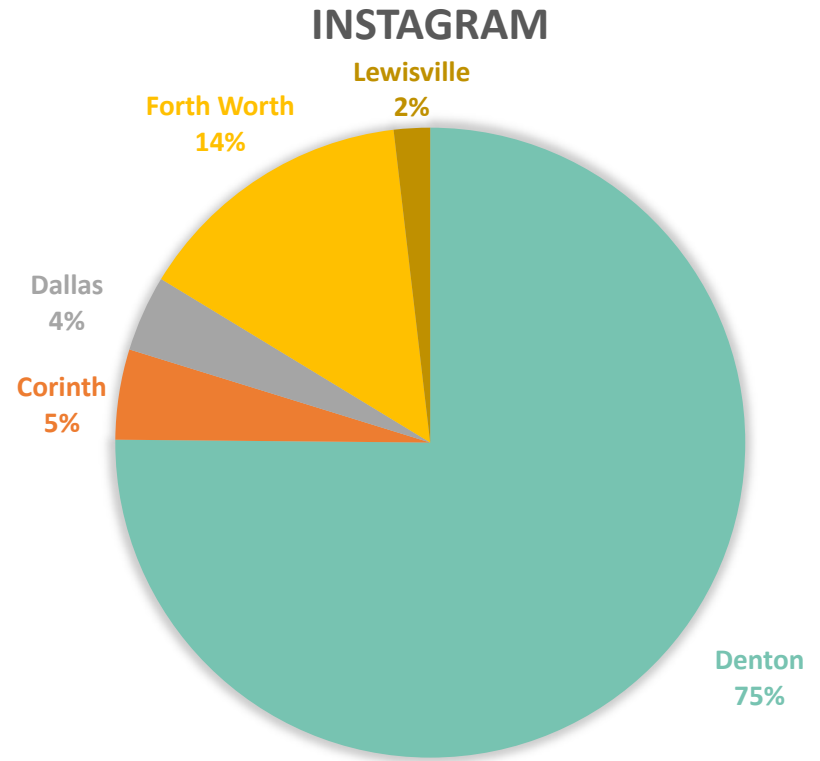
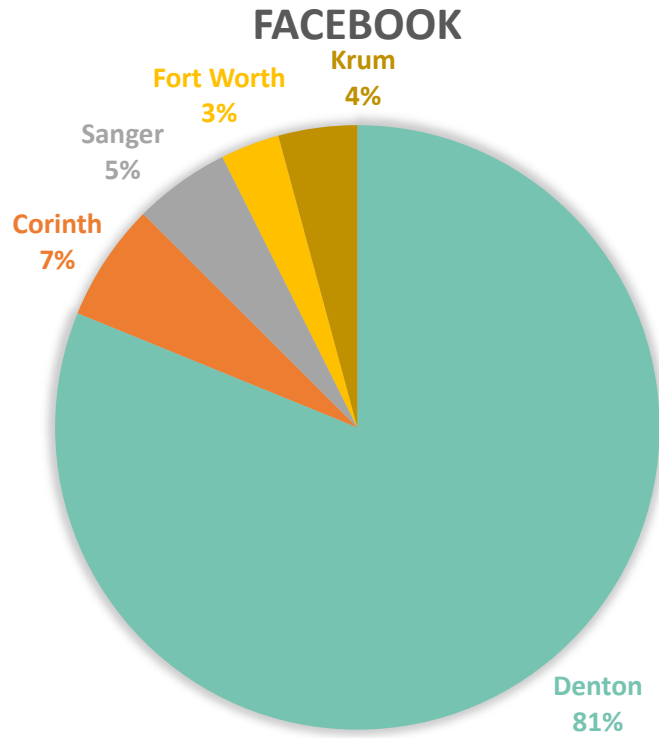
11,625

Campaign performance  
DMSA

Campaign	Clicks	Impr.	Reach	Frequency	CTR	CPC	Amount spent	Page engagement
Event: Spring Open House + Solar Eclipse Events	1,256	28,932	9,006	3.21	4.34%	\$ 0.20	\$ 250.00	423
Event: Twilight Tunes: Guitar George Trio	405	8,236	3,281	2.51	4.92%	\$ 0.06	\$ 25.00	166
Event: Twilight Tunes: Lady Cass & The Fellas	402	8,277	3,255	2.54	4.86%	\$ 0.06	\$ 24.96	183
Event: Twilight Tunes: Helium Queens	370	7,456	2,901	2.57	4.96%	\$ 0.07	\$ 25.00	130
Event: Twilight Tunes: Captain Moon & Silver Spoons	280	5,533	2,881	1.92	5.06%	\$ 0.09	\$ 25.00	107
	2,713	58,434	11,625	5.03	4.64%	\$ 0.13	\$ 349.96	1,009



# Promotion



# Promotion-Website Analytics

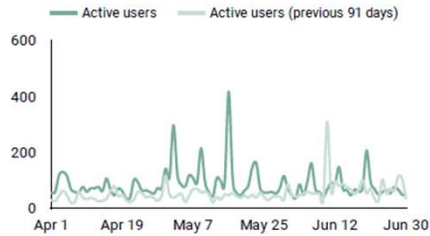
## User Engagement

by Users, Sessions, and Engagement



## Active Users

by Active Users vs. Previous Period



## User Localities

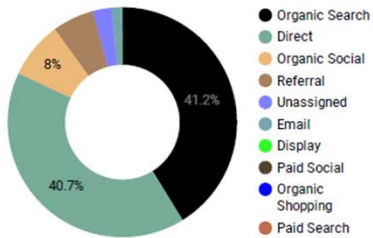
by Region and City

Region	City	Active ...	Sessions	Engage...
1. Texas	Dallas	1,554	2,043	805
2. Texas	Denton	1,431	2,320	1,321
3. Texas	(not set)	329	431	185
4. (not set)	(not set)	186	196	21
5. Washington	Moses Lake	184	184	115
6. Texas	Fort Worth	177	212	92
7. Wyoming	Cheyenne	154	155	73

1 - 10 / 1030 < >

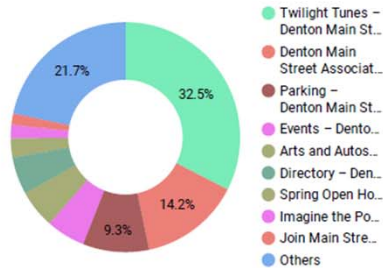
## User Acquisition

by Acquisition Channel



## Most Popular Pages

by Views



Page title

Views ▾

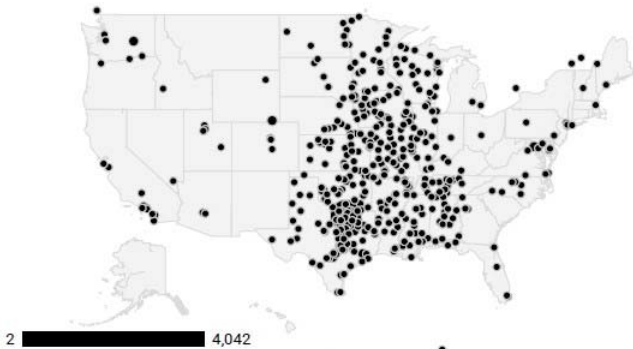
1.	Twilight Tunes - Denton Main Str...	4,698
2.	Denton Main Street Association	2,046
3.	Parking - Denton Main Street Ass...	1,340
4.	Events - Denton Main Street Ass...	792
5.	Arts and Autos - Denton Main Str...	777
6.	Directory - Denton Main Street As...	758
7.	Spring Open House - Denton Mai...	393
8.	Imagine the Possibilities Tour - D...	272
9.	Join Main Street - Denton Main S...	230
10.	About - Denton Main Street Asso...	200



# Promotion-Website Analytics

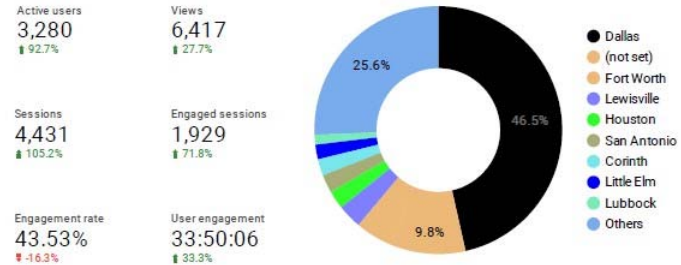
## Audience Map

by Views



## In-State Activity

by Views, Sessions, and Active Users (TX excl. Denton)



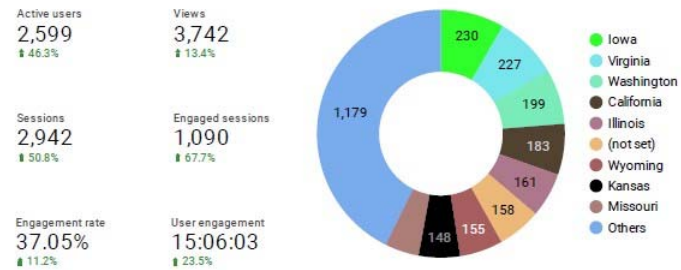
## Referral Sources

by User Source, User Medium, Active Users, New Users

	First user so...	First user m...	Active users	% Δ	New users	% Δ
1.	zipsprout.com	referral	1	-	1	-
2.	yahoo	organic	46	21.1...	43	19.4...
3.	www.planned...	referral	1	-	1	-
4.	www.keranews...	referral	2	-	2	-
5.	us10.admin.m...	referral	1	-	1	-
6.	us.search.yaho...	referral	3	-	3	-
7.	twilight_tunes	QR	15	-	14	-
8.	tourtexas.com	referral	1	-	1	-

## Out-of-State Activity

by Views, Sessions, and Active Users (USA excl. TX)





# Organization

Year	Month	Event Name	# of Volunteers	# of Board members	# of Staff Members	# of Hours
2024	Q3					
	April	Board Meeting	2	11	5	18
	April	DEDC	9	1	11	21
	April	Promotions Comm Meeting	5	2	2	9
	April	Downtown Economic Development Committee (DEDC)	9	1	10	20
	April	First Friday Committee	2	2	0	4
	April	Eclipse Planning Meeting	1	1	13	15
	April	Marketing Comm Meeting	5	2	2	9
	April	Imagine the Possibilities Meeting	3	1	5	9
	April	Website Task Force Meeting	0	3	2	3
	April	Twilight Tunes Committee	3	2	1	6
	April	Spring Open House/Mimosa Hop	9	1	2	40
	April	Thin Line Film Fest	3	2	0	5
	April	Arts Autos Comm Mtg	8	4	2	14
	April	New Member Orientation	2	2	1	5
	April	Membership Mixer	42	6	2	98
	April	Membership Committee	1	5	1	13
	May	Promotions Comm Meeting	6	2	2	10
	May	Marketing Comm Meeting	12	3	2	17
	May	Membership Committee	1	3	2	6
	May	Imagine the Possibilities Meeting	3	1	5	9
	May	Board Meeting	4	11	2	16
	May	Twilight Tunes	11	5	1	41
	May	First Friday Committee	2	2	0	4
	May	Historic Bar Tour	7	1	1	22
	May	Arts Autos Comm Mtg	6	5	2	19
	May	Imagine the Possibilities Tour	3	1	5	54
	May	DEDC	9	1	11	21
	June	Marketing Comm Meeting	7	4	2	13
	June	Promotions Comm Meeting	6	5	2	13
	June	Membership Committee	1	4	1	6
	June	Retail Roundtable	4	3	1	8
	June	First Friday Committee	1	2	0	3
	June	Board Meeting	10	10	8	28
	June	Make Music Day	2	0	1	11
	June	Twilight Tunes	14	4	2	50
	June	DEDC	7	0	4	11
	June	Arts Autos Comm Mtg	3	3	2	16
<b>Q3</b>	<b>Total:</b>		<b>231</b>	<b>116</b>	<b>115</b>	<b>667</b>

*Questions?*



# City of Denton

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

## Legislation Text

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**File #:** TIF24-020, **Version:** 1

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### **AGENDA CAPTION**

Receive a report and hold a discussion regarding the Design Downtown Denton recommendation for Tax Increment Reinvestment Zone Number One.



# City of Denton

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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Economic Development

**ACM:** Christine Taylor, Assistant City Manager

**DATE:** July 24, 2024

**SUBJECT**

Receive a report and hold a discussion regarding the Design Downtown Denton recommendation for Tax Increment Reinvestment Zone Number One.

**EXHIBITS**

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Presentation

Respectfully submitted:  
Kristen Pulido  
Main Street Program Manager



# DESIGN DOWNTOWN DENTON

## TIRZ Presentation

# Project Team



**City of Denton**  
**Cameron Robertson, AICP**  
Project Manager  
**Sean Jacobson**  
Assistant Project Manager  
**Tina Ferguson**  
Planning Director  
**Gary Packan**  
Parks and Recreation Director



**Mend Collaborative**  
*Planning, Design and Public Engagement*  
**Zakcq Lockrem, AICP**  
Project Manager  
**Michelle Bright, SITES AP**  
Principal-in-Charge  
**Todd Austin**  
Deputy Project Manager  
**Sandy Meulners-Comstock, PLA**  
Lead Designer  
**Kennedy Rauh**  
Designer  
**Olivia Halsne**  
Designer



**Nelson-Nygaard**  
*Mobility and Transportation*  
**Jackson Archer**  
Mobility Lead  
**Sam Ergina**  
Mobility Support



**Post Oak Preservation Society**  
*Historic Preservation*  
**Ellis Mumford-Russell**  
Historic Resources Lead  
**Rachel Alison**  
Preservation Associate



**The Catalyst Group**  
*Market Research/TOD Strategy*  
**Paris Rutherford**  
Market/TOD Strategy Lead



**William Fulton Group**  
*Economic Development/Implementation Strategy*  
**William Fulton, FAICP**  
Founder/CEO



# Schedule



## Understand

June - Sept 2023

### **Goal:**

Understand key issues, challenges, and previous plans affecting the study area.



## Envision

Sept 2023 - Feb 2024

### **Goal:**

Provide vetted strategies and approaches to project goals.



## Act

Feb - May 2024

### **Goal:**

Document a clear path to implementation.



## Adopt

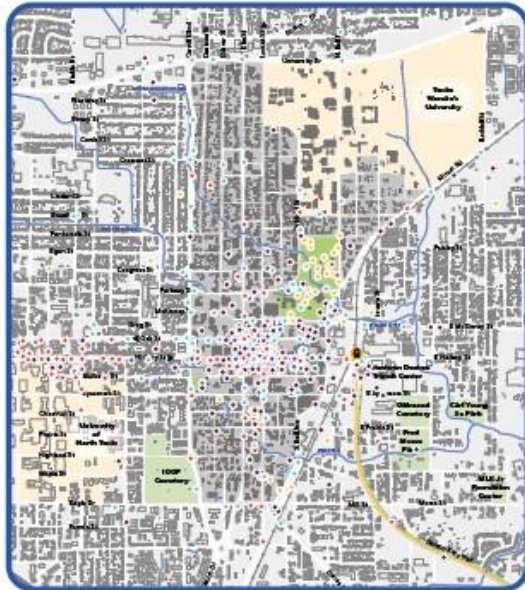
June - Sept 2024

### **Goal:**

Facilitate adoption by relevant regulatory bodies.

# Public Engagement Review

## Online Survey



3032 Online visits by 2054 visitors  
462 Social Map Comments  
153 Downtown Love/Need Comments

## Overall Community Feedback

907 Total Comments  
3,391 Total Reactions  
95 Total Survey Responses

## Pop-Ups



September 2023



September 2023



October 2023

109 Map Comments  
190 Downtown Love/Need Comments  
300+ Pop-up interactions

## Workshops



December 2023



April 2024

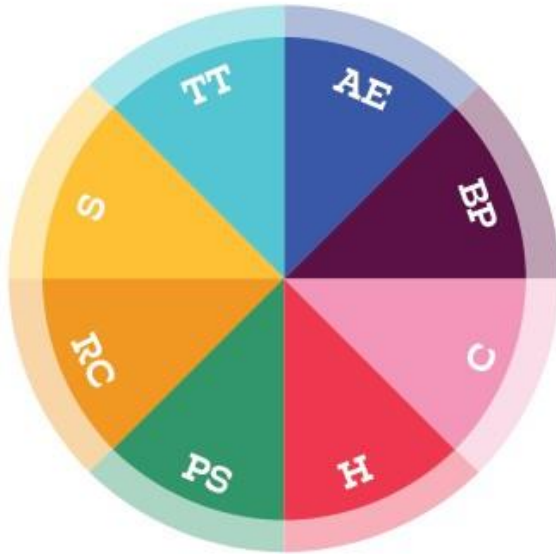


May 2024

# Vision Statement

Design Downtown Denton to be a more walkable, beautiful, and fun destination for shopping, working, learning, and recreation that also serves as a hub of opportunity, welcoming all Dentonites. Cultivate a vibrant and diverse residential community. Preserve and expand the distinctive local businesses, foster a strong sense of community, and safeguard the historic and artistic character while promoting growth and development.

# Community Priorities



**AE** Arts, Entertainment and Events

**BP** Bike and Pedestrian Safety and Mobility

**C** Culture

**H** Housing Development

**PS** Parks and Public Space

**RC** Retail and Commercial Development

**S** Safety

**TT** Traffic and Transit

# Recommendations

Design Downtown Denton presents a vision for the future of Downtown Denton where local government, businesses, developers and community have taken collaborative action to change policy and develop public and private facilities that will:

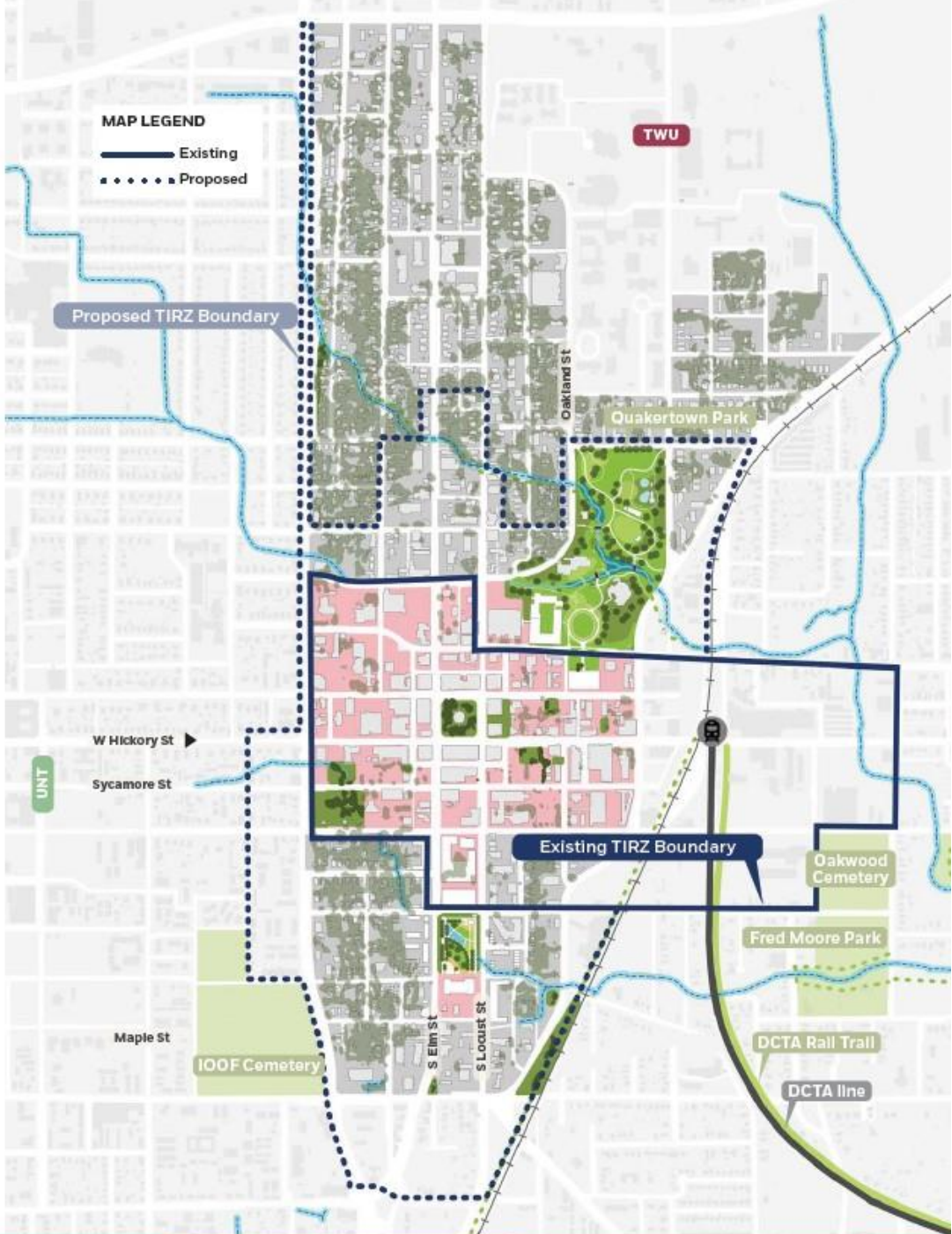
- **Better utilize downtown's streetscape** making downtown more walkable and accessible, with improved management of parking and mobility, and a focus on prioritizing all forms of transportation,
- **Build a network of improved public spaces** providing Dentonites with beautiful places to relax, play, and reflect, all within a short distance from their homes.
- **Target development to build on downtown's character and assets** by preserving existing structures while building compatible housing, parks and retail that invite new families to make Downtown Denton their home,
- and **Promote Downtown's nightlife, music, events, history, and art** through branding and advertising that tells the story of Downtown Denton's history and culture while promoting its future, programs that provide support for artists and musicians, and projects that create new venues, events and entertainment.



# Modify and Expand on Economic Development Tools

The City of Denton should expand economic development opportunities through new and existing funding sources such as:

- Tax-Increment Reinvestment Zone (TIRZ)
- Downtown Reinvestment Grants
- 380 Agreements
- Catalyst Fund
- Historic Tax Credits
- Qualified Hotel Project Tax Rebate
- Parking Benefit District
- Affordable Housing Tax Exemption
- New Market Tax Credits
- HUD 108 Loan Guarantees
- Private/Philanthropic Funding
- Building new economic development tools together
- Texas PACE programs



# RECOMMENDATIONS

## Better utilize downtown's streetscape

- 1A Rightsizing and 4/3 Conversions
- 1B Pedestrian Priority Routes and Denton Chill Streets
- 1C Improve Bike Connections
- 1D Improve Transit

## Build a network of improved public spaces

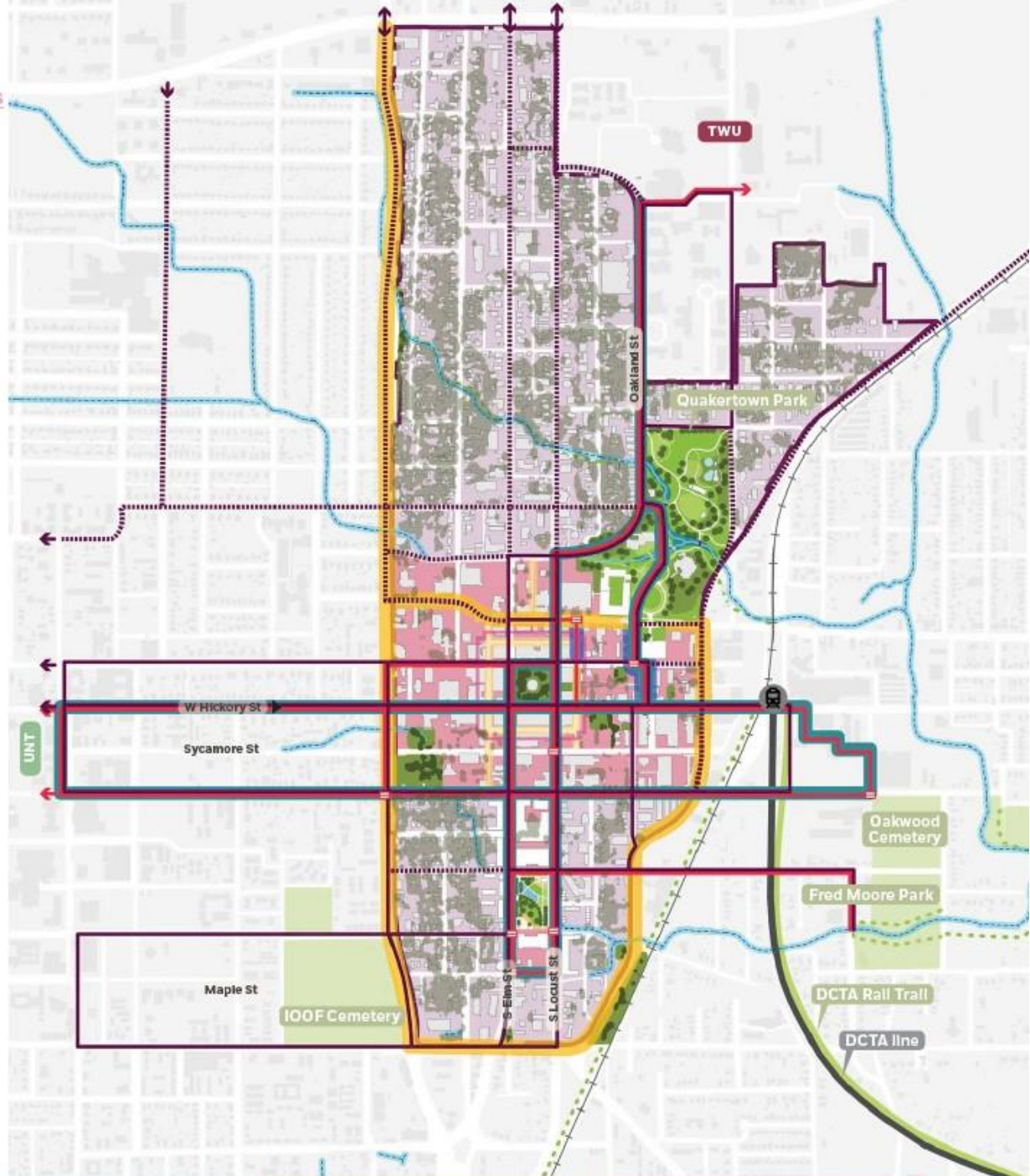
- 2A Quakertown Park Master Plan
- 2B Activate Vacant Lots
- 2C Utilization of Alleys
- 2D Utilization of Underutilized Streets
- 2E Create a New Park in Southern Downtown
- 2F Improvements to the County's Historic Park
- 2G Develop Public Art Plan

## Target development to build on downtown's character and assets

- 3A Develop Southern Downtown
- 3B Encourage Downtown Living
- 3C Strengthen Historic Preservation Opportunities
- 3D Public Realm Design Guidelines and Zoning
- 3E Explore Opportunities for Specific Programming

## Promote Downtown's nightlife, music, events, history, and art

- 4A Support music and nightlife
- 4B Develop a Performing Arts Center
- 4C Expand Programs to Support Small Businesses
- 4D Expand on Downtown Events
- 4E Expand on Economic Development Tools
- 4F Establish a Downtown Brand
- 4G Establish a Public Improvement District



# 5 Plan Implementation



Plaza on the Square Rendering



## Timeline for Policy creation and expansion

Policy Recommendation	Timeline
3D   Public Realm Guidelines and Zoning Recommendations	<b>Years 1</b> <i>Other Recommendations Are Dependent On These</i>
4E   Expand TIRZ	
4G   Establish a PID	
3B   Encourage Downtown Living	<b>Years 1-5</b>
4A   Utilize Policy and Regulation to Support Music and Nightlife	
4C   Expand Programs to Support Small Businesses	
4E   Expand on other Economic Development Tools	
3C   Strengthen Historic Preservation Opportunities	<i>Complete As Opportunities Arise</i>
3E   Explore Opportunities for Specific Programing	
4D   Expand on Events	

Implementation of Economic Development Tools			Tool Location and Purpose								
Tool	Priority	Revenue Source	Public			Existing Private			New Private		
			Clean & Safe / Ambassadors	Public Infrastructure	Public Realm Improvements	Support for Existing Downtown Businesses	Support For Commercial Property Owners	Support for Residential Property Owners	Incentivizing New Commercial Development	Incentivizing New Housing	Support for Startups Based Downtown
TIRZ	1	Tax Increment		•	•				•	•	
380 Agreements	1	TIRZ							•	•	
Downtown Reinvestment Grants	1	TIRZ				•	•				•
Low Interest Loans	1	TIRZ				•					
Public Improvement District	1	Property Assessment	•	•	•						
Catalyst Fund	1	Variety of citywide sources				•			•	•	•
PACE	2	Property Assessments					•				
Historic Tax Credits	2	Property Tax Exemptions					•	•			
Affordable Housing Tax Exemptions	2	Property Tax Exemptions								x	
Parking Benefit District	2	Parking revenue		•	•						
"Small Business Benefit District"	2	Business Owners				•					x
City Land	3	City Land Equity			•				•	•	
Qualified Hotel Project	3	State Sales and Bed Tax Rebates							•		
New Market Tax Credits	3	Federal Tax Credits							•		
HUD 108 Loan Guarantees	3	Community Development Block Grant Funds							•	•	
Tax Abatement (Ch. 312 of the Texas Tax Code)	Existing	Tax Abatement					•	•			
Sales and Use Tax for Construction	Existing	Tax Rebate				•					
Water/Wastewater Utility Line Fund	Existing	Reimbursement					•	•			
Economic Growth Rider	Existing	Reduction in electrical demand charge				•	•	•			

# Questions



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**File #:** TIF24-021, **Version:** 1

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### **AGENDA CAPTION**

Staff Reports:

1. Future Agenda Items - Christine Taylor



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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Economic Development

**ACM:** Christine Taylor, Assistant City Manager

**DATE:** July 24, 2024

### **SUBJECT**

Staff Reports:

1. Future Agenda Items – Christine Taylor

### **BACKGROUND**

#### **Future Agenda Items:**

An overview of current items in the Agenda Queue and discussion of possible future agenda items.

### **EXHIBITS**

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Queue of Future Agenda Items

Respectfully submitted:  
Matilda Weeden  
Economic Development Specialist

Meeting Date	Item Description	Presented By	Time
<b>Wednesday, September 25, 2024</b>			
Item for Consideration	Approval of Minutes	Chair	5
Item for Consideration	Grant Application Consideration	Kristen Pulido	10
Item for Consideration	Grant Application Consideration	Kristen Pulido	10
Work Session - Staff Report	Downtown Master Plan Update	Cameron Robertson	5
Work Session - Staff Report	Future Agenda Items	Christine Taylor	5
		<b>Total Time</b>	<b>35</b>
<b>Wednesday, December 4, 2024</b>			
Item for Consideration	Approval of Minutes	Chair	5
		<b>Total Time</b>	<b>5</b>