

BEEES Division Update

July 2026



BEES Team

Beautification, Education & Event Services (BEES) Division



Vacant
Program &
Events
Manager



Zoë Bernal,
Customer
Service
Coordinator



Juan
Cabrera,
Civic Center
Supervisor



Meredith
(Jones)
Mensching,
Special Events
Coordinator



Vacant,
Special
Events
Supervisor



Jazmin Mejia,
Special Events
Coordinator
(temp/seasonal)



Vacant,
Keep Denton
Beautiful
Coordinator



City-Hosted Special Events

Month	2019 Events	2023 Events	2024 Events	2025 Events
January	0	0	0	0
February	1	1	1	1
March	1	1	2	1
April	1	3	2	1
May	1	2	2	1
June	1	1	2	1
July	2	3	1	0
August	0	0	0	0
September	1	2	2	0
October	1	1	2	3
November	0	1	1	0
December	1	2	3	0
TOTAL	10	17	18	8



2025 BEES Internal Special Events & Programs

Event	Attendance
• My Little Valentine Dance	400
• Great American Cleanup	1,300
• Easter Eggstravaganza	3,000
• Redbud Festival	2,500
• Yankee Doodle Parade	1,600
• Pumpkin Drop	2,000
• Fall Movies in the Park	500
• Community Tree Giveaway	700

2025
8 Events
12,200 Participants

City-Hosted Special Event Challenges

- Staff Vacancies
 - Reduced outreach activity
 - Loss of institutional knowledge
 - Shortened planning timelines
- Cancellation of Internal Special Events
 - Spring Movies in the Park Series
- Third-Party Event Competition
 - Increase in the amount of external events
 - Staff time reallocated to permitting processes
- Budget & Co-Sponsored Events
 - Decreased financial support for community partnerships (negative public perception)



City-Hosted Special Event Improvements

- Prioritize strategic hiring plan for critical roles
- Create a minimum outreach engagement plan per quarter
- Explore sponsorships and other community partnerships to help sustain programming (volunteer support models for lower-risk events)
- Provide consistent messaging to reduce the spread of misinformation
- Increase visibility of successful events and outcomes



Third-Party Special Events

Month	2022 Events	2023 Events	2024 Events	2025 Events
January	2	2	3	4
February	1	1	1	1
March	3	5	5	15
April	2	10	9	5
May	3	5	15	20
June	8	5	13	6
July	3	5	4	3
August	3	4	4	3
September	4	6	6	7
October	12	20	19	6
November	6	7	6	1
December	6	8	6	1
TOTAL	53	78	91	72

Third-Party Special Event Challenges

- Resistance from event organizers unfamiliar with the new permitting process
- Pushback from long-term event organizers accustomed to previous procedures
- Transition to a fully digital system creating barriers for less tech savvy users
- Increased permit fees raising cost concerns, particularly for non-profits
- Limited staff capacity to ensure compliance with approved event permits
- Occassional events proceeding without the required permits



Third-Party Special Event Improvements

- Explore additional staff support during peak event seasons
- Create clearer communication about why the permitting process exists (safety, compliance, equity)
- Host short permitting sessions and virtual workshops for event organizers
- Develop a risk-based system to prioritize monitoring of higher-impact events
- Implement a post-event evaluation to capture documentation of actual event execution vs. approved plan



Special Events Strategic Plan

Strategy 1 | Strengthen our capacity to support special events

- Strategic Initiative 1.1 Identify opportunities to strengthen festivals and events as a source of fun and value creation.
- Strategic Initiative 1.2 Enhance and solidify existing special events support.
- Strategic Initiative 1.3 Educate special event partners on the City's processes to improve efficiency.
- Strategic Initiative 1.4.2 Create a value stream analysis to identify pain points in event support.
- Strategic Initiative 1.4.3 Develop an outdoor performance venue that will reinforce Denton's position as a "music-friendly" city.



Quakertown Civic Center

- Designed and constructed by O'Neil Ford in 1966
- O'Neil Ford Civic Complex (Quakertown Park) Historic Landmark
- Renamed Quakertown Civic Center Feb. 2026
- 9,000 square foot Rotunda Space
- 2 meeting spaces, Staff Offices, Covered Plaza, Catering Kitchen
- Walking Track (14 laps=1 mile); Included in Rec Pass





Civic Center Usage

- Parks and Recreation Customer Service Hub
- Event Venue:
 - (2) meeting spaces
 - Rotunda
 - Plaza
 - Kitchen
- Offices for all BEES staff
- Special Events & Keep Denton Beautiful headquarters
- Denton County Early & General Voting Location

Civic Center Staff Duties

Recreation Leaders

- Provides Direct Customer Service
- Building Attendant for rentals
- Assist Special Events and KDB as needed
- Daily Cash Handling Tasks
- Liaison to other divisions in PARD

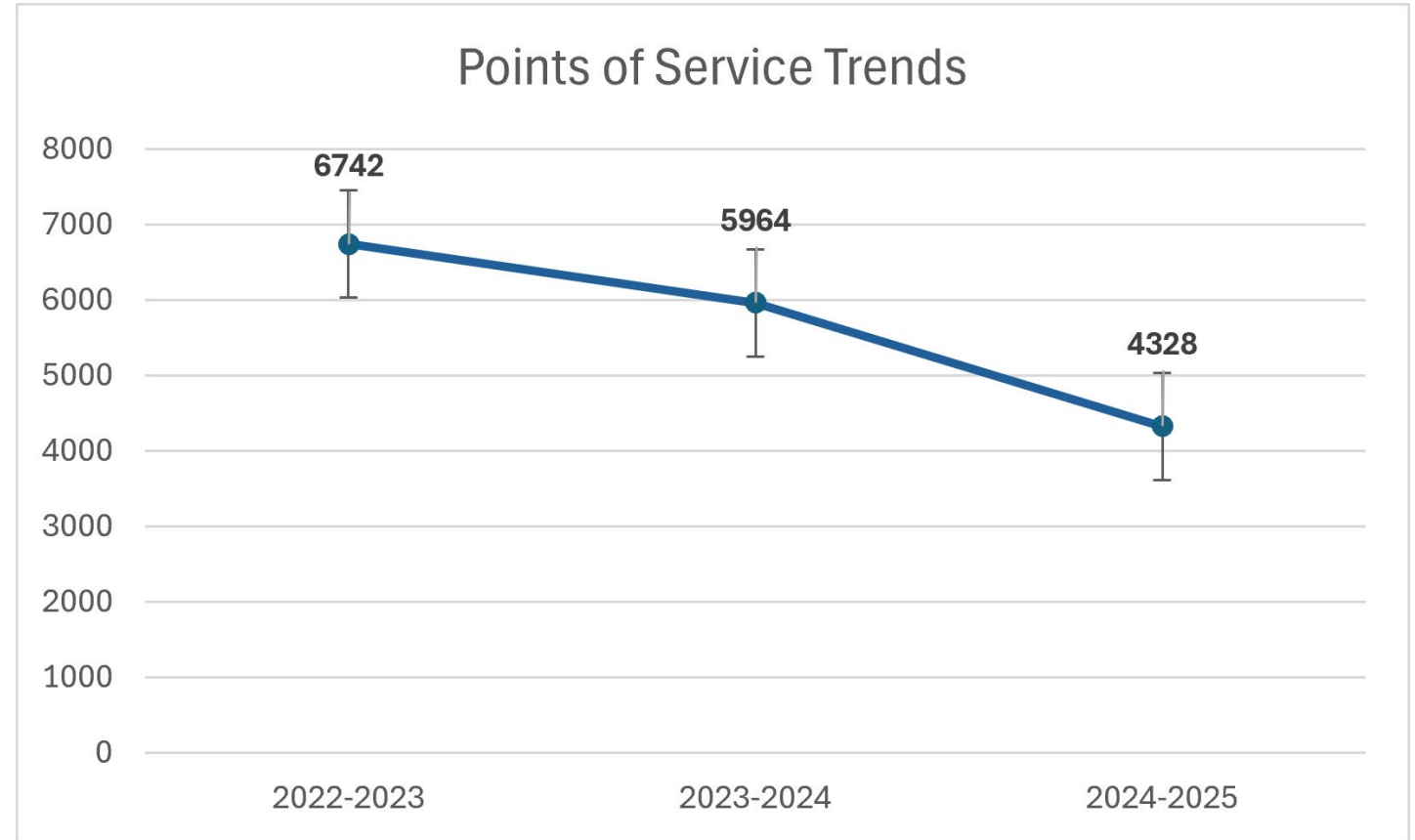
Customer Service Coordinator

- Directly responsible for all rental inquiries & bookings
- Assists with Customer Service Training
- Assists with Cemeteries
- Assists with Pavilion Reservations
- Lead Coordinator for PARD Scholarship Program

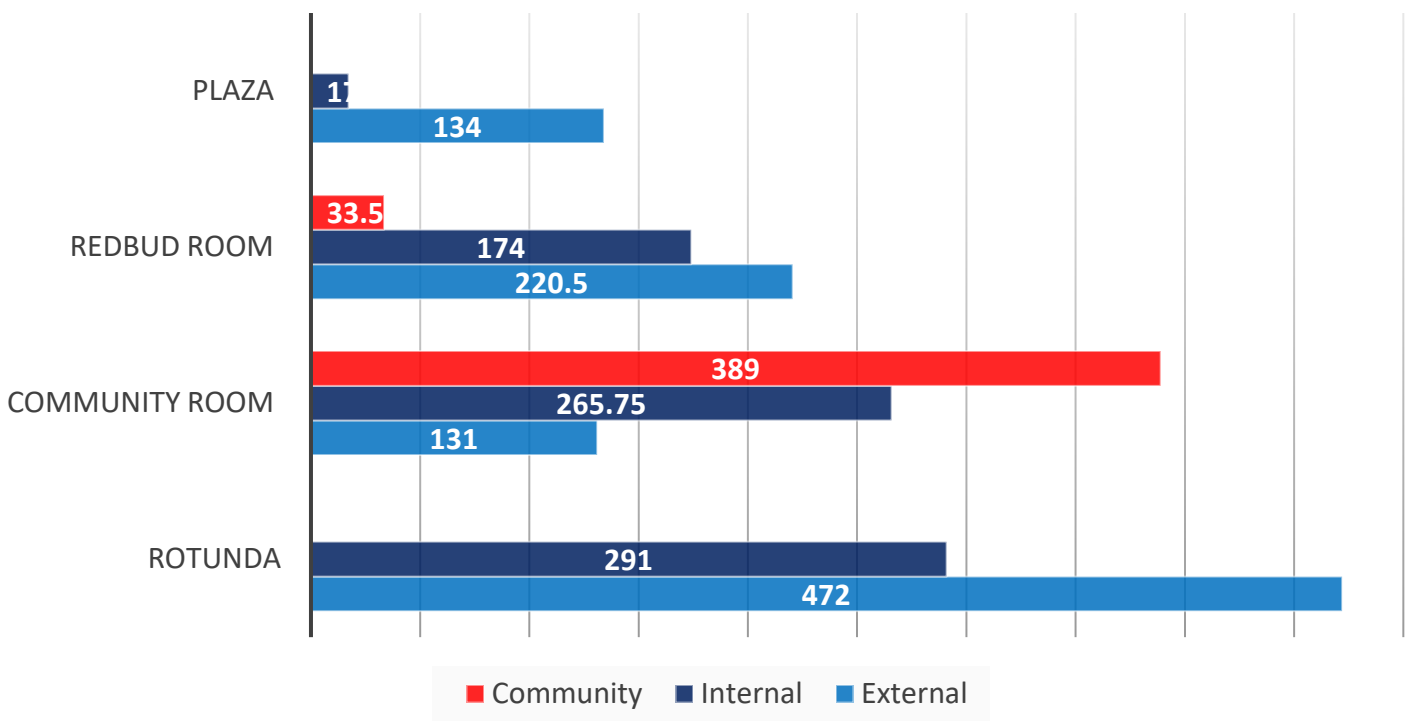


Top Customer Service Needs

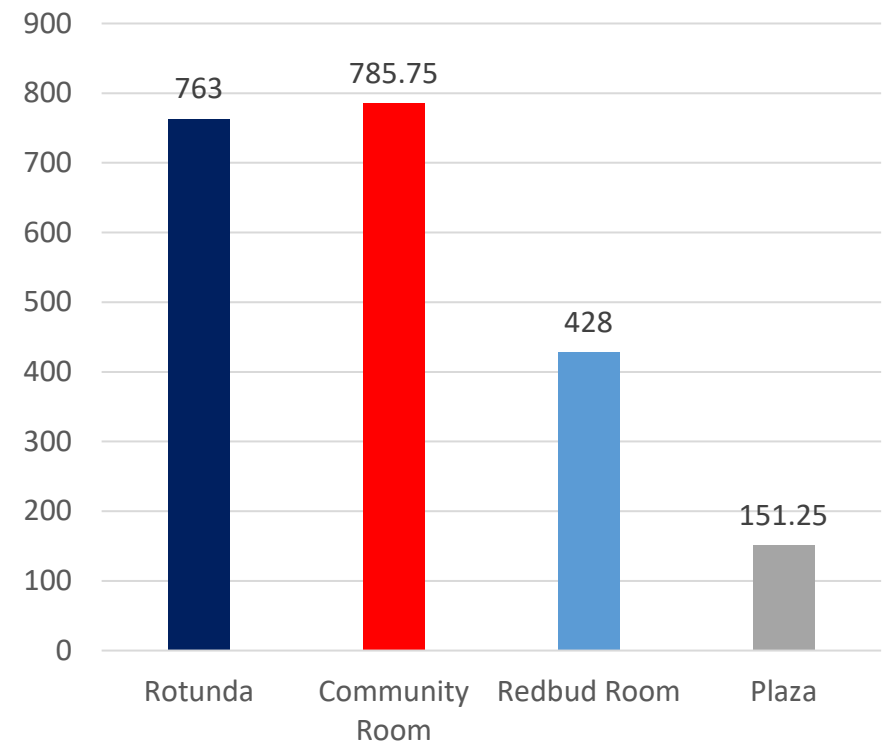
1. Recreational Care
2. Athletics
3. Civic Center
4. General Customer Service
5. Pavilions
6. Aquatics
7. Parks
8. Special Events



Rentals By Type Per Hour FY 24-25



Total Rental Hours by Space FY 24-25



Challenges

Civic Center

- Competition
 - Aging Building
 - Size and Availability of Space & Equipment
 - Pricing
- Identity of the Civic Center
- Resources to meet Civic Center goals
- Service vs. Revenue
 - Budget constraint with growing demands
 - Balance of public good and revenue generation
- Storage and space issues



Other Challenges

- Departmental Customer Service
- Cemeteries
 - Record Retention
 - Time – research vs. permitting

Future Goals

Civic Center Strategic Goals

- Beautification, Restoration, & Space Upgrades
- Furniture Upgrades
- Facility Awareness for Cleaning/Upkeep
- Historical Building Preservation and Maintenance Plan
- Trendsetting & Staying Competitive
- Cost Recovery and increased Revenue Generation
- Resources for Historical Tours, Community Knowledge
- Renovation



Other Goals

- Improve Guest Services department-wide to create efficiencies
- Continued review/implementation of efficient processes

Questions?

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