



City of Denton

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

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:
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