



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: October 14, 2025

SUBJECT

Consider adoption of an ordinance of the City of Denton authorizing the City Manager to execute cash and in-kind sponsorship agreements between the City of Denton and the Denton Black Chamber of Commerce – Denton Blues Festival 2026 (cash \$4,000, in-kind \$14,140), Denton Community Market (cash \$11,800, in-kind \$6,690), Denton Day of the Dead Festival (cash \$8,000, in-kind \$16,120), Denton Festival Foundation – Denton Arts and Jazz Festival 2025 (cash \$20,000, in-kind \$70,800), Denton Holiday Festival Association – Denton Holiday Lighting Festival 2025 (cash \$6,000, in-kind \$10,160), Denton Main Street Association (cash \$10,000, in-kind \$80), Denton Parks Foundation – Juneteenth 2026 (cash \$4,000, in-kind \$19,090), Denton Music and Art Collaborative – Amplify Denton 2026 (cash \$2,600, in-kind \$860), Denton Music and Art Collaborative – Monster Dash 2025 (cash \$1,800, in-kind \$410), Friends With Benefits – Boil Buddies Bash 2026 (cash \$3,000, in-kind \$260), North Texas State Fair Association – North Texas Fair and Rodeo 2026 (cash \$10,000, in-kind \$4,780), Texas Filmmakers Corporation – Thin Line Fest 2026 (cash \$8,000, in-kind \$7,470), United Way of Denton County – Peterbilt Parade 2025 (cash \$800, in-kind \$2,710), and Kiwanis Youth Services – July 4th Jubilee and Fireworks (cash \$26,800, in-kind \$16,020), which are nonprofit organizations located within the City of Denton and awarded cash and in-kind sponsorship funding; providing a severability clause; and providing an effective date. The Community Partnership Committee recommends approval (3-0).

BACKGROUND

The agreements allow for the expenditure of cash sponsorship and in-kind sponsorship funding in support of the organizations' programming and events.

Sponsorship recipients will be required to submit a report within 30 days of completing their program or event.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

The Community Partnership Committee reviewed all sponsorship budget applications during a July 25, 2025, meeting. Recommended allocations were made to the City Council as part of the FY 2025-2026 budget process.

FISCAL INFORMATION

Sponsorship awards will be funded from the City's Sponsorship Fund account 215001.7762. Award payments are made in full upon final execution of the sponsorship agreement.

In-Kind Sponsorship awards will be funded from the City's Special Event Community Services Fund account 169009.7762. Actual costs are assigned to the account after the event.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Ordinance

Prepared by:
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Senior Grant Analyst

Respectfully submitted:
Christine Taylor
Assistant City Manager