



City of Denton

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

Meeting Agenda Public Art Committee

Thursday, May 22, 2025

4:00 PM

City Council Work Session Room

SPECIAL CALLED MEETING

After determining that a quorum is present, the Public Art Committee of the City of Denton, Texas will convene in a Special Called Meeting on Thursday, May 22, 2025, at 4:00 p.m. in the City Council Work Session Room at 215 E. McKinney Street, Denton, Texas, at which the following items will be considered:

1. PRESENTATION 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. Such person(s) shall have filed a "Blue Card" requesting to speak during this period prior to the calling of this agenda item.

2. ITEMS FOR CONSIDERATION

- A. [PAC25-008](#) Consider approval of the minutes of April 3, 2025 and May 1, 2025.

Attachments: [Exhibit 1- April 3, 2025 Minutes](#)
 [Exhibit 2- May 1, 2025 Minutes](#)

- B. [PAC25-009](#) Receive a report, hold a discussion, and give input to staff regarding the status of preparations for Halloween Denton 2025.

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

- C. [PAC25-010](#) Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's (ODD) support for Denton's Day of the Dead Festival's application for the Texas Commission on the Arts (TCA) Arts Respond - Cultural District Project grant program seeking \$56,000.00 to support various operational and programming expenses; and to provide a letter of support to the TCA.

Attachments: [Exhibit 1- Agenda Information Sheet](#)
 [Exhibit 2- Letter of Request](#)
 [Exhibit 3 - Letter of Support](#)

- D. [PAC25-011](#) Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's support for the Denton Festival Foundation's application for the Texas Commission on the Arts (TCA) Arts Respond - Cultural District grant in the amount of \$15,000 for professional musician salaries related to the 2026 Arts and Jazz Festival; and to provide a letter of support to the TCA.

Attachments: [Exhibit 1- Agenda Information Sheet](#)
 [Exhibit 2- Letter of Request](#)
 [Exhibit 3- Letter of Support](#)
 [Exhibit 4- TCA Closeout Report \(2023\)](#)

- E. [PAC25-012](#) Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's application to the Texas Commission on the Arts (TCA) Arts Respond - Cultural District Project grant program in the amount of \$106,000; and supporting a letter on behalf of the Original Denton District signed by the City Manager or their designee.

Attachments: [Exhibit 1- Agenda Information Sheet](#)
 [Exhibit 2- Letter of Support \(ODD\)](#)

- F. [PAC25-013](#) Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's support for Tejas Storytelling Association's application to the Texas Commission on the Arts (TCA) Arts Respond Cultural District Project grant program seeking \$4,000.00 to support the partial cost of renting the Civic Center for the 2026 Tejas Storytelling Festival; and to provide a letter of support to the TCA.

Attachments: [Exhibit 1- Agenda Information Sheet](#)
 [Exhibit 2- Letter of Request](#)
 [Exhibit 3- Letter of Support](#)

- G. [PAC25-014](#) Receive a report, hold a discussion, and give input to staff regarding the status of the following Public Art Committee projects:

1. Current Projects
 - a. Traffic Box Wraps
 - b. BNSF/Noblewins Bench Installation
 - c. Fire Stations #5 and #6
 - d. TCA Cultural District Letters of Support
 - e. Halloween Denton
 - f. Animal Services Expansion
2. Arts Maintenance Projects
 - a. Bench People finger damage
 - b. Blazier Memorial Play Wall
3. Future Projects
 - a. MLK Jr. Recreation Center Mural
 - b. Animal Services Extension

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

- H. [PAC25-015](#) Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's support for Theatre Denton's application for the Texas Commission on the Arts (TCA) Arts Respond - Cultural District Project grant program in the amount of \$18,000 to support honoraria for orchestra musicians during the 2025/2026 Main Stage Musicals Series; and to provide a letter of support to the TCA.

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

[Exhibit 2- Letter of Request](#)

[Exhibit 3- Letter of Support](#)

- I. [PAC25-017](#) Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's support for Texas Filmmakers Corporation's application for a \$20,000.00 grant from the Texas Commission on the Arts (TCA) Arts Respond - Cultural District Project grant program; and to provide a letter of support to the TCA.

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

[Exhibit 2- Letter of Request](#)

[Exhibit 3- Letter of Support](#)

3. CONCLUDING ITEMS

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Public Art 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 Public Art 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.

C E R T I F I C A T E

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 May 19, 2025, 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.



City of Denton

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215 E. McKinney St.
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Legislation Text

File #: PAC25-008, **Version:** 1

AGENDA CAPTION

Consider approval of the minutes of April 3, 2025 and May 1, 2025.

City of Denton Parks, Public Art Committee
Minutes
April 3, 2025

After determining that a quorum of the City of Denton, Texas, Public Art Committee was present, the Committee convened in a Regular Meeting on Thursday, April 3, 2025, at 4:00 p.m. in the Civic Center Community Room at 321 E. McKinney Street, Denton, Texas.

Present: Chair Jennifer Lane, Vice-Chair Adam Chamberlain, Will Milne, Francesca Romano, Susan Thornton, Jordan Gil and Travis Veselka.

Absent: Connor Bradford

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

- None

2. ITEMS FOR CONSIDERATION

A. PAC25-005: Consider approval of the minutes of February 6, 2025.

Vice-Chair Chamberlain moved to adopt the item as presented; Member Milne seconded. Motion carried.

AYES (7): Chair Lane, Vice- Chair Chamberlain, and Members Romano, Gil, Milne, Thornton and Veselka

NAYS (0): None

ABSENT (1): Member Bradford

B. PAC25-006: Receive a report, hold a discussion, and give input to staff regarding the status of the following Public Art Committee projects:

1. Current Projects
 - a. Traffic Box Wraps
 - b. BNSF/Noblewins Bench Installation
 - c. Fire Stations #5 and #6
 - d. Animal Services Extension
 - e. Chairy Orchard 2.0
 - f. Blazier Memorial Play Wall
2. Future Projects
 - a. Denton Halloween Performers/Storytellers
 - b. Denton Placemaking Concepts

The item was presented, and discussion followed.

Following discussion, staff was provided the following direction:

- Provide more information on art wanted by Animal Services.
- Invite Animal Services staff to present to PAC.

Following discussion, Vice-Chair Chamberlain motioned to post Animal Services RFQ and to choose five finalists; Member Milne seconded. Motion carried.

AYES (7): Chair Lane, Vice- Chair Chamberlain, and Members Romano, Gil, Milne, Thornton, and Veselka

NAYS (0): None

ABSENT (1): Member Bradford

3. CONCLUDING ITEMS

- Committee would like staff to pursue public input on Blazier play wall. Discussion could be held at future PAC meeting.
- Omar to send Halloween Boo invite to members.

With no further business, the meeting was adjourned at 5:09p.m.

JENNIFER LANE
CHAIR
CITY OF DENTON, TEXAS

ROBIN HILL
ADMINISTRATIVE ASSISTANT
CITY OF DENTON, TEXAS

MINUTES APPROVED ON: _____

City of Denton

Public Art Committee

The Public Art Committee of the City of Denton, Texas, was noticed to convene in a meeting on Thursday, May 1, 2025, at 4:00pm in The Community Room at the Denton Civic Center, 321 E. McKinney St., Denton, TX. The following attendance was recorded:

PRESENT: *Chair Jennifer Lane, Vice-Chair Adam Chamberlain, Members Susan Thornton, and Conner Bradford.*

ABSENT: *Members Travis Veselka, Will Milne, Joran Gill, Francesca Romano*

Attendees waited until 4:20pm for a quorum of members to arrive.

A quorum failed to materialize, no action was taken, and the meeting was adjourned at 4:20pm.

Jennifer Lane
CHAIR

Robin Hill
RECORDING SECRETARY

MINUTES APPROVED ON: _____



City of Denton

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Legislation Text

File #: PAC25-009, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give input to staff regarding the status of preparations for Halloween Denton 2025.



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
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AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor

DATE: May 1, 2025

SUBJECT

Receive a report, hold a discussion, and give input to staff regarding the status of preparations for Halloween Denton 2025.

BACKGROUND

This item provides information about recent and upcoming arts projects and seeks feedback from the committee on those projects and plans.

CURRENT PROJECTS

Graveyard Tales

Parks and Recreation Staff are working with members of the Tejas Storytelling Association and the Denton's Storytelling Guild to plan a series of storytelling sessions on Saturday nights in October. These stories will be hosted at the City Hall Graveyard and will be suitably frightening for all ages. Guild members are currently building a roster of performers and their tales. These paid performances are supported by Halloween Denton funds and will be free to the public to attend.

Witch's Hat On the Square

Parks and Recreation staff are finalizing a Call for Artists / RFP for a Giant Witch's Hat that will serve as the placemaking item for Denton Halloween 2025 to be placed downtown. This Witch's Hat will be similar in function to the giant pumpkin that graced the square last year. Parks and Recreation staff are particularly interested in a Witch's Hat that features vibrant and interactive light and sound.

RECOMMENDATION

Support the projects as presented.

ESTIMATED SCHEDULE OF PROJECT

Launch in late September through October.

FISCAL INFORMATION

Funding supported from HOT Funds.

EXHIBITS

Exhibit 1- Agenda Information Sheet

Respectfully submitted:

Gary Packan, Director Parks and Recreation

Prepared by:

Omar Siddiqi, Admin. Analyst,

Parks and Recreation



City of Denton

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

Legislation Text

File #: PAC25-010, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's (ODD) support for Denton's Day of the Dead Festival's application for the Texas Commission on the Arts (TCA) Arts Respond - Cultural District Project grant program seeking \$56,000.00 to support various operational and programming expenses; and to provide a letter of support to the TCA.



City of Denton

City Hall
215 E. McKinney Street
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AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: May 22, 2025

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's (ODD) support for Denton's Day of the Dead Festival's application for the Texas Commission on the Arts (TCA) Arts Respond - Cultural District Project grant program seeking \$56,000.00 to support various operational and programming expenses; and to provide a letter of support to the TCA.

BACKGROUND

David Pierce, Executive Director of Denton's Day of the Dead Festival requested a letter of support from the Original Denton District in support of his application to the Texas Commission on the Arts (TCA) for the Arts Respond - Cultural District Project grant. The Grant application is due June 16, 2025.

Pierce and Denton's Day of the Dead Foundation are seeking \$56,000 to support various areas of operational expenses including:

- General marketing support in the amount of \$11,000
- Digital content creation support in the amount of \$20,000
- Live stream coverage costs in the amount of \$5,000
- Digital projections for *Cirque du Horror* in the amount of \$5,000
- And \$15,000 to support hiring a "top tier" main stage musical act

The Day of the Dead Festival is attuned to the Mexican American traditions of the Día de los Muertos, while giving those traditions a respectful Denton take. The festival itself began in 2011 and now incorporates Cirque du Horror and the Day of the Dead Coffin Races. Denton's Day of the Dead Festival brings around 20,000 to 25,000 attendees to the Original Denton District during October. Since 2024, Denton's Day of The Dead Festival's major elements have been included in the City of Denton's *31 Days of Halloween* Calendar of Events.

A letter of support from the Original Denton District expressing the cultural district's support of the project is required as part of the TCA Cultural District grant application.

RECOMMENDATION:

Staff recommends approving a letter of support from the Original Denton District, signed by the City Manager or their designee, expressing the cultural district's support for the project.

EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Letter of Request

Exhibit 3- Letter of Support

Respectfully submitted:

Gary Packan

Director, Parks and Recreation

Prepared by:

Omar Siddiqi, Mgmt. Analyst, Parks and Recreation Department



David J Anzaldúa Pierce
Creator/Executive Director
Denton's Day of the Dead Festival
PO Box 157
Denton TX, 76202

Omar Siddiqi
Administrative Analyst
City of Denton Parks and Recreation
215 E McKinney St.
Denton TX 76201

Dear Mr. Siddiqi & members of The Original Denton District,

Denton's Day of the Dead Festival is an annual, community-driven celebration of art, culture, and heritage that honors the beauty of fall, the traditions of Día de Muertos, and the spirited fun of Halloween. Held in Denton's officially designated Downtown Cultural District, the festival brings together thousands of residents and visitors for a weekend of immersive programming—featuring visual art, live music, original theater, dance, culinary offerings, and culturally rich traditions. In 2025, the festival will take place October 25–27 on E. Hickory, E. Oak, Industrial Street, the UNT Colab, and the Patterson-Appleton Art Center, all in the heart of downtown.

Since its inception in 2011, the festival has grown from a grassroots event into a regional destination, now drawing over 30,000 attendees annually. It is also the premiere event of Denton's city-wide "31 Days of Denton Halloween" initiative, launched in partnership with the City of Denton and the downtown business community. In 2024 alone, this month-long initiative featured over 200 official programs, drew 145,000 more visitations compared to the prior year, and helped generate over \$210,000 in sales tax revenue—marking October 2024 as one of the most economically impactful months in the city's history. Sales tax growth included substantial increases in retail food, big box retail, and mixed beverage collections, demonstrating the initiative's city-wide economic benefit.

Denton's Day of the Dead Festival is proud to anchor this remarkable month. Not only is it the most highly attended event during the 31 Days campaign, but it also serves as a catalyst for creative placemaking, tourism, and economic development in the Cultural District. Our programming includes beloved community events like the Twilight Lantern Parade, Pinebox and Coffin Races, community altar and "Flight of Souls" blessing, children's activities, a district-wide art project, and *Cirque du Horror*—our original

Halloween musical performed in a vintage, “big top,” circus tent. The festival showcases artists, performers, vendors, and musicians from across the state and nation, and consistently draws visitors from miles away, including Oklahoma, Kansas, Colorado, California, and all throughout the state of Texas.

We are seeking support from the TCA Cultural District Grant to strengthen the economic and cultural impact of this event through the following initiatives:

1. High-Quality Arts Programming That Drives Tourism and Revenue
We will expand festival programming with new installations, regional performance premieres, and family-friendly arts experiences designed to draw overnight visitors. By deepening artistic offerings, we create opportunities for increased lodging, dining, and local spending, all rooted in cultural tourism.
2. Improved Signage and Digital Wayfinding
A coordinated system of maps, directional signage, and mobile guides will help visitors better navigate festival activities, discover local businesses, and extend their time in the district.
3. Strategic Branding and Marketing of the Cultural District
We will promote Denton as a cultural destination through regional advertising campaigns, refreshed branding, and digital content that highlights the Cultural District’s role in arts-based economic development.

Denton’s Day of the Dead Festival also maintains a strong philanthropic mission. A portion of proceeds supports Cumberland Youth and Family Services, Serve Denton, and G.O.A.L., and our commitment to youth engagement includes robust participation from Denton ISD schools through music, dance, and student art showcases.

Support from the TCA Cultural District Grant will allow us to continue scaling the event responsibly, meet the demands of growing attendance, and ensure that Denton remains a leader in using the arts to diversify the local economy, attract visitors, and drive cultural investment.

2025 Funding Request and Allocation

For 2025, Denton’s Day of the Dead Festival is respectfully requesting **\$56,000** in funding from the TCA Cultural District Grant. These funds will be used to support key initiatives that strengthen arts-based tourism, enhance cultural programming, and promote the vitality of Denton’s Downtown Cultural District. Funding will be allocated as follows:

1. **Total Marketing — \$11,000**
Printed promotional materials (banners, signage, flyers), online and print advertising, and ongoing website maintenance. These efforts are designed to increase regional visibility, attract out-of-town visitors, and reinforce Denton as a premier cultural tourism destination.

2. Marketing Team & Digital Content Creation — \$20,000

A dedicated marketing team will provide year-round services including SEO, content creation, social media management, newsletters, and promotional videos. Campaigns will spotlight festival events, Cultural District businesses, and related community programming—ensuring strong engagement before, during, and after the event weekend.

3. Live Stream Coverage of Festival Events — \$5,000

A professional stream team will provide live coverage of the Coffin Races and other Saturday events, broadcast to participating businesses and online viewers. The stream will feature promotional segments about local businesses, the festival schedule, and highlights from the city’s “31 Days of Halloween” programming.

4. Immersive Digital Projections for *Cirque du Horror* — \$5,000

Funding will support the creation of custom digital projections for Denton’s original Halloween musical, *Cirque du Horror*. These dynamic visuals will elevate the production quality, enhance audience experience, and spotlight Denton’s homegrown creative talent.

5. World-Class Talent for the Main Stage — \$15,000

Denton’s DOD Festival main stage features top-tier live music that draws large, diverse crowds throughout the weekend. From Grammy Award-winning local legends *Brave Combo*, to high-energy Austin favorites like *Grupo Fantasma*, and crowd-pleasing tribute acts such as *Dreaming of You: The Selena Experience*, Denton Tx is no stranger to producing and attracting serious talent! Our musical lineup showcases the best of Texas’ rich and eclectic sound. These performances not only celebrate cultural diversity but also serve as a major tourism and economic draw.

Together, these initiatives will deepen the cultural and economic impact of Denton’s Day of the Dead Festival, helping it continue to serve as a flagship event in the state’s creative tourism landscape.

Sincerely,



David J Anzaldúa Pierce

Creator/Executive Director

Denton’s Day of the Dead Festival



The Original Denton District

215 E. McKinney St., Denton, TX 76201 ■ (940) 349-7776

June 15, 2025

Gary Gibbs, Ph.D.
Executive Director
Texas Commission on the Arts
Cultural District Grant Program
PO Box 13406
Austin, TX 78711

Dear Dr. Gibbs:

This letter is to express the full support of the Original Denton District for Denton's Day of the Dead Festival's application for the Arts Respond – Cultural District Project grant. Under the direction of David Pierce the Day of the Dead Festival and the events under its umbrella – the Day of the Dead Coffin Races and the Cirque du Horror – have become deeply loved fixtures in Denton's calendar of annual festivities.

In the present grant application, Denton's Day of the Dead Festival staff are requesting \$56,000 in programming support that would be divided among several functions supporting the festival – marketing, digital content creation, live stream coverage, digital projections at the Cirque du Horror, and hiring main-stage performers.

The Day of the Dead Festival is attuned to the Mexican American traditions of the Día de los Muertos, while giving those traditions a respectful Denton take. The festival initially began as an organic outgrowth of creator David Pierce's annual Cirque du Horror, a Halloween-themed cabaret show that he started performing in Denton in 2009. The festival itself began in 2011 and now incorporates Cirque du Horror as one of its key elements alongside the Day of the Dead Coffin Races. Denton's Day of the Dead Festival has quickly become a deeply popular fixture in our Halloween-season calendar.

The Day of the Dead Festival brings around 20,000 to 25,000 attendees to the Original Denton District during the Halloween season. Beginning last year, the Day of the Dead Festival was also incorporated as part of the City's extended calendar of events for Halloween. As such, all Day of the Dead events will be promoted on the City's consolidated Halloween calendar. Other promotions will include social media mentions and inclusion in print signage and Halloween-related brochures.

The Day of the Dead Festival reflects the deep artistic originality of the Denton community and provides high-quality art performances for an audience of Dentonites and for visitors to our community from the DFW metroplex and farther afield. We hope that you will agree that Denton's Day of the Dead Festival is a valuable cultural asset and one that is deserving of TCA support. This funding would help the festival grow significantly in capacity and reach.

We thank you for your time and consideration.

Warm regards,

Jessica Williams
Chief Financial Officer
City of Denton
on Behalf of the Original Denton District



City of Denton

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

Legislation Text

File #: PAC25-011, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's support for the Denton Festival Foundation's application for the Texas Commission on the Arts (TCA) Arts Respond - Cultural District grant in the amount of \$15,000 for professional musician salaries related to the to the 2026 Arts and Jazz Festival; and to provide a letter of support to the TCA.



AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: May 22, 2025

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's support for the Denton Festival Foundation's application for the Texas Commission on the Arts (TCA) Arts Respond – Cultural District grant in the amount of \$15,000 for professional musician salaries related to the 2026 Arts and Jazz Festival; and to provide a letter of support to the TCA.

BACKGROUND

Kevin Lechler, Executive Director of the Denton Festival Foundation, contacted the City of Denton requesting a letter of support from the Original Denton District (ODD), to include in an application being made to the Texas Commission on the Arts (TCA) Arts Respond Cultural District Project grant program, which is due by June 16, 2025.

Each year the Denton Arts and Jazz Festival provides more than 2500 performances to an audience of over 200,000 people, according to Festival organizers. In addition to six stages of musical, dance, and theatrical performance in almost every imaginable genre, the festival also includes an extensive vendor's fair, and a kid zone that lets kids create their own crafts and play with a variety of musical instruments. The Denton Arts and Jazz Festival is entirely free of charge to all public visitors.

A letter of support from the Original Denton District expressing the cultural district's support of the project is required as part of the TCA Cultural District grant application.

RECOMMENDATION:

Staff recommends the PAC provide a letter of support to the Denton Festival Foundation for the 2026 Denton Arts and Jazz Festival.

EXHIBITS

- Exhibit 1- Agenda Information Sheet
- Exhibit 2- Letter of Request
- Exhibit 3- Letter of Support
- Exhibit 4- TCA Closeout Report (2023)

Respectfully submitted:
Gary Packan
Director of Parks and Recreation

Prepared by:
Omar Siddiqi, Mgmt. Analyst
Parks and Recreation Department



Denton Festival Foundation, Inc.

733 Fort Worth Drive, Suite 99

Denton, TX 76201

www.dentonjazzfest.com

May 6, 2025

Omar Siddiqi
City of Denton Parks and Recreation Department
321 E. McKinney Street
Denton, TX 76201

Dear Omar:

The Denton Festival Foundation, Inc. respectfully requests inclusion in the Original Denton District for the annual Denton Arts and Jazz Festival on October 2, 3 and 4, 2026. The Festival Foundation will be applying for \$15,000.00 in grant funds from the Texas Commission on the Arts for the 2026 event. Grant funds received will be applied to professional musician salaries for the event.

The Festival Foundation has received funding through the TCA Cultural District granting process since the 2020-2021 cycle. We have also participated in several other of TCA's funding initiatives including the Arts Respond and Arts Create funding programs. All funding received has supported the Denton Arts and Jazz Festival which occurs annually at Quakertown Park within the Original Denton District.

The Denton Arts and Jazz Festival is a celebration of the arts and music enjoyed by over 200,000 annually who enjoy more than 2500 performances on six different stages. The music represents most every genre of music, dance, theatre and art. Artisans and Craftspeople from all over the country come to display and sell their wares. There is a Kidzone where the youngsters can create their own masterpiece or try their hand at a variety of musical instruments. The fun is rounded out by a huge variety of food around every corner. Most importantly, the event is free and open to the public to any and all can come and enjoy the festivities.

The Denton Arts and Jazz Festival celebrates community. The event is presented for the community by the community and it represents the unique cultural assets that make Denton unique. In short, it is all things to all people – a mirror image of the community in which it was born – part bohemian, part sophistication but totally and unapologetically 100% Denton. Three days of family fun made possible by more than 25,000 man hours each year given by the community to make it happen.

The Denton Festival Foundation greatly appreciates the past support and your consideration for continuing our participation in the Original Denton District. Please let me know if you have questions or need additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "Kevin Lechler".

Kevin Lechler, Executive Director
Denton Festival Foundation, Inc.



The Original Denton District

215 E. McKinney St., Denton, TX 76201 ■ (940) 349-7776

June 15, 2024

Gary Gibbs, Ph.D.
Executive Director
Texas Commission on the Arts
Cultural District Grant Program
PO Box 13406
Austin, TX 78711

Dear Dr. Gibbs:

This letter is to express the full support of the Original Denton District for the Denton Festival Foundation's application for the Texas Commission on the Arts' Arts Respond – Cultural District Project grant. In this year's application the Denton Festival Foundation is asking for \$15,000.00 in grant support to pay for professional music salaries for the 2026 Denton Arts and Jazz Festival that will take place on October 2, 3, and 4.

The Denton Arts and Jazz Festival began as the Spring Fling in 1980 and has since become Denton's premier music, arts, and culture event. The Festival has had its home at historic Quakertown Park in the Original Denton District since 1990. Each year the Denton Arts and Jazz Festival provides more than 2500 performances to an audience of over 200,000 people, according to Festival organizers. In addition to six stages of musical, dance, and theatrical performance in almost every imaginable genre; the Festival also includes an extensive vendor's fair, and a kidzone where children can make their own crafts and play with a variety of musical instruments. And as always, the Festival is free of charge to public visitors.

The Denton Arts and Jazz Festival also provides a public stage for performing artists of all abilities – from seasoned jazz vocalists and instrumentalists to High School and Middle School students who have only recently began to perform in public. The Denton Arts and Jazz Festival is a Denton institution, and has benefitted from the TCA's consistent support since 2020-21.

The Original Denton District will help to promote the Denton Arts and Jazz festival on our ODD website, and on the City's social media accounts.

We are honored and pleased to support the Denton Festival Foundation's application for TCA funding this year. We hope that you will agree that the Denton Arts and Jazz Festival provides a consistently excellent experience for festivalgoers. And we hope that you will be able to reward that excellence by fully funding their grant request.

Very Warm Regards,

Jessica Williams
CFO, City of Denton
on Behalf of the Original Denton District

REPORT

Cultural District Project
Cultural District: The Original Denton District
App Type: High Quality Arts Programming

Report ID: 5192

Denton Festival Foundation
Tax ID: 75-1704906

Fiscal Year 2024
Period of Support: 9/1/2023 - 8/31/2024
Grant ID: 77757367
Report Due: 9/30/2024

Report Status: Approved

Due At:	9/30/2024
Submitted At:	9/30/2024
Approved On:	10/15/2024
Status	Approved

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Report Information
Audience Information
Activity Location
Cultural Tourism
Personnel Information
Narrative Information
Budget Information
Report Verification
Documents

▼ Report Information

Organization Name:	Denton Festival Foundation
Grant Number:	77757367
Grant Program:	Cultural District Project
Priority Area:	Economic Development
Project Title:	Cultural District Project - High Quality Arts Programming
Award Amount:	\$9,000.00
Grant Summary:	To support the Denton Arts and Jazz Festival, a free, annual festival in the Original Denton District.
Authorizing Official: <i>(indicated on Grant)</i>	

up to date? Yes

▼ Audience Information

How many adults (over age 18) were engaged in **"in person"** arts experiences?

Adults: 150000

How many children/youth (0-18 years) were engaged in **"in person"** arts experiences?

Children/Youth: 75000

For the next set of questions, select all categories that, by your best estimate, make up 25% or more of the population served directly by this performance.

Population Served by Race/Ethnicity: (G) No single racial/ethnic group made up 25%

Population Served by Age: (09) No single age group made up 25%

Distinct Groups Served: (G) No single group made up 25%

▼ Activity Location

Click on the PLUS SIGN to add a new venue.

Please provide the physical location where your activities occurred. If you conducted activities in more than one location, please provide information for each venue.

Venue

- Quakertown Park
321 E McKinney St
Denton, Texas 76201
Days at Venue: 3

Edit 

▼ Cultural Tourism

Did this project promote cultural and/or heritage tourism? Yes

Did you capture zip codes of attendees? No

Estimate number of state tourists (Texans traveling at least 50 miles from home): 1001 - 3000

Estimate number of national tourists: 1001 - 3000

Estimate number of international tourists: 26 - 100

▼ Personnel Information

How many artists were **directly involved**?

Artists directly involved: 2500

How many artists received a fee? 1500

How many volunteers were directly involved? 400

How many full-time staff were directly involved? 1

How many part-time staff were directly involved? 1

▼ Narrative Information

How did this grant benefit your organization and/or community?

The Denton Arts & Jazz Festival attracts thousands of visitors to Denton's downtown area. The free, three day event features six stages of continuous live music, fine art, arts & crafts and the best festival food around. Three of the six stages feature professional musicians where all musicians are paid for their performances. Two of the stages feature community groups and the sixth stage features the music of the world renown University of North Texas's jazz program. The event is free for the public to attend and has become Denton's signature event and an annual tradition for all. The economic impact for the three days is significant and provides a boost in revenue for the businesses in the downtown area.

Describe any notable results of this grant, including human interest stories.

The Denton Arts & Jazz Festival is an annual tradition and a staple on the Denton calendar. For 2023, we were able to bring in UNT alumni Peter Weller and his Fly Naked band. Mr. Weller attended the University of North Texas and, in addition to the band's outstanding performance, Mr. Weller entertained the crowd with stories of Denton from his college days.

▼ Budget Information

TCA Award: \$9,000.00

Please show the source(s) of your matching funding. This should be exactly equal to TCA award amount.

Matching fund sources

Income from programs (revenues from box office, admissions, memberships, tuition, class/workshop fees).

Program income: \$3,000.00

Net proceeds from gala / fundraiser / concessions / art sales / space rentals.

Fundraising proceeds: \$0.00

Revenue derived from interest on investments and/or endowment.

Investments / endowment: \$0.00

Direct cash contributions from individuals

Cash contributions: \$5,000.00

Income or financial support from businesses and/or corporations.

Business / corporate support: \$10,000.00

Income or financial support from foundations.

Foundation support: \$0.00

Income or financial support from local, county, state, and/or federal governments. (Do NOT include TCA funds.)

Government support: \$0.00

Any additional income, revenue, and/or financial support derived from a source not listed above.

Other support: \$0.00

Details - Other support:

Total Matching Income: \$18,000.00

Total Income (Total Matching Income + TCA Award): \$27,000.00

Please show the expense(s) paid with your matching funding and the TCA funding. These figures should match the supporting expense ledger you submit.

Grant Closeout Budget - Expenditures (award + match only)

Budget Expense Category	Closeout Budget: Matching	Closeout Budget: TCA Award
Administrative salaries, contracts, benefits		
Artistic salaries, contracts, benefits	\$3,750.00	\$3,750.00
Facility Costs	\$1,750.00	\$1,750.00
Marketing & Promotion	\$3,500.00	\$3,500.00
Program/Exhibit production costs		
Capital expenditures		
Other expenses		
Budget Totals	\$9,000.00	\$9,000.00

** Please be sure to utilize the categories and totals shown in the budget table above when filling out the Expense Ledger attached to this report.*

Please affirm that these amounts are still correct: Yes

▼ All-Inclusive Budget

The closeout budget on these reports often does not reflect the full costs of the overall grant activities. TCA wants to understand the actual total costs incurred by your organization to realize this project (TCA grant + your match + other funds you dedicated to this project).

Actual total cash expenses for this entire project: \$492,897.17

Actual total cash income for project: \$519,470.75

Actual total in-kind (pro-bono services, volunteer contributions) for project: \$300,000.00

▼ Report Verification

I certify that the information reported here is true and correct. I agree

I understand that TCA may perform a site visit on my organization. At that time our organization will produce documentation to support the answers on this report form. Our organization will keep all documentation related to this grant for an additional 3 years, during which time I can expect to receive at least one fiscal site visit from TCA staff.

Acknowledgement: I agree

▼ Documents

Please upload the following documents:

- *Copy of the Expense Ledger spreadsheet documenting all of the grant expenditures. Expense_Ledger_2 template found here.*
- *Additional statistical information on Cultural District Projects*

Other Document

Please Note: If you click on the document name the file will download to your local instance. Hover over the document and click the magnifying glass on the right to preview the document before downloading.

REPORT ATTACHMENTS

Social Media Stats 2024.pdf

Statistical Information

Added by Kevin Lechler at 9:20 AM on September 29, 2024

TCA Expense_Ledger_57367.xls

Financial Documentation

Added by Kevin Lechler at 9:46 AM on September 28, 2024

TCA Grant Number:		Organization:			Portion Attributed to Grant + Match
Expense Categories:	Check Number	Date	Payee	Total Check Amount	
ADMINISTRATIVE					
(salaries, contracts, benefits)					
Total Administrative				\$0.00	\$0.00
ARTISTIC					
(salaries, contracts, benefits)					
	5842	10/6/2023	Peter Weller & Fly Naked	\$11,500.00	\$7,500.00
Total Artistic				\$11,500.00	\$7,500.00
FACILITY COSTS					
				\$67,541.25	\$3,500.00
	5882	12/20/2023	CES Power		
Total Facilities				\$67,541.25	\$3,500.00
MARKETING & PROMOTION					
	5867	10/18/2023	Denton Record Chronicle - Print & Digital Ads	\$4,800.00	\$3,500.00
	5833	9/19/2023	The Crouch Group - Television Ads	\$5,000.00	\$3,500.00
Total Marketing				\$9,800.00	\$7,000.00
PROGRAM/EXHIBITION					
(production costs)					
Total Programming				\$0.00	\$0.00
SUBGRANTING					
(can be used only for match)					
Total Subgranting				\$0.00	\$0.00
OTHER EXPENSES					
(detail each item individually)					
Total Other Expenses				\$0.00	\$0.00
GRAND TOTAL				\$88,841.25	\$18,000.00
NOTES TO TCA STAFF: (check variances; percentage breakdown of					PORTION TOTAL should be 2 times your award

Social Media Stats:

Facebook reach was 33.7K (up 35.5% compared to other days in the year). Content interactions 1.7K (up 312.9%). Followers at the time was 21.5K, and we had 505 link clicks (any content we posted that had links during that time).

Instagram reach was 4.4K (up 69.3%).

The daily video recaps:

Day 1 - 2,123 views on Instagram and 1.1K on FB.
 Day 2 - 2,139 views on Instagram and 1.6K on FB.
 Day 3 - 2,192 views on Instagram and 1.3K on FB.

Performance

Daily Cumulative ⓘ

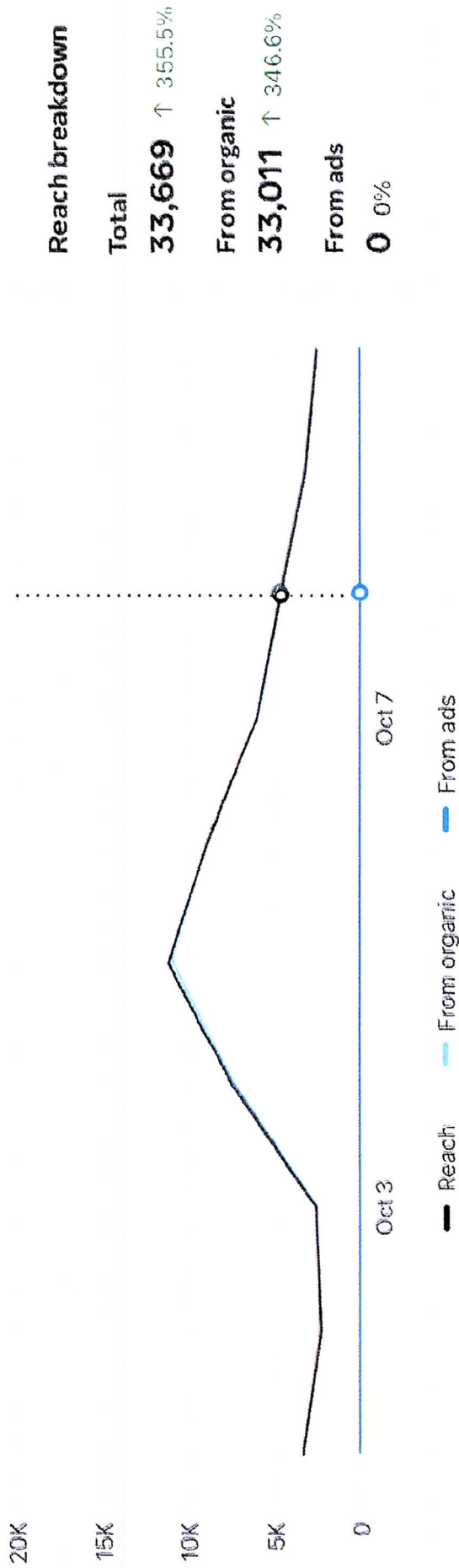
FACEBOOK

Reach ⓘ
33.7K ↑ 355.5%

Content interactions ⓘ
1.7K ↑ 312.9%

Followers ⓘ
Lifetime
21.5K

Link clicks ⓘ
505 ↑ 801.8%



Reach ⓘ

4.4K

↑ 69.3%

Content interactions ⓘ

0

0%

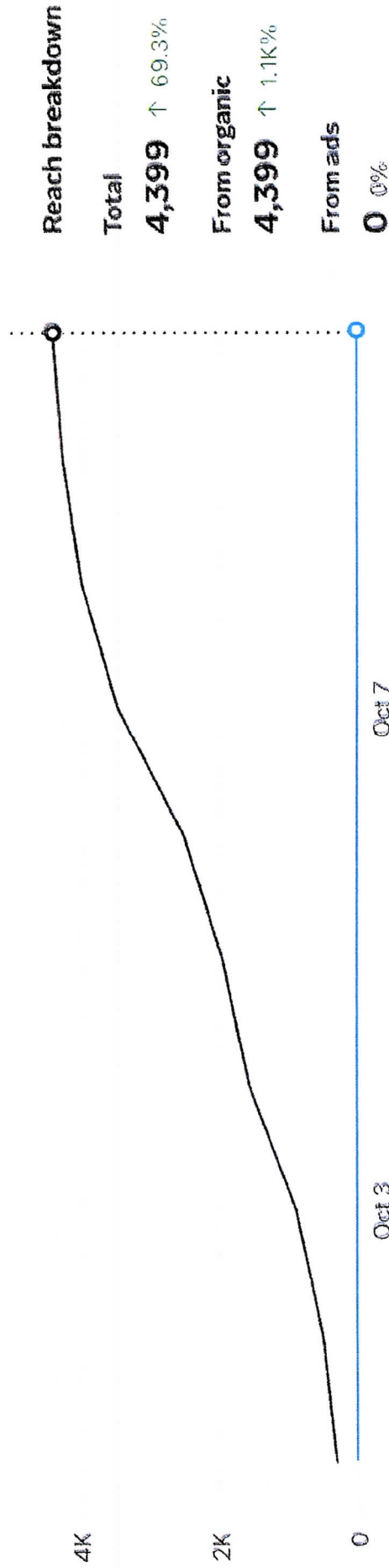
Followers ⓘ

4.2K

Link clicks ⓘ

36

↑ 100%





City of Denton

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

Legislation Text

File #: PAC25-012, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's application to the Texas Commission on the Arts (TCA) Arts Respond - Cultural District Project grant program in the amount of \$106,000; and supporting a letter on behalf of the Original Denton District signed by the City Manager or their designee.



AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: May 22, 2025

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's application to the Texas Commission on the Arts (TCA) Arts Respond - Cultural District Project grant program in the amount of \$106,000; and supporting a letter on behalf of the Original Denton District signed by the City Manager or their designee.

BACKGROUND

The Original Denton District (ODD) was named an official state-designated cultural arts district by the Texas Commission on the Arts (TCA) on September 5, 2019. This designation allowed the Original Denton District to apply for Cultural District grant programs from the Texas Commission on the Arts and to help support local organizations within the Cultural District that were also apply for Cultural District Project grant support from the TCA.

This year, the Original Denton District will seek funding from the TCA to support various elements of our *31 Days of Halloween* Festival which will be celebrating its second year. In 2024, the City of Denton launched a pilot project designed to consolidate Denton's existing and extensive Halloween calendar, while adding meaningful programmatic additions (the Pumpkin Drop, Scary Chairy Orchard, e.g.) to the calendar and providing delightful and frightful placemaking opportunities throughout the Original Denton District (City Hall Cemetery, Dr. Frankenstein's Laboratory, Halloween Phonebooths, etc.).

TCA Ask by Programmatic Area:	
Coloring book with local artist designs	\$10,000.00
Comedy Variety Show (2 showings)	\$4,000.00
Equipment	\$3,500.00
Haunted Basement	\$2,500.00
Haunted Hotlines	\$3,500.00
Live Performances	\$10,000.00
Marketing (in and outside of the region, partial)	\$15,000.00
Placemaking	\$40,000.00
Signage	\$4,500.00
Storeytelling	\$1,000.00
Strolling Artists	\$3,000.00
Temporary Mural development	\$5,000.00
Tent Rental	\$4,000.00
Total:	\$106,000.00

The present funding request follows the guidelines for the Texas Commission on the Art's Arts Respond – Cultural District Project Grant Program. The TCA's guidelines for this funding source require an

organizational match for the amount requested and put a ceiling on the amount that can be requested at 50% of a program's cost. Furthermore, the TCA indicates that it will not fund projects that exceed 25% of an organization's previous years' cash operating trevenues. The current amount requested from the TCA meets all these requirements, with the total costs approaching \$221,000.00.

A draft letter of support from the Original Denton signed by the City Manager or their designee is required as part of the TCA Grant application.

RECOMMENDATION

Staff recommends the PAC approve the letter in support of the ODD's grant application with the Texas Commission on the Arts. The letter will be signed by the City Manager or their designee and will be included with the grant application to the TCA.

FISCAL INFORMATION

The required TCA grant match will be met by HOT funds already allocated to Halloween expenditures.

EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Letter of Support (ODD)

Respectfully submitted:
Gary Packan
Director of Parks and Recreation

Prepared by:
Omar Siddiqi, Mgmt. Analyst, Parks and Recreation Department

June 15, 2025

Gary Gibbs, Ph.D.
Executive Director
Texas Commission on the Arts
Cultural District Grant Program
PO Box 13406
Austin, TX 78711

Dear Dr. Gibbs:

The purpose of this letter is to express the considered support of the City of Denton's Public Art Committee for the Original Denton District's current application requesting funding under your organization's Arts Respond – Cultural District Grant program. In the present application, the Original Denton District is requesting funding in the amount of \$106,000.00 to support various aspects of the City's second-annual *31 Days of Denton Halloween*. In 2024, The City of Denton Parks and Recreation Department worked together with community stakeholders, small business owners, and local artists and musicians to leverage, consolidate, and enhance Denton's already considerable calendar of Halloween events and transform it into a singular month-long Halloween festival.

In its first year *31 Days of Denton Halloween* attracted over 140,000 additional visitors to the Denton Square, increased mixed beverage and alcohol sales in the Original Denton District by almost 25%, and had an estimated overall economic impact of over \$15 million. For 2025, Denton Parks and Recreation staff are focused on enhancing current offerings and adding additional, exciting, placemaking features and interactive programming. New features for 2025 include storytelling at the City Hall Cemetery, strolling costumed actors, a comedy variety show, enhanced signage and lighting at all placemaking sites, a community coloring book featuring Halloween designs by local artists, and other new and exciting elements for visitors of all ages. As we explain to potential partners and stakeholders, *31 Days of Denton Halloween* embraces an attitude that hews closer to Addams Family kookiness rather than Texas Chainsaw Massacre goriness.

The City of Denton, its Marketing and Communications Team, and Denton Parks and Recreation Special Events team are working collaboratively to market the *31 Days of Denton Halloween* to a local, regional, statewide, and even national audience. The goal of *31 Days* is to make Denton a top-tier national destination for Halloween-related tourism. By increasing the number of tourists to Denton, *31 Days of Denton Halloween* aims to buttress local businesses all while raising additional Hotel and Motel tax revenues to further support arts and culture in Denton.

We are honored and pleased to submit this project for your consideration and hope that you will find it worthy of support.

Sincerely,

Jessica Williams
CFO, City of Denton
on behalf of Original Denton District



City of Denton

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

Legislation Text

File #: PAC25-013, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's support for Tejas Storytelling Association's application to the Texas Commission on the Arts (TCA) Arts Respond Cultural District Project grant program seeking \$4,000.00 to support the partial cost of renting the Civic Center for the 2026 Tejas Storytelling Festival; and to provide a letter of support to the TCA.



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: May 22, 2025

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's support for Tejas Storytelling Association's application to the Texas Commission on the Arts (TCA) Arts Respond Cultural District Project grant program seeking \$4,000.00 to support the partial cost of renting the Civic Center for the 2026 Tejas Storytelling Festival; and to provide a letter of support to the TCA.

BACKGROUND

Valerie Kimble, Tejas Storytelling Association (TSA) Grants Committee member, contacted the City of Denton requesting a letter of support from the Original Denton District (ODD) for an application being made to the Texas Commission on the Arts (TCA) Arts Respond – Cultural District Project grant program, which is due by June 16, 2025.

The Tejas Storytelling Association is requesting \$4,000.00 in support to help offset the cost of renting the Denton Civic Center for the 40th Texas Storytelling Festival to be held March 12-15, 2026.

The festival is celebrating its 40th year of bringing world-class storytellers from all over the world to Denton. Each year, the festival brings almost 2400 attendees to Downtown Denton. What is particularly significant about the Texas Storytelling Festival is its impact on local tourism and hotel occupancy. Many of its attendees come to Denton from outside of the DFW Metroplex. This results in an increase in hotel room bookings for their stay, which has a positive impact on our local economy.

A letter of support from the Original Denton District expressing the cultural district's support of the project is required as part of the TCA Cultural District grant application.

RECOMMENDATION:

Staff recommend approval for a letter of support for inclusion in the Tejas Storytelling Association's TCA Arts Respond Cultural District signed by the City Manager or their designee on behalf of the Original Denton District.

EXHIBITS

Exhibit 1- Agenda Information Sheet
Exhibit 2- Letter of Request
Exhibit 3- Letter of Support

Respectfully submitted:
Gary Packan

Prepared by:

Omar Siddiqi, Mgmt. Analyst, Parks and Recreation Department



April 14, 2025

Omar Siddiqi
Administrative Analyst
City of Denton
Parks and Recreation Department
Omar.Siddiqi@CityofDenton.com

Re: Request for Letter of Support from the City of Denton for the Tejas Storytelling Association's Application to the Texas Commission on the Arts for an Arts Respond--Cultural District Project Grant for the 2026 Texas Storytelling Festival

Dear Mr. Siddiqi:

The Texas Storytelling Festival is a destination event for cultural tourism in North Texas. It is a major storytelling festival in the southwest, and attracts storytellers and story listeners from all over Texas, the nation, and internationally. Since its inception in 1985, it has been produced annually by the Tejas Storytelling Association (TSA). 2026 will be the forty-first consecutive year.

In-person festivals over the years have the direct economic benefit of bringing 250-500 registrants to Denton. One 2025 attendee from Oklahoma tracked personal spending over the 4 days of the festival at over \$747, including gas, food, lodging, and incidental purchases. The festival hotel typically reports approximately \$10,000 in room nights annually. This increased to \$19,000 in 2024. Two local restaurants, who cater meal functions benefit directly through registrations, earning approximately \$1,000 per meal. Total festival attendance at all face-to-face events usually numbers over 2400. It was over 2700 in 2024. The festival brings people into Denton from the surrounding communities as well to attend the workshops and concerts, the ghost tales and Liars' Contest, Kids' Day, and story swaps. These are college students, families with children and nursing home residents, while non-resident storytellers and retirees make up a larger percentage. The festival also attracts the Deaf community due to the superb sign language interpreters who interpret all concerts.

To be held at the Denton Civic Center on March 12-15, 2026, the Texas Storytelling Festival attracts performing artists, teachers, librarians, clergy, attorneys, councilors, and all those who use storytelling in

Tejas Storytelling Association • 214 West Hickory • Denton, TX 76201 • 940-382-7014 • tsa@tejasstorytelling.com

their work. Tejas Storytelling Association is a nonprofit, 501 (c) 3 organization, headquartered in Denton, with a world-wide membership of approximately 280. The festival meets the letter and spirit of TSA's mission of fostering storytelling as an oral tradition, a performing art, and an educational tool. Festival evaluations always report that people return year after year. As one virtual participant commented, "After listening to real humans relate real stories, I feel more connected with my community and to myself."

The planned line up of featured storytellers for 2026 will showcase both nationally known and Texas storytellers, representing myriad heritages and styles, thus sure to attract diverse story listeners. The festival report for 2025 has not yet been completed, but in 2024* over 100 storytellers, 21 volunteers, and community partners, who include the City of Denton Parks and Recreation Department, the National Endowment for the Arts, the Texas Commission on the Arts, and the Denton Benefit League came together, as they do annually, with other local business and individual sponsors to support a cultural event of which they can be justly proud.

In all ways, the Texas Storytelling Festival benefits the Denton community culturally and economically.

TSA seeks assistance with the partial rental cost of the Denton Civic Center for the 2026 festival in the amount of \$4,000, and plans to apply to the Texas Commission on the Arts through the Cultural District Project grants for this help. (This is less than requested in prior years, since the 2024 award was \$4800 and 2025 award was \$3500 for this grant.) We would respectfully request a letter of support from the City of Denton for this application. We would welcome and appreciate the city's assistance with promoting and marketing the festival through its regular tourism efforts. We would be glad to supply pictures from our 2025 festival which you are most welcome to use for this purpose, and also in your reporting to the Texas Commission on the Arts. Some samples are included with this letter.

Thank you very much for your help in referring this request to the City of Denton for its consideration.

Best regards,

Valerie Kimble

Valerie Kimble
TSA Grants Committee

Cc: Michael Brundy, TSA President
Dalton Gregory, TSA Treasurer Emeritus

Enc: Photos from 2025 Festival by Chester Weems

*Copy of Final Report to Texas Commission on the Arts for 2024 Cultural District Grant



Bil Lepp telling to audience of all ages @ 2025 Texas Storytelling Festival – Photo by Chester Weems



Charlotte Blake Alston, Storyteller and Libby Street, ASL Interpreter @ 2025 TSF – Photo by Chester Weems

Tejas Storytelling Association • 214 West Hickory • Denton, TX 76201 • 940-382-7014 • tja@tejasstorytelling.com



The Original Denton District

215 E. McKinney St., Denton, TX 76201 ■ (940) 349-7776

June 15, 2025

Gary Gibbs, Ph.D.
Executive Director
Texas Commission on the Arts
Cultural District Grant Program
PO Box 13406
Austin, TX 78711

Dear Dr. Gibbs:

This letter is to express the full support of the Original Denton district for the Tejas Storytelling Association's (TSA) present grant application under the Arts Respond – Cultural District Project grant program. The TSA are requesting a modest \$4,000 to partially offset the cost of renting the Denton Civic Center during their annual Texas Storytelling Festival.

This festival is celebrating a signal achievement in 2026 – this will be the 40th consecutive year that the Tejas Storytelling Association has offered the festival at Denton's Civic Center. The Texas Storytelling Festival is a mainstay in Denton's cultural calendar and one of the most prominent storytelling events in the American Southwest. Every year, the festival attracts talented performers from around the world and down the street.

Festival storytellers bring to Denton a variety of oral traditions. As in previous years, this year's festival will feature performers versed in African American oral traditions as well as indigenous storytelling practices. The depth and breadth of the Texas Storytelling Festival is formidable.

The Original Denton District and the City of Denton intends to promote the Texas Storytelling Festival on our existing social media avenues. The Festival is very well-known locally and has a good turnout of attendees who come every year.

We are honored and pleased to offer our support for this grant application. We hope that you will find it worthy of support. Thank you for your time and consideration.

Sincerely,

Cassey Ogden
Chief Financial Officer
City of Denton
on Behalf of the Original Denton District



City of Denton

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

Legislation Text

File #: PAC25-014, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give input to staff regarding the status of the following Public Art Committee projects:

1. Current Projects
 - a. Traffic Box Wraps
 - b. BNSF/Noblewins Bench Installation
 - c. Fire Stations #5 and #6
 - d. TCA Cultural District Letters of Support
 - e. Halloween Denton
 - f. Animal Services Expansion
2. Arts Maintenance Projects
 - a. *Bench People* finger damage
 - b. Blazier Memorial Play Wall
3. Future Projects
 - a. MLK Jr. Recreation Center Mural
 - b. Animal Services Extension



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor

DATE: May 22, 2025

SUBJECT

Receive a report, hold a discussion, and give input to staff regarding the status of the following Public Art Committee projects:

- 1) Current Projects
 - a) Traffic Box Wraps
 - b) BNSF/Noblewins Bench Installation
 - c) Fire Stations #5 and #6
 - d) TCA Cultural District Letters of Support
 - e) Halloween Denton
 - f) Animal Services Expansion
- 2) Arts Maintenance Projects
 - a) *Bench People* finger damage
 - b) Blazier Memorial Play Wall
- 3) Upcoming Projects
 - a) MLK Jr. Recreation Center Mural
 - b) Animal Services Extension

BACKGROUND

This item provides information about recent and upcoming arts projects and seeks feedback from the committee on those projects and plans.

CURRENT PROJECTS

Traffic Box Wraps

Recently PAC members voted on their top favorite Traffic Box Wrap designs received through public calls for submission. Park and Recreation are currently working to receive high-resolution art works from the winning submitters, determining which boxes will be wrapped (in consultation with Traffic Operations). Once staff receive high-resolution art works from winning submitters, they will work with our third-party printers to schedule installations.

BNSF/Noblewins Bench Installation

On April 21, Parks and Recreation staff met with Krissi Oden of GDAC to finalize the location of the BNSF/Noblewins Turbine Bench. As a reminder, the bench features hand-painted artwork related to rail safety. In consultation with GDAC, staff determined that the bench would be installed along Hickory Street, near the railroad tracks next to the Patterson-Appleton Arts Center. Parks and Recreation Staff are currently working to coordinate an unveiling and ribbon-cutting ceremony to celebrate the bench's installation.

Fire Stations #5 and #6

Calls for both stations are currently open and accessible on the city's Ionwave procurement platform. Additionally, emails have been sent directly to a list of approximately 40 artists whose work was particularly compelling and have previously completed commissions of this magnitude.

Fire Station #5 will be at 2230 W. Windsor Drive and Fire Station #6 will be located at 2301 Hunter's Creek Road off Teasley Lane in southern Denton. Each project has a budget of \$253,000. The artist calls are asking for projects between \$100,000.00 and \$200,000.00 with the balance of each project reserved for contingencies and installation costs.

TCA Cultural District Letters of Support

Staff are currently helping TCA-verified arts organizations with their letters of support for the Texas Commission on the Arts "Arts Respond – Cultural District Project grants for the Original Denton District. Staff will also be submitting a letter of support for the Original Denton District itself, as we intend to apply to the TCA for a Cultural District Project grant to support Halloween Denton. Staff have already received two letters of request which are included as a separate item on the current agenda.

Halloween Denton

Staff continue to work on programming for Halloween Denton. Additionally, staff are working to stretch the City's investment by exploring grant and sponsorship opportunities. A detailed Halloween update is included as a separate item on the current agenda.

ARTS MAINTENANCE PROJECTS

Bench People Damage

Staff at the Martin Luther King, Jr. Recreation Center recently noticed that a piece of one of the *Bench People* statues – a finger – had broken off from the main body of the figure. Luckily, staff were able to find and retain the broken piece. Staff have contacted the artist and are currently in the process of determining the best way to realize a repair to the sculpture that maintains the work's aesthetic integrity (Exhibit 3-**Bench People Images**). Staff reached out to the artist who recommended using a metal rod and epoxy but also admitted that she had never experienced this kind of breakage from one of her sculptures before, so she was not exactly sure how to proceed.

Blazier Memorial Play Wall

Staff continue to explore options related to the Blazier Memorial Play Wall and will be scheduling a public meeting for input in the near future. Specifically, staff are looking for concrete conservators with skill working on large-scale concrete sculptures.

FUTURE PROJECTS

MLK Jr Recreation Center Mural

Earlier this year, Parks and Recreation Staff applied for grant through Keep America Beautiful's "MLK Corridor Community Grant Program. This program, seeks to "revitalize and beautify roads, neighborhoods, and parks in or adjacent to areas named in honor of the civil rights leader," Dr. Martin Luther King Jr. In the grant application, staff asked for \$20,000.00 to install a landmark mural at the Martin Luther King Jr Recreation Center that would represent a collaborative, community artwork that would, in its immediate realization, bring young people from across Denton together in collective creative endeavor.

As an enduring art piece, the mural will provide a powerful sense of inspiration and as a landmark will instill a sense of community cohesion and pride in Southeast Denton. Staff are currently in the early stages of this project, working to clarify some basic theme and stylistic commitments to serve as guidelines as staff develops a Project Scope/Request for Qualifications document. Staff intend to follow an RFQ process for this project largely in response to comments received from working artists during the RFP (Request for Proposals) calls we issued for Fire Stations #5 and #6. This process will consider artists' portfolios of similar

work and provide a modest stipend to 2-3 chosen artists so that they can provide a detailed proposal. An RFQ process is considered more respectful of artists' time and the value of their labor.

The final theming and style delineated in the RFQ/Scope will be determined in consultation with community members, MLK Jr Recreation Center stakeholders, and members of the Southeast Denton neighborhood.

Animal Services Center Expansion

The Public Art Component related to the expansion of the Linda McNatt Animal Care and Adoption Center expansion is currently on hold.

RECOMMENDATION

None.

ESTIMATED SCHEDULE OF PROJECT

Traffic wrap installation should begin by June.

OPERATIONAL IMPACT

Each project will have an anticipated maintenance need. Staff are currently working on determining an inspection and asset management protocol under the updated Public Art Policy that will allow for inspections of larger artwork on an annual basis, leading to more accurate estimates of maintenance needs on a year-to-year basis.

FISCAL INFORMATION

Public Art Bond Issue Timeline

FY23-24 (Animal Center)	\$317,000
FY 24-25 (Fire Stations #5 and #6)	\$506,000
FY 26-27 (Active Adult Center)	\$930,000
FY 28-29 (S. Branch Library)	\$969,000

EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Presentation

Prepared by:

Omar Siddiqi, Admin. Analyst,
Parks and Recreation

Respectfully submitted:

Gary Packan, Director Parks and Recreation

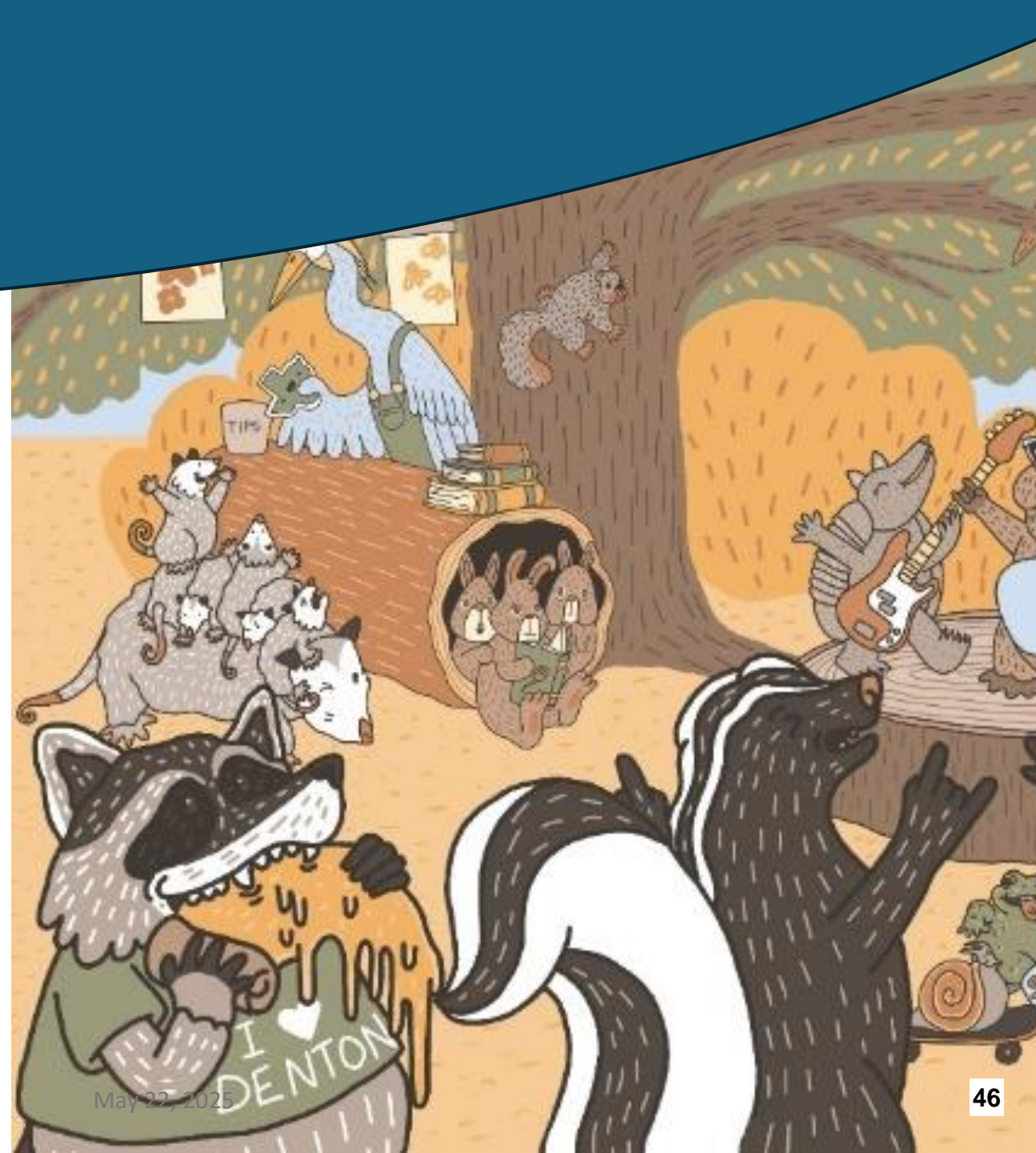
Denton Public Art Project Update

May 22, 2025

**UNITE, GROW,
PLAY**
Denton Parks and Rec

Traffic Boxes

- Staff are verifying Streets/Traffic replacement schedule
- Working down the list for traffic art installations
- Reaching out to artists for high-resolution art images and for vendor processing
- Anticipate installations by early Summer.



Noblewins/BNSF Bench Installation

- Krissi Oden (GDAC) approved siting location
- Finalizing installation/unveiling date with GDAC/BNSF
- Have asked BNSF for some detail regarding the safety messaging
- Most probably in one of the upcoming Mondays in the next couple of months as GDAC is closed to the public on Mondays



Fire Stations #5/#6

- **Deadline extended until end of May**
- **Have continued to receive feedback about our RFP process not being an RFQ process**
- **Staff will reconsider RFP process after assessing received submissions**
- **Will continue process even if project is put on hold.**



Letters of Support

- **Will review letter of request in separate agenda item**
- **Last year staff worked with CMO to outline a process that involves some vetting of grant-seeking organizations**
- **Deadline for Letter of Request submission was May 15**
- **Received request letters from Theatre Denton, Denton Festival Foundation, Thin Line Festival, Day of the Dead, Tejas Storytelling Association**
- **An additional letter by/for the ODD will also be among the issued letters**



**Texas
Commission
on the Arts**

Halloween Denton

- Will review letter of request in separate agenda item
- Seeking approx. ~\$106k in grant funding from TCA
- General theme: Bigger, Better, and more Interactive
- Word on the street is Denton is the place to be for Halloween!



Repairs/Maintenance

- A finger fell off the Bench People sculpture at MLK JR Rec center. Artist suggested using a steel rod and epoxy, but staff are exploring options for repair. Staff saved the finger!
- Still considering Blazier Wall repairs, staff are currently exploring a list of concrete conservators to contact regarding a more aesthetic solution to concrete patching on the sculpture.



Questions/Comments?



City of Denton

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

Legislation Text

File #: PAC25-015, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's support for Theatre Denton's application for the Texas Commission on the Arts (TCA) Arts Respond - Cultural District Project grant program in the amount of \$18,000 to support honoraria for orchestra musicians during the 2025/2026 Main Stage Musicals Series; and to provide a letter of support to the TCA.



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: May 22, 2025

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's support for Theatre Denton's application for the Texas Commission on the Arts (TCA) Arts Respond - Cultural District Project grant program in the amount of \$18,000 to support honoraria for orchestra musicians during the 2025/2026 Main Stage Musicals Series; and to provide a letter of support to the TCA.

BACKGROUND

Mike Barrow, Managing Director of Theatre Denton, contacted the City of Denton requesting a letter of support from the Original Denton District (ODD) for an application being made to the Texas Commission on the Arts (TCA) Arts Respond – Cultural District Project grant program, which is due by June 16, 2025.

Theatre Denton asks that the ODD support the TCA grant application requesting funding for musicians' honoraria for the 2025/2026 Main Stage Musicals Series. This series consists of four professional musicals and will ultimately require hiring 66 musicians who will work 16 calls. The total honoraria cost will be \$36,960. The TCA grant request is for roughly just under half this amount, or \$18,000.

Theatre Denton has operated out of the Original Denton District since moving all operations to the historic Campus Theatre in 1995. Between each season's eight major performances (4 musicals and 4 state plays) and Theatre Denton's 2-3 children's production every year, Theatre Denton brings more than 16,000 visitors to the Campus Theatre.

A letter of support from the Original Denton District Committee Chair (PAC Chair) expressing the cultural district's support for the project is required as part of the grant application.

RECOMMENDATION

Staff recommends approval for a letter of support on behalf of the Original Denton District signed by the City Manager or their designee.

EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Letter of Request

Exhibit 3- Letter of Support

Respectfully submitted:
Gary Packan, Director, Parks and Recreation

Prepared by:
Omar Siddiqi, Mgmt. Analyst, Parks and Recreation Department



May 07, 2025

Campus Theatre
214 West Hickory Street
Denton, Texas 76201

(940) 382-7014 Business Office
www.theatredenton.com

TD is a 501 (c) (3) organization

Theatre Denton Annex
Golden Triangle Mall
Denton, TX

Governing Board of Directors

Pete Kamp
President

Rudy Menn
Treasurer

Susan McGuire Cooksey
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Nanci Kimmey
Terry Nobles
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Norman Pomerance
Nicole Probst
Linda Rubin
Jeff Springer
Denise Stephens
Donna Trammell

Staff

Mike Barrow
Managing Director

Mike Strecher
Facility Services Director

Les Deal
Technical Director

Kyla Welch
Office Manager

David Pierce
Public Liaison

Amanda Carson Green
Education Director

Request for Letter of Support from ODD for TCA Cultural District Grant

1. Theatre Denton is submitting a request for \$18,000.00 to pay honorariums to orchestra musicians in our 2025/2026 Main Stage Musical Series. This series will consist of four musicals requiring 66 musicians with 16 calls each for a total honorarium cost of \$36,960.00.
2. Since moving all operations to the Campus Theatre in 1995, Theatre Denton has been producing professional quality musical and non-musical live theatre events, but the musical events attract the lion's share of our audience numbers and that translates to over 10,000 visitors to the ODD each year. These musical events would suffer greatly in quality if we were not able to pay honorariums to our musicians.
3. We ask that the ODD support this request because we feel that the number of ticket buyers traveling to the ODD to see these nationally renowned musicals is vital to the overall success of the ODD. Many of our audience members will eat, drink and shop at one of the near by businesses before and after a performance, as do the cast members and musicians throughout the rehearsal process and performances.
4. You have our permission to use the pictures attached to this request or any other pictures in reports to the TCA.
5. Although attendance varies from show to show, we produce 8 main stage shows per year, 4 plays and 4 musicals, as well as 2 -3 children's productions. This equals 80 performances with an average of 200 attendees at each performance. This is 16,000 visitors to the Denton cultural district each year.
6. In addition to the paid attendance at Theatre Denton shows, each year there are 100's of volunteer actors, technicians, and directors as well as the musicians mentioned above. The Campus Theatre is also the host for the annual Denton Black Film Festival, the Denton Dance Collage, and the Thin Line Film Festival. These events add thousands more visitors each year to the ODD.

Theatre Denton has been receiving yearly grants from TCA for over 30 years. For the most part, these grants have helped with the cost involved with producing a show including sets, costumes, and royalties. Below is a list of the past 5 years of TCA grants that Theatre Denton has received.

2020-Arts Create-production
cost

2020- Covid supplemental
grant

2021-Arts Create-production
cost

2022-Arts Create-production
cost

2022-Cultural District-repair of neon
sign

2023-Arts Create-production cost

2023-Cultural District-musician honorariums

2024-Arts Create-production cost

2024-Cultural District-musician honorariums

June 15, 2025

Gary Gibbs, Ph.D.
Executive Director
Texas Commission on the Arts
Cultural District Grant Program
PO Box 13406
Austin, TX 78711

Dear Dr. Gibbs:

This letter is to express the full support of the Original Denton District (ODD) for Theatre Denton's application for the Texas Commission on the Arts (TCA) Arts Respond - Cultural District Project grant program in the amount of \$18,000 to support honoraria for orchestra musicians during the 2025/2026 Main Stage Musicals Series. This series consists of four professional musicals and will ultimately require hiring 66 musicians who will work 16 calls. The total honoraria cost will be \$36,960. The grant application requests \$18,000 to support almost half of the Series' honorarium expenses.

Theatre Denton has made its home in the Original Denton District at the historic Campus Theatre since 1995. Each year, Theatre Denton provides very high-quality musical and non-musical dramatic performances. In total, these performances bring more than 10,000 people to the Original Denton District each year. The musicals draw more the lion's share of performance visitors and if it were not for the honoraria that Theatre Denton provides to vocalists and musicians, the musicals would suffer deeply in quality or prove entirely untenable.

In addition to the 4 musicals and 4 dramatic performances provided by Theatre Denton each theatrical season, the organization also provides 2-3 children's performances. Considered all together, the mainstage performance and the children's performances bring almost 16,000 people to the Original Denton District annually.

The Original Denton District intends to promote Theatre Denton and its performances on our Original Denton District calendar and to feature the organization and its work on other City social media accounts.

We are honored and pleased to offer our support to Theatre Denton and its current grant application. We hope that you will help them to provide a wonderful season of events and to provide artists a compelling opportunity with whatever funding you can provide. Thank you for your consideration!

Sincerely,

Jessica Williams
CFO, City of Denton
on Behalf of the Original Denton District



City of Denton

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

Legislation Text

File #: PAC25-017, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's support for Texas Filmmakers Corporation's application for a \$20,000.00 grant from the Texas Commission on the Arts (TCA) Arts Respond - Cultural District Project grant program; and to provide a letter of support to the TCA.



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: May 22, 2025

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's support for Texas Filmmakers Corporation's application for a \$20,000.00 grant from the Texas Commission on the Arts (TCA) Arts Respond - Cultural District Project grant program; and to provide a letter of support to the TCA.

BACKGROUND

Joshua Butler, President of Texas Filmmakers Corporation, the producers of Denton's Thin Line Film Festival, contacted the City of Denton requesting a letter of support from the Original Denton District (ODD) for an application made to the Texas Commission on the Arts (TCA) Arts Respond – Cultural District Project grants program, which is due June 16, 2025.

Texas Filmmakers Corporation is requesting \$20,000.00 of grant funding from the TCA to support musical performances at the 2025 Thin Line Festival which will take place March 18-22. The year 2025 will witness the 19th annual Thin Line Festival, which is Texas's longest running film festival specifically dedicated to the art and science of documentary film making. Almost all elements of the Thin Line Festival take place within the Original Denton District. The Texas Filmmakers Corporation metrics show over 60% of festival attendees come to the festival from zip codes outside of Denton.

The Texas Filmmakers Corporation received TCA funding in FY 22-23 in the amount of \$3,500.00 to support artist salaries. The Corporation was not eligible to apply for funding in FY23-24 because their operating budget fell below the \$50k threshold required by the TCA. They are now again eligible for TCA funding.

RECOMMENDATION:

Staff recommends approval for the letter of support from the Original Denton District, signed by the City Manager or her Designee expressing the cultural district's support for the grant application.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Letter of Request

Exhibit 3 - Letter of Support

Respectfully submitted:

Gary Packan, Director, Parks and Recreation

Prepared by:

Omar Siddiqi, Admin. Analyst, Parks and Recreation Department

May 15, 2025

Omar Siddiqi
The Original Denton District
215 E. McKinney St.
Denton, TX 76201

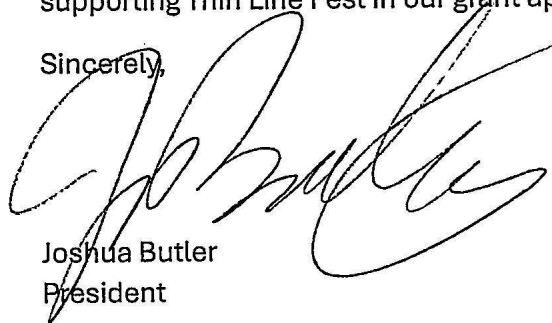
Hello Omar,

Texas Filmmakers Corporation, producers of Thin Line Fest, is requesting a Letter of Support in conjunction with the Texas Commission on the Arts Cultural District Grant program. We are requesting twenty thousand dollars (\$20,000) to support the musical performances at the 2026 festival slated for March 18-22. Being that we were ineligible in 2024 we won't have a closeout report until we complete the one for this year due at the end of June.

The 2026 festival will be the 19th annual event held in downtown Denton. Fifteen thousand people attend at least one festival event each year making Thin Line one of the top attended Denton-area events of the year. Remarkably, 60% of attendees come from non-Denton zip codes and 12.5% come from non-DFW cities. All festival programming occurs within The Original Denton District. Thin Line Fest is a good steward of city and state funds with a nearly two-decade history of delivering world-class arts programming. Thin Line Fest has been free to attend since 2017 with the primary goal of eliminating any barrier to participate in festival programming.

Thank you for your efforts to improve the quality of life within our community and thank you for supporting Thin Line Fest in our grant application.

Sincerely,



Joshua Butler
President

2025 Board of Directors

Joshua Butler, President
Katie Rose Crosswhite, Vice President
Bryan Denny, Music
Claire DeJarnett, Film

Chuck Crosswhite
Matt Farmer
Louis Watts, Art & Design
Michael Fraga, Operations



The Original Denton District

215 E. McKinney St., Denton, TX 76201 ■ (940) 349-7776

June 15, 2025

Gary Gibbs, Ph.D.
Executive Director
Texas Commission on the Arts
Cultural District Grant Program
PO Box 13406
Austin, TX 78711

Dear Dr. Gibbs:

This letter is to express the full support of the Original Denton District (ODD) for Texas Filmmaker Corporation's application for the Arts Respond – Cultural District Project grant.

Texas Filmmakers Corporation is requesting \$20,000.00 of grant funding from the TCA to support musical performances at the 2026 Thin Line Festival which will take place March 18-22. The festival will in 2026 will mark it's 19th year making it Texas's longest running film festival specifically dedicated to the art and science of documentary film making.

Almost every element of the Thin Line Festival takes place within the Original Denton District. The Texas Filmmakers Corporation metrics show that around 60% of attendees come to the festival from zip codes outside of Denton, making the festival a particularly robust economic development boon.

We are honored and pleased to support this application for your consideration.

Sincerely,

Jessica Williams
CFO, City of Denton
on behalf of the ODD