



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Economic Development

ACM: Christine Taylor, Assistant City Manager

DATE: April 4, 2024

SUBJECT

Staff Reports:

1. Fine Arts Project Update – Christine Taylor
2. Downtown Master Plan Update – Cameron Robertson
3. Future Agenda Items – Christine Taylor

BACKGROUND

Fine Arts Project Update:

Receive a report on an incentive request that the City has received from Fine Arts Theater of Denton, LLC.

Proposed Project:

- **Facility Renovation:** Renovation of the Denton Fine Arts Theater to modernize facilities, improve accessibility, and ensure compliance with safety and building codes.
- **Technological Upgrades:** Implementation of cutting-edge audio-visual technology to enhance the audience experience and attract a broader range of performances and events.
- **Artistic Expansion:** Investment in programming and partnerships to diversify artistic offerings, fostering inclusivity and broadening the appeal to a wider audience.
- **Community Engagement Initiatives:** Implementation of outreach programs and educational partnerships to engage the local community and schools, promoting a culture of arts appreciation.

Economic Impact:

- **The Denton Fine Arts Theater's revitalization** is expected to generate economic benefits:
- **Increased Tourism:** A revitalized and culturally enriched theater will attract visitors, contributing to increased foot traffic for local businesses, hotels, and restaurants.
- **Cultural Hub:** Positioning Denton as a cultural hub will attract artists, performers, and tourists, thereby boosting the city's reputation and attractiveness.
- **Educational Opportunities:** Enhanced educational programming will provide local schools and colleges with valuable resources, fostering creativity and educational development.

Downtown Master Plan Update:

The Design Downtown Denton plan launched in July of 2023, tasked to guide priorities for the next 20 years in Downtown, including mobility, economic development, culture, parks, historic preservation and more. The plan has since completed Phases 0 through 2 of the scope of work, and are currently in Phase 3

of the plan, where conceptual plans and actions are created based on previous community engagement and feedback.

Future Agenda Items:

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

EXHIBITS

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Queue of Agenda Items

Respectfully submitted:
Matilda Weeden
Economic Development Specialist