



# **Denton Parks Foundation**

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**Stephanie Lamb**

**Treasurer**

**Denton Parks Foundation**



# Background

- Denton Parks Foundation was established in 1987, working to meet the needs and expectations of the Denton community to help fill the gap that exists when parks' needs surpass the tax dollars available.
  - Dog Days of Denton – started in 1993 as Texas's original festival for pooches and their people.
  - Juneteenth – Emancipation Day was celebrated in Denton in 1892. The City began cosponsoring the celebration event in the 1980s.
- Board make-up
  - The Denton Parks Foundation is led by a dedicated Board of Directors focused on positively impacting the Denton community through investments, advocacy, and volunteerism, which enhance accessibility and improve the quality of life for all residents.
  - The Juneteenth Committee is composed of volunteers who are residents of Denton County committed to building unity, celebrating culture, and creating a lasting impact in the Denton community.
- Mission or goal
  - The Denton Parks Foundation's mission is to engage the Denton community to enhance the mission of the Denton Parks & Recreation Department to unite, grow, and play.
  - The goal of the Juneteenth Celebration is to promote unity in the community and make a greater impact on one another's lives.



# Festival – Dog Days of Denton / Juneteenth

- Information about the festival
  - Location – Quakertown Park and Civic Center Pool / Fred Moore Park
  - Dates and time – September 12, 2026, at 9 am – 2 pm / June 19, 2026, 5 pm – 10 pm, and June 20, 2026, 10 am – 10 pm
- Last three years of Attendance: 15,000 / 13,000
- Event Highlights/ Major Attractions:
  - Dogs in the Civic Center Pool, over 70 vendors (including city services), dog-related competitions, live music (George Dunham and the Bird Dogs 2024, 2025, Craig McDaniel Band 2023).
  - Friday evening Gospel night, Saturday evening R&B and Soul night, Annual Parade, Annual Hometown Hero reception, Softball tournament and 7v7 games, children's activities, and a variety of food and product vendors.
- Photos – Attached
- DDoD is a long-standing tradition in Denton, celebrating our 32<sup>nd</sup> year in 2026. This is an event that is both expected annually by many of our common festival goers, but also a new tradition since adding the Dogs-in-the-Pool aspect starting in 2021.
- Juneteenth is an annual celebration rooted in Southeast Denton, celebrating the historical significance of the Juneteenth holiday. The committee has crafted a completely family-friendly week of events meant to educate, unify, and celebrate. The goal is to spread the word of the event regionally and nationally through billboards, radio ads, multiple social media platforms, and a streamed virtual celebration on the festival website.



# Tourism

- Target Audience?
  - DFW Community and Beyond
  - Families
- How does your festival attract overnight stays (heads in beds) within Denton?
  - The Dog Days of Denton event starts in the early morning and lasts throughout the day, so participants may come in the night before and stay the evening of the event to participate in other activities in Denton, such as Arts & Autos on the Square.
  - Juneteenth is a multiple-day event with national and regional entertainment, and participants may spend several days in Denton hotels.
- What marketing efforts does your festival use to promote tourism in the City of Denton?
  - Provide quantitative measures:
    - We do magazine covers for publications in other municipalities in Denton County and other surrounding counties. E.g., Cross Timbers Gazette, Texoma Farm and Ranch, and The Denton CVB publications.
    - In addition, for the past three years, we have taken out a billboard that runs for 8 weeks up to the event on major thoroughfares leading into the City. The past two years, it has been a billboard facing south, on the northbound side of I-35W at 114 and I-35W.
    - Lastly, we utilize social media marketing and expand our target market and dollars to specifically Denton and non-Denton markets to encourage attendance.
  - Provide example – Juneteenth examples attached.



# Future Plans

- DDoD is our cornerstone fundraising event that we plan to build around to eventually become a “Park-a-Palooza” that functions to promote events over the course of a weekend at multiple parks in Denton. This future growth, as planned, will become another signature event similar to Arts and Jazz, attracting 40-50,000 people annually.
- The Juneteenth Committee is always striving for bigger, nationally recognized artists, better social media, and advertisement placement for maximization, growing and fine-tuning the event while keeping vendor categories from being overpopulated to attract larger attendance to the festival and Denton.

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# Questions?







