



City of Denton

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

Meeting Agenda

Community Partnership Committee

Friday, May 23, 2025

9:00 AM

City Council Work Session Room

After determining that a quorum is present, the Community Partnership Committee of the City of Denton, Texas, will convene in a Regular Meeting on Friday, May 23, 2025, at 9:00 a.m. in the Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas at which the following items will be considered:

1. ITEMS FOR CONSIDERATION

- A. [CPC25-017](#) Consider approval of the minutes from May 2, 2025.

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

[Exhibit 2 - Draft Minutes May 2, 2025](#)

- B. [CPC25-018](#) Receive presentations and hold a discussion regarding organizations that receive Hotel Occupancy Tax and Sponsorship funding.

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

[Exhibit 2 - Denton Community Market presentation](#)

[Exhibit 3 - Denton Black Film Festival presentation](#)

[Exhibit 4 - Denton Mainstreet Association presentation](#)

[Exhibit 5 - Denton's Day of the Dead presentation](#)

[Exhibit 6 - Denton Blue Festival presentation](#)

[Exhibit 7 - Denton Holiday Lighting presentation](#)

[Exhibit 8 - Thin Line Fest presentation](#)

- C. [CPC25-019](#) Management Report
1. Special Event Process Update
 2. Future Agenda Items

Attachments: [1. Special Event Process Update](#)

[2. Future Agenda Items](#)

2. CONCLUDING ITEMS

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

CERTIFICATE

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 Monday, 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 #: CPC25-017, **Version:** 1

AGENDA CAPTION

Consider approval of the minutes from May 2, 2025.



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: May 23, 2025

SUBJECT

Consider approval of the minutes from May 2, 2025.

BACKGROUND

The draft minutes from the Community Partnership Committee meeting held on May 2, 2025, are attached for the Committee's consideration and approval.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Draft Minutes May 2, 2025

Respectfully submitted:
Jessica Williams
Chief Financial Officer

Prepared By:
Daniel Jones
Senior Grants Analyst

City of Denton Community Partnership Committee

After determining that a quorum was present, the Community Partnership Committee of the City of Denton, Texas, convened in a Special Called Meeting on Friday, May 2, 2025, at 9:00 a.m. in the City Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Chair Joe Holland, Vice-Chair Vicki Byrd, and Member Jill Jester.

ABSENT: None.

1. ITEMS FOR CONSIDERATION

- A. CPC25-011** Consider approval of minutes from February 21, 2025 and April 15 2025.

The item was presented and approved. Vice-Chair Vicki Byrd motioned to approve the minutes as amended; Joe Holland seconded the motion.

(2) AYES: Joe Holland, Vicki Byrd

(0) NAYS:

(1) ABSENT: Jill Jester

Jill Jester arrived for the Community Partnership Committee meeting after the vote.

- B. CPC25-012** Receive a report, hold a discussion, and give staff direction regarding updates to the 2025 Cinco de Mayo and Independence Day Jubilee Festival events.

The item was presented, and discussion followed. Vice-Chair Vicki Byrd motioned to cancel the Independence Day Parade and keep the Fun Run; the motion was not seconded and did not proceed to a vote.

Member Jill Jester motioned to proceed with the Independence Day Parade and cancel the Fun Run; Vice-Chair Vicki Byrd seconded the motion.

(3) AYES: Joe Holland, Vicki Byrd, Jill Jester

(0) NAYS:

(0) ABSENT:

- C. CPC25-013** Receive a report and hold a discussion regarding the Special Event Permitting Application and the restructuring of the Special Event Review Committee meetings.

The item was presented, and discussion followed.

- D. CPC25-014** Receive a report, hold a discussion, and provide recommendation regarding a standardized cost estimate of in-kind City services and proposed mid-year adjustment to the Special Event fee schedule.

The item was presented, and discussion followed. Direction was given to follow the recommendation provided.

E. CPC25-015 Receive a report, hold a discussion, and give staff direction regarding the Hotel Occupancy Tax (HOT) Program Year 2026 for Fiscal Year 2025-26.

The item was presented, and discussion followed.

F. CPC25-016 Receive a report, hold a discussion, and give staff direction regarding the Sponsorship Program for Fiscal Year 2025-26.

The item was presented, and discussion followed. Direction was given for approval of recommendation as they are including red line items on program guidelines for Fiscal Year 2025-26.

2. CONCLUDING ITEMS

None.

With no further business, the meeting was adjourned at 10:35 a.m.

Joe Holland
Chair

Joseph Haddad
Recording Secretary

MINUTES APPROVED ON: _____



City of Denton

City Hall
215 E. McKinney St.
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Legislation Text

File #: CPC25-018, **Version:** 1

AGENDA CAPTION

Receive presentations and hold a discussion regarding organizations that receive Hotel Occupancy Tax and Sponsorship funding.



City of Denton

City Hall
215 E. McKinney Street
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www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: May 23, 2025

SUBJECT

Receive presentations and hold a discussion regarding organizations that receive Hotel Occupancy Tax and Sponsorship funding.

BACKGROUND

This item is to allow the Community Partnership Committee to receive presentations by Denton Community Market, Denton Black Film Festival, the Denton Main Street Association, Texas Filmmakers Corporation (Thin Line Fest event organizer), Denton Day of the Dead Festival, the Denton Black Chamber of Commerce (Denton Blues Festival event organizer), and Denton Holiday Festival Association

1. The Denton Community Market (DCM) puts on the Market Days farmers market each Saturday during the open season (Spring through Fall). The farmers market allows local vendors to bring their products to the community, and DCM schedules performers every week as entertainment.

Funding allocation:

- HOT fund allocation \$68,600

2. The Denton Black Film Festival (DBFF) is an annual cultural event that celebrates and showcases the diverse and dynamic voices within the black filmmaking community. Held in Denton, Texas, the festival serves as a platform for independent filmmakers, artists, and storytellers to share their narratives and perspectives on the black experience.

Funding allocations:

- HOT Fund Allocation - \$54,500
- Sponsorship Allocation - \$10,000
- Sponsorship In-Kind - \$5,830

3. The Denton Main Street Association is responsible for promoting downtown events and tourism. Their vision is “to maintain downtown Denton’s appeal as a center for shopping, dining, and entertainment [and] to promote business growth and preserve Denton’s historic character” and their mission is “to promote and preserve downtown Denton as a vital asset to the community.”

Funding allocation:

- HOT fund allocation \$80,200

4. The Denton Holiday Festival Association organizes the Denton Holiday Lighting Festival, which begins the holiday season in Denton County. The event collects toy donations for non-profit organizations and decorates and maintains lighting in the Denton municipal area. The event has entertainment from local artists and performers, free crafts for children, and activities such as snow hill and trackless train rides.

Funding allocations:

- HOT Fund Allocation \$50,000
- Sponsorship Allocation \$3,140
- Sponsorship In-Kind \$22,430

5. The Day of the Dead Festival is a multicultural, family-friendly weekend event celebrating community, candy, and celebration. The festival features coffin races, ‘Cirque du Horror’, and a lantern-lit twilight parade. Attendance is free.

Funding allocations:

- HOT Fund Allocation \$65,100
- Sponsorship Allocation \$4,420
- Sponsorship In-Kind \$14,630

6. The Denton Black Chamber of Commerce organizes the Denton Blues Festival annually. This event enhances Denton’s reputation for arts, culture, and diversity. The 3-day festival brings in world-renowned performers to Quakertown Park, where there is everything for kids and blues fans of all ages, including food, local vendors, arts and crafts, and of course, live music.

Funding allocations:

- HOT Fund Allocation \$60,100
- Sponsorship In-Kind \$20,250

7. The Texas Filmmakers Corporation organizes the Thin Line Fest. Thin Line is a documentary film festival, a multi-genre music festival, a photography festival, and a downtown art market all in a five-day event held at the end of April. Artists gather in Denton from all around the world to exhibit or perform their work. In 2023, the festival screened all the films at the Campus Theatre.

Funding allocations:

- HOT Fund Allocation \$50,700
- Sponsorship Allocation \$9,420
- Sponsorship In-Kind \$3,700

EXHIBITS

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Exhibit 2 - Denton Community Market presentation

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Exhibit 6 - Denton Blues Festival presentation

Exhibit 7 - Denton Holiday Lighting presentation

Exhibit 8 - Thin Line Fest presentation

Prepared By:
Daniel Jones
Senior Grant Analyst

Respectfully submitted:
Jessica Williams
Chief Financial Officer



Denton Community Market

Name: Deauhijela "Dee" Jackson

Title: Board President



Background

- Year formed: 2009
- Board make-up: A mix of vendor members and non vendor members
- **Mission:** We work to contribute to the vitality, livability, and community spirit of Denton by creating a public gathering space that supports local culture and provides a market to bring together visitors with local artists, craftspeople, farmers, and food producers.



About the Market

- Information about market:
 - Location: (March-December) 317 W Mulberry St Denton, TX & Starting (January & February 2026) Civic Center
 - Dates and time: Every Saturday (March-December) 9am -1pm (9am-12 noon when the temps are over 100 degrees)
- Last three years of Attendance:
 - 2022 - on average 1,200 (April - November)
 - 2023 - on average 2,200 (lower numbers when we have inclement weather or extreme heat) (April - December)
 - 2024 - on average we had 3,100 visitors (lower numbers 1,500 due to inclement weather days or extreme heat) (March - December)
 - 2025 - open day 4,200



Market Continued.

- Opening day, Christmas Market, We have a major celebration monthly to encourage the community to come out and support our market. Also, our partnership with the county has increased as far as activities. They now have a booth out at the market to showcase the different departments within the county.
- Photos: please click link to see our market photos:
<https://charlesprestonphotography.pixieset.com/dallascommunityfarmersmarket/51025/>
- We are doing more family friendly and kid activities at the market. Which in turn has increased our traffic flow to the market. Last season (2024) we did free pictures with Santa and The Grinch and traffic flow was steady and kept us very busy all day. Also we had our 1st annual Easter Egg Hunt (2024) and we had a huge turnout and now its an yearly event. Also, we have 3 government food subsidy programs at market. FNMP (WIC), SNAP, DUFB (Double Up Food Bucks). Also, we are doing cooking demos and nutrition events thanks to DUFB grant monies to help educate the public and this allow us to increase the marketability of the market and the vendors as well while encouraging the public to eat healthy as well.



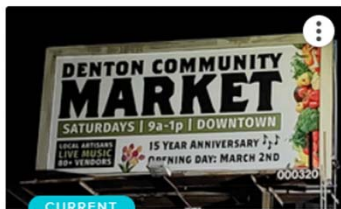
Tourism

- Target Audience? Anyone that lives within 50 miles of DCM location. We also work with the Denton County WIC office to support the local community as well.
- How does your festival attract overnight stays (heads in beds) within Denton? Yes, during Parent weekend from the local colleges at TWU & UNT.
- What marketing efforts does your festival use to promote tourism in the City of Denton? We spend \$600 for opening day ads on FB, we also utilize billboards, we pass out fliers on The Square to different businesses, print media in magazines. Provide quantitative measures: Facebook Followers: 20K Likes 22K Followers & Instagram Followers: 15.1K Followers. Examples: Billboards



CURRENT

POSTER #044958
📍 DENTON, TX
Order #1211458-DFW
📅 2/12/2024 - 3/10/2024
🕒 Installed 2/6/2024



CURRENT

POSTER #040320
📍 DENTON, TX
Order #1211458-DFW
📅 2/12/2024 - 3/10/2024
🕒 Installed 2/6/2024



Future Plans

- As of April 2025 DCM took a vote from all of our vendors at the market it was highly voted and approved to expand out to a winter market. We will be at the Denton Civic Center all of January and the last Saturday of February. This idea did not come from vendor requests, but from the community, and approved by the Board of Directors.



Questions?



Denton Black Film Festival

Harry Eaddy

Executive Director DBFFI



DBFF Sizzle Video



Background

- Year formed 2015
- Board make-up (4) Board Members (1 Female, 3 Males)
- Mission - The Denton Black Film Festival was created in order to address under-representation in film and media by giving Black stories an audience and Black creatives a platform. The Denton Black Film Festival is the largest black film festival in the state of Texas and the Southwest Region of America.



Denton Black Film Festival Information

- Primarily downtown Denton, (2) UNT, (3) TWU, GDAC, Steve's Wine Bar, Vinyl Lounge, Campus Theater, Alamo Drafthouse, Embassy Suites and more (14-16 different venues)
- Dates and time January 28-February 1 2026 In Person and February 1-February 2 2026 Virtual
- Last three years of Attendance:

2023	10,000	2024	12,000 In person & Virtual	2025	7,500 In person & Virtual
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- Major Reasons/Attractions to DBFF Diversity of programming Film, art, music, Comedy, Spoken Word, Dance, Original Music Videos, etc.
- 2-3 Major Art Exhibits
- Outstanding film selection (80-100)
- Signature Events Spoken Word, Comedy, Featured Music Offering from a Grammy Award winner/nominee



Festival Information Continued

- Photos – See below
- Funding reductions in the Arts on the National & State levels
- Increases in Talent, Production and venue cost

DBFF Photos

- DBFF Filmmakers



- DBFF Screenwriting Winners



DBFF Photos

- DBFF Billboard



DIGITAL BULLETIN #078727

📍 Dallas, TX
Order #1240267-DFW
📅 1/6/2025 - 1/26/2025



- DBFF Billboards



DIGITAL BULLETIN #078724

📍 Lewisville, TX
Order #1240267-DFW
📅 1/6/2025 - 1/26/2025

Festival 2025 Highlights

- Opening Film **"The Spook that Sat by the Door"** 1973 Ivan Dixon Director **Denton** and **Dallas** screening
- Approximately 73 films screened (Let us know if you want to do a deep dive on any individual films)
- Social Justice Component – Human Trafficking with Partner New Friends New Life (Dallas) and there were 2 films and a panel discussion
- DBFF Institute will offer 10-12 Panels and Workshops including AI and other topics
- Featured music performer Frank McComb with Special Guest Audra Scott
- DBFF After Dark – Late night Music venues and other events
- Comedy Host Nanette Lee (National recognized Radio personality) Mary Boyce, Marissa Nieto, and Kenny Lee
- Spoken Word Some of the top spoken word artist in the nation
- Gaming Event in association with DFW NAACP organization **February 1 2025** (300-300 attendees)
- DBFF & Denton ISD Event at GDAC with the winners of the Art & Essay Contest sponsored by Meow Wolf (250+ attendees)
- DBFF Media Art Exhibit curated by Lauren Kelley Resident Artist Demetrius Oliver (NY) (Jan 22-Feb15 2025)
- DBFF Filmmaker Award Ceremony (Sunday morning)



Tourism

- Target Audience? The target audience for DBFF is 18- 65+ from all ethnic backgrounds.
- How does your festival attract overnight stays (heads in beds) within Denton? The festival attracts many people from all over the US and other countries. DBFF is a 5-6 day event and uses digital media, (9) billboards, social media, word of mouth, meet up groups, Industry organizations and other communications to attract attendees to Denton.



DBFF Marketing Efforts & Results

- DBFF Utilizes a number of platforms including Goggle, Clear Channel, Tiktok, FB, Instagram, Dallas Observer, Metro News, Local Profile Magazine, Discover Denton, etc.
- billboards in 9 different locations around North Texas. Had a little over 550k impressions (81k over the projected amount) in the month of January
- Tiktok - received 14k post views on our new Tiktok platform. 96% found us via the platforms search with tags connecting us to Denton, TX. Our [opening film trailer](#) this year had approx. 8k views organically with 222 saves.
- Google - Ad placements on Google discover home pages, sponsored Google search results, sponsored email promotions in gmail inboxes, and on youtube. Campaign had 77.5 impressions during the festival week. (The click through rate was 1.47% during festival week. Tool worked well as an awareness campaign and in the future should be used as such leading up to the festival)



Clear Channel Report (9 Locations DFW)

- Spots guaranteed 210,000 Spots Delivered 336,984 Digital Achieved 160.47%
- Minimum Impressions 4,368,376 Projected Impressions 4,719,513 Delivered Impressions 7,377,520



Future Plans

- Continue to grow funding sources because of cuts in the Arts
- Collaborations with other organizations to expand footprint, ex. Meow Wolf, DISD
- Develop more industry partnerships and bring more talent to DBFF, ex. Aspire TV
- Become a Nationally Recognized film festival
- Implement strategy to grow Gaming Event for HS & College students
- Invest more funds and resources in screenwriting offering, Texas winners
- Oscar Qualifying film festival for short films





FOLLOW US ON SOCIAL MEDIA



Instagram
@dentonbff



Twitter
@dentonbff



YouTube
Denton Black
Film Festival



Facebook
@dentonblack
filmfestival

Questions?

Thank you for your Support



DBFF Appendix (Additional Backup Slides)

THE EVOLUTION OF DBFF

2015: First festival at the Campus Theatre – programming that “Entertains, Educates, and Inspires” with 13 curated films and 800 attendees

2016: Added first art exhibit, A Tribute to Gospel Music (spoken word), and Tommy Ford’s Master Acting Class

2017: First film awards, added comedy, poetry slam, social justice panel, workshops and panels, and music features

2018: Added more film blocks, workshops and panels

2019: Launched DBFF Institute, added more workshops and panels, Kirk Whalum concert 7100 attendees

2020: DBFFi 501c3, 8900 total attendees, Jazzmeia Horn concert, 93 films screened and added Tech Expo
DENTON BLACK FILM FESTIVAL | DECEMBER 2020

2021 & 2022 Virtual in Review

- 9,000 & 7800 total attendees
- 2021 Tatiana Mayfield, 2022 Ashley Smith concert
- 136 films 2021 & 109 films 2022
- DBFF Institute workshops and panels
- Social justice films and panels
- Art, music, spoken word, Screen Dance, Original Music Competition
- Produced over 44 hours of content

DBFF 2023: Reboot

Experience Culture

10,000+ total attendees

- . 98+ films & screened in person & virtually
- . Featured music artist Sy Smith, Opening performer Natural Change
- . (3) Visual Art Exhibits one at UNT and 2 at TWU
- . Comedy
- . Spoken Word Slam
- . TEC Expo (Tech, Education, Culture)
- . Hackathon 75-80 students
- . 12+ workshops, panels and Tech talks
- . Social Justice workshops & Panels on Food Apartheid and Container Gardening
- . Partnerships with City of Denton, Panavision, Black Public Media
- . DBFF Filmmaker Awards



DBFF 2023: Reboot

Experience Culture

10,000+ total attendees

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- . DBFF Filmmaker Awards



DBFF 2024 10th Anniversary "Share JOY"

Experience Culture

- 12,000+ total attendees including virtual screenings
- . 85+ films screened in person & virtually
- . Media & Filmmaker Event prior to the festival
- . Featured music artist (Grammy winner) Kirk Whalum with special guest Wendy
- . (3) Visual Art Exhibits one at UNT and 2 at TWU
- . Comedy Myra J hosted the event with Trey Mack, Mary Boyce and Payton Payne
- . Spoken Word Team Slam
- . Gaming Competition with Xbox, Epic Games, Robot Entertainment, Texas Gaming Empire, Blacks in Technology, Maverick Gaming, Moonlet Studios and the DFW Metro NAACP Branch 450-500 attendees
- . Partnership with Denton ISD Art contest 200 attendees
- . 18+ workshops, panels and Tech talks 700+ attendees
- . Partnerships with City of Denton, Panavision, Black Public Media
- . DBFF Filmmaker Awards





Denton Main Street Association

Kristen Kendrick Bigley

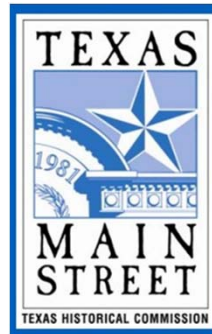
Board President

Denton Main Street Association



Denton Main Street Association

- Formed in 1990 through the Texas Main Street Association



Vision Statement

To maintain downtown Denton's appeal as a center for shopping, dining, and entertainment. To promote business growth and preserve Denton's historic character.

Mission Statement

To promote and preserve downtown Denton as a vital asset of the community.



DMSA Executive Board 2025



President
Kristen Kendrick-Bigley
UNT CoLab



VP of Marketing
Courtney Stucky
Aspiro Agency



VP of Promotions
Jessica DeRoche
NCTC



Secretary/Treasurer
Desmond Moore
Miss Angeline's



DMSA Board 2025

- Heather Walker-Brite Smiles by Heather
- Brandy Pope-Scott Brown Commercial
- Taylor Bales-True Leaf Studio
- Diane Mayes-Patchouli Joes
- Aaron Benedict-Point Bank
- Jennifer Schindler-Salon NV



DMSA STAFF



Molly Carter
Director of Operations



Kendall Myers
Marketing Coordinator

Twilight Tunes - 2024

-Award winning free concert series in Downtown Denton

Summer Series: Established in 1994

- Thursdays in May and June
- Located on the Denton County CHOS lawn
- Average weekly attendance 500
- 5-7 sponsors each week that set-up tables to promote their products or initiatives



Twilight Tunes - 2024

-Award winning free concert series in Downtown Denton

Fall Series: Established in 2022

- Every Thursday in October
- Located at “Were”Wolff’s Park
- Average weekly attendance 350
- 3-5 sponsors each week that set-up tables to promote their products or initiatives
- Local vendors set-up to sell

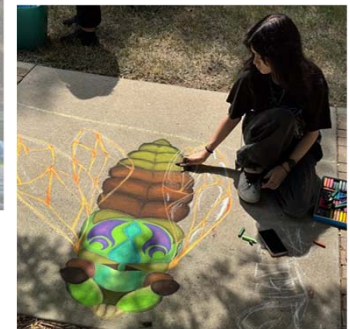


Arts & Autos - 2024

-Classic Car show, live music, chalk fest competition, and vendor market in Downtown Denton

Established in 1999 – Average attendance 7-10K

- Friday Night Kickoff w/ Expert Panel
- Every second Saturday in September
- 50-60 vendors set-up in Quakertown Park
- 200 cars registered
- All age Chalk Fest competition which creates unique art pieces on the Downtown sidewalk
- Live Music from local artists



Wassail Fest - 2024

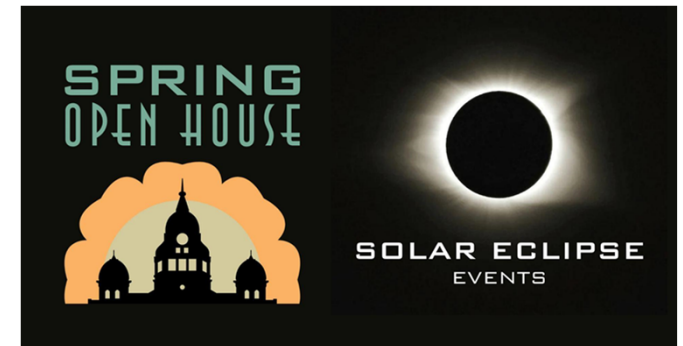
Established in 1999

- Partner with the Denton Holiday Lighting Foundation to create a fun and festive way to celebrate the winter holidays by tasting a variety of Wassail created by local Downtown Businesses.



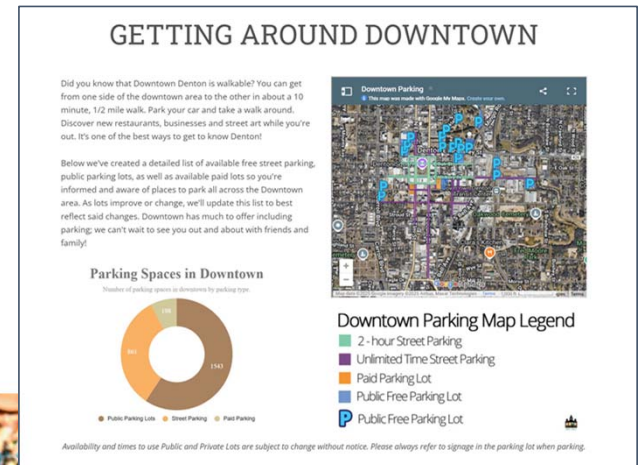
Additional events Denton Main Street hosts

- Share the Love - February
- Spring Open House - April
- 31 Days of Denton Halloween Events
- Holiday Open House - November-December



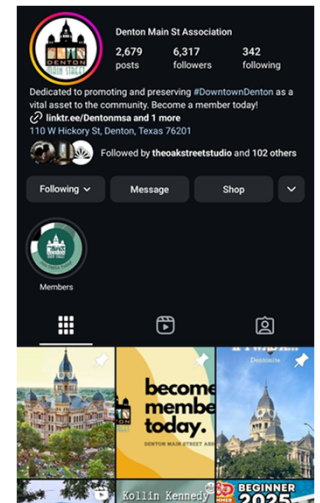
Downtown Resource

- Downtown Liaison for Communications
 - Increased Business and Community Involvement
- Downtown Event Partner Support
- Downtown Parking Page
- Contact Us Page on Website



Tourism

- How does your festival attract overnight tourists to the City of Denton's hotels and motels?
 - Maintain a Vibrant Downtown Community 365
 - Digital Marketing: Instagram & Facebook, Digital Ads, & Website
 - Print Ads: Texas Monthly, Tour Texas, Robson Ranch, Cross Timbers Gazette, DRC



Tourism

- How does your festival promote tourism in the City of Denton?
 - Hotel Handouts and discount code for booking with Embassy
 - Curated experiences for hotel guests in collaboration with DD Sales Team
 - Downtown Visitor Guides
 - Online/Digital Promotions
 - Aspiro Agency & Vibe Digital Marketing Report: [DMSA Dashboard Report.pdf](#) (2024 Social Media & Website Data)
 - DMSA Website: [Twilight Tunes – Denton Main Street Association](#)

VISIT DOWNTOWN DENTON

APRIL Four days of entertainment and experiences for a full weekend of fun!
5TH - 8TH

FIRST FRIDAY
APRIL 5
Art • Live Music • Shopping • Activities

SPRING OPEN HOUSE
SHOP SMALL CRAWL
APRIL 6
Shop Small & Local Businesses

GET ECLIPSED BAR CRAWL
APRIL 7
Featuring Signature Solar Sips

SOLAR ECLIPSE
APRIL 8
Viewing Party in Quakertown Park

« SCAN HERE...
for more information about how you can participate
dentonmainstreet.org



Future Plans

- Increase Hotel Partnerships
- Enhance Downtown Gift Card Program
- Denton Restaurant Week
- Collaborations with Denton Chamber of Commerce
- Increase Budget for Print and Digital Marketing efforts
- Halloween Decor Grant Program for 2025



Questions?



Denton's Day of the Dead Festival

David Pierce
Executive Director of Denton's DOD Fest



Day of the Dead Festival Arts Create 2025



- [Dentons DOD Fest Arts Create 2025.mov](#)

Background

- 2011 was the inaugural year of the festival, and it was held on Industrial St., in between Mulberry and Hickory.
- We currently have a committee of 13 board members, including President, Vice-president, Secretary, Treasurer, and Executive Director.
- Denton's Day of the Dead Festival, Inc., is a Texas-based, 501(c)(3) non-profit organization that exists to provide the community with an all inclusive, multi-cultural and family-focused event that celebrates the many wonderful things the fall has to offer: a homage to the goodness of the harvest, the cultural celebration of Dia de los Muertos, and all things Halloween.



Festival

- Information about festival
 - Located in the Denton's Downtown Cultural District on E. Hickory, E. Oak, and Industrial Sts.
 - Oct 24 (7-10pm) Oct 25 (11am-10pm) Oct 26 (12pm-2pm. / 5:30-7:30pm)
- Attendance: approximately **2019** (15,000), **2022** (20,000) & **2023** (20,000+), **2024** (30,000)
- Denton's DOD Fest features live musical and visual performance acts, food and craft vendors, Coffin Races, a "Pinebox" Derby, a community alter, the "Flight of Souls" blessing/presentation, a twilight parade, costume contest, a free Pumpkin Patch area with rides and many kid-friendly attractions, community performances from several Denton schools and organizations, and Denton's very own family-friendly Halloween musical, "Cirque du Horror."
- Our festival exists to give back to our beloved Denton community. We set goals every year to not only provide family fun that celebrates the autumnal season, but to also give back to Denton Charities. In 2023, we donated to Serve Denton and Cumberland Youth and Family services, \$5000 and \$1000, respectively. For our 2025 year, our festival has once again plans to raise \$10,000 for charity, including a new partnership with G.O.A.L.



Tourism

- Denton's DOD festival was created to provide family-focused fun, educational, exciting, and safe entertainment for the entire community. All ages are welcome.
- Every year, we hear from patrons that come from all over the U.S. to see the festival. Many vendors, Cirque du Horror performers, and coffin race participants come from all over Texas, and many from out of state.
- What we know from the record breaking "31 Days of Denton Halloween" initiative :
 - 2024 revenue (sales tax) : \$210,000.
 - 2024 Visitations: 662,000 visits to Downtown in 2024, over 145,000 more than in years past.
 - There was fantastic programming from the Parks Dept and the Halloween Planning committee all month long, and it helped to make 2024 the Denton DOD festival's best year to date, bringing in record sales to downtown businesses.
 - Coming off the success of 2024, our festival is already feeling the excitement for 2025. For the first time in our history, our 2025 coffin race registration was completely full in 3 hours the day it opened.



Future Plans

- The festival intends to purchase the big top circus tent in 2025, with plans to use it for “31 Days” programming for multiple weeks in October, working towards month long programming. Seating for 400-500. (Rocky Horror Picture shows, concerts, comedy shows, craft fair, Denton Brewery fest, and more!)
- New 2025 partnership with our local Denton breweries : Denton Co Brewery, Union Bear, Toasty Bros & Black Fox, focusing even more on community.
- We are working to get our Coffin Races covered by ESPN “The Ocho.”



Future Plans Continued

- Programming in the Arts Center (inside and out).
 - Low Rider trunk or treat, music, and vendors.
 - Month long exhibits & programming in the Patterson-Appleton Arts Center, with the expansion of the art project from Denton schools. (2024 had two schools and over 30 students participate, and we are setting to at least double that for '25. Currently working closely with Krissi Oden and GDAC)
 - The festival is expanding the line up in our Community Stage to feature more local dance, mariachi and school performances.
 - Additional children carnival Rides in the Pumpkin Patch, aka our "Street of Screams," free to the public.
 - Parking : partnering with DCTA for shuttles on festival weekend.
- Our vision : to continue to develop and enhance this beloved little festival, offering new and exciting family-friendly attractions every year. Riding high from last year's "31 Days" initiative, we will continue to work with the community and the city for month long October planning, boosting downtown foot traffic, supporting our small businesses, and fostering civic pride. Our goal is to continue expanding this cultural and economic impact by introducing new attractions every year, strengthening school and community partnerships, and offering programming that reflects Denton's diverse population. With continued support, we can grow this beloved event while generating measurable returns for the city.



Questions?





Denton Blues Festival: A Vibrant Celebration of Musical Heritage

Location: Quakertown Park, Denton, Texas

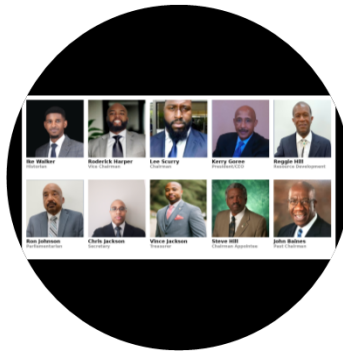
Date: 3rd weekend of September

Organization



Denton Black Chamber of Commerce

The organizer of the Denton Blues Festival



Leadership and Board

Comprised of President/CEO, Chairman, Vice Chairman, and other key members



Mission and Goal

Committed to advancing Black-owned businesses and fostering inclusive economic opportunities in Denton

The Denton Black Chamber of Commerce, the organizer of the Denton Blues Festival, has a strong leadership team and a clear mission to support the advancement of Black-owned businesses and the broader Denton community.

2025 DBCC Board



Ike Walker
Historian



Roderick Harper
Vice Chairman



Lee Scurry
Chairman



Kerry Goree
President/CEO



Reggie Hill
Resource Development



Ron Johnson
Parliamentarian



Chris Jackson
Secretary



Vince Jackson
Treasurer

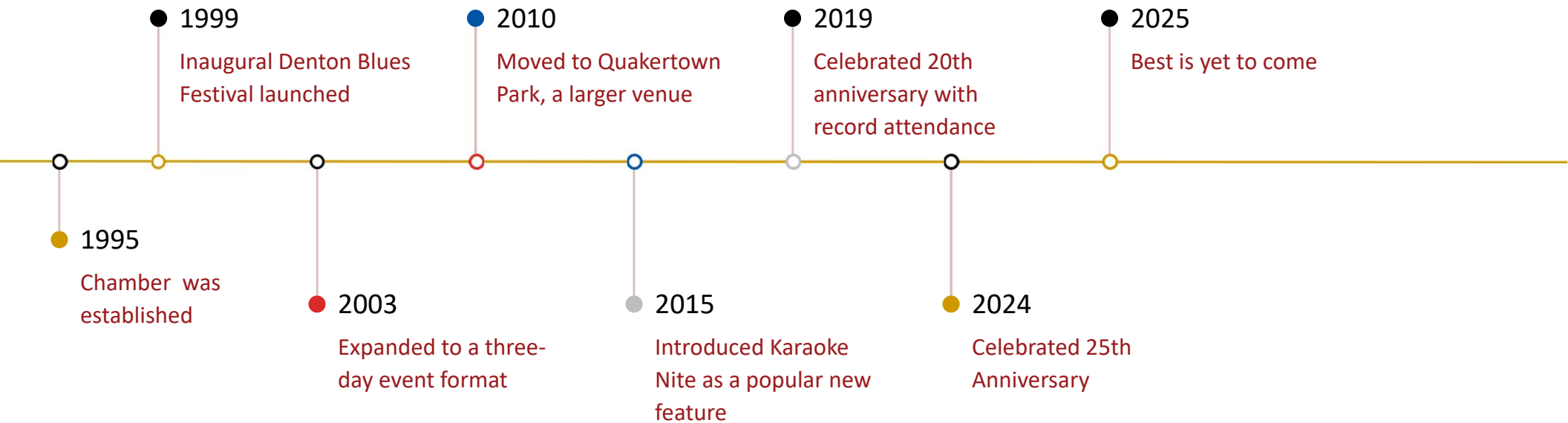


Steve Hill
Chairman Appointee



John Baines
Past Chairman

Festival Background



Festival Attractions



Blues Performers on Stage

Showcase of diverse blues musicians performing on the main stage at the Denton Blues Festival



Karaoke Nite

Attendees enjoying the Karaoke Nite event, a unique feature of the Denton Blues Festival



Vendor Marketplace

Local vendors and artisans offering a variety of blues-inspired merchandise and crafts at the festival



Food Trucks and Dining

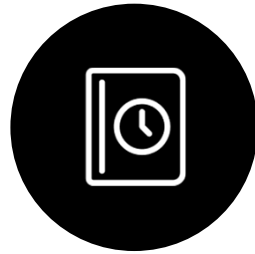
Diverse food options from local food trucks and vendors catering to festival attendees

Targeted Audience for Committee Review



Local Attendees

Attract attendees from Oklahoma, Austin, Houston, Dallas, and Ft. Worth



Repeat Attendees

Many of our attendees return annually



Expanding Reach

Increase national and statewide presence through Denton CVB partnership



Advertising Channels

Utilize billboards, radio, and social media for marketing

By focusing on our target audience and leveraging a variety of advertising channels, we aim to drive increased attendance and engagement for our event.

Community Partnerships

Major Sponsors - \$10,000+



Major Blues - \$5,000-\$9,999



BLUES BROTHER & SISTERS - \$1,000-\$4,999



BLUES FRIENDS - \$500-\$999



Future Plans



Expand Festival Grounds

Enhance Festival Experience

Increase Marketing Outreach

Develop More Community Partnerships



Denton Blues Festival: A Vibrant Celebration of Musical Heritage

The Denton Blues Festival is a vibrant celebration of the city's rich musical heritage, attracting visitors from near and far to experience a diverse lineup of blues performances. Organized by the Denton Black Chamber of Commerce, this annual event fosters a strong sense of community and showcases the region's cultural diversity.

Denton Holiday Festival Association, Inc.

Marybeth Reinke Doyle

Chair 2025/2026

Denton Holiday Festival Association, Inc.



Background

- Year formed - 1988
- Board make-up - The DHFA is a not-for-profit 501(c)3 organization currently governed by 11 volunteer directors of the board.
- Mission or goal – To provide a free, vibrant, safe, and fun holiday festival for the Denton community.



Festival

- Information about festival
 - Location – Quakertown Park
 - Dates and time – Saturday, December 6th, 3pm – 9pm
- Last three years of Attendance –
 - 2024 – 17,000 * (rain/traffic cancellation)
 - 2023 – 22,000 +
 - 2022 – 21,000 +



Highlights & Major Attractions

- Concerts & Performances
- Snow Tube Hill
- Photos With Santa (and other holiday themed characters)
- Arts & Crafts
- Kids Train
- Horsedrawn Carriages
- Lights, Decorations & Photo Ops in & Around the Park
- Toy Drive
- Mistletoe Market – local vendors – food, drink, retail goods





DENTON HOLIDAY LIGHTING festival



DENTON
HOLIDAY
LIGHTING
festival
Dentonholidaylighting.com



New This Year!

- The Festival is relocating from the Downtown Denton Square to Quakertown Park and the Civic Center.
 - In addition to the one-day festival event, DHFA will be illuminating parts of Quakertown Park for the season between Thanksgiving weekend and the 12th day of Christmastide (Epiphany). This is an opportunity to enhance the festival with new possibilities while minimizing resource needs and other safety concerns.
 - Holiday lighting will continue its partnership with the Denton Main Street Association to help host and promote Wassail Fest on Friday, December 5th, 2025 to preserve the holiday presence and celebratory tradition on the Denton Square and Courthouse.





SUNKEN GARDEN

Whimsical, child-centric, blanketed in net lighting and color



LIGHT TUNNELS ON BRIDGES

Placemaking landmark, path guiding, interactive



PHOTO OPPORTUNITIES

Interact with an illuminated photo frames; capture the moment



SUSPENDED LIGHTING

Elevated out of reach, above eye level, area illumination



WALK-THRU SCULPTURE

Placemaking landmark, area entrance/exit, interactive



COLORFUL LIGHTS

Playful, eye-catching, bright

Tourism

- **Target Audience**

- Families of all ages, local Denton residents, and regional visitors.

- **How does your festival attract overnight stays (heads in beds) within Denton?**

- DHFA is transitioning to include a multi-day component to illuminate Quakertown Park for the season. Other local organizations and businesses would be able to offer special events in the park during this time. Marketing efforts can highlight not only the lighting festival but also other holiday-related activities and attractions in Denton, such as local shopping, dining, and other festive events happening during that timeframe. These efforts will encourage visitors from outside Denton to plan a weekend getaway or an overnight trip.



Marketing

The Denton Holiday Lighting Festival employs a multifaceted marketing strategy to promote tourism in Denton, Texas, leveraging partnerships with local organizations, media outlets, and social media platforms. These combined efforts not only promote tourism but also strengthen community ties and support local businesses during the holiday season.

Media Partnerships & Advertising

- **Denton Record-Chronicle:** The festival collaborates with the Denton Record-Chronicle for coverage, promotion and sponsorship recognition in Denton and beyond.
- **Denton Chamber of Commerce:** The Chamber supports the festival by promoting it through its channels, including newsletters and event calendars, and Discover Denton to reach local businesses and residents.
- **Denton Main Street Association:** DHFA partners with DMSA to host Wassail Fest, a popular event where attendees can sample various wassail recipes from downtown merchants. The Main Street Association promotes the festival through its website and social media platforms.
- **DFW Regional Publications:** The festival is featured in regional guides and publications, such as the Dallas Express and All Things DFW, to attract visitors from the broader Dallas-Fort Worth area.



Marketing

Social Media Engagement

- **Facebook & Instagram:** The festival maintains active social media profiles, sharing event details, behind-the-scenes content, and engaging visuals to attract attendees. For example, posts include information about the toy drive, parking tips, and highlights from past festivals.
- **Event Promotion:** Social media platforms are used to promote key attractions like the Snow Hill, trackless train rides, and live music performances, encouraging both locals and tourists to participate.

Ticketing & Incentives

- **Wristbands:** While the event is free, \$10 wristbands are sold to provide unlimited access to attractions such as Snow Hill and the trackless train. This approach not only generates revenue but also helps manage crowd flow.

Local Business Involvement

- **Wassail Fest:** Held in conjunction with the festival, Wassail Fest features local businesses offering various wassail recipes. This collaboration promotes local commerce and enhances the festival's appeal to visitors.
- **Vendor Participation:** Local vendors participate in the festival, providing food, crafts, and entertainment, which contributes to the local economy and offers visitors a taste of Denton's community spirit.



Future Plans

- DHFA is working toward full illumination of Quakertown Park. This will happen in phases over the course of the next few years with partnership and approval from Denton Parks & Rec.
- 2025 is Phase 1, a year of transition to Quakertown Park from the Downtown Denton Square and includes a partial illumination of Quakertown Park between City Hall and the Civic Center.
- 2026 will build on this with Phase 2, further illuminating the park in a northward direction. Ultimately, the entire park will feature lighting for the season.



Questions?





Thin Line Fest

Joshua Butler

President

Texas Filmmakers Corporation



Designed as A Destination Event

- Multiple Days (now 5)
- Unique, Varied Content (Only Doc Fest in Texas)
- Easy Access for National and International Guests
- Elevated Customer Service
- Wide Appeal with Strong Branding



Why Free?

- More Accessible, More Value for Attendee, More \$\$\$ to Spend Locally
- A Differentiator
- A Focus on Data
 - Unique Registrants
 - Attendee Profile (Full Contact Details)
 - Personalization (65% Music, 25% Film, 10% Photography)
 - Location Scanning (Attendee Tracking)



Festival Facts

- 2025 is the 18th Annual
- 2024 had 15,000 attendees across all festival events
- This year we had 45 documentaries (19 Texas Premieres), 45 bands across 4 stages, and 175 photographs exhibited at two downtown galleries.



Data Summary – We Attract Out-of-Towners

- 50% from non-Denton Zips
- 12.5% from non-DFW cities
- 75 hotel nights in 2024 (artists only)
 - 80% of out-of-state Photographers (Canada, Colorado, Georgia)
 - Filmmakers from UK, Argentina, and across US



HOT Fund Match

- Match Strategy = More Value for every HOT Dollar
 - Observer, Weekly, KERA/KXT, DMN, Dallas Voice, Do214
 - \$32K HOT Fund Ad Allotment + 86% match rate = \$60K Total Campaign Value

HOT Fund Strategy (2025 Impressions)

- Web Banner, Email, Social = 5.2M Impressions
- Print (14 ads) = 500K Readership
- Every Ad, Every Mention, Every Editorial includes Denton



2025 Creative Examples



Additional City Sponsorship Benefits

- 2 Pages in Print Program
- Logo on all festival signage
- 60 second on-screen video ad
- On-screen slide ad in rotation



HOT Fund Strategy

- Shift to More Operational
 - Local spend 25% or more
 - Ensures longevity
 - Volunteers can focus on event planning

Challenges

- Need to advertise beginning in Sep
- Need close coordination with CVB on hotels

Conclusion

- A reliable event with mass appeal
- A focus on data
- A proven record of attracting out-of-town attendees
- A commitment to deliver high value for every city granted dollar
- We've built a machine, we need fuel to achieve our growth potential



Questions?



City of Denton

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

Legislation Text

File #: CPC25-019, **Version:** 1

AGENDA CAPTION

Management Report

1. Special Event Process Update
2. Future Agenda Items



MEMORANDUM

DATE: May 15, 2025
TO: Community Partnership Committee
FROM: Christine Taylor
SUBJECT: Special Event Process Update

The April 2024 Community Partnership Committee (CPC) meeting addressed special event process improvements, with staff recommending a shift from custom parade routes to three standardized options. This transition was proposed to improve overall public safety and streamline staffing by reducing route lengths and ensuring predictable staffing requirements. The CPC provided direction to proceed with the standardized routes for the remaining parades in FY 2024-25, requesting ongoing implementation feedback and post-event after-action reports for the board.

Following the meeting, staff engaged with upcoming parade organizers to communicate these mid-year changes. Glenn Carlton from the North Texas State Fair and Rodeo provided valuable feedback, emphasizing the need for a route option that maintains consistent start and end points for horse logistics and a length suitable to prevent participant collisions. After an internal meeting involving the City Manager's Office, Parks, and Police, and a subsequent discussion with Mr. Carlton, we propose a viable solution: modifying/combining routes 1 and 2. This adjusted route would commence at DSC, travel down Elm to Prairie or Maple, proceed up Locust to McKinney, and conclude back at DSC – a modification agreed upon by Mr. Carlton. Chief Robledo has assessed the route and determined a need for 15 peace officers and a supervisor, with the County committing to supplement the remaining staffing requirements above the 15 with a supervisor.

We recognize the long-term advantages of standardized routes for both the City and organizers. To ensure a successful transition, a collaborative strategy that integrates stakeholder feedback will be crucial in addressing potential challenges, such as logistical considerations and the need to potentially reduce participant numbers due to shorter route lengths.

Respectfully,
Christine Taylor
Assistant City Manager

OUR CORE VALUES

Inclusion • Collaboration • Quality Service • Strategic Focus • Fiscal Responsibility

Community Partnership Committee - Future Agenda Items

Meeting Date	Item Description	Presented By
Friday, June 27, 2025		
	Organization presentations	Event Organizers
	Funding allocations for HOT and Sponsorship (if no organizations are presenting)	Grants Management
Friday, July 25, 2025	Special Called If Needed	
	Funding allocations for HOT and Sponsorship (if organizations present on 6/27/25)	Grants Management
Friday, August 22, 2025		
	Council Contingency Fund Requests	Grants Management
Friday, October 24, 2025		
Friday, December 12, 2025		