



# UPDATE: DOWNTOWN DENTON AMBASSADOR PILOT PROGRAM

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A vibrant mural on a wall, featuring a large blue parrot with white and yellow accents on its wings, perched among large yellow and pink flowers. The mural is set against a background of green foliage. The image is framed by a diagonal border of blue, white, and red stripes.

COMMUNITY SERVICES

# BACKGROUND



## Strategic Plan Key Focus Area:

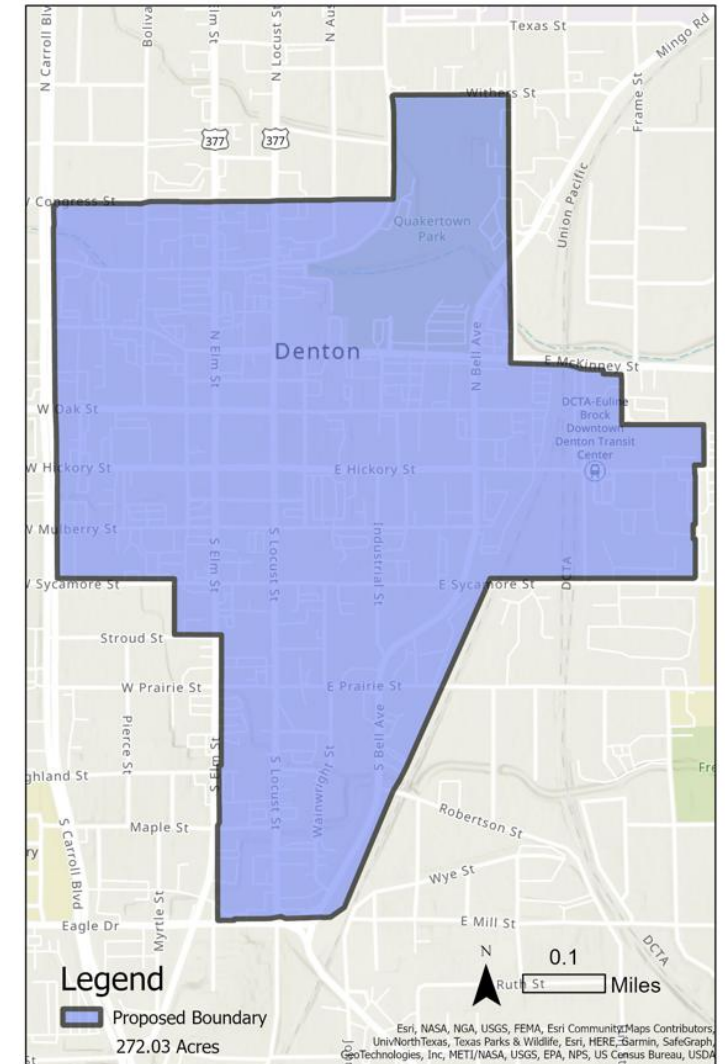
Strengthen Community and Quality of Life

## GOALS:

- Develop solutions for a **cleaner, safer, more vibrant** Downtown Denton.
- Identify **sustainable funding source**, such as a Public Improvement District (PID).

## Program Details:

- 2-Year Pilot: \$703,303 annual cost; temporarily funded through General Fund
- Contract with Block by Block to provide clean and safety services to a 272-acre service area 7 days a week.



***Downtown Denton Ambassador  
Program Service Area***

# FUNDING & FUTURE CONSIDERATIONS

- July 2023 – Council direction to pursue 2-year pilot program using General Fund dollars, and to engage property owners to gauge interest in establishing a Public Improvement District (PID) to sustain the program after the pilot.
- April 2025 – Downtown property owners declined to move forward with a PID.
- June 2025 – Council provided direction at the June 17 Work Session for the Ambassador Program to be considered during the HOT Funds allocation process.
- July 2025 – The Community Partnership Committee recommended \$291,000 of HOT Funds to sustain services for the downtown square only five days a week.
- August 2025 – Council will consider supplementing HOT funds to sustain the program for a higher service level, if desired, at the August 9 Council Budget Workshop.