

DENTON FESTIVAL FOUNDATION, INC.

Kevin Lechler
Executive Director



www.dentonjazzfest.com



HISTORY

Formed in **1980**, the Denton Festival Foundation, Inc. produced Spring Fling until 1989. In 1990 the organization merged with Denton JazzFest and in 1991 presented the first ever **Denton Arts & Jazz Festival** in downtown's Civic Center Park (now named Quakertown Park). The event was created out of the belief that the highest quality of music and art should be available to the public **FREE** of charge.



MISSION

The mission of the Denton Festival Foundation, Inc. is to plan, promote and produce community events which nurture the study and promotion of the performing and visual arts in multi-disciplined, educational and culturally diverse formats. The Foundation's events represent the creative energy and spirit of giving and sharing through music and the arts.

CPC 26-019



BOARD OF TRUSTEES

The organization is governed by a Board of Trustees that meet monthly with the exception of December. The Board is currently comprised of thirteen (13) members who are actively involved in the community and passionate about the mission of our organization. The Board of Trustees provides guidance and advice while providing general oversight of operations.

EVENT LOCATION

This year the Denton Arts & Jazz Festival is being moved to the North Texas Fairgrounds and the dates are being changed to September 11, 12 & 13, 2026. The 2027 event will be held on September 10, 11 & 12, 2027 and will remain at the North Texas Fairgrounds.



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ATTENDANCE

Approximate attendance for 2025 was 100,500 over the three-day period. We expect that figure to grow to 125,000 for 2026 with another slight increase for 2027. We anticipate that attendance will be easier to gauge at the Fairgrounds due to specific points of entry and exit.



GENERAL INFORMATION

The Denton Arts & Jazz Festival is one of the largest free arts and music festivals in North Texas and is widely considered Denton's signature event. The event combines live music, visual arts, food and family activities into a multi-day celebration. Multiple stages, activities for children and their families, along with thousands of performances create a lively atmosphere combining a neighborhood feel with that of a major regional festival.



TOURISM

The Denton Arts & Jazz Festival significantly contributes to the local economy and acts as a primary driver for local hotel occupancy tax revenue. According to EVENT IMPACT CALCULATOR, when using an estimated attendance of 100,500 people, the number of vendors, the percentage of visitors from out of town and our annual budget, the estimated economic impact of the Denton Arts & Jazz Festival is between \$4 and \$5 million in direct, indirect and induced local economic activity annually. Historical data on Denton cultural events shows that approximately 25 percent of event attendees travel from outside the city limits (according to the North Texas Daily) and out of town visitors spend significantly more on dining and retail than local attendees. The influx of people for our event spikes room demand across the Denton's hotels, driving up the Average Daily Rate and Revenue per Available Room. Beginning in 2026 we will work with Discover Denton to create booking codes for attendees and our Vendors so that we will be better able to track room nights generated. Based on mobility data from Placer AI, 23% of our 2025 attendees originated from outside Denton County, including visitors from Oklahoma, Louisiana, Arkansas and Kansas. In the past, we could only be sure of room nights generated from our Vendors and headliners – approximately 38 percent of our Vendors come from outside Denton and require a 3-to-4-night stays. Our headliners typically average 8 room nights per group for 2 nights each. For 2027 we estimate 2,000 room nights utilized including Vendors, Performers, Sponsors, Volunteers and General Attendees using the Discover Denton booking codes together with historical attendance patterns.

MARKETING

Our marketing and promotions strategy relies on a mixture of digital, print, broadcast and community-level platforms to maximize visibility and drive tourism. The festival showcases regional assets like the UNT College of Music and the TWU Dance programs, framing Denton as a hotbed for education and the arts.

We will utilize digital and social media platforms such as Facebook, Instagram and X for:

- Lineup rollout
- Artisan previews
- Logistics updates
- Live-streaming performance snippets

We will continue Our Newspaper partnership with the Denton Record Chronicle which features major print and digital campaigns locally and throughout the Metroplex. Online advertising with state wide periodicals such as Texas Monthly and similar publications in surrounding states.

OUR MARKETING GOALS:

- Increase website traffic to 200,000 total views annually
- Increase Social Media Impressions to well over two million, including Google Ads



FUTURE PLANS

Long term goals include increasing programming for children by hiring more professional entertainment geared towards the younger set. The increased programming would also include an additional activity in our Children's Area where children could learn about different musical instruments from professional musicians who play them.

Financially, our goal is to build back our reserve accounts which have been drastically depleted in the years since the Covid-19 pandemic. In order to accomplish this goal. we must dramatically reduce expenses despite the cost of goods and services rising annually.



QUESTIONS?



2025 CHAMPION SPONSORS

BABY GRAND		HAMMOND ORGAN	
			
TROMBONE		GUITAR	CLARINET
   		 	
VIOLIN		CONTRA BASS	
          		          	