

Denton Holiday Lighting Festival

HOT Fund & City Sponsorship Presentation
Community Partnership Committee | July 2026



Marybeth Reinke | 2026 Chair

Denton Holiday Festival Association | Est. 1988

38 Years of Community Tradition

CPC 26-019

About DHFA

38

Years of
Continuous Programming

60

Community
Volunteers

0

Paid
Full-Time Staff

Board Leadership

- Marybeth Reinke — Chair
- Molly Carter — Vice Chair
- Francie Pavelek — Treasurer
- Travis Veselka — Secretary

Our Mission

To provide a free, vibrant annual holiday festival by providing public light installations, music, and artistic expression that activate and enhance Denton's shared spaces.

THE FESTIVAL

Denton Holiday Lighting Festival — December 5, 2026



Date

December 5, 2026
First Saturday after Thanksgiving



Location

Quakertown Park &
Oakland St Corridor



Admission

Free to Public
\$10 Ride Wristband



Hours

3:00 PM – 9:00 PM



CPC 26-019

Community Partnerships & Civic Impact



Cumberland Youth & Family Services

Christmas Toy Drive held day-of-festival.
Collecting new, unwrapped toys 3–9 PM to
benefit local children.



DCTA Holly Jolly Trolley

Free rides between Downtown, Civic Center,
NCTC Garage & Transit Center. NCTC Garage
open for free public parking.



Eat, Drink & Be Tacky

Annual Ugly Sweater Crawl fundraiser with 5
downtown Denton venues: Eastside, Miss
Angeline's, Wild Cactus, Oak Street
Drafthouse & Harvest House.

Heads in Beds & Regional Reach

9,100

Verified Visits
Dec 6, 2025 (Placer.ai)

+744%

Year-over-Year
Attendance Growth

71 min

Avg. Visitor
Dwell Time

71.2%

Social Reach from
Non-Followers



Hotel Partnerships

- Embassy Suites — confirmed unique booking link
- Home2 Suites — confirmed unique booking link
- CVB discount code for all festival attendees
- Additional hotel outreach in progress



Marketing Reach

- 202,626 Facebook views (Oct 2025–Jun 2026)
- 71.2% of reach from non-followers
- Paid social, Google Ads, radio, TV, print
- Visit Denton CVB partnership
- Regional & statewide advertising campaign

3–5 Year Vision

Expand the District

- Emily Fowler Library activation
- Quakertown Civic Center programming
- Denton Woman's Club — Breakfast with Santa
- Growing light installation footprint annually

Grow Hotel Impact

- Formalize hotel partnership program
- Expand beyond Embassy Suites & Home2
- Track & report room nights generated
- Reduce City funding % as revenue grows

Regional Marketing

- Expand to statewide paid advertising
- Television & radio DFW market
- Visit Denton tourism board integration
- Influencer & travel site partnerships

Sustainability

- Grow Yule Sizzle as annual summer event
- Build Ugly Sweater Crawl fundraiser
- Expand vendor village revenue
- Diversify away from City funding

Yule Sizzle Summer Fundraiser

Event Details



Thursday, July 24, 2026



Denton Civic Center Swimming Pool



\$5 Admission — open to the public



Santa Ray Bradshaw appearance



Beer partner: Eastside Denton



Live music & family entertainment



Pool party atmosphere

Why Yule Sizzle?

Extends DHFA's community presence beyond the December festival season, generating organizational sustainability revenue while keeping the Denton Holiday Lighting Festival brand visible with residents and regional visitors year-round.



Thank You

Questions & Discussion



Marybeth Reinke

2026 Chair, Denton Holiday Festival Association

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38 Years ♦ 10,000+ Attendees ♦ 60 Volunteers ♦ 17 Community Partners