

GREATER DENTON ARTS COUNCIL



BACKGROUND

- GDAC was formed in 1969 and has been fostering and supporting the arts for almost 55 years!
- Our board is currently made up of 12 members that include artists, musicians, lawyers, deans and directors, and advocates from and around the community.
- The mission of GDAC is to be a catalyst for creativity, advocacy, and collaboration. The Patterson-Appleton Arts Center is our home where we celebrate the arts, inspire innovation, and engage the community. Access to the arts is at the forefront of what we do, as we create and execute a multitude of exhibitions, programs, events, and workshops.





EXHIBITIONS

- GDAC hosts exhibitions throughout the year that include signature exhibitions, partner exhibitions, community organizations, and solo shows. Our exhibition calendar is scheduled around 2 years in advance and fills up quickly.
- We also curate various spaces around the city that we refer to as our “sister gallery” sites.
- For 2025, we had about 63,000 in person art experiences between the PAAC and the sister galleries.



Electric! 2024

EVENTS

- Throughout the year, we host a number of events that attract visitors from all over. Some of the larger ones include
 - Electric! Light Art Installation
 - Video Art Night
 - Amplify Denton
 - All Star Karaoke
 - Artist Workshops and Presentations
- For 2025, we had approximately 11,000 visitors engage in our events and programming...almost double from the previous year!



RENTALS

- GDAC is a beautiful space that is available for rent throughout the year, and most of those rentals occur in our main space, Festival Hall.
- We host an array of rentals, including weddings, bat mitzvahs, conferences, celebrations of life, birthdays, etc. For most of the events, people are coming from out of town and staying at local hotels.
- For 2025, we had approximately 200 rentals and so far for 2026, we have already had 158!

TOURISM

► Target Audience

- Our target audience depends on the event, however, the goal of GDAC is to provide access to the arts for all ages, so we offer something for everyone.
- Many of our events are later in the evenings, therefore it would make sense for visitors from out of town to stay overnight, especially for things like Electric!, Video Art Night, and our Murder Mystery events.
- Our marketing efforts for our events and exhibitions include a monthly newsletter, website, Facebook, Instagram, KERA, Discover Denton, and leading art publications such as Glasstire.

WEBSITE DATA SNAPSHOT - 2025

Website Data

55,326 page views

Top 10 Countries outside of the U.S.

Canada, United Kingdom, China, Germany, Ireland, Republic of Korea, Russia, Australia, Bahamas, India

Top 10 States outside of Texas

California, Florida, Illinois, New York, Virginia, North Carolina, Ohio, Georgia, Washington, Pennsylvania

Top 10 Cities outside of Denton, but inside Texas

Denton, Dallas, Fort Worth, San Antonio, Little Elm, Houston, Plano, Lewisville, Argyle, Irving



WHY IS GDAC IMPORTANT TO THE ARTS?

- GDAC has been the anchor organization for the arts throughout Denton county for 55 years.
- We helped form the arts as Denton's identity, and we continue to create and grow new events, programs, and exhibitions that bring in more and more visitors from inside and outside of the area.
- **Without this funding, we cannot exist.**



WHY IS GDAC IMPORTANT TO THE ARTS?

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- We partner with dozens of other art groups, nonprofits, and businesses to bring expertise and knowledge of the arts to the table, which, in turn, brings in more money for those entities as well.
- We also partner with our local schools and universities to showcase student work, create opportunities for experience in working in the arts, and to bring ideas for programming to life.

The Greater Denton Arts Council

- **Serves as Denton's umbrella arts organization**, supporting and amplifying local artists, arts groups, and cultural initiatives through advocacy, collaboration, and shared resources.
- **Operates and curates multiple gallery spaces**, providing free, public access to diverse exhibitions that showcase regional, emerging, and established artists year-round.
- **Advances arts education and engagement**, offering workshops, youth programs, and community-based learning opportunities that make the arts accessible to all ages and backgrounds.
- **Drives economic and cultural vitality**, contributing to downtown activity, tourism, and creative placemaking through exhibitions, public art, and special events.
- **Connects artists, organizations, and the public**, fostering partnerships that strengthen Denton's creative ecosystem and reinforce the arts as a core civic asset.