



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation
ACM: Christine Taylor, Assistant City Manager
DATE: June 4, 2026

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the Original Denton District's application to the Texas Commission on the Arts (TCA) Arts Respond - Cultural District Project grant program in the amount of \$106,000; and supporting a letter on behalf of the Original Denton District signed by the City Manager or their designee.

BACKGROUND

The Original Denton District (ODD) was named an official state-designated cultural arts district by the Texas Commission on the Arts (TCA) on September 5, 2019. This designation allowed the ODD to apply for Cultural District grant programs from the Texas Commission on the Arts and to help support local organizations within the Cultural District that were also apply for Cultural District Project grant support from the TCA.

In 2024, the City of Denton launched a pilot project designed to consolidate Denton’s existing and extensive Halloween calendar, while adding meaningful programmatic additions (the Pumpkin Drop, Scary Chairy Orchard, e.g.) to the calendar and providing delightful and frightful placemaking opportunities throughout the ODD (City Hall Cemetery, Dr. Frankenstein’s Laboratory, Halloween Phonebooths, etc.).

In 2025, the City of Denton and ODD was awarded \$62,400 to expand its placemaking and programmatic offerings across the Original Denton District.

This year, the ODD will seek funding from the TCA to support the continuation and addition of various elements of our *31 Days of Halloween* Festival which will be celebrating its third year.

TCA Ask by Programmatic Area:

Equipment	\$5,500.00
Haunted Hotlines	\$3,500.00
Live Performances	\$25,000.00
Marketing (in and outside of the region, partial)	\$15,000.00
Placemaking	\$42,500.00
Signage	\$4,500.00
Storytelling	\$2,000.00
Strolling Artists	\$3,000.00
Temporary Mural development	\$5,000.00
Total:	\$106,000.00

The present funding request follows the guidelines for the Texas Commission on the Art's Arts Respond – Cultural District Project Grant Program. The TCA's guidelines for this funding source require an organizational match for the amount requested and put a ceiling on the amount that can be requested at 50% of a program's cost. Furthermore, the TCA indicates that it will not fund projects that exceed 25% of an organization's previous years' cash operating revenues. The current amount requested from the TCA meets all these requirements, with the total costs approaching \$250,000.00.

A draft letter of support from the Original Denton signed by the City Manager or their designee is required as part of the TCA Grant application.

RECOMMENDATION

Staff recommends the PAC approve the letter in support of the ODD's grant application with the Texas Commission on the Arts. The letter will be signed by the City Manager or their designee and will be included with the grant application to the TCA.

FISCAL INFORMATION

The required TCA grant match will be met by HOT funds already allocated to Halloween expenditures.

EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Letter of Support

Respectfully submitted:
Allison Wing, Interim Director
Parks and Recreation

Prepared by:
Megan Thomas, Interim Administration Manager
Parks and Recreation Department