



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Cassey Ogden

DATE: January 14, 2025

SUBJECT

Consider adoption of an ordinance of the City of Denton authorizing the City Manager to execute an agreement between the City of Denton and the Denton Central Business District, Inc., dba Denton Mainstreet Association for the payment and use of program year 2025 hotel tax revenue in support of the 2025 Twilight Tunes, Arts and Autos, and Wassail Fest events; and providing an effective date. (\$80,200 - Community Partnership Committee recommends approval 2-0)

BACKGROUND

This agreement allows for the total expenditure of \$80,200 from the Hotel Occupancy Tax (HOT) funds. The term of the agreement is January 1, 2025 through midnight January 31, 2026. Allocations are dependent upon requests for funding, as well as availability of revenues.

Denton Central Business District Association, Inc.'s HOT budget supports advertising for the Denton Main Street Association. Last Fiscal Year the organization received \$80,000 in HOT funds.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

The Community Partnership Committee reviewed all budget applications during a June 21, 2024 meeting. Recommended allocations were made to the City Council as part of the Fiscal Year 2024-2025 budget process.

FISCAL INFORMATION

The Hotel Occupancy Tax allocation for this organization is \$80,200 for Fiscal Year 2024-2025 and has been included in the Annual Program of Services.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Ordinance

Respectfully submitted:
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Chief Financial Officer

Prepared By:
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