



Post Event Summary Reports

Community Partnership Committee

CPC 25-036

December 12, 2025



HOT and Sponsorship Program Events

- The Hotel Occupancy Tax Program allocates awards to non-profit organizations that support tourism and the hotel industry in the City of Denton.
- The Sponsorship Program provides cash funding and in-kind support through City services to events and programs held within the City of Denton.
- Events can receive in-kind City services from one or more departments during their event.
 - Police, Fire, Emergency Management, Parks, and Solid Waste
 - The Community Partnership Committee allocates funding for these services with an annual budget of \$200,000.
- Staff prepares Post Event Summary Reports to provide information on any incidents or issues each department experienced during the event and to provide recommendations to event organizers and staff for future events.



Events with no major issues or recommendations

- These events did not have any significant issues identified by City staff, and no major recommended changes have been provided for the events at their current service level needs. If there are changes in the size and/or scope of these events in the future, the Special Events Review Committee (SERC) will address those changes with the event organizer leading up to next year's event.
 - **Monster Dash**
 - Cash Sponsorship = \$1,800
 - In-Kind Sponsorship = \$410
 - **UNT Nightmare on Elm Street (Basketball on the Square)**
 - In-Kind Sponsorship = \$5,670
 - **Turkey Trot**
 - In-Kind sponsorship = \$5,000



Arts and Jazz Festival

- Arts and Jazz Festival: October 3 - 5, 2025
- HOT Funds: \$135,000
- Cash Sponsorship: \$20,000
- In-Kind Sponsorship: \$70,800
 - Invoiced amount for services beyond in-kind award: \$54,392
- The Denton Arts and Jazz Festival was established in 1980 and is an event that is held annually in Quakertown Park. It celebrates the City's vibrant culture through music, art, and community engagement. The festival's central focus is Jazz music with performances by local musicians and nationally recognized artists across multiple stages. The festival brings in food vendors and artisans as well as featuring children's activities, interactive art exhibits, and community art tents.



Arts and Jazz Festival

Areas for Improvement:

- **Police Staffing & Resource Allocation:** Despite the event's reduced footprint, onsite officers reported that staffing levels were insufficient for the crowd density. Furthermore, spillover from concurrent Halloween events and parking congestion along McKinney St. forced PD to divert resources to monitor the southern portion of the park, stretching coverage thin.
- **Vendor Communication & Logistics:** There were significant gaps in communication regarding event logistics and safety protocols. Specifically, the schedule for authorized set-up and tear-down times was not clearly conveyed, resulting in vendors driving vehicles within the event footprint during active operating hours. Additionally, vendors were unaware that no overnight guard services would be provided, leading to concerns regarding asset protection.
- **Pedestrian Safety:** The flow of foot traffic between the Arts & Jazz event and the nearby Halloween activities created safety concerns, particularly where crowds crossed major thoroughfares.



Arts and Jazz Festival

Recommendations:

- **Re-evaluate Public Safety staffing.**
- **Formalize Vendor Load-In/Out Procedures:** Clearly define and strictly enforce "vehicle-free" hours in all vendor communications. Ensure vendors understand that driving in the event space during active hours is prohibited.
- **Contract Private Security:** Hire private security specifically for overnight monitoring of vendor tents to ensure asset protection and alleviate vendor concerns.
- **Implement Traffic Control:** Deploy designated crosswalk attendants to manage the flow of pedestrians moving between event locations to mitigate safety risks.



Peterbilt Truck Parade

- Peterbilt Truck Parade: October
- In-Kind Sponsorship: \$14,630
- The Peterbilt Pride & Class Parade is an annual event that features over 50 custom Peterbilt trucks around the Square to raise money for the United Way of Denton County.



Peterbilt Truck Parade

Areas for Improvement

- **Airspace Security & Unauthorized Drones:** The presence of an unidentified drone (UAS) and operator within the event perimeter raised immediate security concerns. Police resources had to be diverted to locate the operator and investigate the flight, as there was no prior record of authorized aerial filming.



Peterbilt Truck Parade

Recommendations

- **Implement Pre-Event Drone Coordination:** The Special Events planning team must explicitly inquire about drone usage during the application or coordination meetings. This will allow PD to verify FAA compliance and handle airspace deconfliction well in advance of the event.
- **Acknowledge Emerging Hazard & Limited Mitigation:** Recognize that unauthorized drone usage is an emerging hazard in the event space. It must be noted that local law enforcement currently has limited technical and legal capabilities to combat or disable drones once they are airborne. Therefore, proactive identification of operators before the event is critical.



Denton's Day of the Dead

- Denton's Day of the Dead: October 24 - 26, 2025
- HOT Funds: \$65,100
- Cash Sponsorship: \$8,000
- In-Kind Sponsorship: \$16,120
 - Invoiced amount for services beyond in-kind award: \$3,261
- Denton's Day of the Dead festival is an annual event that celebrates the cultural heritage of Mexico and the Dia De Los Muertos holiday. This festival has grown to a three-day event that includes pine-box derby races, the downhill coffin races on Hickory Street, live performances, and the Cirque du Horror show.



Denton's Day of the Dead

Areas for Improvement:

- **Critical Safety & Crowd Separation:** A significant safety hazard was identified regarding spectator proximity to moving vehicles. Children and pedestrians were observed standing within feet of parade vehicles without physical barriers. This risk was compounded by low visibility (nighttime event) and the consumption of alcohol by attendees.
- **Traffic Control Implementation:** The Traffic Control Plan (TCP) was not implemented in a timely manner. Street closures were still actively taking place as the parade began, creating confusion and potential conflict points.
- **Perimeter Integrity & Barricades:** The security perimeter was compromised in several ways:
 - **Parking Lots:** Lots within the route were not closed, allowing vehicles to bypass barricades and enter the event footprint.
 - **Missing Assets:** Barricades designated on the plan were missing from key locations and had to be pulled from other intersections.
 - **Tampering:** Unmanned barricades were moved by the public, breaching the road closures.
- **Sanitation & Inter-Departmental Communication:** A breakdown in communication occurred regarding in-kind sponsorship obligations. Parks and Recreation staff were not notified of their designated role in post-event cleanup. Consequently, no sanitation crews were onsite following the event, leaving a significant amount of trash and debris throughout the event space.



Denton's Day of the Dead

Recommendations

- **Re-evaluate Public Safety staffing.**
- **Confirm In-Kind Support Services:** Ensure confirmation of all in-kind services. Relevant departments (such as Parks & Rec) must be notified and acknowledge their work orders/schedules prior to the event to ensure resources are deployed for cleanup.
- **Secure the Perimeter Early:** Advance the timeline for road closures to ensure the Square is fully secured and all barricades are in place *before* the parade steps off.
- **Secure Internal Parking:** Mandate the closure of all parking lots within the parade route to prevent vehicle breaches during the event.
- **Implement Parade Guidelines:** Due to the inherent risks of parades, especially nighttime parades (limited visibility and alcohol presence), the City must finalize and enforce parade guidelines. Future events should explore the idea of requiring physical barriers to separate pedestrians from the parade route in the high-traffic areas.



Questions?

