CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 19 2017

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	Denton Black Chamber of Commerce
Name of Event:	Denton Blues Festival 2018
Website Address:	www.DentonBlackChamberOnline.org
Mailing Address:	PO Box 51026
	Denton, TX 76206
Physical Address:	1125 Wilson St., Denton, TX 76205
Telephone #:	940-382-9100 Fax #: 940-382-9695
Primary Contact Name: (Project Director)	John Baines
Mailing Address:	PO Box 51026
	Denton, TX 76206
Telephone #:	940-565-9015 Fax #: 940-382-9695
Email Address:	jbaines@johnbainescpa.com
Secondary Contact Name: (Local Board Chairman)	Kerry Goree
Mailing Address:	525 Ft. Worth Dr., Ste 301
	Denton, TX 76205
Telephone #:	940-382-9100 Fax #: 940-565-0059
Email Address:	kerry@kerrygoree.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

X **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

X **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

____ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
The Denton Black Chamber serves as an alliance of area businesses, professionals, and organizations working together to support and promote increased awareness and participation of minority-owned and small businesses in the general marketplace in order to identify and stimulate the components of prosperous businesses in our minority community environment.

3) Does your organization have paid staff?
____ Yes ____ # Full-time ____ # Part-time
X No

4) Does your organization use volunteers?
X Yes Approximately how many? >50
____ No

5) Does your organization _____ own or ___X___ rent office space?

6) Does your organization own a vehicle?

_____ Yes
X Yes
_____ No

7) Is the event that the organization is requesting HOT funds for held on City property?

X Yes Name Location(s) *Quakertown Park*
_____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

X Yes
_____ No

9) List ALL other sources of funding your organization receives and how much.

_____ Check here if information is attached.

Source	Please Circle One		Dollar Amount
Corporate Donations	Earned	**Donated**	$ *18,625.00*
Black Chamber Funds	Earned	**Donated**	$ *2,553.00*
Beverage Sales	**Earned**	Donated	$ *10,400.00*
Vendor Booths	**Earned**	Donated	$ *4,000.00*
Gate Receipts	Earned	Donated	$ *0*
City Funds	Earned	**Donated**	$ *30,000.00*
Major Donor	Earned	**Donated**	$ *15,000.00*
	Earned	Donated	$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Internet	*1,500.00*
Artists	*8,000.00*
Radio, Newspaper, Brochures	*5,500.00*
Billboards and Printing	*15,000.00*

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2011	*4000 - 6000*	*40%*		*Blues Fest 2011*
2012	*4000 - 6000*	*42%*		*Blues Fest 2012*
2013	*5000 - 7000*	*44%*		*Blues Fest 2013*
2014	*5500 - 7500*	*46%*		*Blues Fest 2014*
2015	*4000 - 5500*	*42%*		*Blues Fest 2015*
2016	*4000 - 6000*	*42%*		*Blues Fest 2016*

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

The requested expenditures will promote tourism in the City of Denton and impact the hotel and convention industry by attracting spectators from Oklahoma, Dallas, and Ft. Worth areas. The Denton Black Chamber of Commerce is a non-profit organization. Our market and promotional efforts act as a catalyst by promoting Denton as a city of rich cultural diversity. This annual Blues Festival enhances Denton's reputation as a city known for its culture, arts, and universities. Our diverse memebership demonstrates that we do not discriminate based upon race, color, national origin and disability. We have successfully fulfilled all contractual obligations.

13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

Mid Cities to South Oklahoma (examples are attached)
We had nine (5) billboards for the 2016 campaign.
We would like to add more bill boards in 2018.

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

Our conventional marketing strategies and website promotions attract attendees from Oklahoma, Austin, Houston, Dallas, and Ft. Worth. Many of our attendees return annually.

- *The request has been made to spend the night in Denton with a larger advertising budget. The plea will be made again.*
- *More work with the Convention and Visitors Bureau to generate more state-wide presence is our effort for this year.*
- *This year we plan to utilize more social media experts for the younger audience*

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2014-15	Oct-Sep	49	68,259	62,231	6,077
2015-16	Oct-Sep	6,077	89,184	94,338	923

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

The long term goal of the Blues Festival is to create an event that is as beneficial to the City as the Arts and Jazz Festival. We anticipate an increase in attendence each year until we can permanently expand the festival into a 3-day event. The City of Denton's continuing partnership is vital as we continue to increase awareness and attendence at this event. There is a possibility that we have the momentum to have a 3-day event in two more years, but that will depend on the funding available. We had planned to move the festival to the area near the swimming pool, but these plans need to be revisited.

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. <u>This must be a separate sheet and not included in the application answers.</u>

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List <u>local</u> members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of <u>local</u> governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: Kerry Goree
(Print Name)
X
Date: 5/19/2017

Project Director John E. Baines
(Print Name)
X
Date: 5/19/17

Late applications are subject to reduction or denial of funding.

Exhibit A

Presenting Sponsor

CLASSIC Chrysler · Jeep · Dodge · Mazda

Selwyn Birchwood

18th ANNUAL DENTON BLUES FESTIVAL

FREE EVENT

Saturday 7:00 8:15PM

Sunday 7:00 8:30PM

Sunday 5:30 6:30PM

QUAKERTOWN PARK

SEPTEMBER 16–18, 2016

www.DentonBluesFestival.org www.DentonBlackChamber.org

FREE EVENT

Saturday, Sept. 17th

8:45 - 10:00 Selwyn Birchwood
7:00 - 8:15 Toronzo Cannon
5:30 - 6:30 Buddy Whittington
4:00 - 5:00 Neal Drennan Band
2:30 - 3:30 Benois King
1:00 - 2:00 Denton Music Academy

Sunday, Sept. 18th

7:00 - 8:30 Zac Harmon
5:30 - 6:30 Mike Babb Blues Band with Paul Byrd
4:00 - 5:00 Greg A. Smith
2:30 - 3:30 Tim Hood Band
1:00 - 2:00 Fort Worth School of Rock

FREE EVENT

Delicious festival food! FREE Parking!

For more information contact

J. Baines (940) 565-9015 K. Goree (940) 382-9100

www.DentonBluesFestival.org www.DentonBlackChamber.org

Major Sponsors

CITY OF DENTON

Denton Parks & Recreation ENRICHING LIVES

Blues Brothers & Sisters

AccessBank Texas · Chris & Sue Bancroft · Texas Health Presbyterian Hospital Denton · Denton Municipal Electric · DATCU · City of Denton Solid Waste & Recycling · Texas Commission on the Arts · TWU · Bill Utter · JimAustin.com · UNT University of North Texas · First · GDAC · Wonder

Denton Record-Chronicle www.DentonRC.com

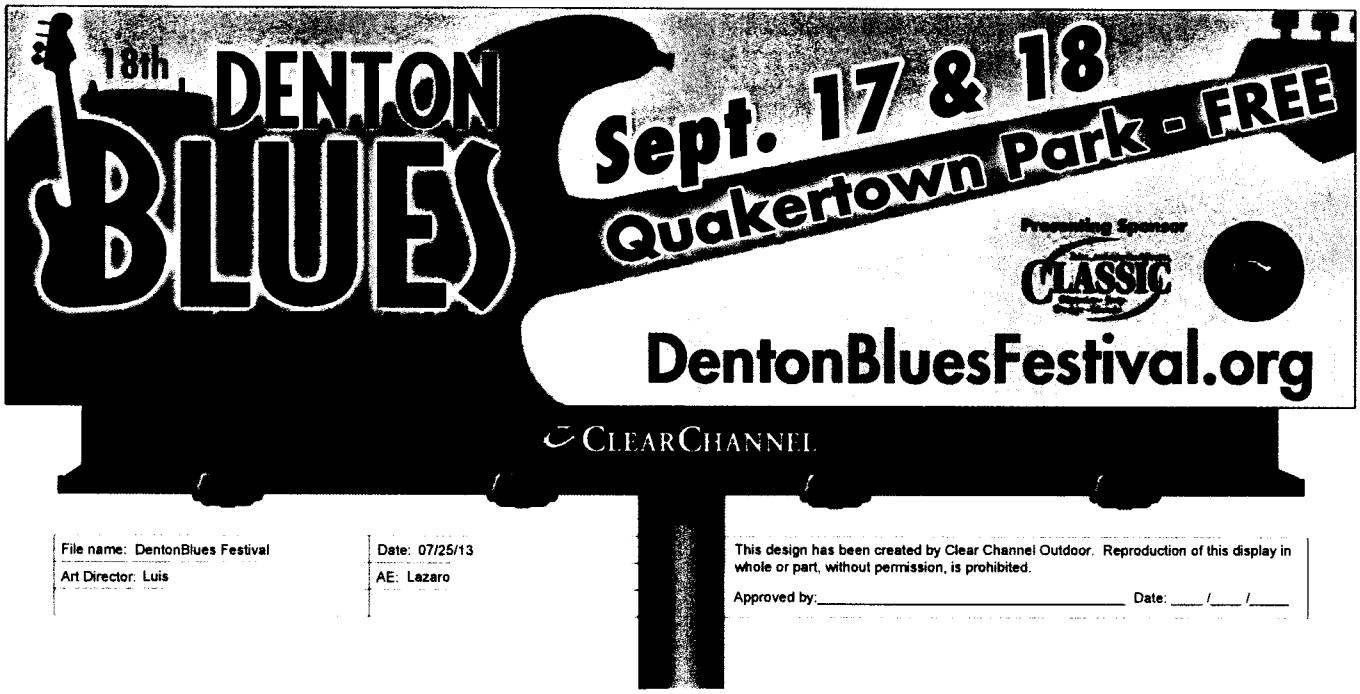
Blues Friends

Walmart · Texas Lynn Atkins Foundation · Dan's Silverleaf Bar · Guaranty Bank & Trust · Frenchy's Lawn & Tree · Life · Wood

Keep the Festival free – no outside food and drinks

ClearChannel OUTDOOR

14' x 48' Bulletin
1/4"=1'



File name: DentonBlues Festival	Date: 07/25/13
Art Director: Luis	AE: Lazaro

This design has been created by Clear Channel Outdoor. Reproduction of this display in whole or part, without permission, is prohibited.

Approved by:_____ Date: ____/____/____

THANK YOU FOR MAKING THE 2016 BLUES FESTIVAL A SUCCESS

MAJOR SPONSORS ($10,000+)

Relax...and enjoy the difference. CLASSIC Chrysler · Jeep Dodge · Mazda

PRESENTING SPONSOR

CITY OF DENTON

Parks & Recreation DENTON ENRICHING LIVES

Blues Brothers & Sisters ($1,000 - $4,999)

GDAC

Texas Commission on the Arts

Bill Utter Ford

CHRIS & SUE BANCROFT

Texas Health Presbyterian Hospital DENTON

Budweiser

DENTON MUNICIPAL ELECTRIC

First State Bank

DATCU

AccessBank TEXAS

UNT UNIVERSITY OF NORTH TEXAS

TWU

Peterbilt

Denton Record-Chronicle
www.DentonRC.com

City of Denton Solid Waste & Recycling
www.dentonrecycles.com

Blues Friends ($500 - $999)

KIRK SECURITIES CORPORATION

JAMES WOOD
www.JamesWood.com

FRENCHY'S LAWN & TREE

Miller Lite

Guaranty Bank & Trust
www.gnty.com

TERESE LYNN ATKINS FOUNDATION

Jim Austin Online.com

NORTHSTAR BANK

Dan's Silverleaf Bar

NCTC

Walmart

DENTON BLACK FILM FESTIVAL

Volunteers					Blues Festival Committee Members		
Brandyn Attocknie	Clayton Clouser	Harold Jackson	Bobby Powell	Tyler Waite	John Baines	Sheryl English	Delaine Moore
Jazmine Beadle	Melissa Martinez Dominguez	Kshitizma Kafley	Yesenia Quiroz	Jason Waites	Connie Baker	Kerry Goree	Kayla Stewart
Stuart Birdseye	Mireya Garcia	Tatyana Lino	Darian Rodriguez	TWU (5) Helping Hands	Torrance Baker	Reggie Hill	Joe Torres
Scarlett Bradley	Cindy Gaspar	Briana Lopez	Amy Smith		Carmen Bernazal	Terrence Hudson	Wally Watson
Alberto Bravo	Gabriel Gomez	Ana Munoz	Alana Taylor		Wayne Campbell	Al Johnson	Rick Wick
Demesha Brimidge	MaKayla Hegger	Jose Navarro	Mariana Valverde		Mark Courts	Ronald Johnson	
Wendy Chance	Mersadiez Hunt	Giovanni Pantoja	Fernanda Velasquez		Vanessa Ellison	Janie McLeod	

Invoice #. 13492-1

95.7 KKAJ

Remit to
SMG-Ardmore
1205 Northglen
Ardmore, OK 73401

Date 09/30/2016
Sales Person Jody Westervelt
Product 2016 BLUES FESTIVAL
Terms Net 30

Balance Due 448 00

DENTON BLACK CHAMBER OF COMMERCE
PO BOX 51026
DENTON TX 76206

Cart #	Date	Time	Length	Description	Rate
1122	09/15/2016	05:38:30	01:00	Festival 2016	25 00
1122	09/15/2016	06:38:00	01:00	Festival 2016	0 00
1122	09/15/2016	07:37:00	01:00	Festival 2016	0 00
1122	09/15/2016	08:37:00	01:00	Festival 2016	25 00
1122	09/15/2016	09:36:30	01:00	Festival 2016	25 00
1122	09/15/2016	10:36:30	01:00	Festival 2016	25 00
1122	09/15/2016	11:36:30	01:00	Festival 2016	0 00
1122	09/15/2016	12:36:00	01:00	Festival 2016	25 00
1122	09/15/2016	13:51:00	01:00	Festival 2016	0 00
1122	09/15/2016	14:38:00	01:00	Festival 2016	25 00
1122	09/15/2016	18:22:00	01:00	Festival 2016	25 00
1122	09/15/2016	19:36:30	01:00	Festival 2016	25 00
1122	09/16/2016	05:21:30	01:00	Festival 2016	25 00
1122	09/16/2016	06:22:00	01:00	Festival 2016	25 00
1122	09/16/2016	07:38:00	01:00	Festival 2016	25 00
1122	09/16/2016	08:53:30	01:00	Festival 2016	0 00
1122	09/16/2016	09:53:00	01:00	Festival 2016	0 00
1122	09/16/2016	10:37:00	01:00	Festival 2016	25 00
1122	09/16/2016	11:52:00	01:00	Festival 2016	25 00
1122	09/16/2016	12:35:30	01:00	Festival 2016	25 00
1122	09/16/2016	13:53:00	01:00	Festival 2016	25 00
1122	09/16/2016	14:36:30	01:00	Festival 2016	0 00
1122	09/16/2016	15:37:00	01:00	Festival 2016	0 00
1122	09/16/2016	18:52:00	01:00	Festival 2016	25 00
1122	09/17/2016	08:23:00	01:00	Festival 2016	0 00
1122	09/17/2016	09:21:00	01:00	Festival 2016	0 00
1122	09/17/2016	10:51:30	01:00	Festival 2016	12 00
1122	09/17/2016	11:50:00	01:00	Festival 2016	12 00
1122	09/17/2016	12:50:30	01:00	Festival 2016	12 00
1122	09/17/2016	13:51:30	01:00	Festival 2016	12 00
1122	09/17/2016	14:51:30	01:00	Festival 2016	0 00

It is the policy of this station to prohibit discrimination against any person or entity on the basis of race, gender or ethnicity in connection with the sale of advertising

Invoice # 13492-1

Sub Total (Spot 31)	448 00
Balance Due	448 00

DENTON BLACK CHAMBER OF COMMERCE
P. O. BOX 51026
DENTON, TX 76206-1026

1928
37-65/1119 3625
5690453159

DATE 9/30/16

PAY TO THE ORDER OF SMG - Ardmore $ 448.00

Four Hundred Forty Eight and NO/100 DOLLARS

FOR radio advertising
inv. # 13492-1 J

⑈000001928⑈ ⑆111900659⑆ 5690453159⑈

Exhibit B

Denton Black Chamber of Commerce
Balance Sheet
As of September 30, 2015

	Sep 30, 15
ASSETS	
Current Assets	
Checking/Savings	
AccessBank	2,000.00
Wells Fargo	10,552.69
WF HOT Fund	6,077.05
Total Checking/Savings	18,629.74
Other Current Assets	
Advance Receivable - YMEI	24,000.00
Total Other Current Assets	24,000.00
Total Current Assets	42,629.74
TOTAL ASSETS	**42,629.74**
LIABILITIES & EQUITY	
Liabilities	
Long Term Liabilities	
Note Payable - Wells Fargo	21,330.74
Total Long Term Liabilities	21,330.74
Total Liabilities	21,330.74
Equity	
Opening Bal Equity	3,435.79
Retained Earnings	18,168.18
Net Income	-304.97
Total Equity	21,299.00
TOTAL LIABILITIES & EQUITY	**42,629.74**

Denton Black Chamber of Commerce
Balance Sheet
As of September 30, 2016

	Sep 30, 16
ASSETS	
Current Assets	
Checking/Savings	
AccessBank	4,140.00
Wells Fargo	12,275.99
WF HOT Fund	923.50
Total Checking/Savings	17,339.49
Accounts Receivable	
Accounts Receivable	750.00
Total Accounts Receivable	750.00
Other Current Assets	
Advance Receivable - YMEI	24,000.00
Total Other Current Assets	24,000.00
Total Current Assets	42,089.49
TOTAL ASSETS	**42,089.49**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Credit Card at Wells Fargo Ban	2,518.88
Total Credit Cards	2,518.88
Other Current Liabilities	
Note Payable - Reggie Hill	19,608.45
Total Other Current Liabilities	19,608.45
Total Current Liabilities	22,127.33
Long Term Liabilities	
Note Payable - Wells Fargo	3,286.57
Total Long Term Liabilities	3,286.57
Total Liabilities	25,413.90
Equity	
Opening Bal Equity	3,435.79
Retained Earnings	17,613.21
Net Income	-4,373.41
Total Equity	16,675.59
TOTAL LIABILITIES & EQUITY	**42,089.49**

Exhibit C

Denton Black Chamber of Commerce
Profit & Loss
October 2014 through September 2015

	Oct '14 - Sep 15
Ordinary Income/Expense	
Income	
Banquet Income	
Advertising	1,500.00
Seats	4,500.00
Banquet Income - Other	9,925.00
Total Banquet Income	15,925.00
Blues Festival Income	
Blues Festival Income -TShirts	40.00
City Funds	17,201.75
Major Donor	10,000.00
Sponsorships	23,930.00
Vender Booths	4,160.00
Blues Festival Income - Other	12,927.01
Total Blues Festival Income	68,258.76
Membership Dues	2,160.00
Miscellaneous Income	255.00
Scholarship Income	610.00
Total Income	87,208.76
Gross Profit	87,208.76
Expense	
Bank Service Charges	95.70
Banquet Expense	12,096.34
Blues Festival Expense	
A Taste of the Blues	1,000.00
Beverages	5,245.78
Billboards	11,225.00
Copies	193.50
Entertainers	25,050.00
Fees & Permits	35.00
Food for Meetings	774.29
Hotels for Artists	233.14
Ice	402.75
Insurance	1,645.00
Marketing	2,700.00
Meals	573.45
Membership	250.00
Other	899.69
Photographers	1,603.00
Porta Pottys	1,411.27
Radio/Bill Boards	4,511.00
Rentals	2,694.83
Stage	4,600.00
Storage	500.00
Blues Festival Expense - Other	2,193.00
Total Blues Festival Expense	67,740.70
Bookkeeping	500.00
Contributions	800.00
Dues and Subscriptions	1,941.84
Good Will	220.00
Insurance	510.96
Interest Expense	1,183.00
Internet	447.08
Meeting Expense	292.00
Miscellaneous	250.50
Office Supplies	92.91
Postage and Delivery	191.70

Denton Black Chamber of Commerce
Profit & Loss
October 2014 through September 2015

	Oct '14 - Sep 15
Professional Fees	470.00
Program Expense	50.00
Scholarship	475.00
Supplies	
Blues Festival	156.00
Total Supplies	156.00
Total Expense	87,513.73
Net Ordinary Income	-304.97
Other Income/Expense	
Other Income	
Other Income	200.00
Total Other Income	200.00
Other Expense	
Other Expenses	200.00
Total Other Expense	200.00
Net Other Income	0.00
Net Income	**-304.97**

Denton Black Chamber of Commerce
Profit & Loss
October 2015 through September 2016

	Oct '15 - Sep 16
Ordinary Income/Expense	
Income	
Banquet Income	
Advertising	4,975.00
Raffle	828.00
Seats	5,462.00
Sponsorship	5,000.00
Banquet Income - Other	500.00
Total Banquet Income	16,765.00
Blues Festival Income	
Ads	400.00
Beverage Sales	6,983.00
Blues Festival Income -TShirts	5,183.00
City Funds	16,781.25
Sponsorships	31,550.00
Vender Booths	2,580.00
Blues Festival Income - Other	3,676.71
Total Blues Festival Income	67,153.96
Membership Dues	2,875.00
Scholarship Income	2,390.00
Total Income	89,183.96
Gross Profit	89,183.96
Expense	
Bank Service Charges	312.23
Banquet Expense	8,954.39
Blues Festival Expense	
Beverages	3,466.50
Billboards	9,450.00
Donation	200.00
Entertainers	21,128.00
Fees & Permits	1,610.00
Food for Meetings	1,118.37
Hotels for Artists	2,270.17
Ice	402.75
Insurance	1,895.00
Liqour License	231.00
Marketing	766.75
Meals	532.30
Other	3,047.35
Photographers	600.00
Porta Pottys	1,473.36
Printing	132.00
Radio/Bill Boards	6,961.00
Rentals	4,851.65
Stage	4,800.00
Storage	630.00
TShirts	1,223.23
Blues Festival Expense - Other	9,197.40
Total Blues Festival Expense	75,986.83
Bookkeeping	470.00
Contributions	750.00
Dues and Subscriptions	452.23
Good Will	120.00
Insurance	529.68
Interest Expense	
Finance Charge	181.59
Interest Expense - Other	196.24

Denton Black Chamber of Commerce
Profit & Loss
October 2015 through September 2016

	Oct '15 - Sep 16	
Total Interest Expense		377.83
Macho Self Storage		50.00
Meeting Expense		1,333.50
Memberships		280.00
Miscellaneous		2,183.27
Postage and Delivery		240.08
Printing and Reproduction		151.30
Scholarship		500.00
Supplies		
Blues Festival	38.89	
Supplies - Other	660.04	
Total Supplies		698.93
Travel & Ent		
Travel	167.10	
Total Travel & Ent		167.10
Total Expense		93,557.37
Net Ordinary Income		-4,373.41
Net Income		**-4,373.41**

Exhibit D

Revised Exhibit D

Artists	$ 8,000.00
Internet	$ 1,500.00
Radio/Ad Cards	$ 5,500.00
Billboards/Newspaper	$ 15,000.00
Total	$ 30,000.00

Denton Black Chamber of Commerce
2018 Budget - Denton Blues Festival

		Budget
Income		
Beverage Sales	$	9,150.00
City Funds	$	30,000.00
Sponsorships	$	14,900.00
Vendor Booths	$	4,000.00
Black Chamber	$	2,553.00
Community Stage Sponsorships	$	1,225.00
Tshirt Sales	$	1,250.00
Major Donor	$	15,000.00
Total Income	**$**	**78,078.00**
Expenses		
Advertising		
Bill Boards $8976	$	13,976.00
Radio $4000	$	4,000.00
Newspaper Ads $3000	$	3,000.00
Printing Costs $2500	$	2,500.00
A Taste of Blues	$	1,000.00
Audio Lights & Stage	$	4,500.00
Buy Beverages	$	3,500.00
Buy Ice	$	400.00
Clean up grounds	$	400.00
Community Stage Budget	$	1,000.00
Entertainers	$	28,362.75
Food for Artists	$	400.00
Hotel for Artists	$	1,100.00
Insurance	$	1,458.25
Liquor License	$	231.00
Misc. Needs	$	500.00
Photographers/Video	$	1,750.00
Porta Pottys	$	1,500.00
Rental Fees & Permits	$	2,000.00
Rentals	$	3,000.00
RV- Dressing Room Rentals	$	1,500.00
Security		
Tshirts	$	1,000.00
Weekly Meeting	$	1,000.00
Total Expenses	**$**	**78,078.00**
2017 Shortfall/Gain	**$**	**-**

Exhibit E

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
1100 COMMERCE STREET
DALLAS, TX 75242-0000

DEPARTMENT OF THE TREASURY

Date: SEP 13 1996

DENTON BLACK CHAMBER OF COMMERCE
INC
C/O JOHN E BAINES
P O BOX 51026
DENTON, TX 76206

Employer Identification Number:
75-2653458
Case Number:
756233029
Contact Person:
ANNETTE SMITH
Contact Telephone Number:
(214) 767-6025

Internal Revenue Code
Section 501(c)(06)
Accounting Period Ending:
September 30
Form 990 Required:
Yes
Addendum Applies:
Yes

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(a) of the Internal Revenue Code as an organization described in the section indicated above.

Unless specifically excepted, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) for each employee to whom you pay $100 or more during a calendar year. And, unless excepted, you are also liable for tax under the Federal Unemployment Tax Act for each employee to whom you pay $50 or more during a calendar quarter if, during the current or preceding calendar year, you had one or more employees at any time in each of 20 calendar weeks or you paid wages of $1,500 or more in any calendar quarter. If you have any questions about excise, employment, or other Federal taxes, please address them to this office.

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

In the heading of this letter we have indicated whether you must file Form 990, Return of Organization Exempt From Income Tax. If Yes is indicated, you are required to file Form 990 only if your gross receipts each year are normally more than $25,000. However, if you receive a Form 990 package in the mail, please file the return even if you do not exceed the gross receipts test. If you are not required to file, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally $25,000 or less, and sign the return.

If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of $10 a day is charged when a return is filed late, unless there is reasonable cause for

the delay. However, the maximum penalty charged cannot exceed $5,000 or 5 percent of your gross receipts for the year, whichever is less. This penalty may also be charged if a return is not complete, so please be sure your return is complete before you file it.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

Donors may not deduct contributions to you because you are not an organization described in section 170(c) of the Code. Under section 6113, any fundraising solicitation you make must include an express statement (in a conspicuous and easily recognizable format) that contributions or gifts to you are not deductible as charitable contributions for Federal income tax purposes. This provision does not apply, however, if your annual gross receipts are normally $100,000 or less, or if your solicitations are made to no more than ten persons during a calendar year. The law provides penalties for failure to comply with this requirement, unless failure is due to reasonable cause.

If we have indicated in the heading of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

Because this letter could help resolve any questions about your exempt status, you should keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,

Bobby E. Scott
District Director

Enclosure:
Addendum

Exhibit F

Form **W-9**
(Rev. December 2014)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

2 Business name/disregarded entity name, if different from above
Denton Black Chamber of Commerce

3 Check appropriate box for federal tax classification; check only **one** of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☐ Other (see instructions) ▶

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any) _____
Exemption from FATCA reporting code (if any) _____
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
P.O. Box 51026

Requester's name and address (optional)

6 City, state, and ZIP code
Denton, TX 76206

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number
[ ][ ][ ] - [ ][ ] - [ ][ ][ ][ ]

or

Employer identification number
7 5 - 2 6 5 3 4 5 8

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here | **Signature of U.S. person ▶** [signature] **Date ▶** 3/2/16

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at *www.irs.gov/fw9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

Exhibit G

Franchise Tax Account Status

As of : 05/19/2017 12:00:06

This Page is Not Sufficient for Filings with the Secretary of State

DENTON BLACK CHAMBER OF COMMERCE, INC.

Texas Taxpayer Number	30118495578
Mailing Address	604 S ELM ST DENTON, TX 76201-6808
Right to Transact Business in Texas	ACTIVE
State of Formation	TX
Effective SOS Registration Date	03/26/1996
Texas SOS File Number	0139486001
Registered Agent Name	JOHN E. BAINES
Registered Office Street Address	604 S. ELM DENTON, TX 76201

Exhibit H

Denton Black Chamber of Commerce 2016-2017 Board of Directors

Kerry Goree, Chairman	525 Ft. Worth Dr, #301	Denton, TX 76205	940-382-9100
Reggie Hill, President	900 Dallas Drive	Denton, TX 76205	940-565-9274
John E. Baines, Treasurer	604 S. Elm	Denton, TX 76201	940-565-9015
Mark Courts, Board Member at Large	PO Box 51026	Denton, TX 76206	940-594-8975
Ronald Johnson, Secretary	PO Box 51026	Denton, TX 76206	214-455-7410
Connie Baker	PO Box 51026	Denton, TX 76206	940-390-7189

Primary Committee Members 2016-2017 Festival

Vanessa Ellison, Volunteers	PO Box 51026	Denton, TX 76206	unlisted
Wally Watson, Talent	PO Box 51026	Denton, TX 76206	unlisted

Kerry Goree, *Chairman*

Mr. Goree is from Grambling, Louisiana, where he completed his BA from Grambling State University in 1970. He owned his own State Farm Insurance Agency here in Denton in 1991. He is a vital member of the Black Chamber of Commerce as well as the Denton Chamber of Commerce. He is married to Beverly, the owner of Silky's Touch Salon.

John Baines, *Treasurer*

Mr. Baines was reared in Houston, Texas where he received his BBA from the University of Houston in 1977, MBA from the University of Texas-Arlington in 1981, and his CPA in 1983. He has been employed since the age of 11. Some of his more noteworthy occupations were: newspaper carrier, dishwasher, ditch digger, truck driver, Infantry soldier, law clerk and corporate tax manager for a Fortune 500 corporation. He has been self-employed for the past 30 years; his CPA firm has eight employees, and his areas of specialization involve taxation for small and medium sized businesses, individuals, audit work and small business services.

Reggie Hill, *President*

Mr. Hill has resided in Denton since 1975. He is a graduate of the University of North Texas, where he received his BA in computer sciences with a minor in business management. He used to own a sanitation business in 1983 and owned Lone Star Car Wash since 1987; this business was sold in 2015. He is involved in the community as a member of the Dallas Urban League, United States Tennis Association, and the Directors' Investment Club.

Exhibit I

Denton Black Chamber of Commerce
Board Meeting Schedule for 2018

The Board will meet every second Tuesday of the month (no meeting in September) at 6:00 PM at 1225 South Wilson Street, Denton, Texas

January 9, 2018

February 13, 2018

March 13, 2018

April 10, 2018

May 8, 2018

June 12, 2018

July 10, 2018

August 14, 2018

October 9, 2018

November 13, 2018

December 11, 2018

Exhibit J

The By-Laws have already been filed in previous years.

Nothing has changed.

Exhibit K

From our General Fund the organization earmarked the following donations to the scholarships during the year-ended 9/30/16.

MLK Flag Football	**$300**

DENTON CONVENTION & VISITORS BUREAU

May 19, 2017

RECEIVED MAY 19 2017 ✓

City of Denton Hotel Occupancy Tax Committee
C/o Randee Klingele, City of Denton - Finance Department
Treasury Service Specialist
City of Denton Finance Department
215 E. McKinney
Denton, Texas 76201

To the Members of the City of Denton Hotel Occupancy Tax Committee:

Thank you for your consideration of the attached 2018 budget proposal for the Denton Convention & Visitor Bureau (CVB).

As chairman of the CVB Advisory Board, I want to thank the City of Denton HOT committee for your continued investment in the Denton tourism industry through our CVB. It continues to amaze me what our CVB staff is capable of doing, and the positive impact on Denton their work is reaping. Those numbers on the cover of our budget are very real, growing rapidly, and they are absolutely significant to the business community and our quality of life as Dentonites. Tourism in Denton matters.

I encourage you to consider the purpose for which the state created the Hotel Occupancy Tax. The CVB is not just any organization seeking a grant. Rather, the CVB is a contractor managing and conducting the business of the City. This is our Destination Marketing Organization aggressively engaged in marketing and promoting Denton year-round, successfully and with obviously impressive results.

The **Denton Convention Center** will open this fall. The budget increase reflected in the following document specifically addresses *the CVB's ongoing commitment to utilize the convention center to promote Denton in the meetings and convention market, an obligatory aspect of the incentive agreement between the City of Denton and O'Reilly Hospitality to be delivered through the CVB contract.* CVB staff and the O'Reilly Hospitality sales team have developed a divide-and-conquer strategy for maximizing our efforts' impact on the entire Denton hospitality industry and, as a result, the entire city. To date, CVB has booked 66 groups worth an economic impact of more than $3.1million in new business. *(Exhibit A, pages 9-11)*

The CVB is focusing on large conventions with impact beyond just the Embassy Suites sleeping rooms. We have business booked as early as December 2017 and as far into the future as 2024. There is nothing last-minute about the convention business, which is why we must market Denton aggressively and not let up. We have Denton's name to make in the convention and meetings industry. Marketing and delivering through service and incentives to our clients is paramount for the long-term sustainability of this vital project.

The Discover Denton Welcome Center opened June 21, 2016. It has been wildly popular and successful, a stellar example of government, non-profit and business community partnership and the powerful, positive results working together can achieve. We have learned much about how serving as the walk-in portal to the city requires more than a mere business plan. Besides serving visitors and citizens, we find we are also a haven for Denton's transient population, an unforeseen impact on our budgeted resources. While our human resources and supplies are greater expenditures than we originally planned, we believe this aspect of our community service is also important. We are requesting a minimal increase in funding for the Welcome Center to accommodate the complete role we are playing in the community. Please note than the majority of Welcome Center costs are covered by community investment and revenue created within the Welcome Center's business plan. *(Exhibit D, pages 147-149)*

I respectfully challenge each of you to invest in the continued marketing of Denton through our CVB by adequately allocating the HOT funds that have proved again and again to get measurable, impactful results. **Denton has something wonderful**: an original and independent spirit, with an organic culture that is creatively expressed in ways others can experience...from music and art, to history and sports. The CVB tells that story to the world like no one else, hand-in-hand with our festivals, attractions, hospitality partners, universities, and many city amenities. And the story must go on, because it is evolving now like never before. We are on the threshold of major transformation and unbelievable opportunity. I am confident you will provide the appropriate resources to our CVB, so we can continue to effectively lead Denton's tourism industry in this exciting time of economic growth.

We welcome the opportunity to answer any questions, or to clarify any of the content presented in our written 2018 Budget proposal.

Sincerely,

Bob Moses, Chairman
Denton Convention & Visitors Bureau

Leverage $1,539,805 and generate $5,200,000 in taxes yearly

ROI

$5.2 million
contribution to local Denton taxes

Almost $360 saved in individual taxes

ORIGINAL DENTON INDEPENDENT

1,610 jobs
in travel in the City of Denton

$172 million
total travel spending in Denton

442,380
Total overnight visitors to Denton in 2016

$5.2 million = $354.33

back in every household's pocket

that's the equivalent of

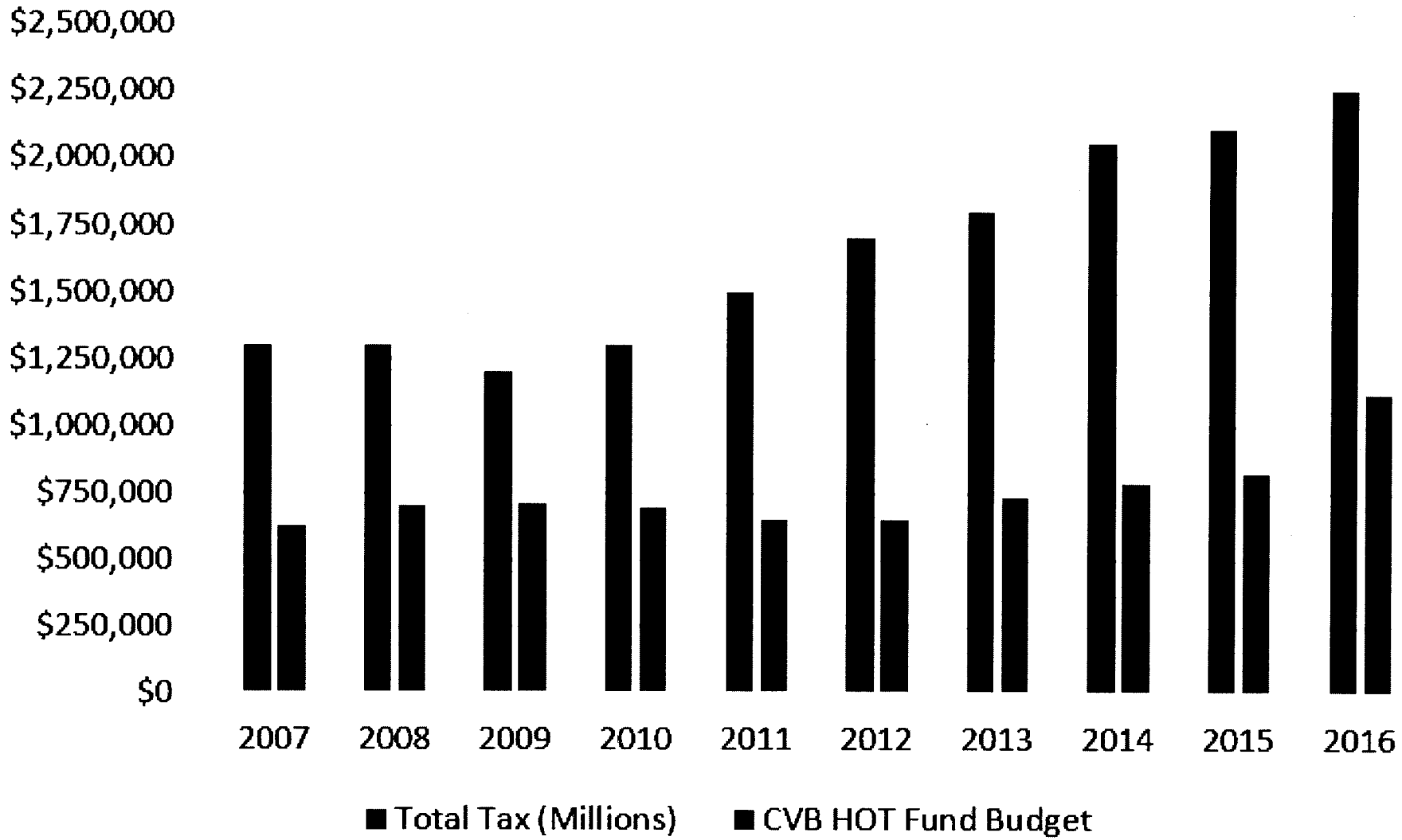
96 fully-outfitted police officers

OR

106 equipped police cruisers

ESTIMATES FROM THE TEXAS OFFICE OF THE GOVERNOR - ECONOMIC DEVELOPMENT AND TOURISM DIVISION, 2016

Historical Correlation between CVB Budget and Hotel Tax Performance



Convention & Visitors Bureau

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HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

RECEIVED MAY 19 2017

MUST BE TYPED

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2018 5:00 P.M.

Organization Name:	Denton Chamber of Commerce and Convention & Visitor Bureau
Name of Event:	
Website Address:	www.discoverdenton.com
Mailing Address:	P.O. Box 1719
	Denton, Texas 76202
Physical Address:	414 W. Parkway, Denton, TX 76201
Telephone #:	940-382-7895 Fax #: 940-382-6287
Primary Contact Name: (Project Director)	Kim Phillips
Mailing Address:	Same as above
Telephone #:	Same as above Fax #: Same as above
Email Address:	kim@discoverdenton.com
Secondary Contact Name: (Local Board Chairman)	Bob Moses, CVB Advisory Board Chairman
Mailing Address:	Beth Marie's Old Fashioned Ice Cream
	117 W. Hickory St., Denton, Texas 76201
Telephone #:	940-243-0870 Fax #:
Email Address:	majltd@aol.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting

funds in the attached budget request.

X **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

X **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

X **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

X **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

X **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

X **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
The mission of the Denton CVB is: The Denton CVB exists to market and promote Denton for the purpose of attracting individual visitors, tour groups, convention/meeting/sports groups, and events to Denton and to ensure a positive visitor experience while they are here.

3) Does your organization have paid staff?
X Yes 9 # Full-time 10 # Part-time
_____ No

4) Does your organization use volunteers?
X Yes Approximately how many? 10
_____ No

5) Does your organization _____ own or _____X_____ rent office space?

6) Does your organization own a vehicle?
_____ Yes
X No

7) Is the event that the organization is requesting HOT funds for held on City property?

N/A Yes Name Location(s) _____

_____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

N/A Yes

_____ No

9) List ALL other sources of funding your organization receives and how much.

_____ Check here if information is attached.

Source	Please Circle One		Dollar Amount
Welcome Center Merch	Earned	Donated	$ 87,500
Horse Country Tours	Earned	Donated	$ 800
Ad Sales	Earned	Donated	$ 23,347 *Denton Live, website*
Sponsors	Earned	Donated	$ 68,233 *welcome center partners*
Co-op advertising partners	Earned	Donated	$ 90,773 *includes SXSW coop shared social media campaigns, Internet & print ads*

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Administration	Print Collateral
Meeting/Convention Sales/Servicing	Discover Denton Welcome/
Group Tour Sales/Servicing	Visitor Center
Sports Event Sales/Servicing	
Marketing/Advertising	**See Marketing Plan, Exhibit C**
Communications/Social Media/PR	**for more detail**
Tourism Promotion/Servicing	
Travel Shows	

11) Provide three years attendance history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event	

For details on advertising, promotions, and responses generated, please refer to

Exhibit A

Please see the attached performance measurement reports that provide stats for meeting/convention attendees, tour groups, response to marketing/advertising, room nights sold for meeting/convention/sports events, visitor counts, consumer contact through various marketing, social media, and communications campaigns and activities.

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

For details on advertising, promotions, campaigns and responses generated, please refer to ***Exhibit A***

The **promotional publications, materials and ads** produced by the CVB are provided to educate visitors on the accommodations, restaurants, attractions, special events and leisure opportunities available to them in the City of Denton. The Denton CVB annually distributes approximately 100,000 Denton rack cards and 120,000 ***Denton Live*** magazines, distributed through an annual contract with Certified Folder distribution company; Texas Travel Information Centers across Texas;Denton hotels/motels/B&B's; local businesses; local attractions; in delegate welcome packets, and through the Chamber/CVB lobby. The Discover Denton Welcome Center is another key and major visitor touch point and information distribution point.

Please see ***Exhibit A*** *for a complete recap of conferences and tour groups serviced, visitor responses, visitor counts in the Welcome Center, Chamber/CVB lobby, and through the CVB's* ***www.discoverdenton.com*** *website and apps.*

Utilize **DentonRadio.com** and its proven, geographical boundary-less format to promote Denton, the Denton music scene, local businesses, events, and local attractions. Produce video, music, and photographic content to support CVB sales and marketing efforts as well as to promote and further develop a healthy,productive creative community able to be experienced by visitors.

The Denton CVB continues pursuit of the **sports market.** CVB staff and Denton Parks & Recreation Department officials work together to identify facility availability seasons, appropriate sports for specific venues, and identification of national associations with event criteria compatible to Denton. CVB staff has also identified some regional venues such as polo fields, horse arenas, along with our fairgrounds and disc golf courses that can play host to non-traditional events such as Ultimate Frisbee, Disc Golf Tournaments, youth rode events, dog and other animal shows, horse events. Finally, the CVB has promoted Lake Ray Roberts and realized increased activity from fishing sports groups.

The Denton Convention Center opens this fall of 2017. More than $1 million in new business is booked. The Denton CVB continues to cultivate and build the **convention, meeting, sports, and group sales** effort. Staff has a dedicated effort to researching, mining, developing, and aggressivley pursuing convention, meeting, sport/event, and group leads and then tracking the results. This department continues to produce the PLANNER ZONE trade show created as a means to promote Denton meeting venues, facilities, and services available to local meeting/event planners. It also provides an opportunity for local services and vendors to enhance awareness of their service to Denton meetings. For the past ten years, the event has attracted 50+ vendors and 350+ attendees. The 11th annual Planner Zone will be held at the new Denton Convention Center Gateway Center on December 5, 2017. CVB and Denton area wedding venues work together to promote the weddings industry. the Planner Zone but at TWU focusing on Denton wedding venues and services.

Please see **Exhibit A)** for more details regarding Convention, Meetings, Sports, and Group Marketing strategy and future targets.

13) What specific market will you target with the organization's marketing plan?
Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

The CVB targets: families, individuals, seniors, leisure travelers, business travelers, outdoorsmen, students, athletes, and groups such as conventions, meetings, tour groups, and sport events. Primary regions targeted are: Texas, Oklahoma, Louisiana, Arkansas, the I 35 and I 20 corridors, and the Dallas Fort Worth metro area.
In today's tech-world, social media marketing has erased the geographic boundaries of market identification in many ways. The CVB does, however, employ the strategic use of market criteria for the most effective outreach to specific social media interest audiences, some criteria which do include physical regions.
Please see Marketing Plan for details, ***Exhibits C and A.***

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

For the past 41 years, the Denton Chamber of Commerce and CVB have been in partnership with the City of Denton through the Hotel Occupancy Tax contract. The partnership promotes and attracts tourism and convention business to Denton. The Denton CVB Marketing Plan **(Exhibit C)** outlines in detail the program initiatives for the use of the H.O.T. funds.

The five main goals in the CVB's Marketing Plan are as follows:

I. Positively impact hotel occupancy tax in Denton by advertising and promoting Denton to attract visitors.
A. Increase awareness of Denton as an exciting adventure, music, arts, cultural, and heritage destination
B. Promote Denton as a Convention, Meetings, Sports, and Group market destination
C. Support current events and efforts to bring meetings, tour groups, and events to Denton
D. Utilize Denton's unique festivals, special events, and attractions as tourism product for promoting Denton as a viable tourism destination for families, individuals, and groups

II. Attract Leisure Travelers and Day Visitors
Promote Leisure Travel by using Denton's unique festivals, special events, and attractions promoting Denton as a viable tourism destination for families, individuals, and groups

III. Maximize Economic Opportunities Provided by each Visitor
Form strategic partnership with tourism related entities

IV. Research and Development in Order to Strengthen Denton's Tourism Package
A. Evaluate results of overall marketing efforts and campaigns
B. Develop new product recognized in the marketplace as unique to Denton

V. Develop Alternative Revenue to Supplement Growth and Enhancement of CVB Programs, Activity, and Effectiveness
A. Utilize CVB programs already in place in creative revenue generating programs
B. Support enhanced tourism product development to positively impact Denton's tourism industry. (Horse Country Tours and DentonRadio.com directly address this objective.)

VI. Operate, manage and promote Discover Denton Welcome Center
Manage the new, official Denton Visitor/Welcome Center and Store and and DentonRadio.com studio in order to maximize visitor interaction and experience.

The tactics for each goal and strategy can be found in the Marketing Plan, ***Exhibit C.***

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2015	4/01-3/31	$34,721	$792,889	$759,159	$68,451
2016	4/01-3/31	$68,451	$1,180,040	$995,067	$253,424

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

The Denton CVB will continue developing tourism products and services to enhance Denton's overall image and product value to visitors. The CVB will continue to market and sell Denton's hotel, motel, meeting, convention and athletic facilities to individuals, associations, events, and groups. Long term plans include aggressively pursuing the convention, meetings, sports, and group tour markets for NEW business to Denton. We will continue to work on development of alternative revenue streams for the CVB. We will manage the Denton Store and Visitor Center, including merchandising/marketing/guest outreach and experience management. We will also work closely with DCTA to take advantage of the A-Train passengers and encourage them to experience Denton and return for future experiences, positively impacting tourism in Denton and ridership on the A-Train. Integrated now into the Welcome Center, DentonRadio.com will itself serve as an interactive attraction even while we continue to grow it as an external and internal communication vehicle for other Denton attractions, events, and exposure to Denton creativity. We will also pursue it as an alternative, self-sustaining initiative. A priority this year will be working with City and private business to address the need for a dedicated tourism transportation solution that will support Denton's new convention industry as well as assist in alleviating downtown parking deficit.

17) The City of Denton requires segregated accounting of its HOT funds.
Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes

_____ No

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: Robert Moses

(Print Name)

X R E Moses

Date: 5/16/17

Project Director Kim Phillips

(Print Name)

X Kim Phillips

Date: 5/16/17

Late applications are subject to reduction or denial of funding.

EXHIBIT A

Marketing Area / Readership / Metric Examples

Prepared On: 05/19/2017
Prepared By: Dana Lodge

MEETING SALES REPORT

Meetings/Weddings/Sports with an Arrival Date January 1, 2016 - Forward

Lead Name	Account Name	Count	Total: EEI Value	Total: Requested Rooms	Total: Show Attendees
2016 35 Denton	35 Denton	1	$33,600.00	85	5000
2016 Annual Meeting	Southwest Division of the Association of American Geographers	1	$78,400.00	215	200
2016 Board Retreat	MPI (Meeting Planners International DFW Chapter)	1	$4,200.00	28	15
2016 Denton Air Show	Denton Air Show	1	$31,500.00	25	5000
2016 Denton Black Film Festival	Denton Black Film Festival	1	$2,800.00	20	300
2016 Denton Holiday Lighting Festival	Denton Holiday Lighting Festival Association, Inc.	1	$1,400.00	10	5000
2016 Dorm Housing	TWU Department of University Housing	1	$203,000.00	665	100
2016 Jim Beam Bottle Conference	Jim Beam Bottle Club	1	$31,500.00	150	100
2016 North Texas Fair & Rodeo	North Texas State Fair Association	1	$280,000.00	100	20000
2016 Oaktopia-fest	Oaktopia-fest	1	$56,000.00	370	5000
2016 Physics Workshop	UNT Physics	1	$12,600.00	90	30
2016 South Central American Society of Biomechanics Meeting	Biomechanics Meeting (TWU)	1	$14,000.00	60	100
2016 Southern Section Regional Meeting	American Society of Plant Biologists	1	$63,000.00	310	150
2016 Spring Preview	UNT Spring Preview	1	$14,000.00	45	3500
2016 SWACURH	SW Affiliate of College & University Residence Halls	1	$84,000.00	600	400
2016 TAAF Regional Volleyball Tournament	Denton Parks and Recreation	1	$11,200.00	40	2300
2016 TAAF State Flag Football	Denton Parks and Recreation	1	$42,000.00	75	1500
2016 TDA Board Meeting	Texas Downtown Assocation	1	$1,680.00	12	18
2016 Turkey Roll	Turkey Roll - Bicycle Rally	1	$1,600.00	15	1000

Lead Name	Account Name	Count	Total: EEI Value	Total: Requested Rooms	Total: Show Attendees
2016 UNT Fall Preview	UNT Fall Preview	1	$25,200.00	90	3000
2016 UNT Recovery Conference	UNT Disability & Addiction Rehabilitation	1	$6,300.00	45	40
2016 USDAA Trial	DAWG USDAA Agility Trial	1	$4,800.00	50	500
2016 Vintage Market Days	Vintage Market Days	1	$50,400.00	120	7000
2016 Wingspan Gala	UNT Wingspan Gala	1	$11,200.00	80	400
2017 AQHA Judges Qualifying Event	American Quarter Horse Assn	1	$12,600.00	65	30
2017 Denton Black Film Festival	Denton Black Film Festival	1	$8,400.00	25	4000
2017 Denton CMZ (Championship Major Zone)	Denton Parks and Recreation	1	$16,000.00	50	400
2017 Fall Central Meeting	American Mathematical Society	1	$84,000.00	600	500
2017 Junior Master Gardener Training	Texas Master Gardener Association	1	$16,800.00	80	65
2017 LEMIT Conference Training	Law Enforcement Management Institute of Texas	1	$35,000.00	250	50
2017 Spring Premiere	UNT Premiere	1	$21,000.00	60	300
2017 Spring Preview	UNT Spring Preview	1	$8,400.00	60	2000
2017 Texas Air Conditioning Contractors Assn Continuing Education Class	Texas Air Conditioning Contractors Assocation	1	$625.00	0	25
2017 Texas Recreation & Park Society North Region Fall Conference	Denton Parks and Recreation	1	$2,800.00	10	500
2017 Thin LIne Festival	Thin Line Film Festival	1	$16,800.00	65	3000
2017 USSSA Battle of DFW Softball	Denton Parks and Recreation	1	$16,000.00	50	500
2018 Annual Conference	Texas Court Appointed Special Advocates	1	$294,000.00	1650	1500
2018 Annual Conference	Texas Solid Waste Associaton of North America	1	$179,200.00	770	600
2018 Chiro Texpo	Texas Chiropractic Assn	1	$50,400.00	355	400
2018 Texas Air Conditioning Contractors Assn Continuing Education Class	Texas Air Conditioning Contractors Assocation	1	$625.00	0	25
2018 Texas Air Conditioning Contractors Assn Fall Continuing Education Class	Texas Air Conditioning Contractors Assocation	1	$625.00	0	25
2018 USA Gymnastic Collegiate National Championship	TWU Athletics	1	$80,000.00	370	300
2019 District Convention	TX-OK Kiwanis	1	$140,000.00	503	475
2019 Legislative Texas Probation Assn	Texas Probation Assn	1	$126,000.00	750	400
2019 Midwinter Conference and Trade Show	Texas Press Assn	1	$245,000.00	350	350
2022 Texas Wine & Grape Growers	Texas Wine & Grape Growers	1	$140,000.00	525	550

Lead Name	Account Name	Count	Total: EEI Value	Total: Requested Rooms	Total: Show Attendees
2024 Texas Wine & Grape Growers	Texas Wine & Grape Growers	1	$168,000.00	1200	1100
ASA 18US State Softball Tournament	Denton Parks and Recreation	1	$24,000.00	120	240
ASA District 13 Girls Softball	Denton Parks and Recreation	1	$28,000.00	70	400
Beyond the Sock Conference	Beyond the Sock Conference	1	$21,000.00	120	50
Big Tex Championship Tournament	Big Tex Championship Tournament	1	$8,000.00	60	800
Brewer Horton Wedding	Brewer Horton Wedding	1	$7,000.00	25	150
Calderon Wedding	Caleron Wedding	1	$3,360.00	24	100
Conference USA Tennis Championship	UNT Athletics	1	$72,800.00	203	250
DAWG USDAA Agility Trial	DAWG USDAA Agility Trial	1	$4,800.00	30	500
Focused Topic Meeting	Society of Environmental Toxicology and Chemistry	1	$33,600.00	225	150
New Hire Training	Med-Trans Air Medical Transport	1	$21,000.00	120	25
Oliver/Lunsford Wedding	Oliver/Lunsford Wedding	1	$22,400.00	65	250
Open Access Symposium 2015	UNT Libraries	1	$70,000.00	290	300
Raising Cane Opening	Wyndham Jade	1	$17,640.00	110	7
Ring Long Wedding	Ring Long Wedding	1	$8,400.00	45	150
Schutzmaier Bonassin Wedding	Schutzmaier Bonassin Wedding	1	$5,600.00	20	150
Site Visit for 2018 Conference	UNT CAARI (International Conference on the Application of Accelerators in Reasearch and Industry)	1	$1,960.00	14	7
Stringer/Rohrer Wedding	Stringer/Rohrer	1	$2,520.00	18	125
Texas State Missionary Baptist Convention 2015	Texas State Missionary Baptist College	1	$25,200.00	180	100
USSSA Battle of DFW Girls Softball	Denton Parks and Recreation	1	$24,000.00	105	500
		COUNT: 66	SUM: $3,127,935.00	SUM: 12932	SUM: 82002

Prepared On: 05/19/2017
Prepared By: Dana Lodge

GROUP TOURS BY ARRIVAL DATE

Group Tours that arrived between January 2016 - May 2017

Lead Name	Account Name	Count	Total: EEI Value	Total: Requested Rooms	Total: Show Attendees
2016 April Local Tour	North Texas Horse Country Tours	1	$1,250.00	1	50
2016 December Local Tour	North Texas Horse Country Tours	1	$1,250.00	0	50
2016 Horse Country Tour	Addison Senior Group	1	$1,250.00	1	50
2016 Horse Country Tour	Be Native Tours	1	$1,250.00	0	50
2016 Horse Country Tour	First Baptist of Bossier City	1	$10,000.00	20	40
2016 Horse Country Tour	Kaleo Tours	1	$1,250.00	1	50
2016 Horse Country Tour	Laurie Evans Tours	1	$1,250.00	1	50
2016 March Local Tour	North Texas Horse Country Tours	1	$1,250.00	1	50
2016 May Local Tour	North Texas Horse Country Tours	1	$1,250.00	1	50
2016 November Local Tour	North Texas Horse Country Tours	1	$1,250.00	0	50
2016 October Local Tour	North Texas Horse Country Tours	1	$1,250.00	0	50
2017 April Local Tour	North Texas Horse Country Tours	1	$1,250.00	0	50
2017 Horse Country Tour	Adventure Caravans	1	$1,250.00	0	50
2017 Horse Country Tour	First United Methodist of Grapevine	1	$1,250.00	1	50
2017 Horse Country Tour	Jag Tours	1	$6,000.00	24	48
2017 Horse Country Tour	Villages at Frisco Lakes	1	$1,250.00	0	50
2017 March Local Tour	North Texas Horse Country Tours	1	$1,250.00	0	50
2017 May Local Tour	North Texas Horse Country Tours	1	$1,250.00	0	50
Anthem Tours - High School Band	Anthem Group Tours	1	$3,125.00	25	80

Lead Name	Account Name	Count	Total: EEI Value	Total: Requested Rooms	Total: Show Attendees
Canadian Group 2016	Patti Tours	1	$1,875.00	15	30
Gotta Go Tours	Patti Tours	1	$1,250.00	0	50
Heritage Tours-Day Trip	Richardson Senior Center	1	$1,250.00	0	50
Horse Country Tours	Village Tours 2016	1	$2,750.00	25	44
Name That Tune	Patti Tours	1	$1,250.00	0	50
Patti's April 13th Tour	Patti Tours	1	$1,250.00	1	50
		COUNT: 25	SUM: $48,750.00	SUM: 117	SUM: 1242

DISCOVER DENTON METRICS REPORT
Jan 2016 – April 2017

Snapshot

Website

371,775	250,018
Impressions	New visitors

Digital/Google Ads

4,590,134	+20.2K
Impressions	Clicks

Dig Little d app

+2.9K	7,045
Total Installs	Interactions

Discover Lil'd app

+1.1K	319
Total Installs	Interactions

iBrochure

+1,487	+400
Views	Clicks

Email

+318.5K	128
Subscribers	Messages

Discover Denton Social

+75,647	+81,636	+11,683	+3.363.248	+25,491,070	+172,820,846
Audience from all social channels	Messages: Facebook Twitter Instagram Pinterest Youtube Periscope	New fans or followers	Engagement: shares, retweets, comments, Likes and mentions	Reach	Impressions

Prepared On: 05/18/2017
Prepared By: Heather Morgan

Report: Consumer Summary Report

Inquiry Type	May 16	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17	Apr 17	Total
Chamber Website	2	2	0	0	0	0	0	0	0	0	3	0	7
CVB Website	1	1	0	0	0	0	0	0	0	0	0	0	2
Email	8	10	8	13	9	8	4	7	14	7	4	6	98
Letter	0	2	0	0	0	0	0	0	0	0	0	0	2
Magazine ads	624	3,293	5,493	1,285	158	121	156	54	125	124	160	221	11,814
Telephone	90	98	88	100	89	104	65	69	72	87	74	61	997
Walk-In	226	230	354	217	168	167	82	81	103	101	121	96	1,946
Totals	**951**	**3,636**	**5,943**	**1,615**	**424**	**400**	**307**	**211**	**314**	**319**	**362**	**384**	**14,866**

Prepared On: 05/18/2017
Prepared By: Heather Morgan

Executive Summary

For Apr 1, 2016 to Apr 30, 2017

# of Inquiries	**For**	**% of Inquires**
Number of inquiries where physical address is present	7108	43.36%
Number of inquiries where email address is present	14	0.09%
Number of records with both	6067	37.01%
Number of records with neither	3203	19.54%
Totals	**16392**	

Top 20 by State/Province	**# of Inquiries**	**% of Inquires**
TX	5656	34.50%
CA	603	3.68%
OH	554	3.38%
FL	521	3.18%
MO	506	3.09%
NY	488	2.98%
IL	459	2.80%
OK	426	2.60%

PA	419	2.56%
CO	400	2.44%
MI	320	1.95%
LA	307	1.87%
NC	278	1.70%
GA	273	1.67%
KS	262	1.60%
IN	262	1.60%
TN	234	1.43%
AR	231	1.41%
ON	216	1.32%
NJ	209	1.28%
All Others	2997	18.28%
No State	771	4.70%
Totals	**16392**	

Top 20 by DMA	**# of Inquiries**	**% of Inquires**
623 - DALLAS-FT. WORTH	3240	21.37%
618 - HOUSTON	944	6.23%
501 - NEW YORK	443	2.92%
641 - SAN ANTONIO	356	2.35%
635 - AUSTIN	315	2.08%
751 - DENVER	304	2.00%
602 - CHICAGO	303	2.00%
803 - LOS ANGELES	268	1.77%
609 - ST. LOUIS	264	1.74%
616 - KANSAS CITY	232	1.53%
510 - CLEVELAND	224	1.48%
650 - OKLAHOMA CITY	218	1.44%
504 - PHILADELPHIA	209	1.38%
524 - ATLANTA	184	1.21%
505 - DETROIT	173	1.14%

753 - PHOENIX	167	1.10%
625 - WACO-TEMPLE-BRYAN	160	1.06%
671 - TULSA	146	0.96%
508 - PITTSBURGH	146	0.96%
534 - ORLANDO-DAYTONA BCH-MELBRN	143	0.94%
All Others	6724	44.34%
Totals	**15163**	

InterestID	Description	# of Inquiries	% of Inquires
10	Visitor Information	11410	98.39%
11	Event Information	57	0.49%
7	Relocation	23	0.20%
12	Horse Country	22	0.19%
14	Chamber Membership Information	19	0.16%
1	Arts & Culture	12	0.10%
18	City of Denton Information	12	0.10%
19	SBDC	9	0.08%
30	Hotels/Motels/B&B	8	0.07%
2	Dining	6	0.05%
31	Meeting Space	6	0.05%
4	History	6	0.05%
6	Outdoor	3	0.03%
8	Shopping	3	0.03%
9	Sports	1	0.01%
Totals		**11597**	

Top 20 by Arts & Culture Interest then DMA Ranking

DMA	# of Inquiries	% of Inquires
623 - DALLAS-FT. WORTH	2	40.00%
618 - HOUSTON	1	20.00%
627 - WICHITA FALLS & LAWTON	1	20.00%

657 - SHERMAN-ADA	1	20.00%
Totals	**5**	

Top 20 by Chamber Membership Information Interest then DMA Ranking

DMA	# of Inquiries	% of Inquires
623 - DALLAS-FT. WORTH	16	84.21%
612 - SHREVEPORT	1	5.26%
515 - CINCINNATI	1	5.26%
652 - OMAHA	1	5.26%
Totals	**19**	

Top 20 by City of Denton Information Interest then DMA Ranking

DMA	# of Inquiries	% of Inquires
623 - DALLAS-FT. WORTH	5	41.67%
515 - CINCINNATI	2	16.67%
652 - OMAHA	1	8.33%
662 - ABILENE-SWEETWATER	1	8.33%
642 - LAFAYETTE, LA	1	8.33%
752 - COLORADO SPRINGS-PUEBLO	1	8.33%
862 - SACRAMNTO-STKTN-MODESTO	1	8.33%
Totals	**12**	

Top 20 by Dining Interest then DMA Ranking

DMA	# of Inquiries	% of Inquires
641 - SAN ANTONIO	1	50.00%
623 - DALLAS-FT. WORTH	1	50.00%
Totals	**2**	

Top 20 by Event Information Interest then DMA Ranking

DMA	# of Inquiries	% of Inquires
623 - DALLAS-FT. WORTH	30	56.60%
618 - HOUSTON	4	7.55%
501 - NEW YORK	2	3.77%
692 - BEAUMONT-PORT ARTHUR	2	3.77%
641 - SAN ANTONIO	1	1.89%
650 - OKLAHOMA CITY	1	1.89%
662 - ABILENE-SWEETWATER	1	1.89%
659 - NASHVILLE	1	1.89%
657 - SHERMAN-ADA	1	1.89%
651 - LUBBOCK	1	1.89%
765 - EL PASO	1	1.89%
504 - PHILADELPHIA	1	1.89%
517 - CHARLOTTE	1	1.89%
527 - INDIANAPOLIS	1	1.89%
534 - ORLANDO-DAYTONA BCH-MELBRN	1	1.89%
616 - KANSAS CITY	1	1.89%
627 - WICHITA FALLS & LAWTON	1	1.89%
625 - WACO-TEMPLE-BRYAN	1	1.89%
567 - GREENVLL-SPART-ASHEVLL-AND	1	1.89%
Totals	**53**	

Top 20 by History Interest then DMA Ranking

DMA	# of Inquiries	% of Inquires
623 - DALLAS-FT. WORTH	1	100.00%
Totals	**1**	

Top 20 by Horse Country Interest then DMA Ranking

DMA	# of Inquiries	% of Inquires
623 - DALLAS-FT. WORTH	16	80.00%

618 - HOUSTON	1	5.00%
529 - LOUISVILLE	1	5.00%
505 - DETROIT	1	5.00%
650 - OKLAHOMA CITY	1	5.00%
Totals	**20**	

Top 20 by Hotels/Motels/B&B Interest then DMA Ranking

DMA	# of Inquiries	% of Inquires
642 - LAFAYETTE, LA	1	25.00%
641 - SAN ANTONIO	1	25.00%
790 - ALBUQUERQUE-SANTA FE	1	25.00%
612 - SHREVEPORT	1	25.00%
Totals	**4**	

Top 20 by Meeting Space Interest then DMA Ranking

DMA	# of Inquiries	% of Inquires
623 - DALLAS-FT. WORTH	2	66.67%
510 - CLEVELAND	1	33.33%
Totals	**3**	

Top 20 by Outdoor Interest then DMA Ranking

DMA	# of Inquiries	% of Inquires
623 - DALLAS-FT. WORTH	1	100.00%
Totals	**1**	

Top 20 by Relocation Interest then DMA Ranking

DMA	# of Inquiries	% of Inquires
623 - DALLAS-FT. WORTH	12	54.55%

613 - MINNEAPOLIS-ST. PAUL	2	9.09%
641 - SAN ANTONIO	2	9.09%
811 - RENO	1	4.55%
751 - DENVER	1	4.55%
616 - KANSAS CITY	1	4.55%
604 - COLUMBIA-JEFFERSON CITY	1	4.55%
576 - SALISBURY	1	4.55%
543 - SPRINGFIELD-HOLYOKE	1	4.55%
Totals	**22**	

Top 20 by SBDC Interest then DMA Ranking

DMA	# of Inquiries	% of Inquires
623 - DALLAS-FT. WORTH	8	88.89%
652 - OMAHA	1	11.11%
Totals	**9**	

Top 20 by Sports Interest then DMA Ranking

DMA	# of Inquiries	% of Inquires
623 - DALLAS-FT. WORTH	1	100.00%
Totals	**1**	

Top 20 by Visitor Information Interest then DMA Ranking

DMA	# of Inquiries	% of Inquires
623 - DALLAS-FT. WORTH	732	6.68%
618 - HOUSTON	650	5.93%
501 - NEW YORK	409	3.73%
751 - DENVER	288	2.63%
602 - CHICAGO	265	2.42%
609 - ST. LOUIS	254	2.32%
641 - SAN ANTONIO	252	2.30%

803 - LOS ANGELES	237	2.16%
616 - KANSAS CITY	217	1.98%
510 - CLEVELAND	213	1.94%
635 - AUSTIN	203	1.85%
504 - PHILADELPHIA	191	1.74%
524 - ATLANTA	172	1.57%
650 - OKLAHOMA CITY	167	1.52%
505 - DETROIT	159	1.45%
753 - PHOENIX	155	1.41%
508 - PITTSBURGH	133	1.21%
506 - BOSTON	129	1.18%
534 - ORLANDO-DAYTONA BCH-MELBRN	129	1.18%
535 - COLUMBUS, OH	115	1.05%
All Others	5896	53.77%
Totals	**10966**	

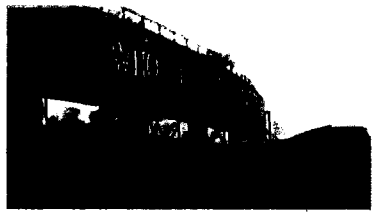
Inquiry Tag	**# of Inquiries**	**% of Inquires**
See TX First	10326	71.07%
Tour Texas	1064	7.32%
Texas State Travel Guide	897	6.17%
See TX First Domestic	635	4.37%
Discover Denton Welcome Center	607	4.18%
CVB Main Office	572	3.94%
CVB Entity Inquiry Form	268	1.84%
Texas Highways	135	0.93%
Golden Triangle Mall	17	0.12%
Magazine Ads	9	0.06%
Totals	**14530**	

Do-It-Yourself Whataburger?

The iconic Texas burger chain's oldest franchisee claims grocery store sales are part of plan to make its restaurants obsolete.

BY [illegible]

FEBRUARY 12, 2016



Whole Foods Is Considering Adding Tattoo Parlors To Its New Line Of Stores

Today in "Sure, why not?": Some 365 by Whole Foods stores will apparently offer tattoos.

BY DAN SOLOMON

FEBRUARY 9, 2016

Y'all, Two People Just Got Hitched Waiting In Line For Franklin Barbecue

They should get their brisket sometime before their tenth anniversary.

BY TEXAS MONTHLY STAFF

FEBRUARY 17, 2016

Texas Chefs and Restaurants Make Impressive Showing in James Beard Award Semifinalists

The Texas chefs and restaurants named as semifinalists.

BY PAT SHARPE

FEBRUARY 15, 2016

A Toast to Texas Sparkling Wine

Wineries are experimenting with the style, and it's paying off.

BY JESSICA DUPUY

- [x] POLITICS
- [x] EDITOR'S DESK
- [x] EAT LIKE A TEXAN
- [x] DROP EVERYTHING LIST

SIGN ME UP

Denton's FIREFIGHTERS' MUSEUM

Take a tour through the history of our Denton firefighters!

Open Weekdays 8a.m. – 5p.m.

discoverdenton.com
Denton Convention & Visitors Bureau

ENCYCLOPEDIA TEXICANA

Impressions 48,804
clicks 133
click-thru rate 27%

TexasMonthly

Social Campaign 2016

Denton Firefighter Museum needs a creative human to design an attention grabbing, larger-than-life outdoor sign to help visitors find their location!

Official Rules:

Design a stand-alone sign that will not be mounted on the building

Dimensions: 6 ft tall x 3 ft wide

Winner will be chosen by panel of judges

Vote could be weighed by social media

Denton CVB will retain the ownership and usage of the winning creative

Sign will have credit displayed

Winners will be announced on December 1, 2015

Winners will...

Earn an amazing "Day with Denon Firefighters" experience including a ride-along with the firefighters and a firefighter-created meal shared with them at the station.

Be a special guest to the ribbon cutting event.

Have pemanent recognition for their design brilliance on the sign!

All Images credit to Mike Mezeul II

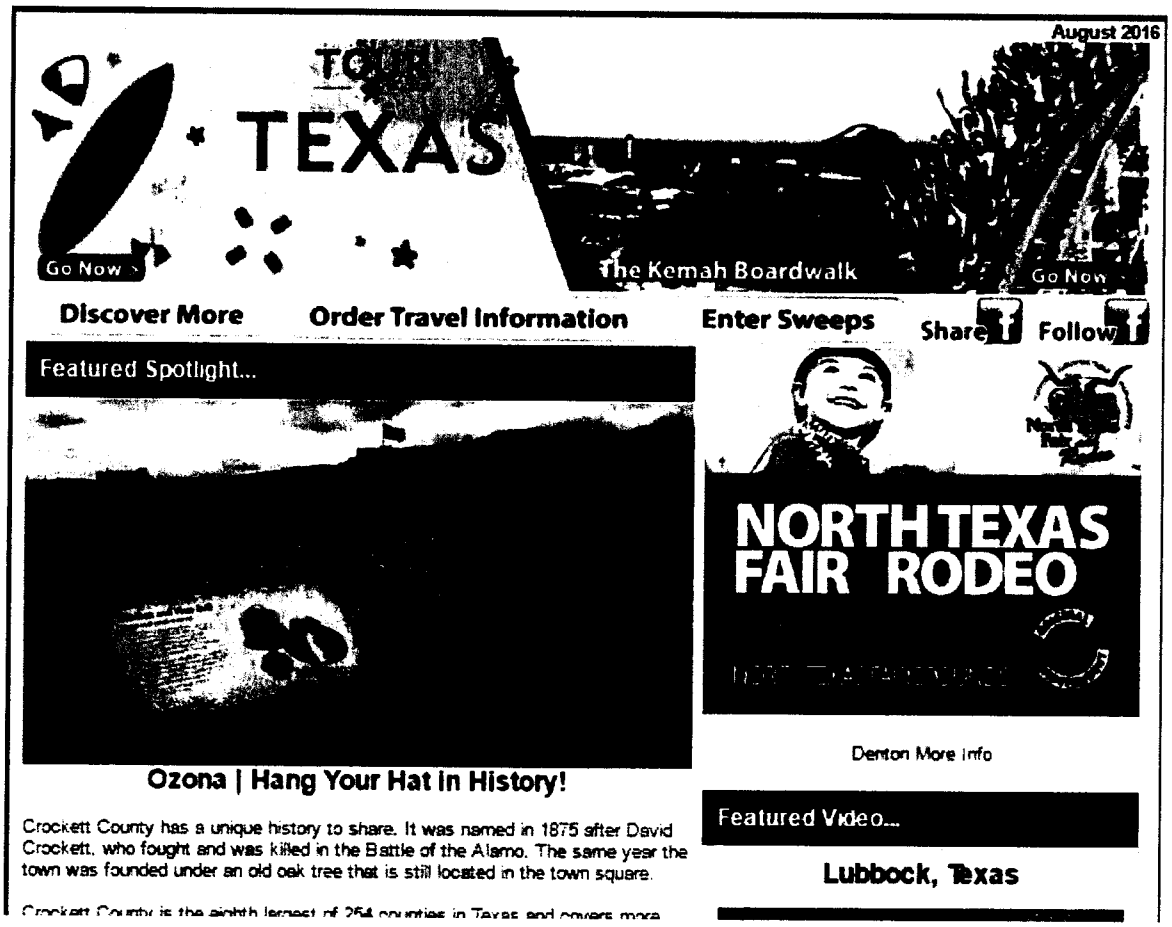
Create, Submit and Vote!

All Entries Due by November 20, 2015

Denton: 17th Annual Arts & Auto Extravaganza

September 10: Mark your calendar for the 17th Annual Arts & Autos Extravaganza in downtown Denton on Saturday, September 10th from 9 a.m. to 3 p.m. This will be the 17th year the Denton Main Street Association has hosted the Arts & Autos Extravaganza around the Denton square. Admire the waxed and buffed beauty of classic, custom, and hot rod cars, trucks, and motorcycles. Try your hands at chalk art along the sidewalks and then dust them off while the most creative are celebrated. Plus, live music, arts and crafts, delicious festival fare, and Denton-original eateries.

TourTexas Enews Exclusive Banner | August - 1st Send



AJR MEDIA GROUP
an integrated media company

2016 Enews & Online Results
as of September 16, 2016

Denton CVB | August 2016 E-newsletter Results

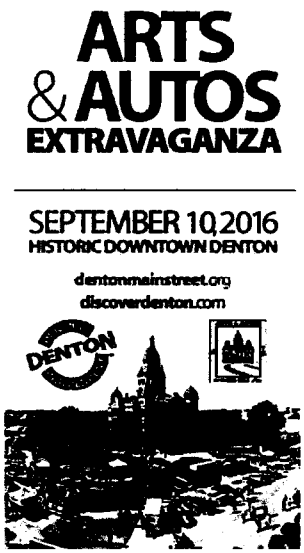
Position	Sends	Deliverability	Opens	Video Views	Impressions	Click-Thrus	Click-Thru %	E-newsletter
Hot & Happening Event	100,000	99.8%	16,067	N/A	N/A	114	0.71%	TourTexas
Enews Excl Banner	100,000	99.0%	16,011	N/A	N/A	88	0.55%	TourTexas
EXTRA Banner | N Tx Fair & Rodeo	101,304	N/A	33,061	N/A	N/A	110	0.33%	Texas Highways
EXTRA Banner | Arts & Autos	101,499	N/A	34,182	N/A	N/A	83	0.24%	Texas Highways
Total			**99,321**			**395**	**0.40%**	

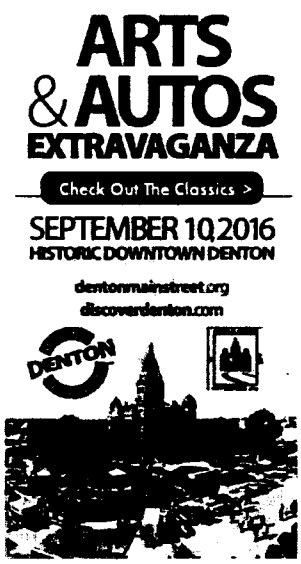
Denton CVB | August 2016 Online Results

Position	Sends	Deliverability	Opens	Video Views	Impressions	Click-Thrus	Click-Thru %	
Half-Page | W/out Call-to-Action	N/A	N/A	N/A	N/A	37,601	11	0.03%	TourTexas.com
Half-Page | With Call-to-Action	N/A	N/A	N/A	N/A	57,449	13	0.02%	TourTexas.com
Featured Video	N/A	N/A	N/A	86	68,503	44	0.06%	TourTexas.com
Half-Page Banner | N Tx Fair & Rodeo	N/A	N/A	N/A	N/A	29,779	79	0.27%	TexasHighways.com
Half-Page Banner | Arts & Autos	N/A	N/A	N/A	N/A	29,641	94	0.32%	TexasHighways.com
Total					**222,973**	**241**	**0.11%**	

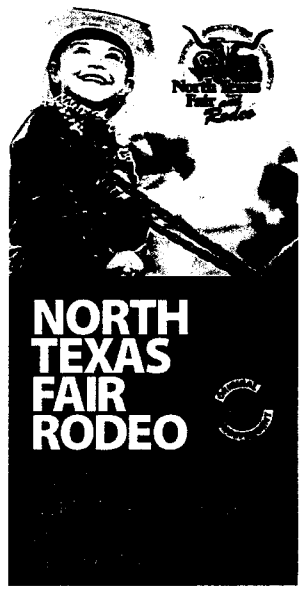
TourTexas.com | Half-Page Banners

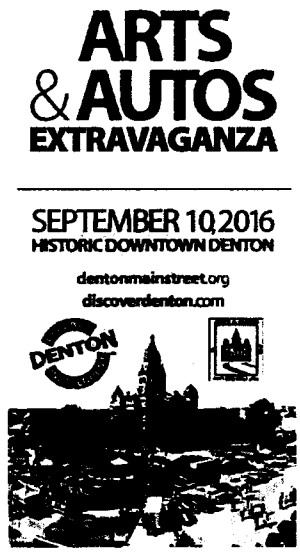
W/out Call-to-Action | Aug 1-17 | With Call-to-Action | Aug 18 - Sep 5





TexasHighways.com | Half-Page Banners | August





Texas Highways Enews EXTRA Banners

1st Send

2nd Send

VISIT UNT

Denton and UNT go hand-in-hand. UNT has a beautiful, sprawling campus with plenty of fun events, performances and lectures to experience.

So while you're in Denton, add UNT to your list of things to do. Find out what's happening on campus at the UNT Event Calendar.

DENTON

November 2016
DFW & Beyond
Featured Event

DALLAS & FORT WORTH Beyond

THINGS TO DO
Attractions, dining, shopping & tours

PLACES TO STAY
Hotels, Resorts & Boutique Residences

CITIES & TOWNS
Urban & Trendy to the Rustic & Beautiful

EVENTS
See what's going on in & around the DFW area

PLAN YOUR TRIP
Coupons, trip ideas, getting around and helpful hints.

Home > Events

ATTRACTIONS PACKAGES Call (866) 276-5868 For Unpublished Rates and Exclusive Offers!

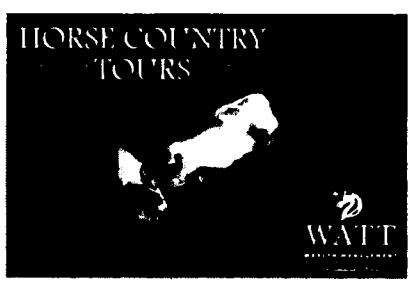
City: Select a City | Check In: 11/10/2016 | Check Out: 11/11/2016 | Rooms: 1 | Adults: 1 | Kids: 0 | Search Hotels

Explore Events

Check out what's going on in and around the DFW area.

NOV DEC JAN'17 FEB'17 MAR'17 APR'17 MAY'17 JUN'17 JUL'17 AUG'17 SEP'17 OCT'17

Featured Events



Horse Country Tours

You'll wind your way through the beautiful North Texas Horse Country aboard a luxury motorcoach w...

November

Honoring Veterans Event- Duncanville
Thursday, 11/10/2016 - Friday, 11/11/2016

'Neath the Wreath Holiday Gift Market
Thursday, 11/10/2016 - Sunday, 11/13/2016

HISTORIC BLACKSMITHING IN THE FORGE
Sunday, 11/13/2016 - Sunday, 11/13/2016

Prairie Lights- Grand Prairie
Thursday, 11/24/2016 - Sunday, 01/01/2017

Texas Christkindl Market
Friday, 11/25/2016 - Saturday, 12/24/2016
Arlington

Christmas: Tour of Lights
Friday, 11/25/2016 - Friday, 12/30/2016

Ongoing Events

Amazing Scavenger Hunt Race
Tuesday, 09/01/2015 - Saturday, 12/31/2016

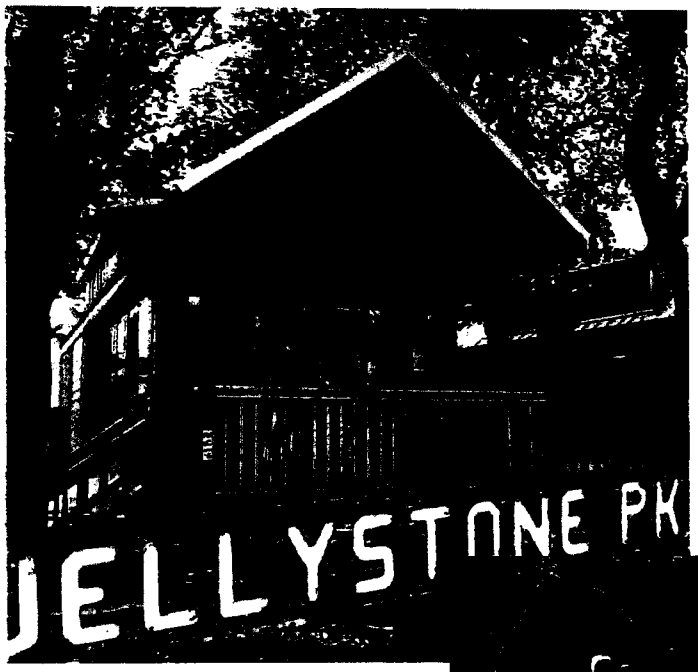
Monet: The Early Years-Kimbell Art Museum
Sunday, 10/16/2016 - Sunday, 01/29/2017

HORSE COUNTRY TOURS

$40 per person

888.381.1818

discoverdenton



MORE FUN THAN THE AVERAGE PARK ***Jellystone Park Hill Country added new luxury cabins in 2015. Yogi Bear and his cartoon sidekicks visit the park regularly.***

thoroughfare when my five-year-old son August spotted Jellystone's dinosaur-themed waterpark and started begging to check it out.

Jellystone campgrounds didn't have waterparks when I was growing up, but almost all of them do now, ranging from basic swimming pools to more extensive amenities like waterslides or spas for adults.

Jellystone Park Hill Country offers indoor and outdoor pools, as well as a new water playground featuring water cannons in various nooks and crannies, two twisty slides, and a water tower that showers down on unsuspecting swimmers. A soundtrack of dinosaur roars adds to the playful atmosphere.

The scale of the water playground is not nearly as large as, say, Schlitterbahn, which makes it ideal for younger kids like August, who need a bit of time to warm up to the splashing and roaring. By the second day, he was launching a water-cannon siege and shrieking with the other children.

There's no doubt that Jellystone campgrounds cater to children. Jellystone Park Hill Country schedules multiple hayrides—"Hey-Hey Rides," they call them—throughout the day, including a night ride illuminated by glow sticks. The park also has an arcade, gem mining, laser tag, disc golf, a giant jumping pillow, and regular character visits for photo opportunities with Yogi and his cartoon sidekicks, Cindy and Boo Boo. Friday nights are Kids' Night Out, featuring pizza and a movie for $7 in the Hill Country Hall activity center.

Jellystone campgrounds also schedule seasonal activities. Around Halloween, keep an eye out for the magical pumpkin patch, where kids plant pumpkin seeds in the afternoon and return later to find a mini pumpkin. "People love it," says Jody Seagers, general manager of Jellystone Park Hill Country. "They just think it's the coolest thing since juice pouches."

Lodging options at most Jellystones, including the Canyon Lake location, range from tent camping sites to RV pads, rental RVs, and various types of cabins. For our visit, we booked a Lodge Room, a no-frills option with a bunk bed, queen bed, kitchenette, and bathroom. Priced from $108 to $209 per night depending on the season, the room was part of a quadplex of cabins.

In 2015, the campground enhanced its luxury options with the addition of 10 Hill Country Cabins, which sleep four to 10 people and include lofts, kitchens, bathrooms, and flat-screen TVs. Seagers says they're ideal for larger families, and kids love sleeping in the loft

PHOTOS: Michael Amador

Marketing Campaign Measurement Report
Denton Convention & Visitors Bureau

North Texas Fair Association

Campaign: North Texas Fair & Rodeo 2016

July – September, 2016

Marketing Campaign Measurement Report
North Texas Fair & Rodeo 2016
July – Sept 2016

Snapshot Report

By the Numbers

North Texas Fair & Rodeo

130,000	1,325	3,156	3,175,440	30,240,550	119,257,197
Attendees over 10 days	Facebook, Twitter & Instagram posts	New Fans/followers	Engagement: shares, retweets, comments, Likes and mentions	Reach: Number of people who saw any content associated with this page during the campaign period	Impressions: Number of impressions seen of any content associated with this page during the campaign period
▼26%	▲358%	▲ .16%	▼ .15%	▼9%	▼ .55%

Discover Denton

254	273	89,469	888,966	5,752,004
Facebook, Twitter, Instagram, Pinterest, Snapchat &Youtube messages	New Fans/followers	Engagement: shares, repins, comments, Likes and mentions	Reach	Impressions
▲135%	▲35%	▲38%	▲53%	▲143%

4,925	3,844	2:18
website page views	unique page views	Avg. Time on Page
▼46%	▼48%	▲9%

DentonRadio.com

53	168	3,170	14,874	93,576	171,088
Facebook, Twitter, & Instagram	New Fans/followers	Engagement: shares, repins, comments, Likes and mentions	Facebook Live Video Views	Reach	Impressions

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In a Nutshell
Activity Report

Overview

The North Texas Fair & Rodeo is a world-class, nine-day fair and rodeo held each August in Denton. The fair brings in dozens of musical acts, horse and livestock shows, a carnival and a variety of family-friendly activities for a very affordable price.

The annual event is hosted at the North Texas Fairgrounds just north of Downtown Denton and only short drive from the DFW area. This year the North Texas Fair & Rodeo took place August 19-27 and for the first time offered a FREE preview day on August 18. Responding to community input, the fairgrounds added additional seating to accommodate an extra 900 people to the rodeo.

Our Approach

Specific strategies included:

- Using the NTFR graphics to create a strong Digital presence which included
  - NTFR specific landing pages on DiscoverDenton.com
  - calendar listings
  - and used in campaign messaging and print and digital ads
- Publishing content/blog posts on DiscoverDenton.com specifically targeted at increasing attendance.
- Using social media to promote the event
- Inclusion in the CVB's monthly newsletter

Digital Marketing

We relied almost entirely on digital marketing efforts which included a strong online presence and focused social media messaging to get the word out about the fair in an effort to increase attendance buzz. Social media channels included Facebook, Twitter, Instagram, Pinterest, Snapchat and Youtube.

Activities and Projects completed this period:

DiscoverDenton.com

Directing traffic to the DiscoverDenton.com pages and listings offered a responsive site for mobile web visitors. The following actions were completed for this site:

- Created landing pages in English & Spanish on discoverdenton.com to promote the North Texas Fair & Rodeo. The pages included:
  - NTFR video and images
  - Ticket & discount information
  - Directions

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  - Music lineup
  - Multiple links to NTFR website
- Created a sliding rotator image to the discoverdenton.com homepage to attract attention
- Created an Event listing
- Created blog stories and Denton Live Magazine article

Home Page Sliding Rotators

North Texas Fair and Rodeo @ North Texas Fair Grounds

AUG 19 Fri

Aug 19 All-day

The North Texas Fair & Rodeo is an annual nine-day fair and rodeo held in August and is located off of Carroll Blvd in Denton TX The North Texas State Fair & Rodeo offers activities for all[ ]

ARTS CULTURE COMMUNITY CIVIC FESTIVAL

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Be our friend:

Get you some news: sign up now

You are here: Discover Denton

NORTH TEXAS FAIR AND RODEO

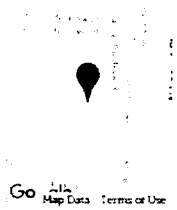
edit

August 19 2016

North Texas Fair Grounds
2217 N Carroll Blvd
Denton TX 76201
USA

Up to $15 each, free 6 and under

North Texas Fair Association
(940) 387-2632
Event website



Calendar
Tickets
Add to Calendar

ARTS CULTURE
COMMUNITY CIVIC
FESTIVALS EVENTS
HISTORY HERITAGE
LIVE MUSIC CONCERTS
MAJOR EVENT
PERFORMING ARTS
SPORTS RECREATION

arts and crafts
carnival
concert
dentoning
fair
live music
livestock
Music
north texas fair and rodeo
north texas fair association
rodeo

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The North Texas Fair & Rodeo is an annual nine-day fair and rc
August and is located off of Carroll Blvd in Denton, TX. The Nc
State Fair & Rodeo offers activities for all ages including live cc
& livestock shows, contests, cook-offs, food, fun, games and m
is every night, followed by live country music

About the Fair

Schedule

Tickets and Deals

Other

Like 0 Tweet Pin it

Schedule

Photo By Todd Brewer

The North Texas Fair & Rodeo has NINE straight nights of arena action at the Miller Lite Rodeo Arena and on the Budweiser and Bud Light Stages Don t miss any of the rodeo or live music action!

Friday, August 19

7 30 p.m - PRCA Rodeo
9:30 p.m.- Josh Abbott

Saturday, August 20

10:00a.m.- Parade
7 30 p.m - PRCA Rodeo
9:30 p.m.- Steve Wariner

Sunday, August 21

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NTFR landing page on DiscoverDenton.com

Be our friend:

Get you some news. sign up now

You are here: Discover Denton > North Texas Fair & Rodeo

EN ESPAÑOL

NORTH TEXAS FAIR & RODEO

AUGUST 19-27, 2016

FROM SHEEP-RIDING TO SLAM DUNKS, DENTON OFFERS LOADS OF FUN FOR COWBOYS AND COWGIRLS OF ANY AGE.

Tickets and Deals

About the fair

Rodeo schedule

Music schedule

Preview night

Parade

Livestock shows and exhibitions

Other contests/ attractions

Shuttle Information

For more information, please visit the North Texas Fair & Rodeo website, www.ntfair.com, or contact the fair by phone, email, or at the North Texas Fair & Rodeo office

Please do not share in whole, or in part, without written consent

FERIA Y RODEO DEL NORTE DE TEXAS

19-27 DE AGOSTO DEL 2016

DENTON OFRECE MUCHA DIVERSION PARA VAQUEROS Y VAQUERAS DE TODAS LAS EDADES.

Boletos y Ofertas

Acerca de la Feria

Acerca del Rodeo

Música

Noche de pre expocision

Desfile

Exposiciones

Otros concursos

Servicios de autobús

Para más información por favor visite www ntfair com o comuníquese por teléfono, correo electronico o en la oficina de la Feria del Norte de Texas

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Marketing Campaign Measurement Report
North Texas Fair & Rodeo 2016
July – Sept 2016

Denton Live article on DiscoverDenton.com

by Ulrich Manzo

Living the Dream at the North Texas Fair & Rodeo

"It's Lucky Luke!" yells the bad guy. Enter the man who shoots faster than his shadow, moseying in, straight up and tall. Its 6 p.m. in Cameroon, and my brother and I sit wide-eyed and silent in front of the television, watching every minute of the cartoon, amazed at how fast Lucky Luke shoots his [..]

Read the full article ▸ Published on: Fri, Jul 01, 2016

Blogs

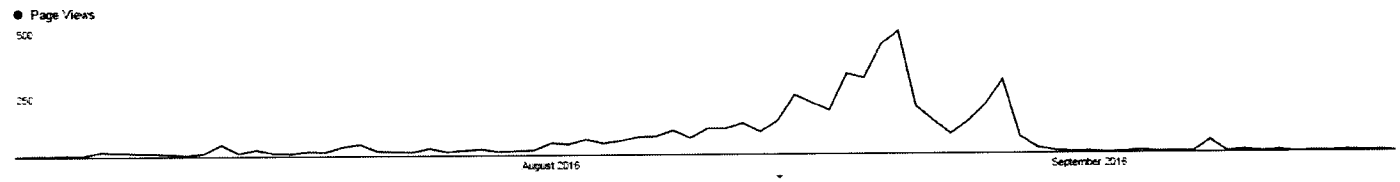
Dentoning Family Friendly Festivals Events Live Music Concerts Shopping Uniquely Denton

Get back to your roots at the North Texas Fair & Rodeo

Last year, I had just started at the Convention and Visitor's Bureau when my boss, Veronica, asked for my assistance with a big project. "I need you to help me with coverage of the North Texas Fair & Rodeo," she said with trepidation. Veronica was sure that I was going to run away screaming. Little [ ]

Read the full article ▸ Published on: Tue, Aug 16, 2016

Overall DiscoverDenton.com traffic



Primary Dimension: Page Page Title Other
Secondary dimension Sort Type: Default
rodeo advanced

Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	4,925	3,844	00:02:18	2,946	70.47%	60.57%

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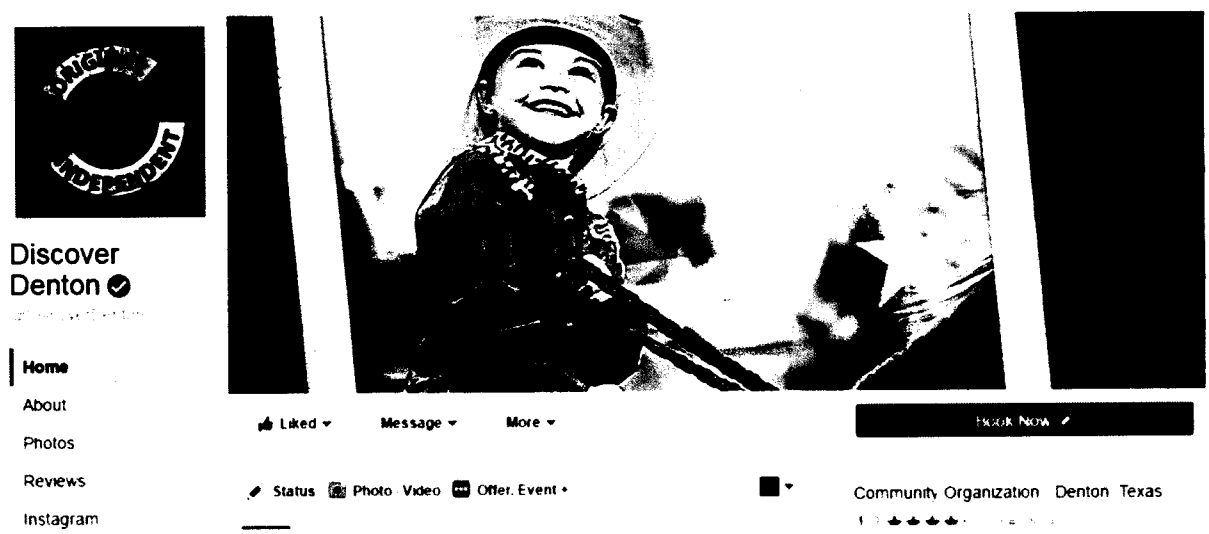
Social Media

- Created cover photo to maintain consistency with campaign for both Discover Denton Facebook and Twitter
- Ran ads via sponsored content on NTFR Facebook and Instagram
- Created content to post via Discover Denton and NTFR Facebook, Twitter, and Instagram to encourage attendance.
- Implemented social media monitoring tools to enable social listening for relevant discussions
- Used NTFR specific hashtag to follow conversations
- Headline story in the CVB's monthly newsletter which is emailed to 16,106 subscribers
- Created daily filters on Discover Denton's Snapchat to tap in to the younger demographics

Discover Denton Facebook timeline image



Discover Denton Facebook Metrics July – Aug, 2016

Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.

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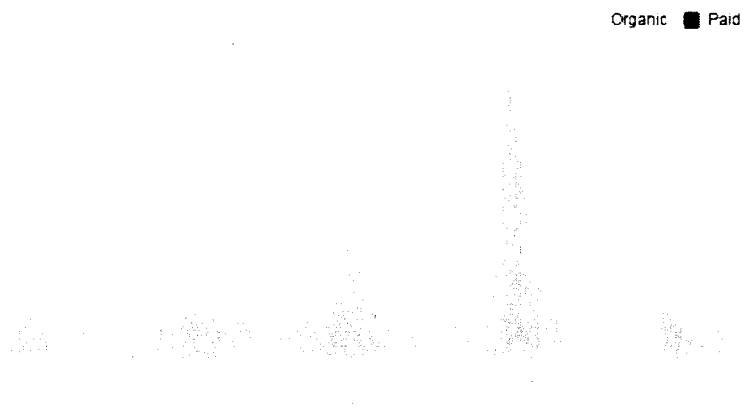
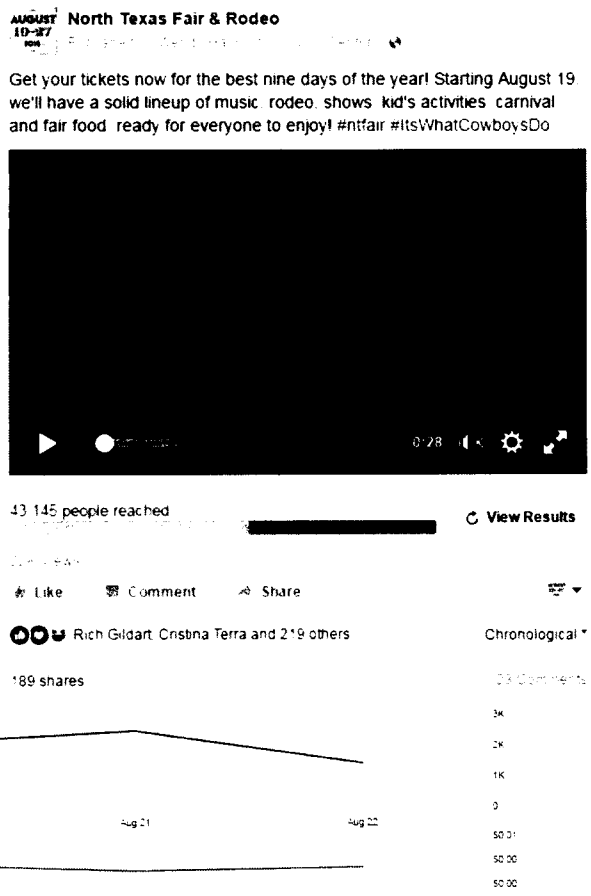
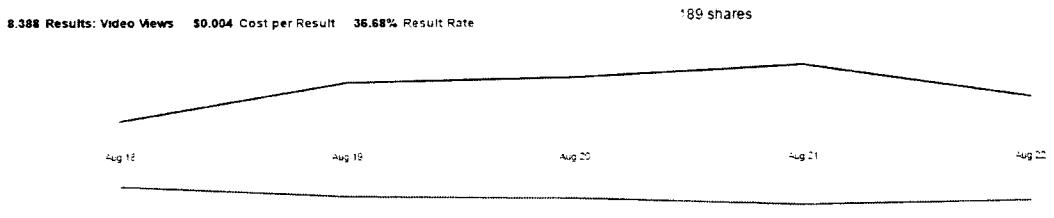
Post Reach
The number of people your posts were served to.



North Texas Fair & Rodeo Facebook Ads

A push for ticket sales:





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Marketing Campaign Measurement Report
North Texas Fair & Rodeo 2016
July – Sept 2016

NTFR Brand Awareness for Spanish speaking audience:

North Texas Fair & Rodeo

La Feria y Rodeo del Norte de Texas es un evento anual de feria y rodeo y ofrece actividades para todas las edades. La diversión incluye conciertos en vivo, exhibición de animales, concursos, un carnaval, juegos mecánicos, rica comida y mucho más

Feria y Rodeo del Norte de Texas

Toda la información para planear su diversión

Alto Mando en el escenario Bı

Escuche la mezcla de estilo Nc

13,470 people reached

Like Comment Share

Oliver Jeffry Cano, Abraham Garcia and 15 others Chronological

Imelda Oliva Jimmy Puente mira!!!
Like · Reply · Message · August 20 at 1:09pm

Claudia Guerrero Cual es horario del rodeo
Unlike · Reply · Message · 1 · August 20 at 1:55pm

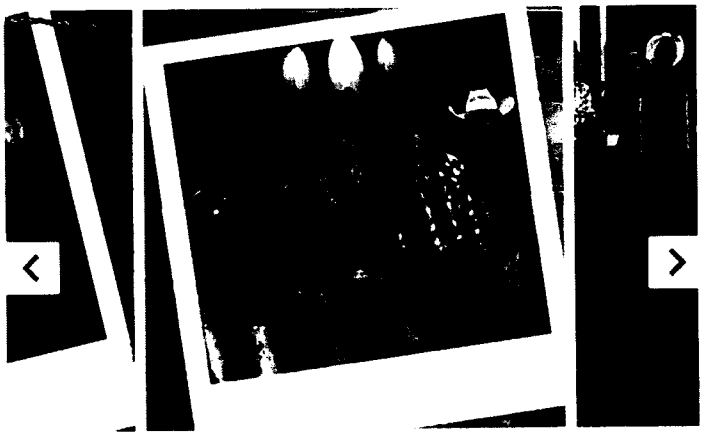
North Texas Fair & Rodeo Claudia el rodeo empieza a las 7:30. Hoy estamos ofreciendo camiones que salen de First Baptist Denton o de Denton High School. Y recuerde que la música y diversión continúa hasta las 1 am
Like · Reply · Commented on by Gloria Perez Maldonado · August 20 at 5:57pm

Claudia Guerrero Muchas gracias lo que pasa que llegue tarde pero hora ya estoy en caminó
Unlike · Reply · Message · 1 · August 20 at 5:58pm

North Texas Fair & Rodeo Lo bueno es que ya vienes Claudia Guerrero! Aqui le esperamos!

North Texas Fair & Rodeo

La Feria y Rodeo del Norte de Texas es un evento anual de feria y rodeo y ofrece actividades para todas las edades. La diversión incluye conciertos en vivo, exhibición de animales, concursos, un carnaval, juegos mecánicos, rica comida y mucho más



ht

Banda

La Reunión Norteña en el escenario Budweiser

Escuche su música Norteña favorita

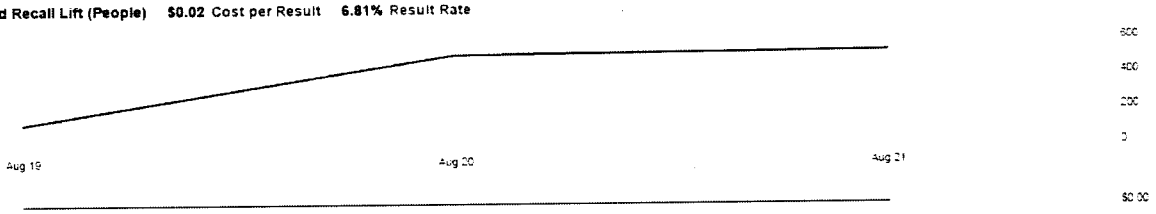
Rodeos todas

Nueve días de

13,470 people reached

Like Comment Share

1,030 Results: Estimated Ad Recall Lift (People) **$0.02** Cost per Result **6.81%** Result Rate



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Marketing Campaign Measurement Report
North Texas Fair & Rodeo 2016
July – Sept 2016

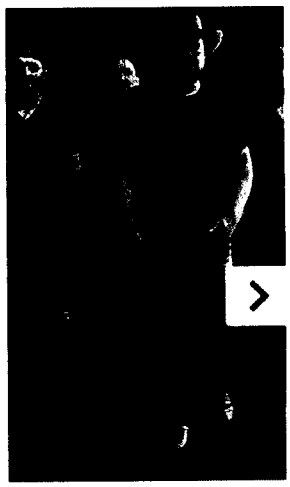
NTFR Last Call:

North Texas Fair & Rodeo

The North Texas Fair and Rodeo (NTFR) is known throughout the Southwest as a leader in bringing the hottest country music talent to the North Texas area each August. And next on the rodeo schedule is an adrenaline packed Bull Blow-out! Y'all come on over!

The Casey Donahew Band

August 25 at 9:30 pm



Randy Rogers Band

August 26 at 9:30 pm

Learn More

16,223 people reached

Love Comment Share

77

14 shares

Chronological

North Texas Fair & Rodeo

The North Texas Fair and Rodeo (NTFR) is known throughout the Southwest as a leader in bringing the hottest country music talent to the North Texas area each August. And next on the rodeo schedule is an adrenaline packed Bull Blow-out! Y'all come on over!

Randy Rogers Band

August 26 at 9:30 pm

Learn More

Charlie Daniels

August 27 at 9

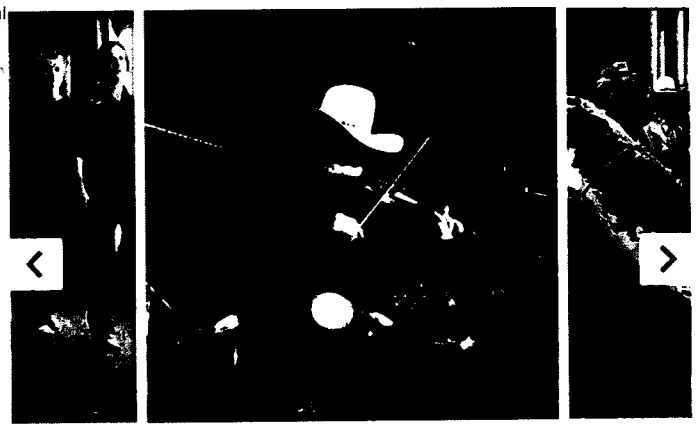
Learn More

16,223 people reached

Love Comment Share

North Texas Fair & Rodeo

The North Texas Fair and Rodeo (NTFR) is known throughout the Southwest as a leader in bringing the hottest country music talent to the North Texas area each August. And next on the rodeo schedule is an adrenaline packed Bull Blow-out! Y'all come on over!



Charlie Daniels Band

August 27 at 9:30 pm.

Learn More

Bull Blow-Out

August 25 - 27.

Learn More

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North Texas Fair & Rodeo

The North Texas Fair and Rodeo (NTFR) is known throughout the Southwest as a leader in bringing the hottest country music talent to the North Texas area each August. And next on the rodeo schedule is an adrenaline packed Bull Blow-out! Y'all come on over!

Bull Blow-Out

August 25 - 27. 7:30 pm

Learn More

Learn More

North Texas Fair & Rodeo

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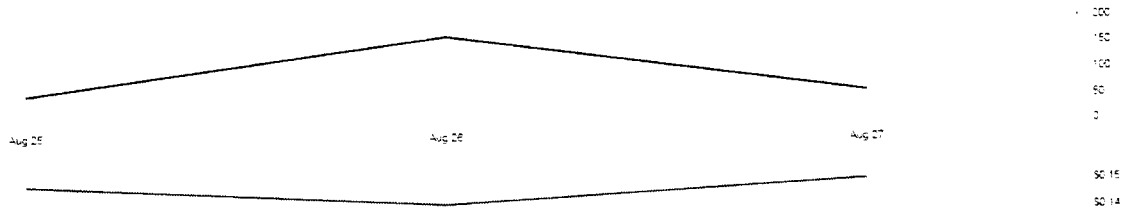
Learn More

See more at NTFAIR.COM

260 Results: Link Clicks **$0.14** Cost per Result **1.41%** Result Rate



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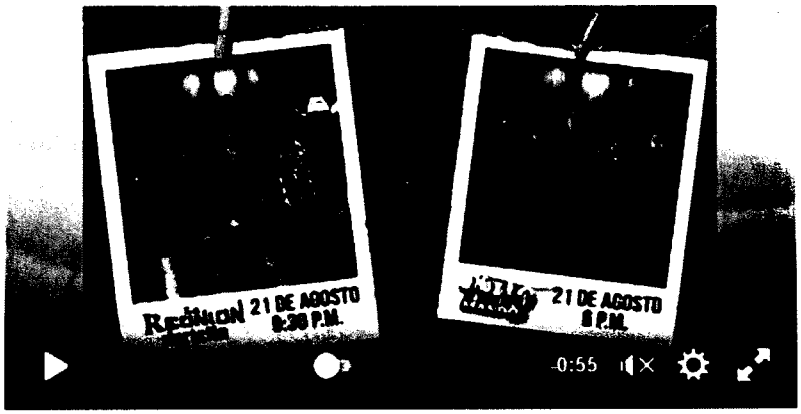
North Texas Fair & Rodeo
Published by [redacted] · August [redacted] · Denton

¡Amigos! ¡El segmento de #DespiertaDallas en Univision 23 DFW les ofrece toda la información que necesitan para acompañarnos. Aquí los esperamos. #NTFair
Más información: http://bit.ly/2b4v8Ov

Hey friends! It's the first day of the fair. Check out this segment via Despierta Dallas on Univision to get all the details you need to make plans to join us. We'll see you soon!



25,110 people reached [redacted] Boost Post

[redacted]

Like Comment Share

Arturo Vega, Olga Arismendez and 62 others Chronological

24 shares 2 Comments

3,970	$0.01	17.80%
Results: Post Engagements	**Cost per Result**	Result Rate

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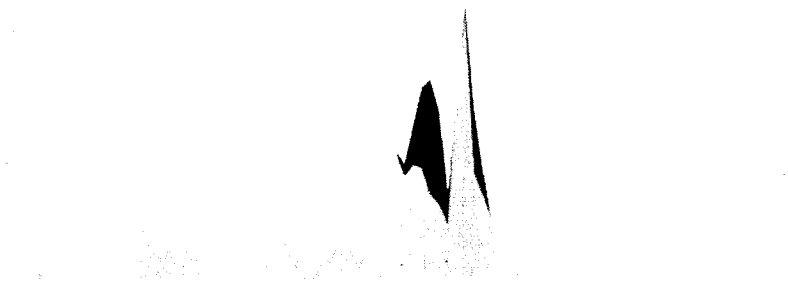
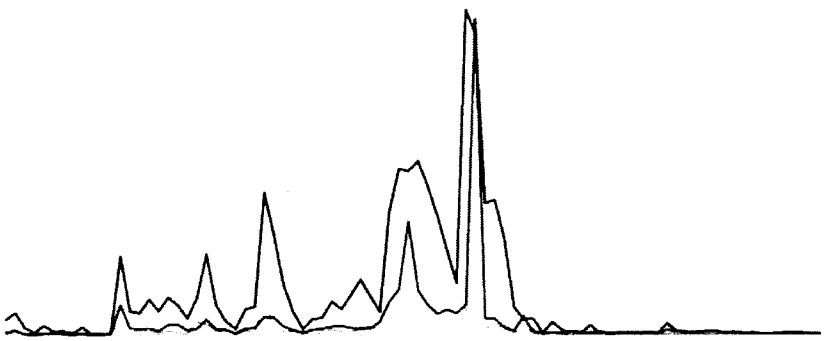
Post Reach
The number of people your posts were served to.

Organic ■ Paid



Reactions, Comments, and Shares
These actions will help you reach more people.

— Reactions Comments — Shares



Total Reach
The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.

Organic ■ Paid

BENCHMARK
Compare your average performance over time

Organic

Paid

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DentonRadio.com Live Video Interviews

With the opening of the new Discover Denton Welcome Center in Downtown Denton, DentonRadio.com's new studio within has become a vital part of communicating events. While the new studio and its programing were still coming together, the Discover Denton and NTFR teams dreamed up a new concept. Regular programing for DentonRadio.com would include artist interviews so we decided to take advantage of them and schedule a few artists who were scheduled to perform at the NTFR. The artists were scheduled prior to the fair to create buzz. The initial schedule was small but as artists began to commit, the list grew longer and extended to live interviews at the fairgrounds.

While DentonRadio.com had live streamed a few events to the Discover Denton Welcome Center, this was a new and exciting concept for the NTFR. Then the concept of onsite interviews took over and we went from 3 preview interviews to a full fledge schedule of artists at NTFR streaming live through Facebook, the DentonRadio.com studio and on the video board in the Welcome Center. Before, after and sometimes during the interviews, DentonRadio.com played the artists music on air which is heard through the outdoor speakers to visitors and locals who are around the square. This was a project that morphed as it grew but was very exciting for everyone who participated.

The following are the top 3 live streamed interviews with the most reach:

15,890

8,311

410

309	**140**	**169**
41	**16**	**25**
4	**1**	**3**
2	**0**	**2**
45	**31**	**14**
16	**16**	**0**

1,290

330	**0**	**960**

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DentonRadio.com

Budweiser Stage artist La Reunion Norteña LIVE from the North Texas Fair & Rodeo!!

Get More Likes, Comments and Shares
Boost this post for $20 to reach up to 4,300 people

Boost Post

11,945

2,485

358

230 Like	**43** On Post	**187** On Shares
76 Love	**13** On Post	**63** On Shares
11 Haha	**0** On Post	**11** On Shares
3 Wow	**0** On Post	**3** On Shares
19 Comments	**13** On Post	**6** On Shares
14 Shares	**14** On Post	**0** On Shares

592

141	**0**	**451**

DentonRadio.com

Kody West on Denton by Degrees! Playing at the North Texas Fair & Rodeo August 18th!!

Get More Likes, Comments and Shares
Boost this post for $20 to reach up to 4,300 people

Boost Post

11,045

3,005

267

198 Like	**58** On Post	**140** On Shares
27 Love	**4** On Post	**23** On Shares
1 Haha	**0** On Post	**1** On Shares
2 Wow	**0** On Post	**2** On Shares
16 Comments	**9** On Post	**7** On Shares
30 Shares	**29** On Post	**1** On Shares

655

89	**3**	**563**

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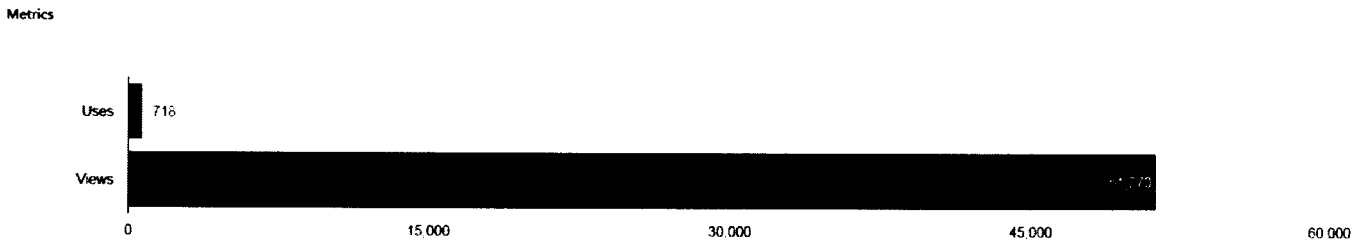
Discover Denton Snapchat

The Discover Denton team added a new social channel as a means to market Denton. Snapchat is a new channel used to connect with a younger audience, especially the college crowd, to help broadcast event information and happenings in Denton.

The team created filters (graphics) for users to use on their Snaps (photos or videos) and Stories (compilations of Snaps) during the 9 days and preview day of the NTFR. Over all 28 filters were created to cover specific events and concerts within the fair. These filters included the Carnival, Rodeos, Livestock Show and Concerts. Here are few samples



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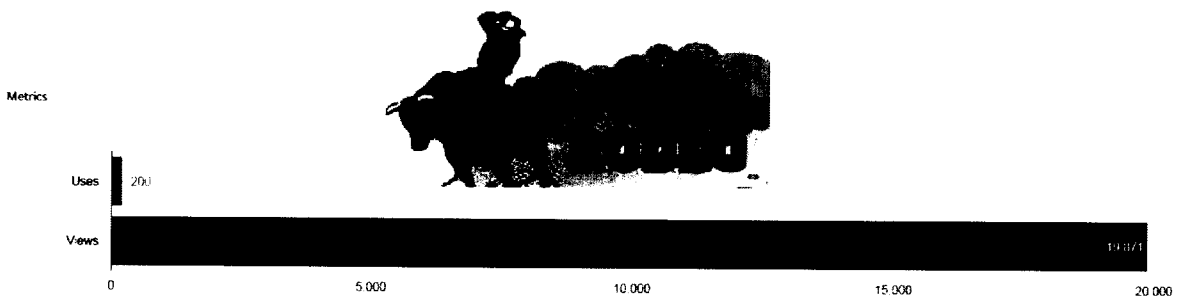
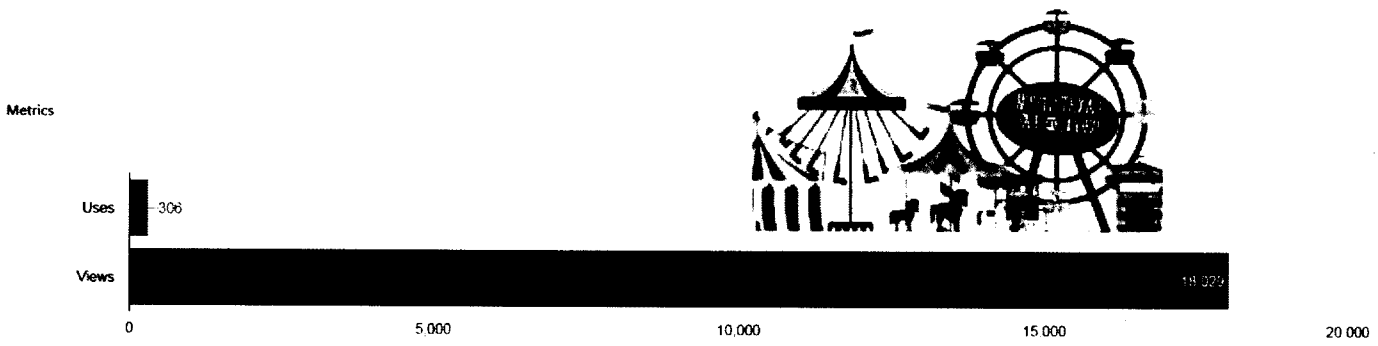
Marketing Campaign Measurement Report
North Texas Fair & Rodeo 2016
July – Sept 2016





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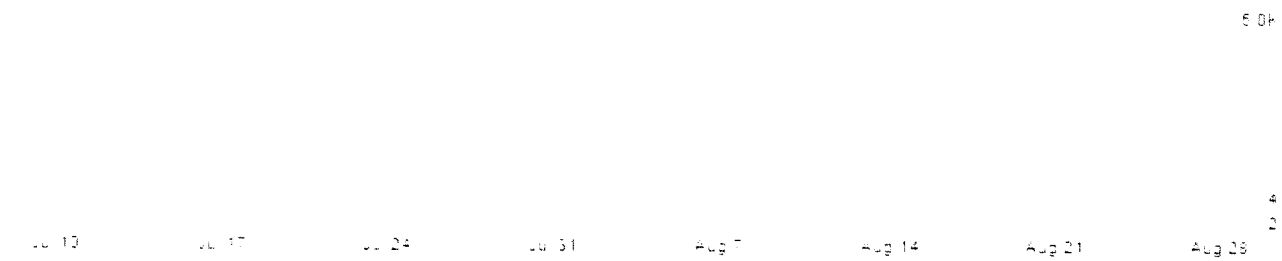
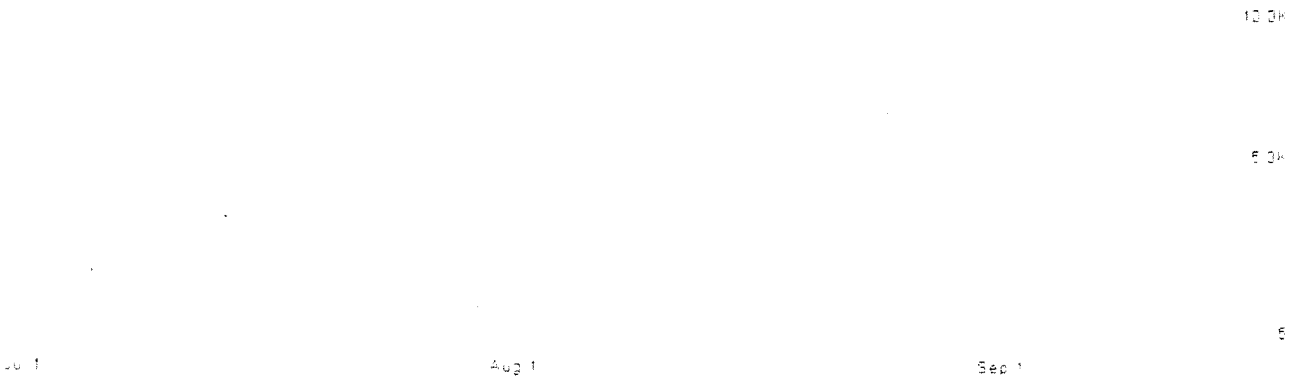
Discover Denton Twitter Stats July – Aug, 2016

Your Tweets earned **111.9K impressions** over this **53 day** period



North Texas Fair & Rodeo Twitter Stats July – September, 2016

Your Tweets earned **97.0K impressions** over this **76 day** period



Please do not share in whole, or in part, without written consent

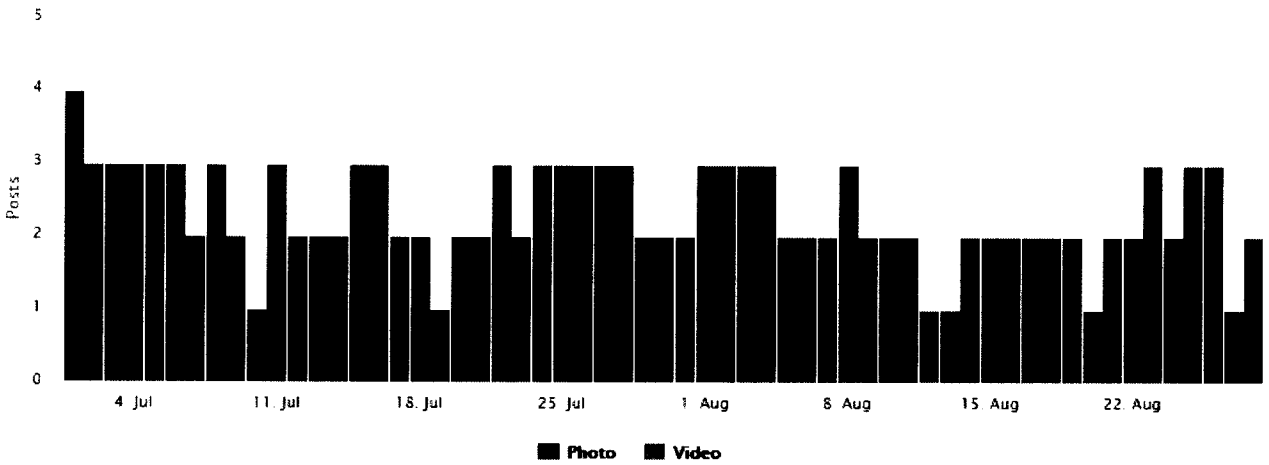
Discover Denton Instagram Stats July – August, 2016

Total Posts	Total Likes	Total comment	Avg. Likes per Post	Avg. Comments per Post
137	12,719	364	92.8	2.7

Number of Posts

CSV

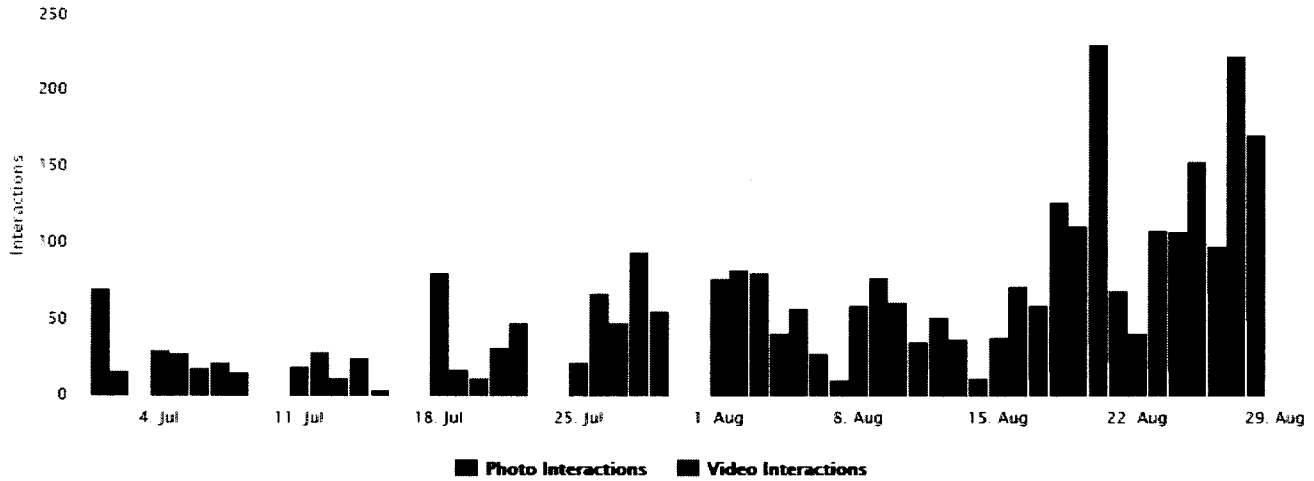
The total number of Posts published during a selected time range.



Interactions

CSV

The total number of Likes and Comments divided by their type during a selected time range.



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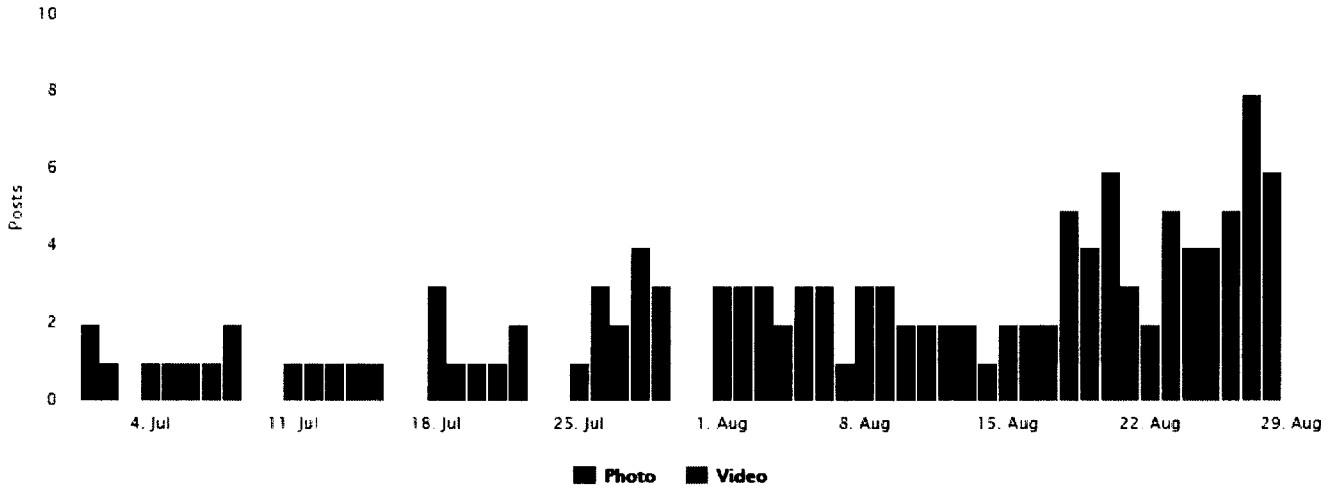
North Texas Fair & Rodeo Instagram Stats July – September, 2016

Total Posts	Total Likes	Total comment	Avg. Likes per Post	Avg. Comments per Post
126	3,084	67	24.5	0.5

Number of Posts

csv

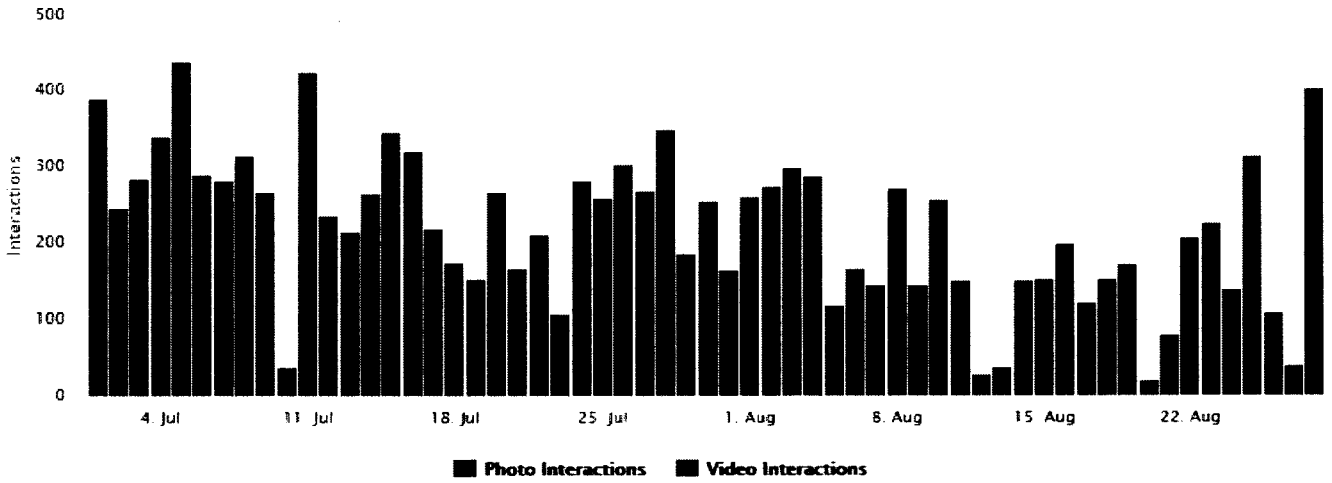
The total number of Posts published during a selected time range.



Interactions

csv

The total number of Likes and Comments divided by their type during a selected time range.



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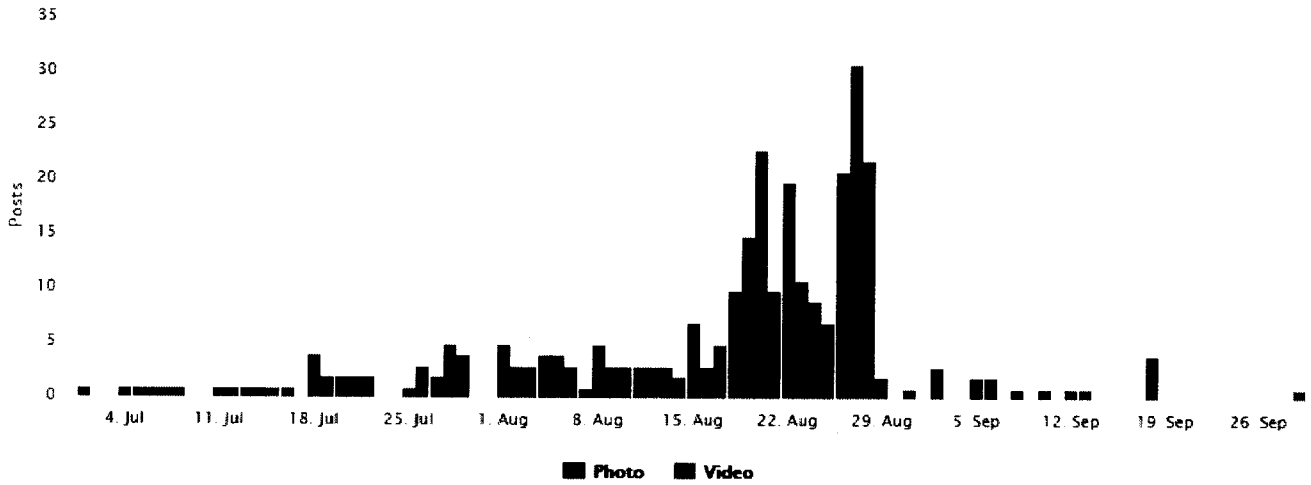
Marketing Campaign Measurement Report
North Texas Fair & Rodeo 2016
July – Sept 2016

#NTFR Stats July – September, 2016

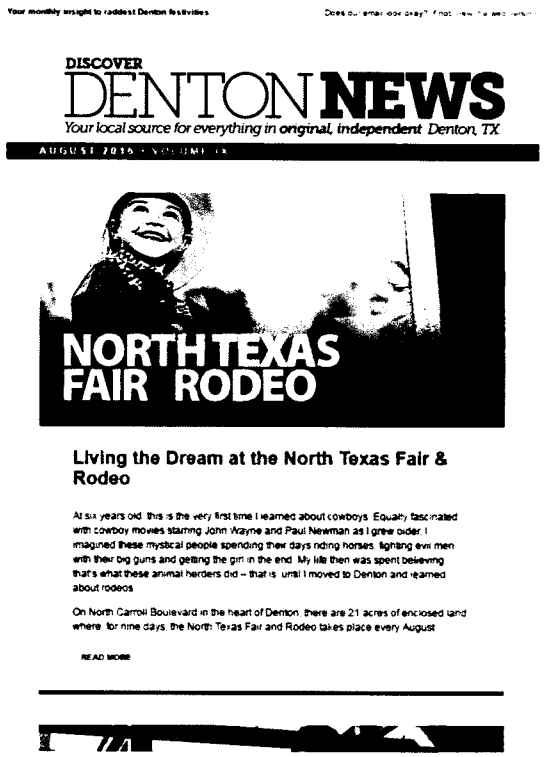
Number of Posts

The total number of Posts published during a selected time range.

CSV



eNewsletter



DISCOVER
DENTON NEWS
Your local source for everything in original, independent Denton, TX

NORTH TEXAS FAIR RODEO

Living the Dream at the North Texas Fair & Rodeo

At six years old, this is the very first time I learned about cowboys. Equally fascinated with cowboy movies starring John Wayne and Paul Newman as I grew older, I imagined these mystical people spending their days riding horses, fighting evil men with their big guns and getting the girl in the end. My life then was spent believing that's what these animal herders did – that is, until I moved to Denton and learned about rodeos.

On North Carroll Boulevard in the heart of Denton, there are 21 acres of enclosed land where, for nine days, the North Texas Fair and Rodeo takes place every August.

READ MORE

16,106	5.9%	0.3%
Subscribers	Opens	Clicks

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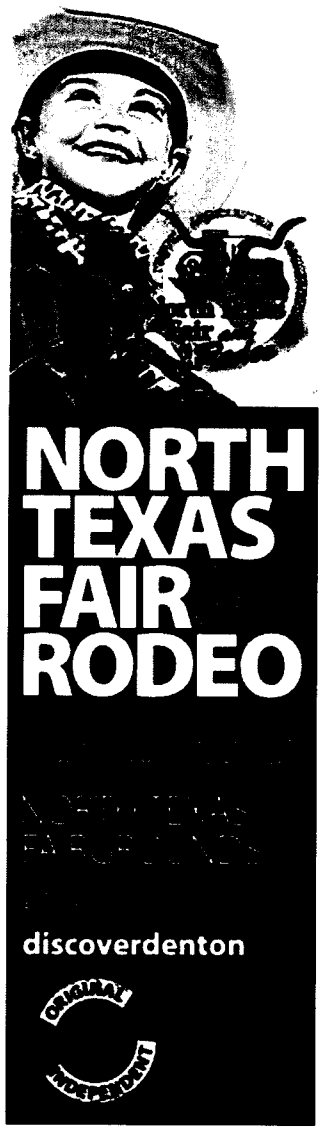
North Texas Fair & Rodeo 2016
July – Sept 2016

Digital Ads



Performance Overview

19,521	782	4.01%
IMPRESSIONS	CLICKS	CTR (%)
$476.97	$0.61	1.2
COST	AVERAGE CPC	AVERAGE POSITION

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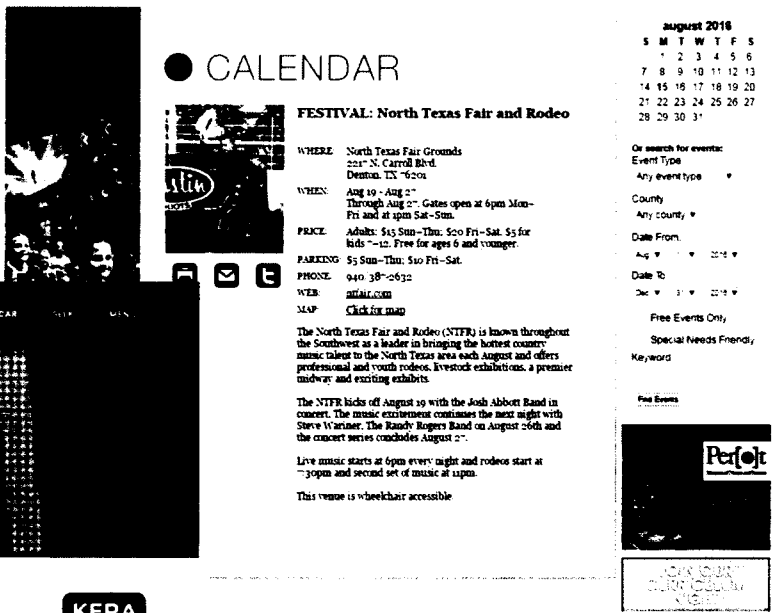
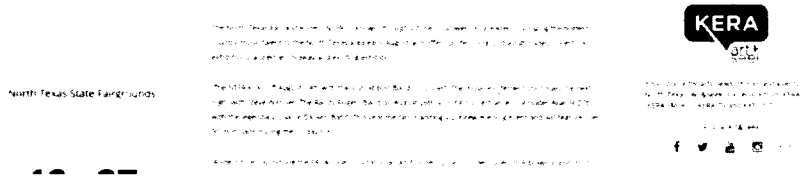
Online Calendar Event Listings

As a part of the Co-Partnership with the NTFR, the Denton CVB submitted the NTFR listing on various regional online calendars. The following is a list of all the calendars where the event was listed:

- Art & Seek
- Dallas Observer
- Dallas.Culturemap
- Dallas.Eventguide
- DFW Child
- DRC
- Eventful
- Everfest
- Festivals and Events
- Festivals of Texas
- Fun-things-Texas
- Guide Live
- Iliveindallas
- Listings.dfw
- Scntx.com
- Suburban Parent
- Texas Co Op Power
- Texas highways
- Travel Tex
- Visit Dallas
- WeGoPlaces
- Who Fish
- Worthgoing
- Yelp





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Samples of what we were saying –

North Texas Fair & Rodeo

Have you ever wished the fair went on just a little bit longer!? Well your wish is our command we are now opening the fair A DAY early for a special sneak peak with all our closest friends Don't miss Prophets & Outlaws & Kody West starting at 6 p m on August 18 FREE OF CHARGE! We will see ya at the fair!

13 357 people reached Boost Post

Like Comment Share

Susan Pennau Savannah Chaddick and 175 others Chronological

157 shares

Discover Denton

Congratulations Cherie Mayfield! She was the winner of our #Dentoning prize basket to celebrate the grand opening month of our Discover Denton Welcome Center! Thanks to everyone who donated great gifts for this basket which included Denton merchandise from the Welcome Center as well as tickets to the North Texas Fair & Rodeo and West Side Story at the Campus Theatre! #Dentoning

3 450 people reached Boost Post

Like Comment Share

Amanda Townsend Sharon Hess and 38 others Top Comments

NorthTexas Fair

#tbt: Pictured here is Weldon Burgoon and Cade Pennington. Nice chaps, Cade! See you buckaroos Aug. 19-27! #ntfair

11 16

Discover Denton Nanci Monroe Kimmey and Georgia Caraway

You ready for the North Texas Fair & Rodeo?! Get ready with a book signing! Come out and grab the fair's latest book and get it signed by Nanci Kimmey and Georgia Caraway Friday at the Welcome Center! http bit ly 2a59Vzs #dentoning

1 460 people reached Boost Post

Like Comment Share

Tammy Grant Galvan Misty Links and 2 others Top Comments

2 shares

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DentonRadio.com

Special guest Beerman (Brian Houser) with us on Denton by Degrees!

7 827 people reached Boost Post

Like Comment Share

Mark E Blair Todd Muirhead and 49 others Top Comments

23 shares

Discover Denton

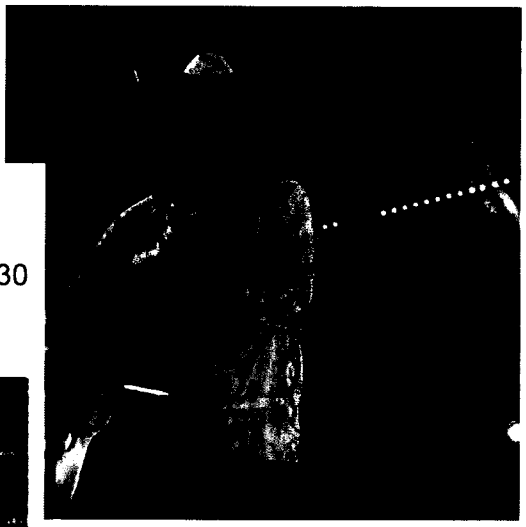
Are you ready? Get yourself prepped for the North Texas Fair & Rodeo and all it entails. http://bit.ly/2aRdBGH #Dentoning #ntfair

3 982 people reached Boost Post

Like Comment Share

Jill Piland Nooten Serendipity On The Square and 3 others

2 shares



ntfair
North Texas Fair & Rodeo

55 likes

ntfair @joshabbottband is throwing a great party for our friends here at the #ntfair!! Come by for @samriggsmusic at 11! #itswhatcowboysdo #texascountry #sheslikeTexas

NorthTexas Fair

We've got a full day today, with music at 6, 9:30 and 11 and PRCA rodeo at 7:30! @joshabbottband @SamRiggsMusic

11 14

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North Texas Fair & Rodeo

Que dicen? Esta buena la pachanga en la feria con La Reunion Norteña??

What do y'all think? Was the pachanga at the fair with La Reunion Norteña fun or what??

16 670 people reached

Boost Post

Like Comment Share

Cristina Dueñez Mata Mauricio Sandoval and 115 others

Chronological

77 shares

DentonRadio.com

Shotgun Rider LIVE in our studio!!! Catch their set tomorrow at the North Texas Fair & Rodeo!!

8 580 people reached

Boost Post

Like Comment Share

Joshua Chancy Bobby Bownds and 79 others

Top Comments

23 shares

ntfair
North Texas Fair & Rodeo

54 likes

ntfair Our Junior Rodeo Princess McKinley McQueen was in action in Breakaway Roping at the 21 and under rodeo!! #NTFair #ItsWhatCowGIRLSDo

grannyjo76259 She is a Amazing Little Cowgirl ~ so very Proud of her.

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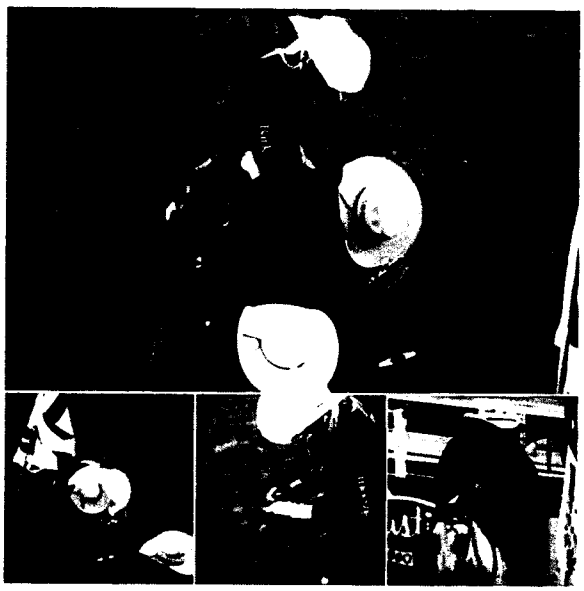
Marketing Campaign Measurement Report
North Texas Fair & Rodeo 2016
July – Sept 2016

North Texas Fair & Rodeo 4 new photos

We cross our heart sometimes the Rodeo can be down right tender (They don't call him a pick up man for nothing) #ItsWhatCowboysDo #NTFair



74 323 people reached **Boost Post**

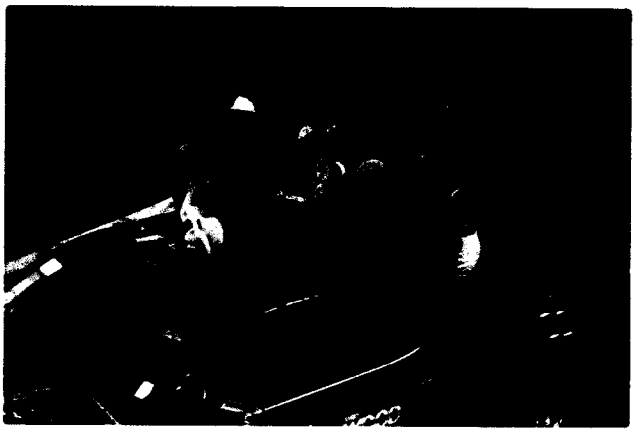
Like Comment Share

Danny Hajek Sara Burris and 899 others Chronological

217 shares

NorthTexas Fair

@UNTPrez wouldn't be #ntfair without UNT! #gmg



4 12

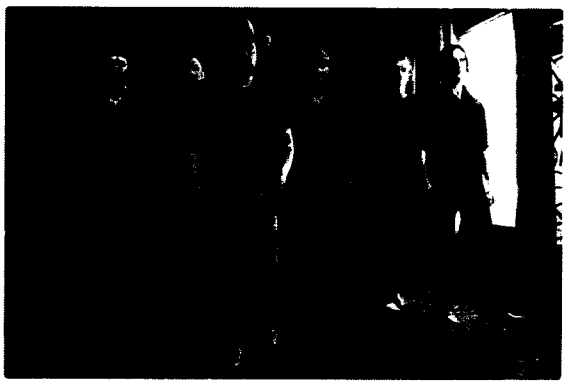
ntfair
North Texas Fair & Rodeo

71 likes

ntfair We can't think of two guys who are more Texas than Blake of @blakesnowshack and @zanewilliams!!! ❤❤❤ Still time to get here for tonight's final concert! 🎸 #ntfair #itswhatcowboysdo #texascountry

DentonRadio.com Follow

The @ntfair isn't over yet! The Randy Rogers Band is on at 9:30PM! #DentonMusic #RandyRoge... ift.tt/2bMnPJB



1 7

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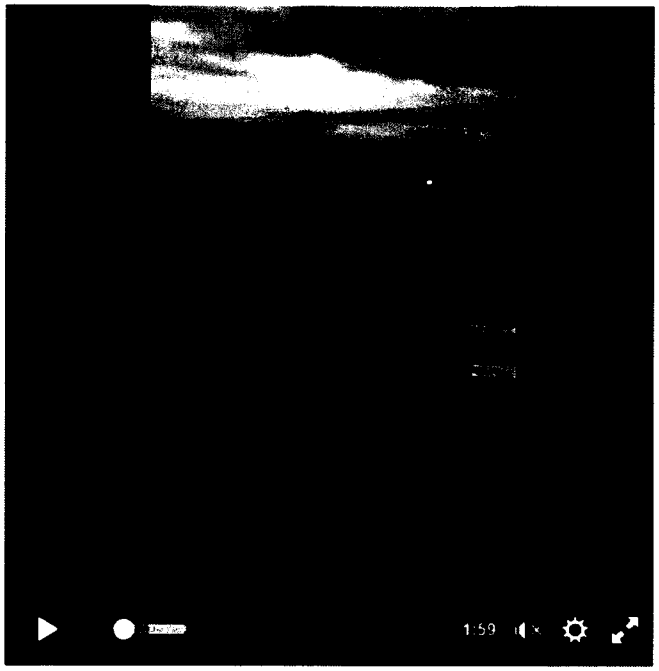
Samples of what people were saying –

Cris Hale with Ronnie Hale and 3 others

Cowboy up or sit in the truck! #NTFair

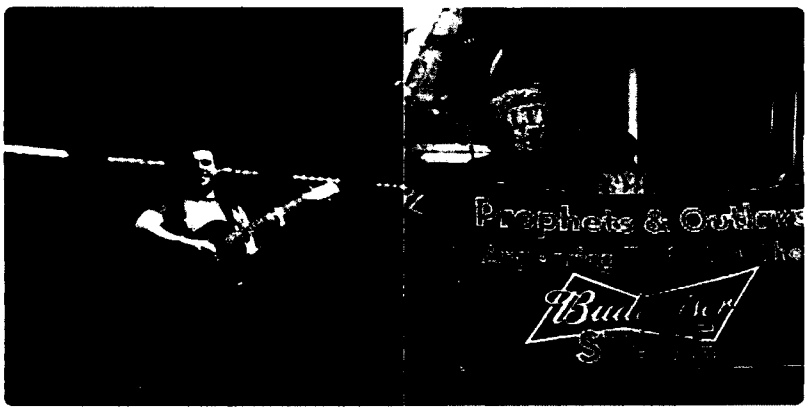


Lauren Sandberg with Courtney Cody and 9 others

Night 3 is officially in the books! Love these people and so blessed to get to do what we love! #ntfair #fairgrounders

Chey @CheyanneBullock · Aug 19

Thank you @ProphetsOutlaws for a GREAT night of #TexasSoul we hope to see you back in Denton soon! **#ntfair**



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lareunionnortena Follow

1,916 views

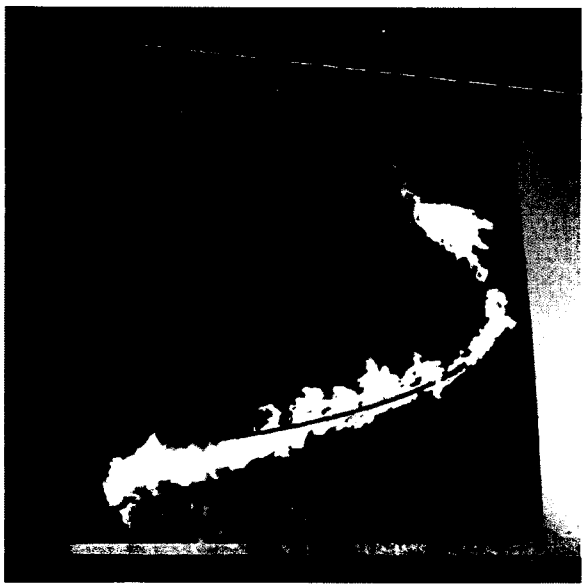
lareunionnortena Un poco de ayer en la feria. Gracias a @ntfair por la invitacion y todas sus atenciones #Repost @ntfair
• • •
We partied all night long on day 3 of the #ntfair! Thanks so much to @puroaltomando and @lareunionnortena for showing us how to end the weekend right!

puroaltomando Saludos Compas ! 🙌

ntfair Nos encanto! Gracias por acompañarnos!!

rubyyyysanchez Vengan a denton otra vez!!!

ntfair



denton_rc Following

36 likes

denton_rc Western performer, Loop Rawlins, twirls a flaming lasso during a show at the North Texas Fair and Rodeo. 📷: Jeff Woo-DRC #DENTONTIME #NTFAIR

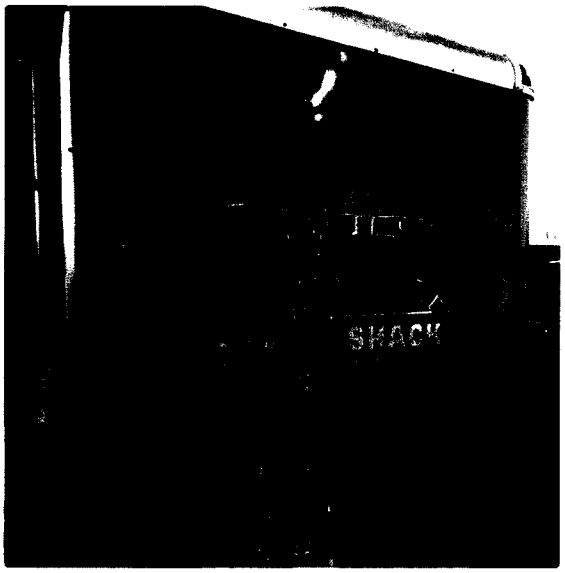
Neal Smatresk Gotta love going to the **#NTFair**

Please do not share in whole, or in part, without written consent

Neal Smatresk
Even the Bulls are sporting green horns at the **#NTFair** on #UNT day

22

Hawkeye KSCS DJ
Enjoying my visit to @BlakesSnowShack at the **#NTFair**



El Paisa Radio

Saludos a todos nuestros RadioEscuchas de DENTON TX Y sus alrededores que nos acompañaron el Domingo 21 de Agosto en #NTFAIR North Texas Fair & Rodeo #ElPaisa #LaReunionNorteña #AltoMando #LaQueBuena941 Gracias

Andrew Pepper
Who's going to see @ZaneTheSinger in Denton Texas tonight at @NTFAIR ?!?!? #Texas #Country **#ntfair**

14

Please do not share in whole, or in part, without written consent

bayannc Follow

391 views

bayannc Forever my favorite dance partner ♥ #ntfair #bobselite #zanewilliams @tylertx11

carlee_suz My hero♥

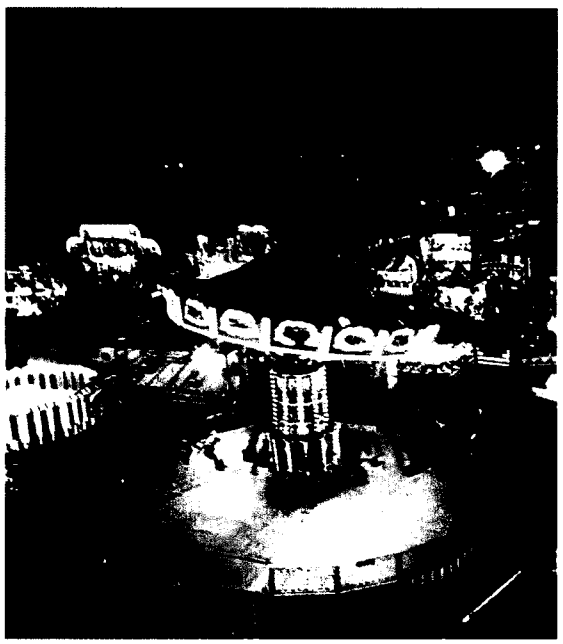
kaitlinrhianne Miss dancing with him (

naomii_martinez Follow
North Texas Fair & R

34 likes

naomii_martinez Zane Williams always puts on phenomenal show. Texas country at its finest. c

naomii_martinez #ZaneWilliams #TexasCcountry #NTFairAndRodeo #NTFair #Texas #TexasForever



my.darling.emerson Follow
North Texas Fair & R

14 likes

my.darling.emerson Ferris wheel sights at the @ntfair #ntfair #dentontx #dentonisd #instapic #picoftheday #nofilter

ntfair Awesome picture! Could we use it on our social channels?

my.darling.emerson @ntfair yes you sure can use it!

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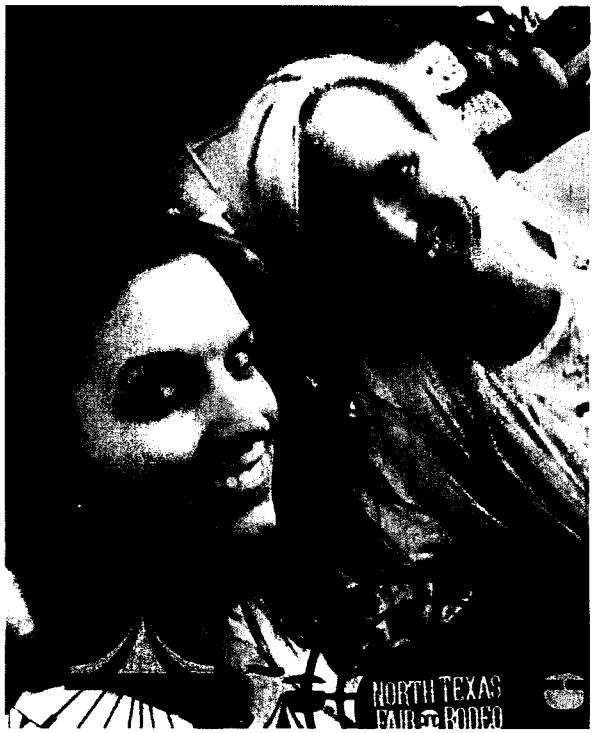
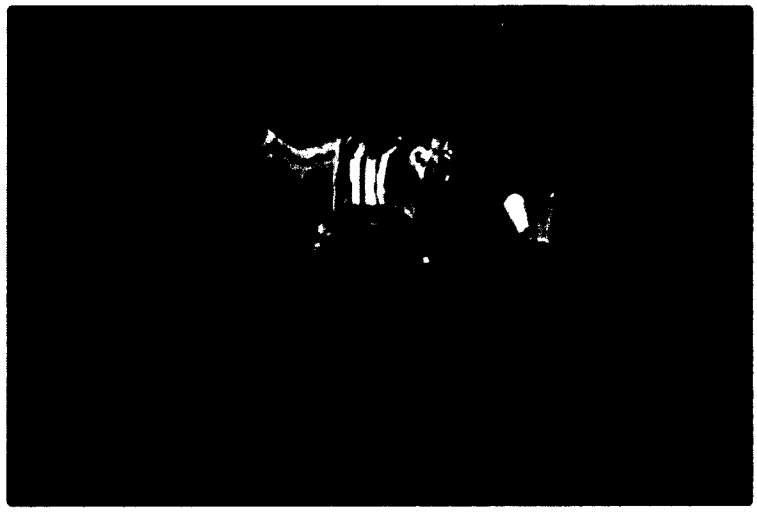


jlyn4187 Follow

brittanyyyyyy_xo. rodeogirlmovie. caraverde21. kortzub and **t.dizzle67** like this

jlyn4187 #northtexasfair #rodeo #ntfair @kortzub

99.5 The Wolf Sept 7
Our pleasure ! Love @ntfair RT @NTFAIR: Jam to the best country in Texas Thanks for promoting our concerts! **#ntfair**



5

hawkeyeonair Follow

50 likes

hawkeyeonair A kangaroo in #Denton?!? #NTFair
wewe59 To funny!!
mmerandaa #wallaby!
lordslugg_skillet Jealous

Please do not share in whole, or in part, without written consent

Marketing Campaign Measurement Report
Denton Convention & Visitors Bureau

Festival Foundation

Campaign: Arts & Jazz Festival 2016

Feb - May 2016

Marketing Campaign Measurement Report
Arts & Jazz Festival 2016
Feb – May, 2016

Snapshot Report

By the Numbers

110,000: Denton Arts & Jazz Festival Attendees
409: Top Hands

Denton Arts & Jazz Festival

+1,537	+3,057	+1,895,735	+508,539	+969,778
Facebook, Twitter, Instagram and hashtag content posted	New channel and hashtag followers	Engagement: shares, retweets, comments, Likes and mentions	Reach	Impressions

Discover Denton

+136	+186	+18,098	+173,710	+1,700,851
Facebook, Twitter, Instagram & Pinterest posts	New Fans/followers	Engagement: shares, repins, comments, Likes, mentions, views	Reach	Impressions

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Marketing Campaign Measurement Report
Arts & Jazz Festival 2016
Feb – May, 2016

Activity Report

Overview

The Denton Arts and Jazz festival is a celebration of the arts in a community known for embracing and nurturing music, dance, choral, drama and visual arts. The free event is produced by the Denton Festival Foundation, Inc. with the generous support of sponsors such as the Dallas/Fort Worth American Federation of Musicians Local 72-147 and the City of Denton. Held the last full weekend in April (April 29 – May 1, 2016) at Denton's Quakertown Park, the event features seven stages of continuous music, fine art, crafts, food, games and information booths in a beautiful outdoor setting.

Our Approach

Specific strategies included:

- Focusing on three separate categories: event promotion and Top Hand membership
- Publishing content/blog posts on DiscoverDenton.com
- Using social media to promote attendance, membership and highlight sponsors
- Inclusion in the CVB's monthly newsletter

In a Nutshell

Digital Marketing

- We relied almost entirely on digital marketing efforts, specifically social media, to get the word out about Top Hands, highlight sponsors and to increase attendance buzz while promoting the Denton Arts & Jazz Festival. Social media channels include Facebook, Twitter, Instagram, Pinterest, and Youtube.

Activities and Projects completed this period:

DiscoverDenton.com

- Created a Home page rotator to attract attention
- Linked to event listing page from multiple tabs on the homepage
- Created a main event listing with general info and a direct links to schedule
- Crated a landing page that included
    - Map
    - Schedule
    - Festival Events
    - Travel and Parking info
- Created content for our blog

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Marketing Campaign Measurement Report
Arts & Jazz Festival 2016
Feb – May, 2016

Rotator on DiscoverDenton.com

Landing Page on DiscoverDenton.com

Be our friend:

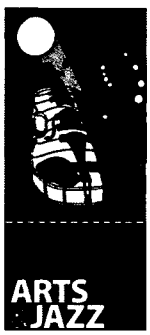
Get you some news: sign up now

You are here: Discover Denton › Arts & Jazz: I35 Open

ARTS & JAZZ: I35 OPEN

Arts & Jazz Event Info

Downtown Denton Parking Map



The best news we could get on a sunny day before we head out to the Denton Arts & Jazz festival is that **I-35 is open**. You read that correctly!

The demolition of the North Texas Boulevard bridge across Interstate 35E is completed. **All lanes of north- and southbound I-35E are now open.** All streets and ramps near North Texas Boulevard closed for the demolition are now open.

The North Texas Boulevard bridge will be reopened with one lane in each direction and one turn lane this summer.

Detours for North Texas Boulevard bridge ONLY:

Traffic on the north and southbound frontage roads will not stop at the North Texas Boulevard intersection. Traffic from North Texas Boulevard will have designated turn lanes which yield to the frontage roads

Traffic wishing to access North Texas Boulevard will use the following detours:

- **Northbound North Texas Boulevard** traffic will turn right onto the southbound frontage road, turn left at the McCormick Street, left onto the northbound frontage road and continue to North Texas Boulevard.
- **Southbound North Texas Boulevard** traffic will turn right onto the northbound frontage road, turn left at Bonnie Brae Street then left onto the northbound frontage road and continue to North Texas Boulevard.
- **Southbound I-35E traffic** will continue to the Fort Worth Drive exit, make a U-turn and continue on the northbound frontage road to North Texas Boulevard

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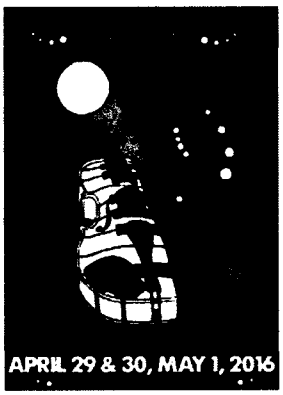
Marketing Campaign Measurement Report
Arts & Jazz Festival 2016
Feb – May, 2016

Calendar Event Listing

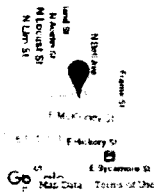
DENTON ARTS & JAZZ FESTIVAL



By Visit Denton

edit

April 29 2016 @ 5 00 pm – 11 00 pm
Quakertown Park
321 E Mckinney St
Denton TX 76201
USA
Denton Festival Foundation
940-565-3931
Event website



Add to Calendar

Jazz it up April 29 30 & May 1 by attending the annual Denton Arts & Jazz Festival. Great music, good food, beautiful art and many activities are planned for the whole family in Denton, Texas where FUN IS THE THING and JAZZ IS KING! Denton s Quakertown Park, on 32 acres in the heart of downtown, provides the perfect setting for the 2 ½ day event that is **FREE to the public.** The Denton Festival Foundation, Inc , in cooperation with the City of Denton and American Federation of Musicians, the Music Performance Trust Fund, produces the festival with support from individual and corporate sponsorships

Over 3 000 musicians artists and performers attract over 225 000 annually to tradition, all showcased for a weekend of enjoyment for the whole family

April 29, 2016 Friday, 5pm-11pm
April 30, 2016 Saturday 10am-11pm
May 1, 2016 Sunday 11am-9pm

138 OPEN

Event Info

Festival Location

Festival Map

Parking Map

2016 Headliners

Jazz Stage

Courtyard Stage

Roving River Stage

University of North Texas Showcase Stage

Festival Stage

Celebration Stage

Center Stage

Transportation

Festival Foundation

Arts

Childrens Art Area

Activities

Food

Get Involved

2016 Brochure

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ORIGINAL DENTON INDEPENDENT

Blogs

by Katie

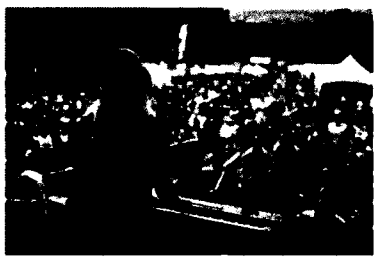
Arts & Jazz Festival provides yearly final hurrah for One O'Clock Lab Band

Story by Lorena Gonzalez Featured photo by Gillian Murphy The smell of rain is fading into the Friday night spring air. Conversations are lighthearted despite the fact that the crowd stands huddled together and mired in the muddy, grassy area facing a large performance stage. Nearing the 7:00 p.m. hour, the gathered audience eagerly awaits [...]

Read the full article ▸ Published on: Wed, Jan 06, 2016

Social Media

- Created cover photo in line with the festival for both Denton Arts & Jazz Festival and Discover Denton
- Ran ads via sponsored content on Facebook, Instagram and Twitter
- Created content to post via Denton Arts & Jazz Festival and Discover Denton on Facebook, Twitter, and Instagram and on Youtube and Pinterest via Discover Denton to encourage participation.
- Implemented social media monitoring tools to enable social listening for relevant discussions



Dentoning Festivals/Events Uncategorized Uniquely Denton · Kim Phillips

Welcome Center Opens for Arts & Jazz Fest

Beginning tomorrow, Quakertown Park will be a-buzz. Stages and vendor tents will go up. Fencing, signs, tables and chairs will be placed. Grills will heat up. Seasoned fest-preppers will stake their picnic spreads. It's all preparation for one of Denton's biggest weekends of the year when an estimated 225,000 people will turn out for the [...]

Read the full article ▸ Published on: Sun, Apr 24, 2016

- Introduced specific hashtags to follow conversations
- Headline story in the CVB's monthly newsletter which is emailed to 16,783 subscribers
- A&J specific email campaign sent out to

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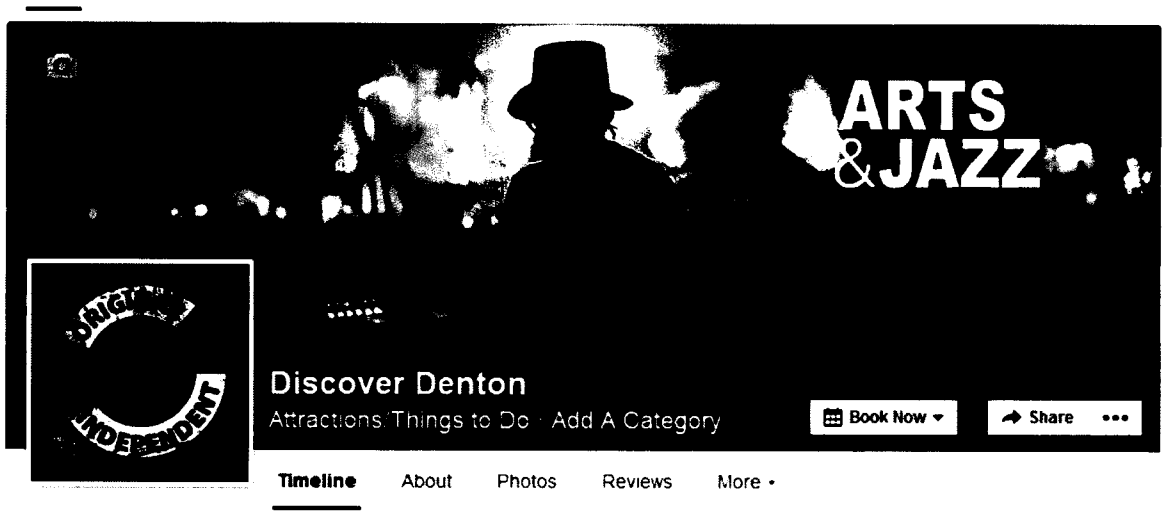
Arts & Jazz Facebook timeline image

DiscoverDenton Facebook timeline image



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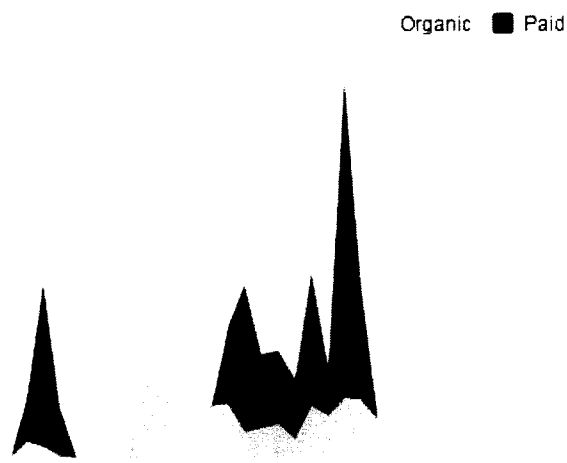
Denton Arts & Jazz Facebook Stats Feb – May, 2016

Post Reach

The number of people your posts were served to.



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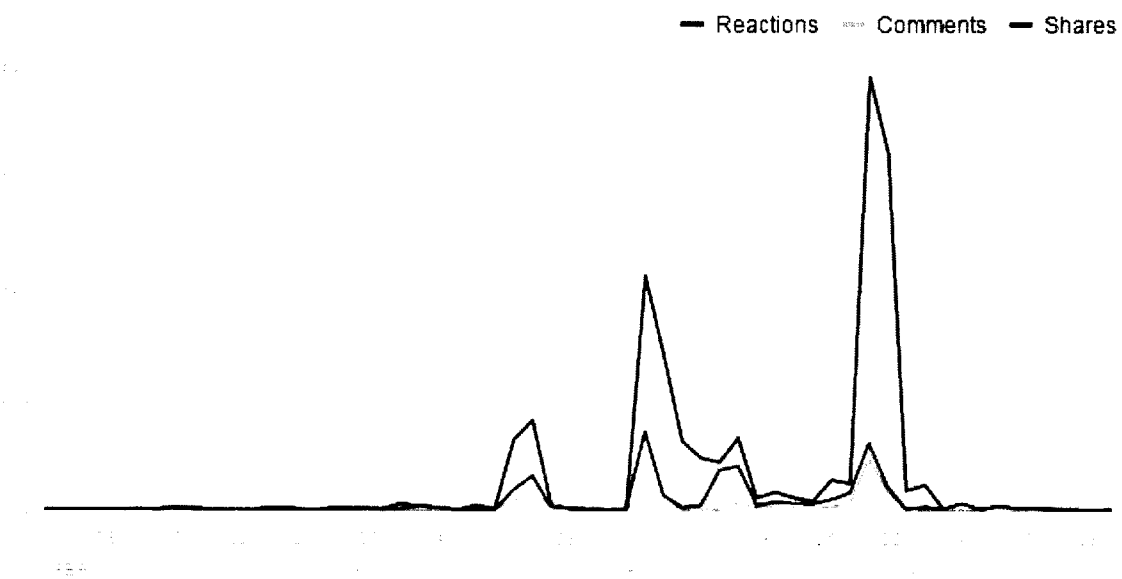
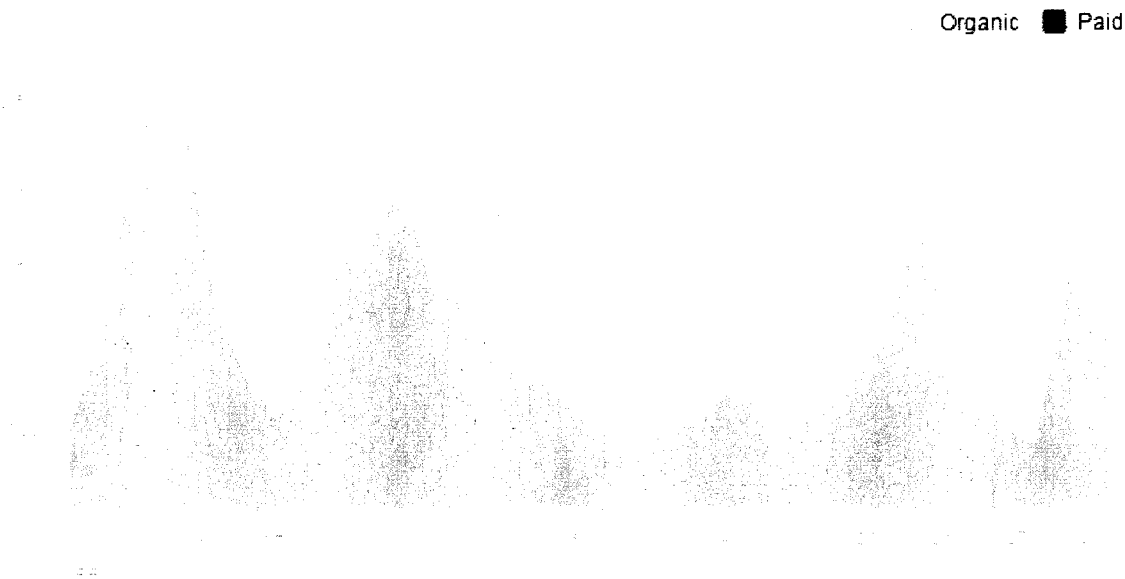
Reactions, Comments, and Shares

These actions will help you reach more people.



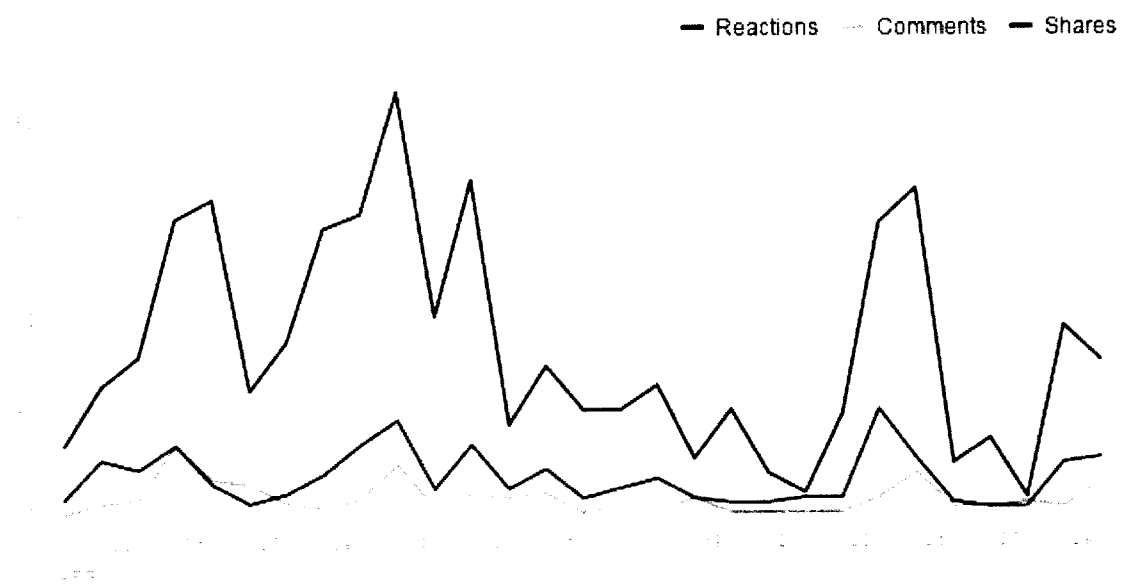
DiscoverDenton Facebook Stats April, 2015

Please do not share in whole, or in part, without written consent



Likes, Comments, and Shares

These actions will help you reach more people.



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Marketing Campaign Measurement Report
Arts & Jazz Festival 2016
Feb – May, 2016

A&J Facebook Boosted Content

Denton Arts & Jazz Festival

Want to enjoy this year's Arts & Jazz Festival from the inside? Become one of our Top Hands – for your assistance during a 3-4 hour shift, you can get reserved parking at the festival, discounts on T-shirts, complimentary food and beverage tickets and access to our headquarters! http://bit.ly/1OYWUlz

View Results

34,786

822

624	**562**	**62**
14	**11**	**3**
89	**78**	**11**
95	**92**	**3**

2,142

432	**648**	**1,062**

NEGATIVE FEEDBACK

3 **1**

0 **0**

Denton Arts & Jazz Festival

Flower crowns, face painting and family fun awaits at the #dentonjazzfest! Get here as quick as possible, be aware of our traffic conditions and the best way to avoid the snarls: http://bit.ly/1Nubx6H #dentoning

View Results

58,963

1,655

1,391	**1,307**	**84**
32	**29**	**3**
1	**1**	**0**
93	**69**	**24**
140	**139**	**1**

2,278

854	**312**	**1,112**

NEGATIVE FEEDBACK

5 **0**

0 **0**

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ORIGINAL DENTON INDEPENDENT

Marketing Campaign Measurement Report
Arts & Jazz Festival 2016
Feb – May, 2016

Denton Arts & Jazz Festival
Published by Veronica Ponce Macdonald [illegible]

Great news friends! I-35 is OPEN! You read that correctly! The demolition of the North Texas Boulevard bridge has been completed! ALL LANES ARE OPEN! When the sun comes out and the traffic clears it calls for a perfect day to come #dentoning at #DentonJazzFest!! Join us for celebratory dance! http://bit.ly/1Nubx6H

7,492 people reached

View Results

9 Comments 2 Shares

7,492 People Reached

244 Reactions, Comments & Shares

215 Like	**207** On Post	**8** On Shares
4 Love	**4** On Post	**0** On Shares
1 Wow	**0** On Post	**1** On Shares
16 Comments	**16** On Post	**0** On Shares
8 Shares	**3** On Post	**5** On Shares

246 Post Clicks

132 Photo Views	**16** Link Clicks	**98** Other Clicks

NEGATIVE FEEDBACK

0 Hide Post — **1** Hide All Posts
0 Report as Spam — **0** Unlike Page

Denton A&J Twitter cover image

Denton Arts & Jazz Twitter Stats Feb - May, 2016

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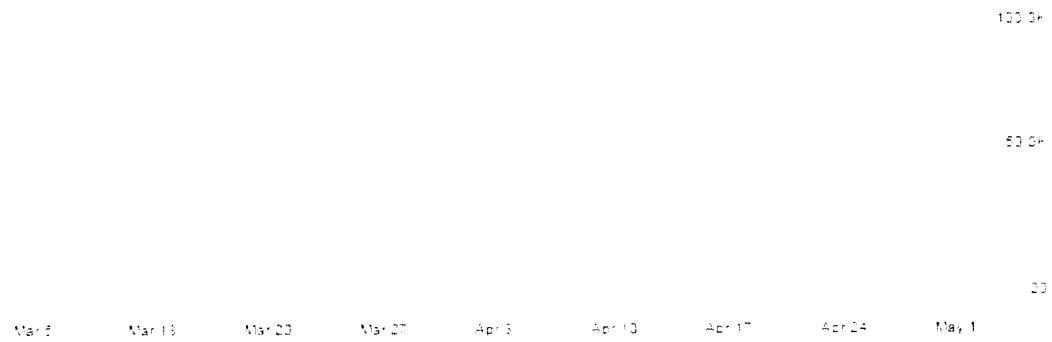
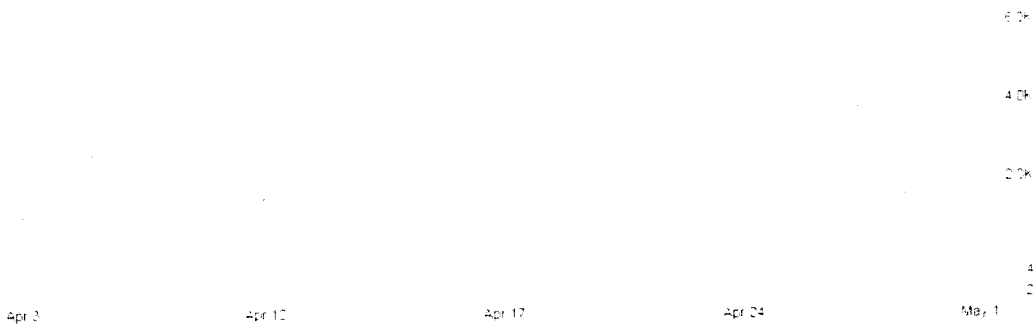
Your Tweets earned **256.7K impressions** over this **62 day** period



DiscoverDenton Twitter cover image

Discover Denton Twitter Stats April 2016

Your Tweets earned **68.6K impressions** over this **31 day** period



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78

A&J Instagram Boosted Content

505 likes

Want to enjoy this year's Arts & Jazz Festival from the inside? Become one of our Top Hands – for your assistance during a 3-4 hour shift, you can get reserved parking at the festival, discounts on T-shirts, complimentary food and beverage tickets and access to our headquarters! #dentonjazzfest #dentoning #dentonmusic #jazz #arts

DiscoverDenton Youtube Cover image

DiscoverDenton

Home Videos Playlists Channels Discussion About

Denton announced as No.2 of Texas Top 40
6 months ago • 2,197 views
In celebration of its 40th anniversary, Texas Highways magazine announced Denton as No. 2 of the Texas Top 40 favorite destinations as chosen by its readers

Popular channels on YouTube
#Music
Subscribe

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Marketing Campaign Measurement Report
Arts & Jazz Festival 2016
Feb – May, 2016

eNewsletter

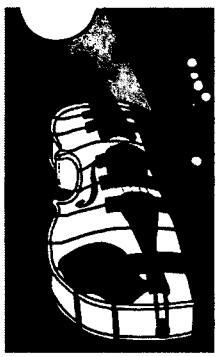
Your monthly insight to raddest Denton festivities. Does our email look okay? If not, view the web version

DISCOVER
DENTON NEWS
Your local source for everything in original, independent Denton, TX.

APRIL 2016 • VOLUM

Denton's Arts & Jazz Festival is around the corner!

View this email in your browser



Jazz It Up

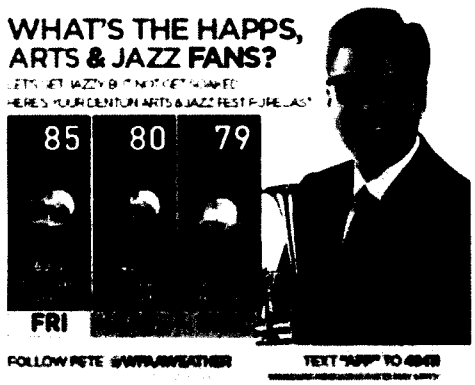
It hits you like a wave w
overload – music fills yc
food. You can taste the
smelling them. You com
impact on Denton Arts &

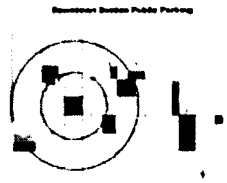
READ MORE

Email Campaign

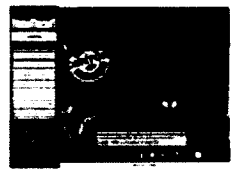
Denton Arts & Jazz Fest Forecast

We are ready for Arts & Jazz! The forecast for the weekend does call for some rain. Womp. Womp. Womp. But keep in mind that **we fest, rain or shine**. So get your rain boots ready for Friday because there will be dancing in the rain! Join us only if you want to have fun!





Get all the traffic and parking info you'll need to avoid being stuck before you groove with us



Check out what is Distinctly Denton in our interactive Brochure

DENTON NEWS

Sign up for our newsletter to Dive into Denton and explore! I want to dig into what's and know about Denton

16,783	5.6%	0.4%
	ns	Clicks

	38
enter-breaks-ground/	14
local/	12
iton-9/?instance_id=109059	11
/?instance_id=112647	10

Male ■ Other ■ Unknown

Recipients	Opens	Clicks
		1.6%
		11.9%
		22.1%
		19.4%
		30.0%
		15.0%

Follow us!
We'll tell you about all the Jazz-tastic things happening in our original, independent city
#dentoning #DentonJazzFest

P15
Please do not share it

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You are receiving this email because you signed up to receive the Discover Denton Visitor Newsletter

Our mailing address is:
Denton Convention & Visitor Bureau

80

Marketing Campaign Measurement Report
Arts & Jazz Festival 2016
Feb – May, 2016

16,665	6.4%	0.4%
Subscribers	Opens	Clicks

Female ■ Male ■ Other ■ Unknown

Age Range	Recipients	Opens	Clicks
18-24			1.6%
25-34			11.9%
35-44			22.2%
45-54			19.5%
55-64			30.0%
65+			14.9%

Top links clicked

http://www.dentonjazzfest.com/	45
http://www.wfaa.com/weather	12
http://www.discoverdenton.com/jazzfesttraffic/	9
http://www.vacationfun.com/ebrochures/denton/ibrochure/denton.html?id=1682	8
http://discoverdenton.us12.list-manage.com/subscribe?u=72a0e087700720275fa1d22c1&id=c348b74aa8	7

Digital Ads

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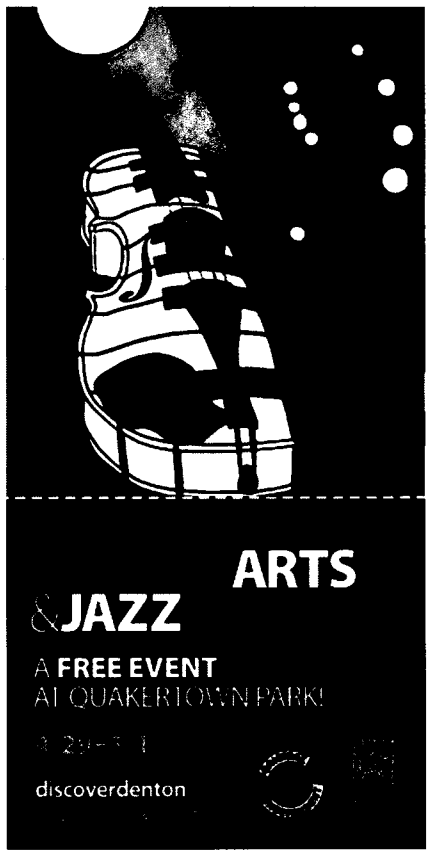

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Marketing Campaign Measurement Report
Arts & Jazz Festival 2016
Feb – May, 2016

Performance Overview

21,752	378	1.74%
IMPRESSIONS	CLICKS	CTR (%)
$238.88	$0.63	1.1
COST	AVERAGE CPC	AVERAGE POSITION

Please do not share in whole, or in part, without written consent

Online Calendar Listings

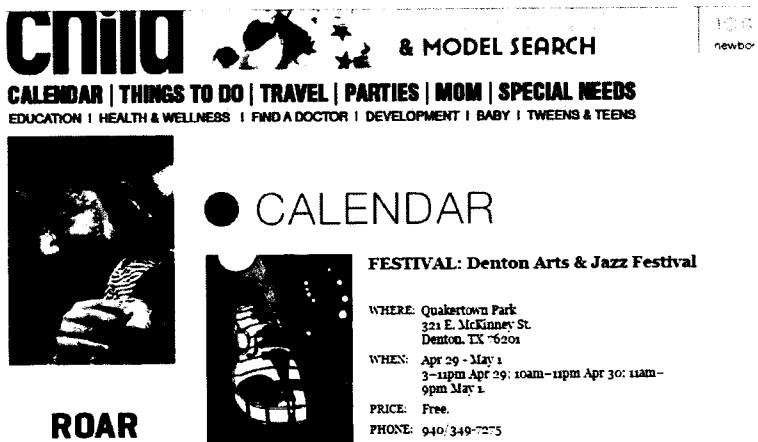
Posted details for Denton Arts and Jazz Fest on local online community calendars:

- Art & Seek
- Dallas.Culturemap
- Dallas.eventguide
- Denton Record Chronicle
- DFW and Beyond
- DFW Child
- DMagazine (Already on the calendar, added by someone else)
- Eventful
- Festivals of Texas
- Festivals and Events
- Fun-Things-Texas
- Guide Live (Up, but not by us. Sent an e-mail to update it)
- iLiveinDallas
- Listings.DFW
- Suburban Parent
- Tea in Texas
- Texas Co-Op Power
- Texas Highways (Up, but I e-mailed them to update it)
- TML
- Travel Tex (was already added, by someone else)
- Visit Dallas (Initially added, but then I think they saw it wasn't in Dallas so it was deleted.)
- We Go Places
- Worthgoing
- WhoFish
- Yelp

Quakertown Park

Denton Convention and Visitors Bureau

KERA



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Please do not share in whole, or in part, without written consent

Marketing Campaign Measurement Report
Arts & Jazz Festival 2016
Feb – May, 2016

Samples of what we were saying –

dentonjazzfest

32 likes

dentonjazzfest Save the date: April 29-May 1! Check out our full lineup at dentonjazzfest.com. #DentonJazzFest #Dentoning #DentonMusic

piscesmoondreams @qtistluvever we gotta go!

Denton Arts
Published [illegible]

Save the date!! Apri
http://bit.ly/1DV8MG

16 182 people reache

Like Comi

Christi Spindle

229 shares

LaDelle Lea Ma
Unlike Reply

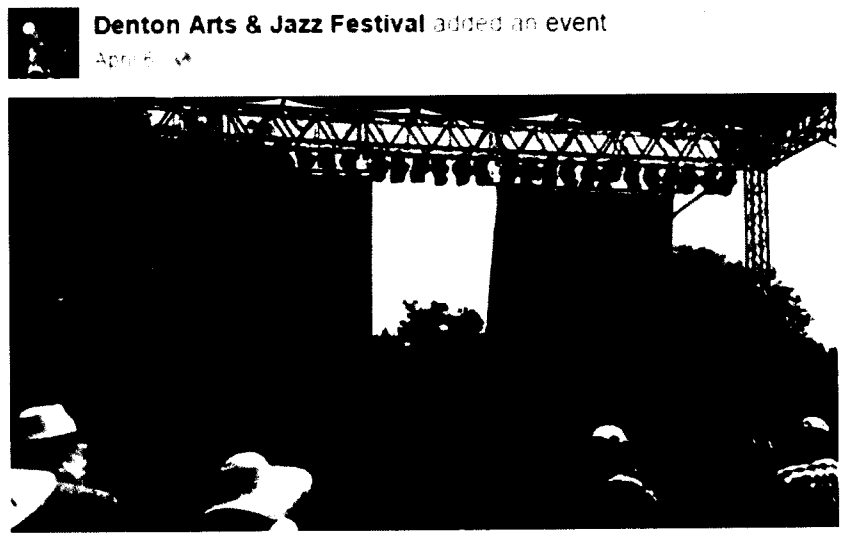
David F. M
backpack!
Unlike Re

Nicole Nguyen
Unlike Reply

Gina Alarcon R
Unlike Reply

Jennifer Geslin
Like Reply M

Audrey Heckm
Like Reply M



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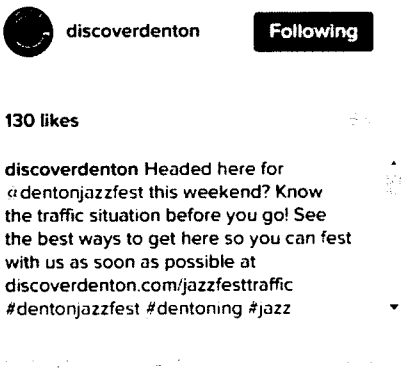


Denton Jazz Festival

We're sizzlin in anticipation for this year's #dentonjazzfest! Get your fav festival food April 29-May 1! #dentoning

Denton Jazz Festival

Let's boogie! #dentonjazzfest is a FREE family-friendly festival April 29-May 1. Bring the whole family! #dentoning

4 4

1 3

Denton Jazz Festival

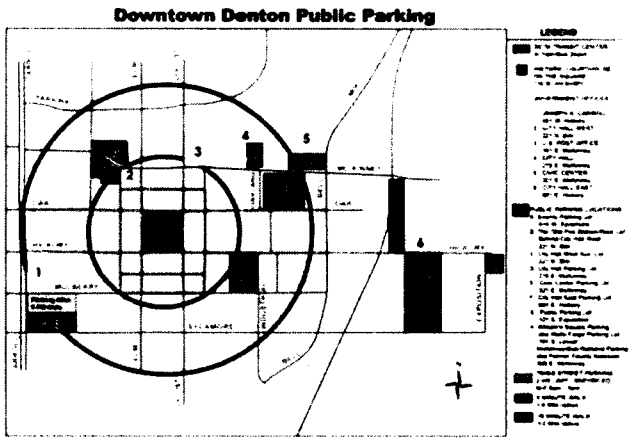
Don't miss the @UNTCoM's stage, featuring Lab Band Madness all day Saturday! bit.ly/1DV8MGd #DentonJazzFest

Please do not share in whole, or in part, without v

Marketing Campaign Measurement Report
Arts & Jazz Festival 2016
Feb – May, 2016

Discover Denton

Ready to head to Denton Arts & Jazz Festival but don't know where to park? Check out this map of the public lots in downtown Denton! #Dentoning #DentonJazzFest



1 723 people reached

Boost Post

Like Comment Share

Denton Arts & Jazz Festival, H F Hodo and 2 others

1 share

Discover Denton

Come out and celebration International Jazz Day at Denton Arts & Jazz Festival! We've got a full day of jazz and beautiful weather ahead of us so come on out! #dentonjazzfest #dentoning #jazzday

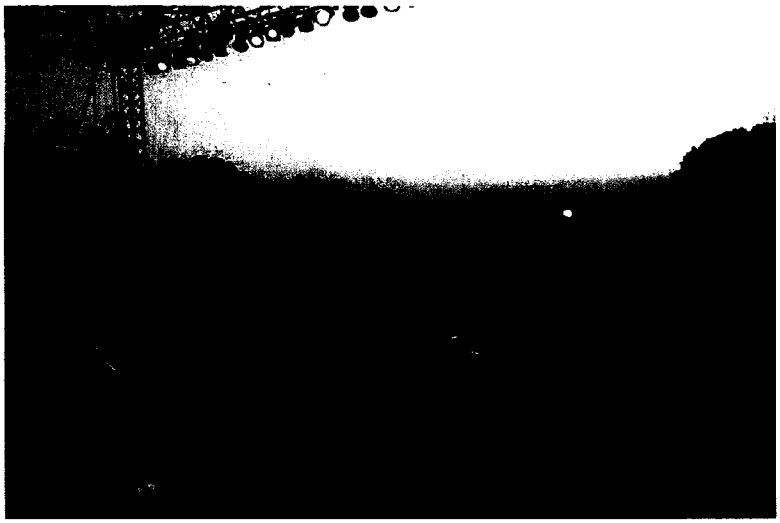
2 052 people reached

Boost Post

Like Comment Share

Red Barn Events Denton Conn Ecker Walker and 3 others

1 share



discoverdenton Following

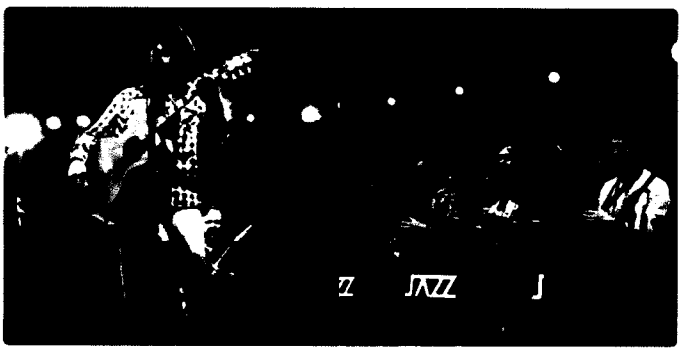
137 likes

discoverdenton There's still a full day of jazz left at the @dentonjazzfest! Make the most of it and get here without the headache with our traffic alert at discoverdenton.com/jazzfesttraffic @bravecombo #Dentoning #DentonJazzFest #jazzfest #Jazz #Jazzmusic #music #musicfest

baaayxo What are the times today?

Denton Jazz Festival

What a pair of final acts we have going right now! The Flatlanders on Jazz & One O'Clock Lab on UNT! #dentonjazzfest



6 11

Arts & Jazz Festival

Thanks to all for coming out to this year's fest Let's do it mmkay? #dentonjazzfest #dentonmg

ied Boost Post

Like Comment Share

Florian Jaros Kaeley Nicole Qualls and 247 others Chronological

11 shares

Karen Anderson UNT produces some of the best Jazz Musicians the world has yet to hear. They have such a good program. Glad to see this Festival really take off!!

Unlike Reply Message 1 Ma, 2 at 4:57am

Patricia Hargon Maybe I won't be sick and will be able to come, fingers crossed

Like Reply Message Ma, 2 at 7:26am

Mike Glasschroeder James Lamore up in front

Unlike Reply Message 1 Ma, 2 at 7:34pm

Please do not share in whole, or in part, without written consent

Samples of what others were saying –

Imanol Miranda ▸ Denton Arts & Jazz Festival

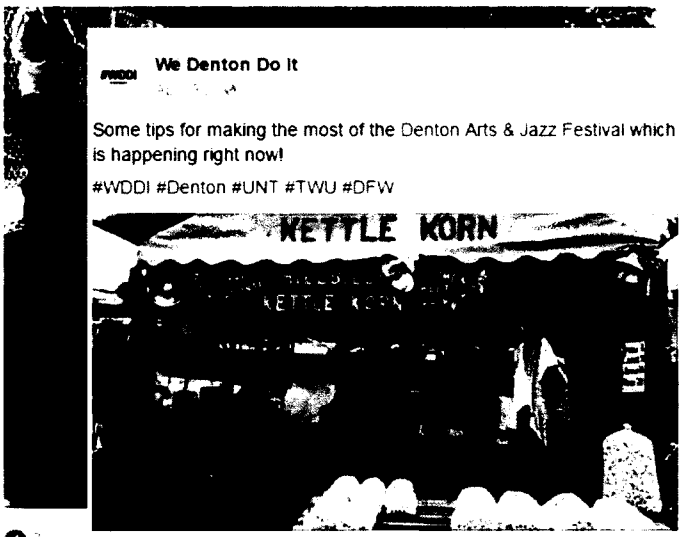
Polka dancing at the Denton Arts & Jazz Festival at Quakertown Park!

Like · Comment · Share

16

Tonya Harrison-Mueller ▸ **Denton Arts & Jazz Festival**

Thanks for such a great festival!!



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Kristina Rowe ▸ **Denton Arts & Jazz Festival**

I gave the festival a mention in my roundup of cool parks in DFW

11 Coolest Hidden Playgrounds For Adults in DFW

By Kristi Rowe NewsCastic All kids (and kids at heart) need to play sometimes Playing is good for the body mind and soul – keeping us fit firing our imaginations and helping us relax an

Melissa Ruggles at Denton Arts & Jazz Festival

Matt Thompson with Bubba Hernandez Jimi Tunnell and Jeffrey Barnes at Denton Arts & Jazz Festival

Please do not share in whole, or in part, without written consent

Vada & The Voyagers vadavoyagers May 1
So much #creativity and #beauty at **#DentonJazzFest** today! The #art was so brilliant, we couldn't help but splurge! #TreatYoSelf xo #Denton

3

Cindy G. Watson May 1
#DentonJazzFest the twist with Brave Combo! Happy feet everywhere!

2 5

Please do not share in whole, or in part, without written consent

Neal Smatresk Retweeted

UNTsocial @UNTsocial May 1
Mariachi Aguilas setting the #UNT Showcase Stage on fire! Nosotros los anamos! **#DentonJazzFest**

unt
Denton Arts & Jaz.
Following

803 likes

unt The #UNT Steel Drum 8 O'clock band is bringing island music to Denton #dentonjazzfest is wrapping up in a few hours. It's been another great year!

neb322 Get it Chase!

j.r.9.7 Woooow I will go this night.

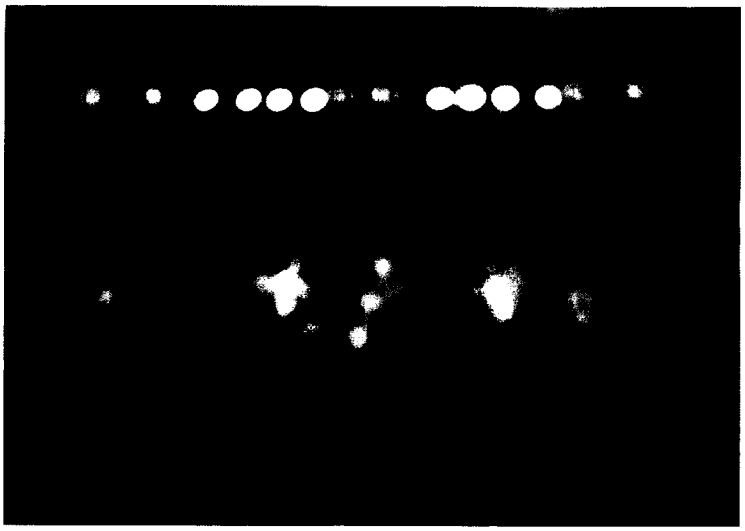
heyben23 #kallefine

jennafizzler @justinpmatthews :)

tamara_guy This islander is interested! :)

lauraanncoleman @jray music

Please do not share in whole, or in part, without written consent

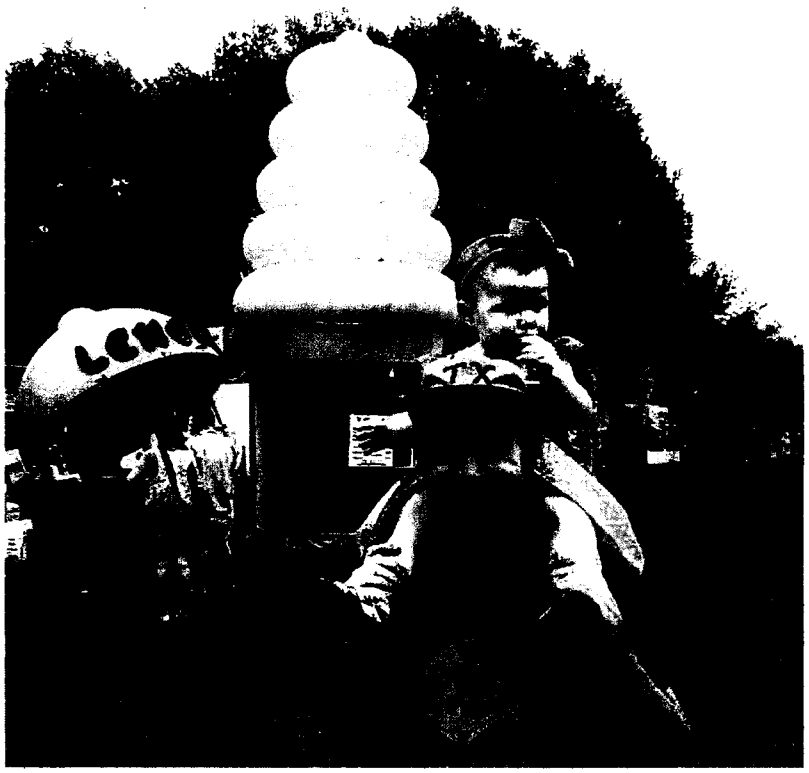


charles.wav
Denton Quaker Park
Follow

29 likes

charles.wav 2016
Denton Arts and Jazz Festival #Denton
#Dentonjazzfest #lensflare

jennijohnson d o p e



mbryceo
Denton Arts & Jazz F
Follow

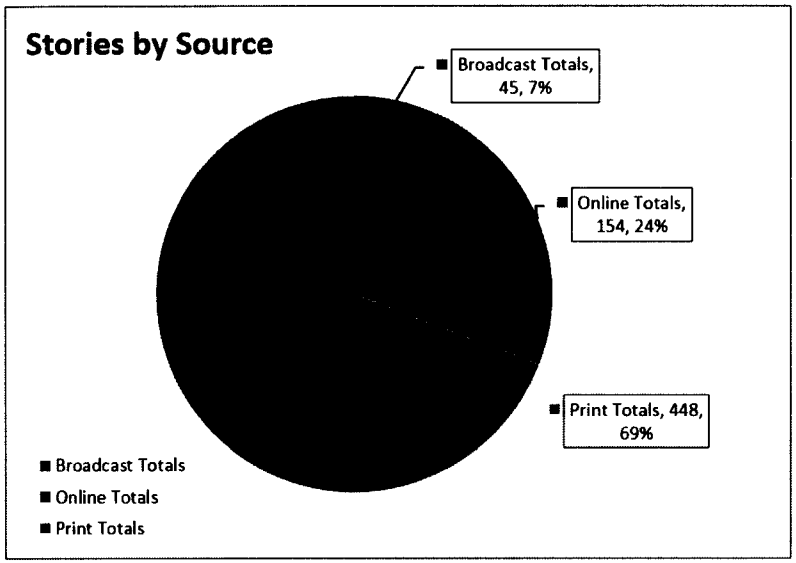
72 likes

mbryceo Denton Arts and Jazz'n with my loves in the city we love
#denton #dentoning #wddi
#dentonjazzfest #onlyindenton
#peopleofdenton #scoutdenton #dntnlivin
#thedentonite #lottietallulah

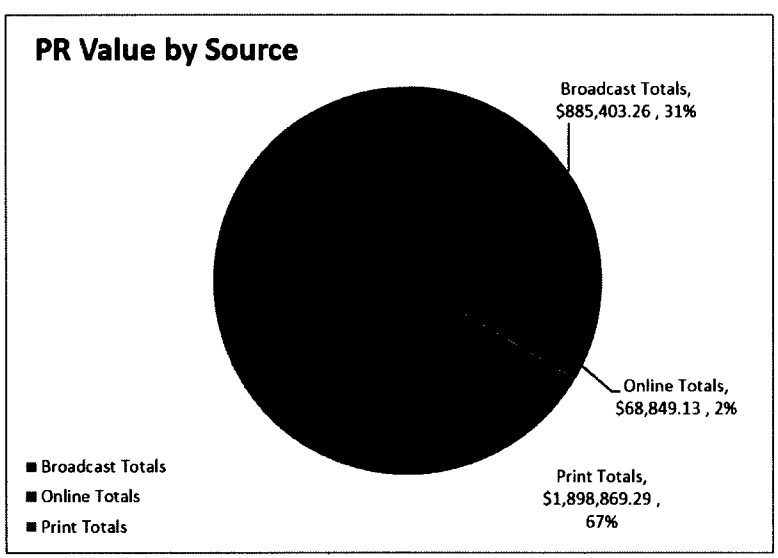
thedentonite

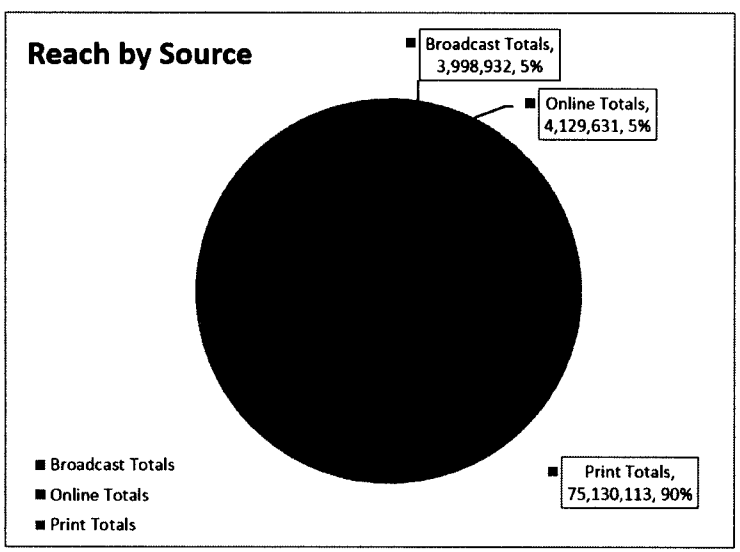
Please do not share in whole, or in part, without written consent

Public Relations and Media



Stories	Source	Daily Impressions	Daily Reach	Stories/Posts/Col. In	Ad Equivalency	PR Value
45	Broadcast Totals	3,998,932	3,998,932	45	$295,134.22	$885,403.26
154	Online Totals	3,391,271	4,129,631	160	$22,949.71	$68,849.13
448	Print Totals	25,043,371	75,130,113	7743.44	$632,956.53	$1,898,869.29
647	Combined Totals	32,433,574	83,258,676	7948.44	$951,040.46	$2,853,121.68





Source: Texas Press Clippings, May 16, 2017

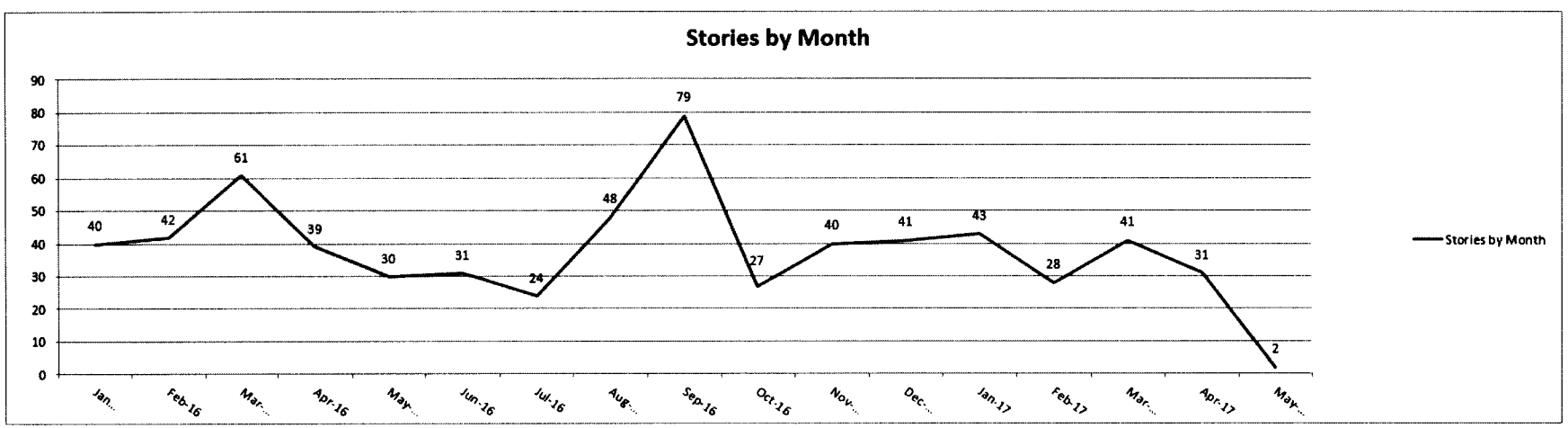
Public Relations and Media

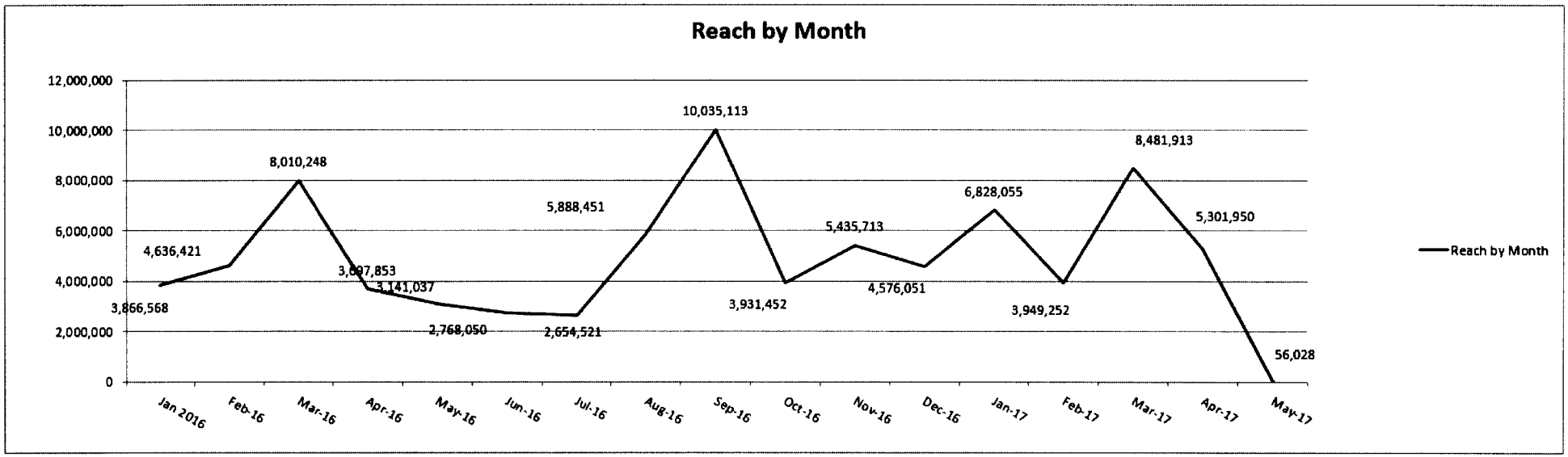
[redacted]

STORIES, REACH AND PR VALUE

MONTH TO MONTH

Stories	Month	Daily Impressions	Daily Reach	Stories/Posts/Col. Inc.	Ad Equivalency	PR Value
40	Jan 2016	1,480,946	3,866,568	572.5	$40,589.52	$121,768.52
42	Feb-16	1,648,235	4,636,421	293.44	$50,450.30	$151,350.83
61	Mar-16	3,367,688	8,010,248	573.75	$81,042.28	$243,126.83
39	Apr-16	1,297,063	3,697,853	696	$21,336.88	$64,010.60
30	May-16	1,218,077	3,141,037	205.75	$14,153.72	$42,461.71
31	Jun-16	1,250,874	2,768,050	397.5	$29,410.52	$88,231.54
24	Jul-16	923,307	2,654,521	324.75	$14,694.99	$44,084.96
48	Aug-16	2,134,879	5,888,451	907.75	$36,810.67	$110,432.02
79	Sep-16	3,604,705	10,035,113	918.5	$105,800.58	$317,401.72
27	Oct-16	1,462,820	3,931,452	270.5	$19,061.21	$57,183.63
40	Nov-16	1,960,887	5,435,713	542.75	$45,070.25	$135,210.73
41	Dec-16	1,964,509	4,576,051	550.5	$84,704.47	$254,113.41
43	Jan-17	3,333,591	6,828,055	680.75	$202,190.57	$606,571.69
28	Feb-17	2,003,348	3,949,252	152	$65,980.50	$197,941.50
41	Mar-17	2,884,385	8,481,913	568.5	$103,777.58	$311,332.73
31	Apr-17	1,879,584	5,301,950	261.5	$34,798.42	$104,395.26
2	May-17	18,676	56,028	32	$1,168.00	$3,504.00




Reach by Month
12,000,000
10,000,000
8,000,000
6,000,000
4,000,000
2,000,000
0
3,866,568
4,636,421
8,010,248
3,697,853
3,141,037
2,768,050
2,654,521
5,888,451
10,035,113
3,931,452
5,435,713
4,576,051
6,828,055
3,949,252
8,481,913
5,301,950
56,028
Jan 2016
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Mar-16
Apr-16
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Jun-16
Jul-16
Aug-16
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Oct-16
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Dec-16
Jan-17
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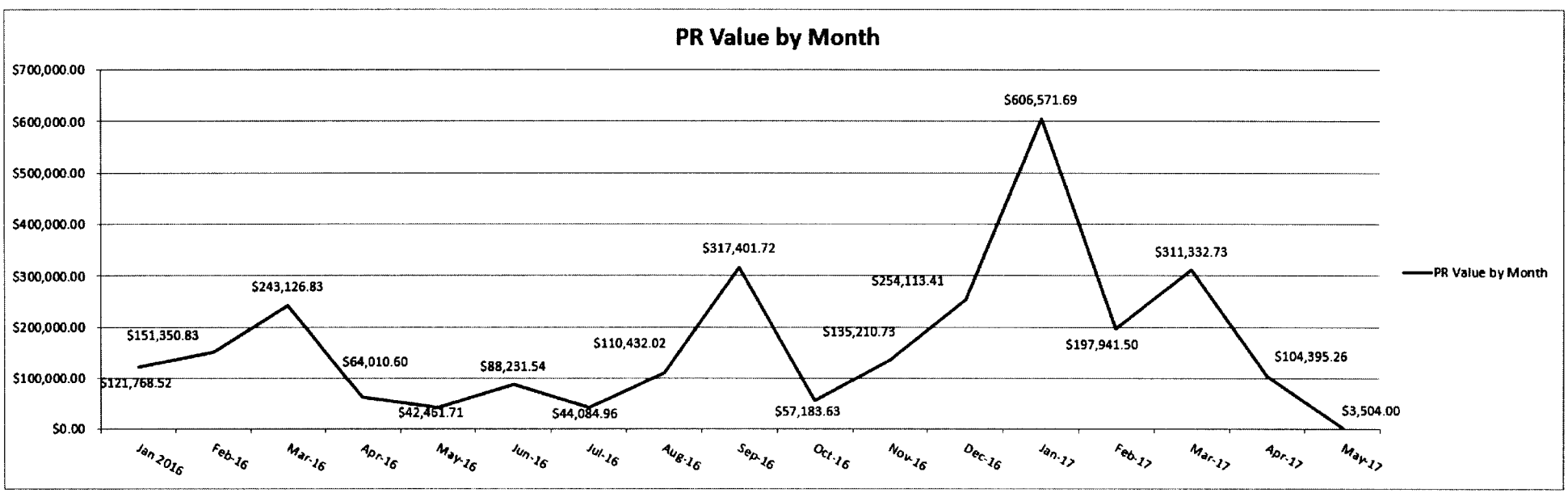
Mar-17
Apr-17
May-17
Reach by Month


PR Value by Month
$700,000.00
$600,000.00
$500,000.00
$400,000.00
$300,000.00
$200,000.00
$100,000.00
$0.00
$121,768.52
$151,350.83
$243,126.83
$64,010.60
$42,461.71
$88,231.54
$44,084.96
$110,432.02
$317,401.72
$57,183.63
$135,210.73
$254,113.41
$606,571.69
$197,941.50
$311,332.73
$104,395.26
$3,504.00
Jan 2016
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May-16
Jun-16
Jul-16
Aug-16
Sep-16
Oct-16
Nov-16
Dec-16
Jan-17
Feb-17
Mar-17
Apr-17
May-17
PR Value by Month

January 1, 2016 - May 15, 2017

	Article Date	Outlet	Source Type	City\State	Frequency	Daily Impressions	Daily Reach	Headline	Slant	Photo	Subject Tag	Col. In.	Ad Equivalency	PR Value
1	1/7/2016	KDFW Fox 4 News at 10	Broadcast	Dallas, TX	Daily	108,326	108,326	The Denton music scene	Neutral	Color		1	$10,976.00	$32,928.00
2	1/7/2016	KDFW Fox 4 News at 9	Broadcast	Dallas, TX	Daily	24,683	24,683	The Denton music scene	Neutral	Color		1	$890.00	$2,670.00
3	1/8/2016	KDFW Fox 4 News at 10	Broadcast	Dallas, TX	Daily	108,326	108,326	Denton music scene	Neutral	Color		1	$10,976.00	$32,928.00
4	1/8/2016	KDFW Fox 4 News at 9	Broadcast	Dallas, TX	Daily	24,683	24,683	Denton music scene	Neutral	Color		1	$890.00	$2,670.00
5	2/15/2016	KAUT (MyTV) Freedom 43 News	Broadcast	Oklahoma City, OK	Daily	3,822	3,822	Denton music	Neutral	Color		1	$152.00	$456.00
6	3/11/2016	KXAS NBC 5 News at 6	Broadcast	Dallas, TX	Daily	80,406	80,406	Kim phillips	Neutral	Color	SXSW	1	$2,000.00	$6,000.00
7	3/11/2016	KXAS NBC 5 First at Four	Broadcast	Dallas, TX	Daily	115,692	115,692	Kim phillips	Neutral	Color	SXSW	1	$2,341.00	$7,023.00
8	3/11/2016	KXAS NBC 5 News at 5	Broadcast	Dallas, TX	Daily	107,200	107,200	Kim phillips	Neutral	Color	Denton Convention Center	1	$2,851.33	$8,553.99
9	3/11/2016	KXAS NBC 5 Today at 11	Broadcast	Dallas, TX	Daily	63,906	63,906	Kim phillips	Neutral	Color	SXSW	1	$1,021.00	$3,063.00
10	4/8/2016	KDFW Good Day at 5	Broadcast	Dallas, TX	Daily	66996	66,996	Denton civic center	Neutral	Color		1	$1,000.00	$3,000.00
11	4/23/2016	KTXA Plugged Into DFW	Broadcast	Dallas, TX	Daily	3,930	3,930	The festival is held in downtown Denton	Neutral	Color	Denton Arts & Jazz Festival	1	$50.00	$150.00
12	5/21/2016	KTVT	Broadcast	Dallas, TX	Daily	32,501	32,501	The official best of Texas (1:51 PM)	Neutral	Color	Denton Convention Center	1	$593.36	$1,780.38
13	5/21/2016	KTVT	Broadcast	Dallas, TX	Daily	32,501	32,501	The official best of Texas	Neutral	Color	Denton Convention Center	1	$593.36	$1,780.38
14	6/7/2016	Discovery Channel Discovery Channel	Broadcast	U.S. Cable	Daily	238,633	238,633	Best college town in Texas	Neutral	Color		1	$3,789.23	$11,367.69
15	6/7/2016	WFAA News 8 at 6	Broadcast	Dallas, TX	Daily	138,479	138,479	Best college town in Texas	Neutral	Color	Denton Convention Center	1	$6,000.00	$18,000.00
16	6/8/2016	KYTX CBS19 This Morning	Broadcast	Tyler, TX	Daily	4,734	4,734	Downtown Denton	Neutral	Color	Denton Convention Center	1	$12.00	$36.00
17	6/9/2016	KBMT (ABC) 12 News Daybreak	Broadcast	Beaumont, TX	Daily	3,495	3,495	Downtown Denton	Neutral	Color		1	$30.00	$90.00
18	6/9/2016	KJAC (NBC) 12 News Daybreak	Broadcast	Beaumont, TX	Daily	2,013	2,013	Downtown Denton	Neutral	Color		1	$21.00	$63.00
19	7/8/2016	KENS-SAT (CBS) Eyewitness News at 5:30AM	Broadcast	San Antonio, TX	Daily	12,396	12,396	Downtown Denton	Neutral	Color	Discover Denton	1	$201.00	$603.00
20	8/21/2016	KTVT CBS 11 News at 4:30AM	Broadcast	Dallas, TX	Daily	7,056	7,056	211 8 21 16 CBS 11 News Sunday Western Wears in Downtown Denton	Neutral	Color		1	$301.00	$903.00
21	8/25/2016	WFAA Good Morning Texas	Broadcast	Dallas, TX	Daily	44,410	44,410	Colorful bags for sale at Denton Community Market	Neutral	Color		1	$1,321.00	$3,963.00
22	12/2/2016	KXAS-DAL (NBC) The Tonight Show Starring Jimmy Fallon	Broadcast	Dallas, TX	Daily	137,525	137,525	Denton Holiday Lighting Festival	Neutral	Color		1	$31,245.00	$93,735.00
23	12/2/2016	WFAA News 8 at 4	Broadcast	Dallas, TX	Daily	52,512	52,512	Holiday Lighting Festival	Neutral	Color		1	$1,234.00	$3,702.00
24	12/3/2016	KDFW Fox 4 News Saturday	Broadcast	Dallas, TX	Daily	51,373	51,373	Denton Tree Lighting Ceremony	Neutral	Color		1	$1,201.00	$3,603.00
25	12/15/2016	KXAS NBC 5 First at Four	Broadcast	Dallas, TX	Daily	115,692	115,692	Valet No Longer Available in Downtown Denton	Neutral	Color		1	$2,341.00	$7,023.00
26	12/15/2016	KXAS NBC 5 Today at 6	Broadcast	Dallas, TX	Daily	56,779	56,779	Valet No Longer Available in Downtown Denton	Neutral	Color		1	$1,211.00	$3,633.00
27	12/15/2016	WFAA News 8 Update	Broadcast	Dallas, TX	Daily	217,153	217,153	Annual Toy Drive Event	Neutral	Color		1	$30,000.00	$90,000.00
28	1/19/2017	KDFW Good Day at 7	Broadcast	Dallas, TX	Daily	145,945	145,945	Women's March at Denton Courthouse on the Square	Neutral	Color		1	$2,783.36	$8,350.08
29	1/20/2017	KDFW Fox 4 News at 10	Broadcast	Dallas, TX	Daily	108,326	108,326	North Texas Rallies Saturday	Neutral	Color		1	$10,976.00	$32,928.00
30	1/20/2017	KDFW Fox 4 News at 9	Broadcast	Dallas, TX	Daily	24,683	24,683	North Texas Rallies Saturday	Neutral	Color		1	$890.00	$2,670.00
31	1/20/2017	KDFW Good Day at 5	Broadcast	Dallas, TX	Daily	66996	66,996	Women's March at the Courthouse on the Square	Neutral	Color		1	$1,000.00	$3,000.00
32	1/20/2017	KTVT CBS 11 News at 10 PM	Broadcast	Dallas, TX	Daily	11,495	11,495	Women's March Held at the Courthouse on the Square	Neutral	Color		1	$321.00	$963.00
33	1/20/2017	KTVT CBS 11 News at 6 PM	Broadcast	Dallas, TX	Daily	140,742	140,742	Women's March Held at the Courthouse on the Square	Neutral	Color		1	$3,701.58	$11,104.74
34	1/20/2017	KVTV (CBS) CBS This Morning	Broadcast	Laredo, TX	Daily	1,536	1,536	March Held at the Courthouse on the Square	Neutral	Color		1	$120.00	$360.00
35	1/21/2017	KDFW Fox 4 News at 10	Broadcast	Dallas, TX	Daily	108,326	108,326	North Texas Rallies Saturday	Neutral	Color		1	$10,976.00	$32,928.00
36	1/21/2017	KDFW Good Day Saturday	Broadcast	Dallas, TX	Daily	92,452	92,452	North Texas Rallies	Neutral	Color		1	$2,131.00	$6,393.00
37	1/21/2017	KTVT CBS 11 News at 10 PM Sunday	Broadcast	Dallas, TX	Daily	795,409	795,409	Women's Rights March at the Courthouse on the Square	Neutral	Color		1	$100,911.00	$302,733.00
38	1/21/2017	WFAA News 8 Daybreak Saturday	Broadcast	Dallas, TX	Daily	40,598	40,598	Women's March at Denton Courthouse on the Square	Neutral	Color		1	$1,211.00	$3,633.00
39	2/3/2017	WFAA News 8 at 4	Broadcast	Dallas, TX	Daily	52,512	52,512	First Friday Events in Downtown Denton	Neutral	Color		1	$1,234.00	$3,702.00
40	2/7/2017	KXAS NBC 5 News at 10	Broadcast	Dallas, TX	Daily	156,189	156,189	35 Denton Music Festival Cancelled	Neutral	Color		1	$11,000.00	$33,000.00
41	2/7/2017	KXAS NBC 5 Today at 11	Broadcast	Dallas, TX	Daily	63,906	63,906	35 Denton Music Festival Cancelled	Neutral	Color		1	$1,021.00	$3,063.00
42	2/7/2017	WFAA News 8 Update	Broadcast	Dallas, TX	Daily	217,153	217,153	35 Denton Music Festival Cancelled	Neutral	Color		1	$30,000.00	$90,000.00
43	4/9/2017	KRLD-AM (Radio)	Broadcast	Dallas, TX	Daily	Broadcast	Broadcast	Denton Horse Country	Neutral	Color		1	$296.00	$888.00
44	4/15/2017	WFAA News 8 Daybreak	Broadcast	Dallas, TX	Daily	73,032	73,032	Live Picture in Downtown Denton	Neutral	Color		1	$2,000.00	$6,000.00
45	4/19/2017	WFAA Good Morning Texas	Broadcast	Dallas, TX	Daily	44,410	44,410	Thin Line	Neutral	Color	Thin Line Film Fest	1	$1,321.00	$3,963.00
		Broadcast Totals				***3,998,932***	***3,998,932***					***45***	***$295,134.22***	***$885,403.26***
1	1/9/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips Meet the man behind Dentons Black Film Festival	Positive	None		1	$66.00	$198.00
2	1/16/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips Denton and weddings A perfect fit	Positive	Color		1	$66.00	$198.00
3	1/18/2016	ntdaily.com	Online	Denton, TX	Daily	1,021	1,021	UNT Alpha Phi Alpha lead MLK Day march and rally	Neutral	None		1	$6.00	$18.00
4	1/23/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips DBFF is a cultural awakening	Neutral	None		1	$66.00	$198.00
5	1/30/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips Discovering Dentons ultimate bucket list	Positive	Color		1	$66.00	$198.00
6	2/1/2016	Dallasobserver.com	Online	Dallas, TX	Daily	23,064	23,064	265 2 1 16 dallasobserver .com 2nd Annual Denton Black Film Festival kicked off Film Season	Neutral	None		1	$83.00	$249.00
7	2/16/2016	star-telegram.com	Online	Fort Worth, TX	Daily	44,577	133,731	Black History month events planned in North Texas	Neutral	None		1	$130.00	$390.00
8	2/11/2016	wfaa.com	Online	Dallas, TX	Daily	30,177	30,177	The Real Meaning of Dentoning	Neutral	None		1	$150.00	$450.00
9	2/16/2016	wfaa.com	Online	Dallas, TX	Daily	30,177	30,177	Largest new development in Denton history coming in 2018	Neutral	Color		1	$150.00	$450.00
10	2/16/2016	wfaa.com	Online	Dallas, TX	Daily	30,177	30,177	Largest new development in Denton s history...	Neutral	None		1	$150.00	$450.00
11	2/17/2016	artandseek.org	Online	Dallas, TX	Daily	372	372	Thin Line Fest 2016 A Guide	Neutral	None	Thin Line Film Fest	1	$3.00	$9.00
12	2/17/2016	Dallas.Culturemap.com	Online	Dallas, TX	Daily	10,236	10,236	2016 Thin Line Festival	Neutral	None	Thin Line Film Fest	1	$205.00	$615.00
13	2/17/2016	theshorthorn.com	Online	Arlington, TX	Daily	4,000	4,000	Stay Ghosts of Denton Tour	Neutral	None		1	$135.00	$405.00
14	2/21/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips DentonRadio.com connects links	Neutral	None	Denton Radio	1	$66.00	$198.00
15	2/27/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Briefly in the arts	Neutral	Color		3	$198.00	$594.00
16	2/27/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips Together but not the same	Neutral	Color		2	$132.00	$396.00
17	2/28/2016	ntdaily.com	Online	Denton, TX	Daily	1,021	1,021	Why no statues on the Square devoted to black lives	Neutral	Color		2	$12.00	$36.00
18	2/29/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Busy day at polls expected	Neutral	Color		3	$198.00	$594.00
19	3/3/2016	BusinessWire.com	Online	New York, NY	Daily	89,238	89,238	Travelstead and Audacity Brew House Partner to Bring a One of a Kind...	Positive	Color		1	$1,166.00	$3,498.00
20	3/3/2016	Dallasobserver.com	Online	Dallas, TX	Daily	23,064	23,064	The 10 Best Hip Hop venues in Dallas Fort Worth	Positive	None		1	$83.00	$249.00
21	3/3/2016	Dallasobserver.com	Online	Dallas, TX	Daily	23,064	23,064	New brewpub with hops inspired menu.	Positive	None		1	$83.00	$249.00
22	3/4/2016	Dallas.Culturemap.com	Online	Dallas, TX	Daily	10,236	10,236	Denton Main Street Association presents Spring Open House	Positive	None		1	$205.00	$615.00
23	3/4/2016	star-telegram.com	Online	Fort Worth, TX	Daily	44,577	44,577	Audacity Brew House to open Denton Brewpub	Positive	None		1	$130.00	$390.00
24	3/7/2016	Dallasobserver.com	Online	Dallas, TX	Daily	23,064	23,064	The 10 Best Concerts in Dallas This Week...	Positive	None		1	$83.00	$249.00
25	3/10/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Spooky Tales	Neutral	Color		1	$66.00	$198.00
26	3/10/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Storytellers hone their craft	Positive	Color	Denton Convention Center	1	$66.00	$198.00
27	3/10/2016	GuideLive.com	Online	Dallas, TX	Daily	2,393	2,393	5 fun fests this week Puckle palooza hot rods comic books and more	Neutral	Color		1	$200.00	$600.00
28	3/10/2016	KERAnews.org	Online	Dallas, TX	Daily	2,505	2,505	Dallas Park and Rec Board to Vote Today on Smoking Ban...	Neutral	Color		1	$28.00	$84.00
29	3/11/2016	ArtandSeek.net	Online	Dallas, TX	Daily	986	986	Get Ready for an Artsy All Nighter in Denton	Neutral	Color		1	$6.51	$19.53
30	3/11/2016	cbslocal.com houston	Online	Houston, TX	Daily	1,460	1,460	5 Things to DO this Weekend in Texas Rain Or Shine	Neutral	Color		1	$50.00	$150.00
31	3/11/2016	deafnetwork.com	Online	Houston, TX	Daily	289	289	31st Annual Texas Storytelling Festival...	Neutral	Color		1	$2.00	$6.00
32	3/11/2016	GuideLive.com	Online	Dallas, TX	Daily	2,393	2,393	Best of the fests Hot tips for SXSW 35 Denton and more	Positive	Color		1	$200.00	$600.00
33	3/11/2016	kluv.cbslocal.com	Online	Dallas, TX	Daily	Online	Online	WeekendThangsToDoInDFW March 11 13	Neutral	Color		1	$269.00	$807.00
34	3/11/2016	nbcdfw.com	Online	Fort Worth, TX	Daily	25,757	25,757	North Texas Cities Headed to SXSW	Neutral	Color	SXSW	1	$257.00	$771.00
35	3/11/2016	ntdaily.com	Online	Denton, TX	Daily	1,021	1,021	What to expect from the seventh annual 35 Denton...	Neutral	Color		1	$6.00	$18.00
36	3/12/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips Markers at SXSW tell the story...	Neutral	Color	SXSW	1	$66.00	$198.00
37	3/12/2016	siliconirelandnewswire.com	Online	Dublin, Ireland	Daily	Online	Online	SXSW starts this Sunday	Neutral	None	SXSW	1	$1.00	$3.00
38	3/12/2016	star-telegram.com	Online	Fort Worth, TX	Daily	44,577	44,577	SXSW report Fort Worth sells itself at the festival for first time	Neutral	None	SXSW	1	$130.00	$390.00
39	3/16/2016	Houstonpress.com	Online	Houston, TX	Daily	21,178	21,178	What Houston Can Learn From 35 Denton Fest	Neutral	Color		1	$12.00	$36.00
40	3/17/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Easter Events	Neutral	None	Denton Convention Center	1	$66.00	$198.00
41	3/17/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	BHC students and faculty participate in local art fest	Neutral	Color	Thin Line Film Fest	1	$66.00	$198.00
42	3/17/2016	star-telegram.com	Online	Fort Worth, TX	Daily	44,577	44,577	ThrowbackThurday Log Cabin finds permanent home...	Neutral	None	Denton Visitor Center	1	$130.00	$390.00
43	3/18/2016	Statesman.com	Online	Austin, TX	Daily	55,542	55,542	Cities countries bid to build their brands at SXSW	Positive	Color	SXSW	1	$658.00	$1,974.00
44	3/19/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips City unties in Austin to display uniqueness	Neutral	None	SXSW	1	$66.00	$198.00
45	3/24/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Denton in position to attract retirees	Neutral	None	Denton Convention Center	1	$66.00	$198.00
46	3/24/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Part of Eagle Drive to be updated	Neutral	Color		1	$66.00	$198.00
47	3/25/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips Convention center a new era for Denton	Positive	Color	Denton Convention Center	1	$66.00	$198.00
48	3/26/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips Convention center a new era for Denton 1	Positive	None	Denton Convention Center	1	$66.00	$198.00

**Ad Value:
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Online = 300 x 250 medium rectangle, or minimum ad spend
Print = Open rate per column inch

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	Article Date	Outlet	Source Type	City\State	Frequency	Daily Impressions	Daily Reach	Headline	Slant	Photo	Subject Tag	Col. In.	Ad Equivalency	PR Value
49	3/28/2016	DFWchild.com	Online	Addison, TX	Daily	6,768	6,768	Attractions Unsung Museums for Kids...	Neutral	None		1	$76.00	$228.00
50	3/30/2016	dallasnews.com	Online	Dallas, TX	Daily	203,775	203,775	Spring Brings Flurry of Farmers Markets	Neutral	Color		1	$2,037.00	$6,111.00
51	4/1/2016	firstchoicepower.com	Online	Dallas, TX	Daily	2,251	2,251	Texas City Guides Learn About Denton	Positive	Color	Denton Arts & Jazz Festival	1	$14.00	$42.00
52	4/1/2016	Houstonpress.com	Online	Houston, TX	Daily	21,178	21,178	Music Economics How the Little Bankds Fail at Festivals	Neutral	Color		1	$12.00	$36.00
53	4/7/2016	denton.bubblelife.com	Online	Denton, TX	Daily	2,313	2,313	Independent publisher to speak April 8 at Noth Texas Book Festival	Positive	None		1	$26.00	$78.00
54	4/7/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	15,822	Kim Phillips Convention center a new era for Denton	Neutral	Color	Denton Convention Center	1	$66.00	$198.00
55	4/30/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	15,822	Kim Phillips Lonely Luggage...	Neutral	Color	Denton Convention Center	1	$66.00	$198.00
56	5/1/2016	Texas Highways	Online	Austin, TX	Monthly	175,430	175,430	Industry Award Winners	Neutral	None	Denton Convention Center	1	$178.00	$534.00
57	5/7/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips Mural rich with...	Positive	Color	Discover Denton Welcome Center	1	$66.00	$198.00
58	5/12/2016	ShopAcrossTexas.com	Online	Dallas, TX	Daily	343	343	Don't Miss Denton Bicycle Brewery Tour	Neutral	None		1	$2.00	$6.00
59	5/14/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips Add another to the...	Positive	None	Denton Convention Center	1	$66.00	$198.00
60	5/28/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	265 5 28 16 dentonrc.com Kim Phillips Courthouse more than a place..	Neutral	None		1	$66.00	$198.00
61	6/10/2016	4-traders.com	Online	Annecy, France	Daily	314,055	942,165	Oatopia Festival Unveils First Round of...	Neutral	None		1	$1,512.00	$4,536.00
62	6/16/2016	dartdallas.dart.org	Online	Dallas, TX	Daily	21,793	21,793	2009-2010 The Green Line Changed Everything	Neutral	None		1	$272.00	$816.00
63	6/21/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips Dog Show expertise a plus...	Positive	None		1	$66.00	$198.00
64	6/23/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Come on in Welcome Center opens...	Positive	None	Discover Denton Welcome Center	1	$66.00	$198.00
65	6/25/2016	Dentontimes.life	Online	Denton, TX	Daily	Online	Online	Kim Phillips Welcome center becomes reality	Positive	None	Discover Denton Welcome Center	1	$1.00	$3.00
66	6/29/2016	star-telegram.com	Online	Fort Worth, TX	Daily	44,577	44,577	July 4th - Where to watch fireworks in North Texas	Neutral	None		1	$130.00	$390.00
67	6/29/2016	texashighways.com	Online	Austin, TX	Daily	547	547	Fourth of July 2016	Neutral	None		1	$207.00	$621.00
68	6/29/2016	wedentondoit.com	Online	Denton, TX	Daily	1,710	1,710	Denton, TX In The Movies	Positive	Color		1	$15.00	$45.00
69	6/30/2016	nbcdfw.com	Online	Fort Worth, TX	Daily	25,757	25,757	Fourth of July 2016 Fireworks in Dallas Fort Worth	Neutral	None		1	$257.00	$771.00
70	7/9/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips Denton attracts all kinds of folks	Positive	Color	Discover Denton Welcome Center	1	$66.00	$198.00
71	7/9/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips Denton attracts all kinds of folks 1	Positive	None	Discover Denton Welcome Center	1	$66.00	$198.00
72	7/16/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips Work to weather storm together	Neutral	None	Denton Convention Center	1	$66.00	$198.00
73	7/19/2016	Dallasobserver.com	Online	Dallas, TX	Daily	23,064	23,064	940s Kitchen and Cocktails Brings a New Brunch and Mile High Biscuits to Dentons Downtown Square	Positive	None		1	$83.00	$249.00
74	7/27/2016	dmagazine.com	Online	Dallas, TX	Daily	3,337	3,337	New DentonComedy Festival Showcases North Texas Funniest	Neutral	Color	Denton Arts & Jazz Festival	1	$525.00	$1,575.00
75	7/27/2016	etrigg.com	Online	Los Angeles, CA	Daily	688	688	Lunch n Learn Docent Orientation Training	Neutral	None		1	$6.00	$18.00
76	7/27/2016	GuideLive.com	Online	Dallas, TX	Daily	2,393	2,393	Dentons Thin Line festival will be free in 2017	Neutral	Color	Denton Arts & Jazz Festival	1	$200.00	$600.00
77	8/2/2016	notey.com	Online	Hong Kong	Daily	28,895	28,895	Petty Fest To Kick Off Oaktopia Festival With Opening Night Performance	Neutral	Color	Denton Arts & Jazz Festival	1	$25.00	$75.00
78	8/14/2016	discoverdenton.com	Online	Denton, TX	Daily	1,595	1,595	meet the deejay Ellie Meyer	Neutral	Color	DentonRadio.com	1	$10.00	$30.00
79	8/15/2016	dallas.eventful.com	Online	Dallas, TX	Daily	136,604	136,604	oaktopia music festival on Sep 22nd Sep 24th 2016 at the Denton Court Square	Neutral	Color	Denton Arts & Jazz Festival	1	$1,093.00	$3,279.00
80	8/17/2016	notey.com	Online	Hong Kong	Daily	28,895	28,895	Stars To Celebrate The Music Of Tom Petty At Petty Fest	Neutral	None	Denton Arts & Jazz Festival	1	$25.00	$75.00
81	8/28/2016	ntdaily.com	Online	Denton, TX	Daily	1,021	1,021	Denton musicians and locals take a stance on music venue closures	Neutral	Color		1	$6.00	$18.00
82	8/29/2016	dfw.cbslocal.com	Online	Dallas, TX	Daily	9,617	9,617	Tasha s KRLD To Do List August 25 28 2016	Neutral	None		1	$15.00	$45.00
83	9/2/2016	380news.com	Online	Aubrey, TX	Daily	272	272	Denton Master Gardeners Free Fall Garden Festival	Neutral	None		1	$2.00	$6.00
84	9/4/2016	RoundTown.com	Online	Cambridge, MA	Daily	4,827	4,827	Clintons Birthday Mavs Game 5 Watching Party	Neutral	None		1	$14.00	$42.00
85	9/5/2016	CrossTimbersGazette.com	Online	Flower Mound, TX	Daily	704	704	From the Desk of AndyEads September 2016	Neutral	None	Discover Denton	1	$14.00	$42.00
86	9/5/2016	CrossTimbersGazette.com	Online	Flower Mound, TX	Daily	704	704	Give back day is Sept 22nd	Neutral	None	Discover Denton Welcome Center	1	$14.00	$42.00
87	9/5/2016	ntdaily.com	Online	Denton, TX	Daily	1,021	1,021	Paschall and Andys Bars work together to present a night with Gatsby	Neutral	None	Denton Arts & Jazz Festival	1	$6.00	$18.00
88	9/5/2016	RoundTown.com	Online	Cambridge, MA	Daily	4,827	4,827	Movie Night Finding Dory	Neutral	None	Discover Denton	1	$14.00	$42.00
89	9/5/2016	RoundTown.com	Online	Cambridge, MA	Daily	4,827	4,827	At Andys Bar Dieselbeast Cropdust	Neutral	None	Discover Denton	1	$14.00	$42.00
90	9/7/2016	pressreleasepoint.com	Online	New York, NY	Daily	25,935	25,935	UNT Fine Arts Series offers diverse performers and events for 113th season	Neutral	None		1	$15.00	$45.00
91	9/7/2016	RoundTown.com	Online	Cambridge, MA	Daily	4,827	4,827	Game of Thrones Trivia Night	Neutral	None	Discover Denton	1	$14.00	$42.00
92	9/10/2016	Lewisville Leader	Online	Lewisville, TX	Weekly	25,670	25,670	Lewisville Calender Events	Neutral	None	Denton Convention Center	1	$11.00	$33.00
93	9/12/2016	Dallasobserver.com	Online	Dallas, TX	Daily	23,064	23,064	Denton Arts and Autos Extravaganza	Neutral	None	Arts & Autos Extravaganza Denton	1	$83.00	$249.00
94	9/13/2016	380news.com	Online	Aubrey, TX	Daily	272	272	Denton Community Theatre Presents Love Letters by A.R. Gurney 1	Neutral	None		1	$2.00	$6.00
95	9/13/2016	380news.com	Online	Aubrey, TX	Daily	272	272	Denton Community Theatre Presents Love Letters by A.R. Gurney	Neutral	None		1	$2.00	$6.00
96	9/13/2016	AroundTownKidsFrisco.com	Online	Frisco, TX	Daily	Online	Online	Denton Blues Fest	Neutral	None		1	$25.00	$75.00
97	9/13/2016	AroundTownKidsFrisco.com	Online	Frisco, TX	Daily	Online	Online	Dog Days of Denton	Neutral	None	Dog Days of Denton Festival	1	$25.00	$75.00
98	9/17/2016	Dallas.Culturemap.com	Online	Dallas, TX	Daily	10,236	10,236	An Evening with Kevin Smith The Art of Comics	Neutral	None		1	$205.00	$615.00
99	9/17/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips Oaktopia prepares for its big 4th year	Neutral	None		1	$66.00	$198.00
100	9/17/2016	monartscenter.com	Online	Morgantown, WV	Daily	Online	Online	Materials Hard and Soft Exhibition Call To Artists	Neutral	None		1	$1.00	$3.00
101	9/17/2016	texashighways.com	Online	Austin, TX	Daily	547	547	Smile for fall frolics	Neutral	None		1	$207.00	$621.00
102	9/18/2016	dallas.eventful.com	Online	Dallas, TX	Daily	136,604	136,604	Dog Days of Denton	Neutral	None	Dog Days of Denton Festival	1	$1,093.00	$3,279.00
103	9/18/2016	Dallasobserver.com	Online	Dallas, TX	Daily	23,064	23,064	Dog Days of Demton	Neutral	None	Dog Days of Denton Festival	1	$83.00	$249.00
104	9/18/2016	festivalsandevents.com	Online	Bainbridge, DA	Daily	1,261	1,261	Texas Festivals and Events	Neutral	None	Dog Days of Denton Festival	1	$2.80	$8.40
105	9/19/2016	DFW.com	Online	Fort Worth, TX	Daily	5,593	5,593	Dog Days of Denton	Neutral	None	Dog Days of Denton Festival	1	$16.00	$48.00
106	9/19/2016	DFW.com	Online	Fort Worth, TX	Daily	5,593	5,593	Denton Independent Motorcycle Show	Neutral	None	Arts & Autos Extravaganza Denton	1	$16.00	$48.00
107	9/20/2016	broadwayworld.com	Online	New York, NY	Daily	34,429	34,429	Real Life Married Couple to Star in DCT s Love Letters	Neutral	None		1	$413.00	$1,239.00
108	9/20/2016	Dallas.Culturemap.com	Online	Dallas, TX	Daily	10,236	10,236	2016 Oaktopia Fest in Denton	Neutral	None	Denton Arts & Jazz Festival	1	$205.00	$615.00
109	9/21/2016	Dallasobserver.com	Online	Dallas, TX	Daily	23,064	23,064	Oaktopia Festival Historic Downtown Denton	Neutral	None	Arts & Autos Extravaganza Denton	1	$83.00	$249.00
110	9/22/2016	fortworth.culturemap.com	Online	Fort Worth, TX	Daily	13,314	13,314	265 9 22 16 fortworth.culturemap.com These are the 9 best things to do in Fort Worth this weekend	Neutral	None		1	$36.40	$109.20
111	9/30/2016	Dallasobserver.com	Online	Dallas, TX	Daily	23,064	23,064	Denton s Underground Rallies Around Its Inaugural Broketopia Festival	Neutral	None	Denton Arts & Jazz Festival	1	$83.00	$249.00
112	10/10/2016	globenewswire.com	Online	El Segundo, CA	Daily	19,890	19,890	El Pollo Loco Announce the Grand Opening...	Neutral	None		1	$150.00	$450.00
113	10/15/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips Industrial Street Pop Festival ready to blast into past	Neutral	None		1	$66.00	$198.00
114	10/20/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Visual Arts	Neutral	None	Denton Arts & Jazz Festival	1	$66.00	$198.00
115	10/20/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Halloween and Fall Events	Neutral	None		1	$66.00	$198.00
116	10/22/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips Industrial Street Pop Festival...	Neutral	None		1	$66.00	$198.00
117	10/22/2016	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips Business in front...	Neutral	None		1	$66.00	$198.00
118	10/24/2016	UNT.edu	Online	Denton, TX	Daily	182,244	182,244	UNT to perform Mozart s comedic masterpiece	Neutral	None		1	$530.00	$1,590.00
119	11/14/2016	starlocalmedia.com	Online	Plano, TX	Daily	417	417	Nonprofits to host Denton County s first NYE celebration	Neutral	None	Denton Convention Center	1	$10.00	$30.00
120	11/15/2016	dfw.cbslocal.com	Online	Dallas, TX	Daily	9,617	9,617	Iconic Denton Business Weldon s Saddle Shop Shutting down	Neutral	None		1	$15.00	$45.00
121	11/15/2016	UNT.edu	Online	Denton, TX	Daily	182,244	182,244	UNT Wind Ensemble to present the music of Star Wars and other John Williams favorites	Neutral	None	Denton Visitor Center	1	$530.00	$1,590.00
122	11/15/2016	wfaa.com	Online	Dallas, TX	Daily	30,177	30,177	Eventsmaskah Holiday fun in North Texas	Neutral	None	Denton Visitor Center	1	$150.00	$450.00
123	11/24/2016	glasstire.com	Online	Houston, TX	Daily	1,019	1,019	Five Thanksgiving November 24 2016 Heroes in the making	Neutral	None	Denton Visitor Center	1	$500.00	$1,500.00
124	12/2/2016	GuideLive.com	Online	Dallas, TX	Daily	2,393	2,393	Repeal Day means drinks as cheap as 33 cents in Dallas Fort Worth	Neutral	None	Denton CVB	1	$200.00	$600.00
125	12/5/2016	globest.com	Online	New York, NY	Daily	25,311	25,311	Rayzor Ranch Mixed Use Development Is Brimming With Activity	Neutral	None	Discover Denton Welcome Center	1	$316.00	$948.00
126	1/14/2017	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Hometown accolades	Neutral	Color		1	$66.00	$198.00
127	1/21/2017	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Saturday January 21 Calendar	Neutral	Color	Denton Black Film Festival	1	$66.00	$198.00
128	1/21/2017	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Sunday January 22 Calendar	Neutral	Color		1	$66.00	$198.00
129	1/23/2017	Dallasobserver.com	Online	Dallas, TX	Daily	23,064	23,064	What to Expect at the Third Annual Denton Black Film Festival Th	Neutral	Color	Denton Black Film Festival	1	$83.00	$249.00
130	1/23/2017	starlocalmedia.com	Online	Plano, TX	Daily	417	417	Lake Cities calendar of events...	Neutral	Color	Denton Black Film Festival	1	$10.00	$30.00
131	1/24/2017	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Tuesday January 24 Calendar	Neutral	Color		1	$66.00	$198.00
132	1/24/2017	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Fill spare time with area attractions	Neutral	Color		1	$66.00	$198.00
133	2/4/2017	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Sunday February 5 Calendar	Neutral	Color		1	$66.00	$198.00
134	2/6/2017	nbcdfw.com	Online	Fort Worth, TX	Daily	25,757	25,757	35 Denton Cancels 2017 Music Festival	Neutral	None		1	$257.00	$771.00
135	2/7/2017	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Tuesday February 7 Calendar	Neutral	None		1	$66.00	$198.00
136	2/9/2017	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Thursday February 9 Calendar	Neutral	None		1	$66.00	$198.00
137	2/20/2017	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Tuesday February 21 Calendar	Neutral	None		1	$66.00	$198.00
138	2/21/2017	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Wednesday February 22 Calendar	Neutral	None		1	$66.00	$198.00
139	2/22/2017	communityimpact.com	Online	Austin, TX	Daily	1,612	1,612	Travel guide highlights Lone Star State's...	Neutral	Color		1	$14.00	$42.00
140	2/25/2017	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillip Sky not falling Chicken Little	Neutral	Color		1	$66.00	$198.00
141	2/25/2017	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips State of travel enriches our lives	Neutral	Color		1	$66.00	$198.00
142	2/25/2017	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	Kim Phillips State of travel enriches our lives	Neutral	None	Denton CVB	1	$66.00	$198.00
143	2/25/2017	patch.com	Online	New York, NY	Daily	469,422	469,422	JCPenney To Close Up To...	Neutral	Color		1	$1,408.00	$4,224.00

**Ad Value
Broadcast = 30-second open rate
Online = 300 x 250 medium rectangle, or minimum ad spend
Print = Open rate per column inch

Prepared By
Texas Press Clipping Bureau

January 1, 2016 - May 15, 2017

	Article Date	Outlet	Source Type	City\State	Frequency	Daily Impressions	Daily Reach	Headline	Slant	Photo	Subject Tag	Col. In.	Ad Equivalency	PR Value
144	2/26/2017	fvidenton.com	Online	Denton, TX	Daily	312	312	The William Hoy Story author to speak...	Neutral	Color		1	$3.00	$9.00
145	2/27/2017	Bisnow.com	Online	Washington, DC	Daily	1,341	1,341	Will Pop Ups Start Popping Up...	Neutral	Color		1	$27.00	$81.00
146	3/2/2017	kindergartenknowledge.com	Online	DFW, TX	Daily	Online	Online	Little Chapel in the Woods...	Neutral	Color		1	$1.00	$3.00
147	3/2/2017	star-telegram.com	Online	Fort Worth, TX	Daily	44,577	44,577	Spring festivals 2017 Best outdoor things to do in Dallas Fort Worth	Neutral	None		1	$130.00	$390.00
148	3/3/2017	wfaa.com	Online	Dallas, TX	Daily	30,177	30,177	DFW spring festival guide	Neutral	None		1	$150.00	$450.00
149	3/4/2017	DFW.com	Online	Fort Worth, TX	Daily	5,593	5,593	Spring festivals 2017 Your guide to outdoor fun in DFW	Neutral	None		1	$16.00	$48.00
150	3/18/2017	Dentonrc.com	Online	Denton, TX	Daily	5,274	5,274	The most unkindest cut of all!	Neutral	None	Denton CVB	1	$66.00	$198.00
151	4/5/2017	austinchronicle.com	Online	Austin, TX	Daily	14,941	14,941	Day Trips Beyond April Events Roundup Copy	Neutral	None		1	$179.00	$537.00
152	4/14/2017	dfw.cbslocal.com	Online	Dallas, TX	Daily	9,617	9,617	Denton Firefighter Museum Pays Tribute To Heroes	Neutral	None		1	$15.00	$45.00
153	4/17/2017	Dallasobserver.com	Online	Dallas, TX	Daily	23,064	23,064	All the Best Stuff to Do in Dallas This Week April 18 24	Neutral	None		1	$83.00	$249.00
154	4/20/2017	dmagazine.com	Online	Dallas, TX	Daily	3,337	3,337	Thin Line Film Festival	Neutral	None	Denton CVB	1	$525.00	$1,575.00
		Online Totals				***3,391,271***	***4,129,631***					***160***	***$22,949.71***	***$68,849.13***
1	1/1/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	March 11 13	Neutral	None		1	$390.00	$1,170.00
2	1/1/2016	Senior Voice	Print	Dallas, TX	6xY	30,000	90,000	January Star Stories	Neutral	None		2.5	$375.00	$1,125.00
3	1/10/2016	Carrollton Leader	Print	Plano, TX	Weekly	4,466	13,398	on the web Denton Cannes do it	Neutral	Color		17.5	$306.78	$920.33
4	1/10/2016	Coppell Gazette	Print	Coppell, TX	Weekly	7,263	21,789	on the web Denton Cannes Do it	Neutral	Color		6	$97.02	$291.06
5	1/10/2016	Flower Mound Leader	Print	Lewisville, TX	Weekly	25,670	77,010	on the web Denton Cannes do it	Neutral	Color		13	$275.34	$826.02
6	1/10/2016	Lake Cities Sun	Print	Lake Dallas, TX	Weekly	1,657	4,971	on the web Denton Cannes do it	Neutral	B & W		12	$143.40	$430.20
7	1/10/2016	Lewisville Leader	Print	Lewisville, TX	Weekly	25,670	77,010	on the web Denton Cannes do it	Neutral	Color		5	$55.00	$165.00
8	1/10/2016	The Colony Courier-Leader	Print	Lewisville, TX	Weekly	7,231	21,693	On the web Denton Cannes do it	Neutral	Color		5.5	$85.20	$255.59
9	1/14/2016	Allen American	Print	Allen, TX	Weekly	2,282	6,846	on the web Denton Cannes do it	Neutral	Color		21	$445.20	$1,335.60
10	1/14/2016	Rowlett Lakeshore Times	Print	Mesquite, TX	Weekly	3,991	11,973	on the web Denton Cannes do it color 9 1	Neutral	Color		9	$124.20	$372.60
11	1/14/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	Denton Bridal Show 2016	Neutral	None		24.5	$192.57	$577.71
12	1/15/2016	Celina Record	Print	Celina, TX	Weekly	594	1,782	On the Web Denton Cannes do it	Neutral	Color		5	$88.25	$264.75
13	1/15/2016	Frisco Enterprise	Print	Frisco, TX	Weekly	1,563	4,689	on the web Denton Cannes do it	Neutral	Color		4.5	$90.90	$272.70
14	1/15/2016	Little Elm Journal	Print	Plano, TX	Weekly	6,296	18,888	on the web Denton Cannes do it	Neutral	Color		9	$90.36	$271.08
15	1/22/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	Denton Bridal Show 2016 ad	Neutral	None		18	$141.48	$424.44
16	1/23/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Denton County North Texas Fair and Rodeo honored	Neutral	None		5.5	$2,145.00	$6,435.00
17	1/24/2016	Carrollton Leader	Print	Plano, TX	Weekly	4,466	13,398	Bring On The Documentaries	Positive	Color		53	$929.09	$2,787.27
18	1/24/2016	Coppell Gazette	Print	Coppell, TX	Weekly	7,263	21,789	Bring On The Documentaries	Positive	Color		53	$857.01	$2,571.03
19	1/24/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	DBFF is a cultural awakening	Neutral	None		1	$36.50	$109.50
20	1/24/2016	Flower Mound Leader	Print	Lewisville, TX	Weekly	25,670	77,010	Bring On The Documentaries	Positive	Color		53	$1,122.54	$3,367.62
21	1/24/2016	Lake Cities Sun	Print	Lake Dallas, TX	Weekly	1,657	4,971	Bring On The Documentaries	Positive	Color		53	$633.35	$1,900.05
22	1/24/2016	Lewisville Leader	Print	Lewisville, TX	Weekly	25,670	77,010	A picture is worth a million Lives	Positive	B & W		40.75	$448.25	$1,344.75
23	1/24/2016	Lewisville Leader	Print	Lewisville, TX	Weekly	25,670	77,010	Bring On The Documentaries	Positive	Color		53	$583.00	$1,749.00
24	1/24/2016	The Colony Courier-Leader	Print	Lewisville, TX	Weekly	7,231	21,693	Bring On The Documentaries	Positive	Color		53	$820.97	$2,462.91
25	1/28/2016	Carrollton Leader	Print	Plano, TX	Weekly	4,466	13,398	Wanna Rock	Positive	Color	SXSW	11.5	$201.60	$604.79
26	1/28/2016	Dallas Observer	Print	Dallas, TX	Weekly	125,000	375,000	FRI Take That Oscars	Neutral	None		3.5	$120.51	$361.52
27	1/29/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Guide Picks UNT On The Square	Neutral	None		1.5	$585.00	$1,755.00
28	1/29/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	265 01 29 16 Dallas Morning News Go and do Guide Picks	Neutral	Color		7.25	$2,827.50	$8,482.50
29	1/29/2016	DFW.com INK	Print	Fort Worth, TX	Weekly	60,000	180,000	Things to Do	Neutral	B & W		15	$390.00	$1,170.00
30	1/30/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Black Film Festival to show Ferguson documentaries 5	Neutral	None		5	$1,950.00	$5,850.00
31	1/31/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Discovering Dentons ultimate bucket list	Neutral	None		1	$36.50	$109.50
32	2/1/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Monthly News Recap 2015 Unemployment rates	Neutral	None		1	$20.00	$60.00
33	2/1/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Demand brews options	Neutral	None		1	$20.00	$60.00
34	2/1/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Business Mixers Denton Bridal Show	Neutral	None		1	$20.00	$60.00
35	2/1/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Alt rec New entertainment options coming to growing area centered on Denton	Neutral	None		1	$20.00	$60.00
36	2/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	5 best things to do this February	Positive	None		4	$300.00	$900.00
37	2/1/2016	Texas Highways	Print	Austin, TX	Monthly	175,430	526,290	Prairies and Lakes	Neutral	None		1	$178.00	$534.00
38	2/1/2016	Texas Monthly	Print	Austin, TX	Monthly	283,966	851,898	31st Annual Texas Storytelling Festival ad	Neutral	Color		20	$20,180.00	$60,540.00
39	2/2/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Cancer survivors strut their stuff on the runway at benefit B W 24 1	Neutral	None		1	$390.00	$1,170.00
40	2/11/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	North Texas State Fair accepting scholarship applications	Neutral	None		1	$7.86	$23.58
41	2/14/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Thin Line another activity for bucket list	Positive	None		26.75	$976.38	$2,929.13
42	2/14/2016	Paris News	Print	Paris, TX	Daily	5,775	17,325	Guaranty Bank and Trust to open full service facility in Denton	Positive	None		2	$36.70	$110.10
43	2/17/2016	Fort Worth Weekly	Print	Fort Worth, TX	Weekly	55,000	165,000	Events Empty Bowls for Fort Worth	Neutral	None		1	$29.17	$87.51
44	2/18/2016	Dallas Observer	Print	Dallas, TX	Weekly	125,000	375,000	Sat 2 20 Fashion More Fabulous Than Ever	Neutral	None		1	$34.43	$103.29
45	2/21/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	265 2 21 16 Denton Record Chronicle DentonRadio.com connects links	Neutral	None	Denton Radio	34.69	$1,266.19	$3,798.56
46	2/25/2016	Dallas Observer	Print	Dallas, TX	Weekly	125,000	375,000	Calendar March 25 and 26	Neutral	None		1	$34.43	$103.29
47	2/25/2016	Rowlett Lakeshore Times	Print	Mesquite, TX	Weekly	3,991	11,973	I Wanna Rock	Positive	Color	SXSW	11.5	$158.70	$476.10
48	2/26/2016	Celina Record	Print	Celina, TX	Weekly	594	1,782	I Wanna Rock	Positive	Color	SXSW	11.5	$202.98	$608.93
49	2/26/2016	Coppell Gazette	Print	Coppell, TX	Weekly	7,263	21,789	I Wanna Rock	Positive	Color	SXSW	11.5	$185.96	$557.87
50	2/26/2016	Frisco Enterprise	Print	Frisco, TX	Weekly	1,563	4,689	I Wanna Rock	Positive	Color	SXSW	11.5	$232.30	$696.90
51	2/26/2016	Little Elm Journal	Print	Plano, TX	Weekly	6,296	18,888	I Wanna Rock	Positive	Color	SXSW	11.5	$115.46	$346.38
52	2/28/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Together but not the same	Neutral	None		1	$36.50	$109.50
53	2/28/2016	Flower Mound Leader	Print	Lewisville, TX	Weekly	25,670	77,010	I Wanna Rock	Positive	Color	SXSW	11.5	$243.57	$730.71
54	2/28/2016	Lake Cities Sun	Print	Lake Dallas, TX	Weekly	1,657	4,971	I Wanna Rock	Positive	Color	SXSW	11.5	$137.43	$412.28
55	2/28/2016	Lewisville Leader	Print	Lewisville, TX	Weekly	25,670	77,010	I Wanna Rock	Positive	Color	SXSW	11.5	$126.50	$379.50
56	2/28/2016	McKinney Messenger	Print	McKinney, TX	Weekly	9500	28,500	I Wanna Rock	Positive	Color	SXSW	11.5	$155.60	$466.79
57	2/28/2016	The Colony Courier-Leader	Print	Lewisville, TX	Weekly	7,231	21,693	I Wanna Rock	Positive	Color	SXSW	11.5	$178.14	$534.41
58	2/29/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Videos Showcase creative spirit	Positive	B & W		30	$11,700.00	$35,100.00
59	2/29/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Videos Showcase creative spirit 30 w	Positive	Color		30	$11,700.00	$35,100.00
60	3/1/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Community Calendar	Positive	None		2	$40.00	$120.00
61	3/1/2016	Festivals of Texas	Print	McKinney, TX	Quarterly	N/a	0	March and April 4.25	Positive	None	Denton Arts & Jazz Festival	4.25	$276.25	$828.75
62	3/1/2016	Festivals of Texas	Print	McKinney, TX	Quarterly	N/a	0	Redbud Fest offers gardening Arbor Day trees home improvement and more	Positive	B & W		10	$650.00	$1,950.00
63	3/1/2016	Festivals of Texas	Print	McKinney, TX	Quarterly	N/a	0	Celebrate at the 36th Denton Arts and Jazz Festival	Positive	B & W	Denton Arts & Jazz Festival	24	$1,560.00	$4,680.00
64	3/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	10 Thursday Texas Storytelling Festival	Neutral	None		1	$75.00	$225.00
65	3/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	5 best things to do this....	Positive	None		4	$300.00	$900.00
66	3/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	real moms	Neutral	None		2.25	$168.75	$506.25
67	3/1/2016	Texas Highways	Print	Austin, TX	Monthly	175,430	526,290	Prairies and Lakes	Neutral	None	Denton Convention Center	3	$534.00	$1,602.00
68	3/1/2016	Texas Journey	Print	Boerne, TX	Bi-Monthly	700,000	2,100,000	Current Events	Neutral	None		1	$297.00	$891.00
69	3/1/2016	Texas Monthly	Print	Austin, TX	Monthly	283,966	851,898	New Next Texas Tall Tales	Positive	Color		8	$8,072.00	$24,216.00
70	3/10/2016	Country World	Print	Sulphur Springs, TX	Weekly	4,058	12,174	Toyota Texas Fest brings star studded concert lineup an two day 24.5	Positive	None		1	$20.00	$60.00
71	3/10/2016	Dallas Observer	Print	Dallas, TX	Weekly	125,000	375,000	Music	Positive	None		5.5	$189.37	$568.10
72	3/11/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	5 acts to see at 35 Denton	Positive	Color		50	$19,500.00	$58,500.00
73	3/11/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Go And Do Spring Festivals	Positive	None	Denton Arts & Jazz Festival	1.25	$487.50	$1,462.50
74	3/11/2016	DFW.com INK	Print	Fort Worth, TX	Weekly	60,000	180,000	Denton Gets Audacious	Neutral	Color		9	$234.00	$702.00
75	3/11/2016	DFW.com INK	Print	Fort Worth, TX	Weekly	60,000	180,000	a perfect 10	Positive	Color		55	$1,430.00	$4,290.00
76	3/11/2016	DFW.com INK	Print	Fort Worth, TX	Weekly	60,000	180,000	Things To Do Dirty Dozen	Positive	B & W	Denton Arts & Jazz Festival	9	$234.00	$702.00
77	3/13/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Kim Phillips Makers at SXSW tell the story of Denton	Positive	Color	SXSW	25	$912.50	$2,737.50
78	3/16/2016	Fort Worth Weekly	Print	Fort Worth, TX	Weekly	55,000	165,000	Music Festival Season has arrived	Positive	Color	Denton Arts & Jazz Festival	55	$1,604.35	$4,813.05
79	3/20/2016	Austin American Statesman	Print	Austin, TX	Daily	93,189	279,567	SXSW a key place to build brands	Positive	Color	SXSW	120	$26,755.20	$80,265.60
80	3/24/2016	Dallas Observer	Print	Dallas, TX	Weekly	125,000	375,000	Rock Star and a Hard Place 35 Denton	Neutral	B & W	SXSW	40	$1,377.20	$4,131.60
81	3/25/2016	Allen American	Print	Allen, TX	Weekly	2,282	6,846	I Wanna Rock	Positive	Color	SXSW	11.5	$243.80	$731.40
82	3/27/2016	Coppell Gazette	Print	Coppell, TX	Weekly	7,263	21,789	Where it all began	Positive	Color		32	$517.44	$1,552.32

**Ad Value
Broadcast = 30-second open rate
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Print = Open rate per column inch

Prepared By
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	Article Date	Outlet	Source Type	City\State	Frequency	Daily Impressions	Daily Reach	Headline	Slant	Photo	Subject Tag	Col. In.	Ad Equivalency	PR Value
83	3/27/2016	Lake Cities Sun	Print	Lake Dallas, TX	Weekly	1,657	4,971	Where it all began	Positive	Color		32	$382.40	$1,147.20
84	3/27/2016	The Colony Courier-Leader	Print	Lewisville, TX	Weekly	7,231	21,693	Where it all began 32 color	Positive	Color		32	$495.68	$1,487.04
85	4/1/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Denton Arts and Jazz Festival is Apr. 29 May 1	Positive	None	Denton Arts & Jazz Festival	25	$500.00	$1,500.00
86	4/1/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Rayzor Ranch Town Center breaks ground	Positive	B & W	Embassy Suites Denton, Texas	21	$420.00	$1,260.00
87	4/1/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Denton Redbud Fetival is Saturday April 23 2016	Positive	None		8.5	$170.00	$510.00
88	4/1/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Party in the Park ad	Neutral	None	Denton Arts & Jazz Festival	27.5	$1,003.75	$3,011.25
89	4/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	Denton Redbud Festival	Neutral	None		1	$75.00	$225.00
90	4/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	unsung museums	Neutral	None		2.75	$206.25	$618.75
91	4/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	kid culture everyday April Denton Rosebud Festival	Positive	Color		18	$1,350.00	$4,050.00
92	4/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	29 Friday Denton Arts and Jazz Festival 1	Positive	None	Denton Arts & Jazz Festival	1	$75.00	$225.00
93	4/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	5 best things to do this	Positive	None		4	$300.00	$900.00
94	4/1/2016	Texas Highways	Print	Austin, TX	Monthly	175,430	526,290	Prairies and Lakes	Neutral	None	Denton Arts & Jazz Festival	3	$534.00	$1,602.00
95	4/1/2016	The Colony Courier-Leader	Print	Lewisville, TX	Weekly	7,231	21,693	Calendar of Events	Neutral	None		5	$77.45	$232.35
96	4/3/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Trees help keep Denton growing	Positive	None	SXSW	34	$1,241.00	$3,723.00
97	4/7/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	Denton Arts and Jazz festival is Apr.29 May 1	Positive	None	Denton Arts & Jazz Festival	32	$251.52	$754.56
98	4/8/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Party in the Park ad	Neutral	None	Denton Arts & Jazz Festival	6	$2,340.00	$7,020.00
99	4/10/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Online station validates synergy	Positive	B & W	Denton Convention Center	38	$1,387.00	$4,161.00
100	4/13/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	The Denton booth at Austin's South by Southwest	Positive	B & W	SXSW	8	$292.00	$876.00
101	4/15/2016	DFW.com INK	Print	Fort Worth, TX	Weekly	60,000	180,000	Fun in the sun	Neutral	None	Denton Arts & Jazz Festival	2	$52.00	$156.00
102	4/15/2016	Little Elm Journal	Print	Plano, TX	Weekly	6,296	18,888	Denton County celebrates 170th anniversary	Neutral	None		24	$240.96	$722.88
103	4/21/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	Denton Arts and Jazz Festival is next weekend	Positive	None	Denton Arts & Jazz Festival	35	$275.10	$825.30
104	4/24/2016	Carrollton Leader	Print	Plano, TX	Weekly	4,466	13,398	Potato Salad and Forget Me Nots	Positive	B & W	Denton Arts & Jazz Festival	32.5	$569.73	$1,709.18
105	4/24/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Welcome Center open for Arts and Jazz Festival 45.75	Positive	None	Denton Arts & Jazz Festival	45.75	$1,669.88	$5,009.63
106	4/24/2016	Flower Mound Leader	Print	Lewisville, TX	Weekly	25,670	77,010	Potato Salad and Forget Me Nots	Positive	Color	Denton Arts & Jazz Festival	32.5	$688.35	$2,065.05
107	4/24/2016	Flower Mound Leader	Print	Lewisville, TX	Weekly	25,670	77,010	Get Out	Positive	None	Denton Arts & Jazz Festival	1.75	$37.07	$111.20
108	4/24/2016	Lake Cities Sun	Print	Lake Dallas, TX	Weekly	1,657	4,971	Potato Salad and Forget Me Nots	Positive	B & W	Denton Arts & Jazz Festival	33	$394.35	$1,183.05
109	4/24/2016	Lewisville Leader	Print	Lewisville, TX	Weekly	25,670	77,010	Potato Salad and Forget Me Nots	Positive	B & W	Denton Arts & Jazz Festival	32.5	$357.50	$1,072.50
110	4/24/2016	McKinney Messenger	Print	McKinney, TX	Weekly	9500	28,500	Gazette Potato salad and Forget Me Nots	Positive	None	Denton Arts & Jazz Festival	32.5	$439.73	$1,319.18
111	4/27/2016	Lewisville Leader	Print	Lewisville, TX	Weekly	25,670	77,010	Where it all began	Positive	Color		32	$352.00	$1,056.00
112	4/28/2016	Dallas Observer	Print	Dallas, TX	Weekly	125,000	375,000	Fri 4-29 Get Your Jazz Hands Ready	Neutral	None	Denton Arts & Jazz Festival	3.75	$129.11	$387.34
113	4/28/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Showers or shine	Neutral	None	Denton Arts & Jazz Festival	57	$2,080.50	$6,241.50
114	4/28/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Fest for all	Neutral	Color	Denton Arts & Jazz Festival	50	$1,825.00	$5,475.00
115	4/29/2016	Celina Record	Print	Celina, TX	Weekly	594	1,782	Potato Salad and Forget Me Nots	Positive	B & W	Denton Arts & Jazz Festival	32.5	$573.63	$1,720.88
116	4/29/2016	DFW.com INK	Print	Fort Worth, TX	Weekly	60,000	180,000	The Top 10	Positive	Color	Denton Arts & Jazz Festival	7.5	$195.00	$585.00
117	5/1/2016	Carrollton Leader	Print	Plano, TX	Weekly	4,466	13,398	Vamos y baile	Neutral	None		5.5	$96.42	$289.25
118	5/1/2016	Coppell Gazette	Print	Coppell, TX	Weekly	7,263	21,789	Vamos y baile	Positive	None		5.5	$88.94	$266.81
119	5/1/2016	Dallas Parent	Print	Irving, TX	Monthly	110,000	330,000	1 Denton Arts and Jazz Festival	Neutral	None	Denton Arts & Jazz Festival	2	$390.00	$1,170.00
120	5/1/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Lonely luggage Not in Denton	Positive	None	Discover Denton Welcome Center	29.5	$1,076.75	$3,230.25
121	5/1/2016	Flower Mound Leader	Print	Lewisville, TX	Weekly	25,670	77,010	Vamos y baile	Neutral	None		5.5	$116.49	$349.47
122	5/1/2016	Lake Cities Sun	Print	Lake Dallas, TX	Weekly	1,657	4,971	Vamos y baile	Neutral	None		5.5	$65.73	$197.18
123	5/1/2016	Lewisville Leader	Print	Lewisville, TX	Weekly	25,670	77,010	Vamos y baile	Positive	None		5.5	$60.50	$181.50
124	5/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	kid culture everyday	Neutral	None	Denton Arts & Jazz Festival	1	$75.00	$225.00
125	5/1/2016	Plano Star Courier	Print	Plano, TX	2xW	4,669	14,007	Vamos y baile	Positive	None		5.5	$103.73	$311.19
126	5/1/2016	Texas Highways	Print	Austin, TX	Monthly	175,430	526,290	Prairies and Lakes	Neutral	None	Denton Arts & Jazz Festival	1	$178.00	$534.00
127	5/1/2016	Texas Runner Triathlete News	Print	Houston, TX	Monthly	11,000	33,000	Multisport Events Denton Waterworks Spring Triathlon 1	Neutral	None		1	$46.00	$138.00
128	5/3/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Commissioners approve issue of bond refunding	Neutral	None		1	$390.00	$1,170.00
129	5/5/2016	Allen American	Print	Allen, TX	Weekly	2,282	6,846	Vamos y baile	Neutral	None		5	$106.00	$318.00
130	5/5/2016	Mesquite News	Print	Mesquite, TX	Weekly	23,673	71,019	Vamos y baile	Neutral	None		5	$121.25	$363.75
131	5/10/2016	starlocalmedia.com	Print	Plano, TX	Daily	417	1,251	Denton County seeking applications for...	Neutral	None	Denton Convention Center	1	$10.00	$30.00
132	5/12/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	Denton Fairgrounds hosting Vintage Variety Market May 28-29	Neutral	B & W		6.75	$53.06	$159.17
133	5/13/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Go and Do Guide Picks	Neutral	None		3.25	$1,267.50	$3,802.50
134	5/15/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Everything starts with someone s bucket list	Positive	None	Denton Convention Center	22	$803.00	$2,409.00
135	5/16/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Phillips wins state award	Positive	None	Denton Convention Center	3.25	$118.63	$355.88
136	5/21/2016	Fort Worth Star-Telegram	Print	Fort Worth, TX	Daily	108,460	325,380	Summertime Texas Style	Neutral	None		10.5	$4,777.50	$14,332.50
137	5/22/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Denton stepping into new markets 34 bw	Positive	B & W	Denton Convention Center	34	$1,241.00	$3,723.00
138	5/24/2016	Lewisville Leader	Print	Lewisville, TX	Weekly	25,670	77,010	Get Out	Neutral	Color	Denton Arts & Jazz Festival	1.5	$16.50	$49.50
139	5/29/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Courthouse more than a place to congreate	Positive	B & W		38	$1,387.00	$4,161.00
140	6/1/2016	Dallas Child	Print	Dallas, TX	Monthly	70,000	210,000	Denton's Evers Park 27 color	Positive	Color		27	$2,025.00	$6,075.00
141	6/1/2016	Festivals of Texas	Print	McKinney, TX	Quarterly	N/a	0	North...September 10 Denton Arts Antiques and Autos Extravaganza	Neutral	None		1.5	$97.50	$292.50
142	6/1/2016	Fort Worth Business Press	Print	Fort Worth, TX	Weekly	3,864	11,592	I-35 hope on horizon	Neutral	None		42.5	$3,244.45	$9,733.35
143	6/3/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	Denton County Fruit, Vegetable, Herb and Flower Show is June 11	Neutral	None		12	$94.32	$282.96
144	6/5/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	New and weird gets space to grow here	Neutral	None		43	$1,589.50	$4,768.50
145	6/7/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Convention center work progress	Positive	B & W	Denton Convention Center	21.5	$784.75	$2,354.25
146	6/9/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	Fruit, Vegetable, Herb and Flower Who is June 11	Neutral	None		9	$70.74	$212.22
147	6/12/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Dog show expertise a plus for CVB staff	Neutral	B & W		30	$1,095.00	$3,285.00
148	6/16/2016	Dallas Observer	Print	Dallas, TX	Weekly	125,000	375,000	Sat 6 18 Lift Dad's Spirits	Positive	None		3.25	$111.90	$335.69
149	6/18/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Air show to incude fighter jets aeorbatics and More Sunday	Neutral	None		2.5	$975.00	$2,925.00
150	6/19/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Dickenson the right person for UNT's AD	Neutral	None		37.75	$1,377.88	$4,133.63
151	6/24/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Chamber Spotlight	Positive	None	Denton Convention Center	1	$20.00	$60.00
152	6/24/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	DRC Come on in	Positive	None	Discover Denton Welcome Center	34	$1,241.00	$3,723.00
153	6/26/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Welcome center becomes reality	Positive	None	Discover Denton Welcome Center	40.5	$1,478.25	$4,434.75
154	6/26/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	RC Denton's Arts offer something for everyone	Positive	None	Denton Convention Center	59	$2,153.50	$6,460.50
155	6/26/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Denton offers shoppers plenty to choose from	Positive	None		18	$657.00	$1,971.00
156	6/30/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	We're Denton Dammit	Neutral	None	Discover Denton Welcome Center	1	$36.50	$109.50
157	7/1/2016	DFW.com INK	Print	Fort Worth, TX	Weekly	60,000	180,000	Independence Day Celebrations	Neutral	None		1	$26.00	$78.00
158	7/1/2016	Texas Highways	Print	Austin, TX	Monthly	175,430	526,290	Prairies and Lakes	Neutral	None		1	$178.00	$534.00
159	7/13/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Cool your jets	Positive	None		125.5	$4,580.75	$13,742.25
160	7/15/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	s Briefing Where the fun is free plentiful	Neutral	None		1	$390.00	$1,170.00
161	7/16/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Markets and Other Attractions	Neutral	None		1	$36.50	$109.50
162	7/18/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Work to weather storm together	Neutral	None		31.5	$1,149.75	$3,449.25
163	7/21/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	North Texas Fair and Rodeo	Positive	None	North Texas Fair & Rodeo	33	$1,204.50	$3,613.50
164	7/24/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Thin Line goes free	Positive	None	Denton Arts & Jazz Festival	44	$1,606.00	$4,818.00
165	7/24/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	DJs spin with style at center	Positive	None	Discover Denton Welcome Center	25	$912.50	$2,737.50
166	7/27/2016	Fort Worth Weekly	Print	Fort Worth, TX	Weekly	55,000	165,000	Nature	Neutral	None		1	$29.17	$87.51
167	7/27/2016	Fort Worth Weekly	Print	Fort Worth, TX	Weekly	55,000	165,000	Night and Day	Positive	None		2	$58.34	$175.02
168	7/27/2016	Fort Worth Weekly	Print	Fort Worth, TX	Weekly	55,000	165,000	Comedy Denton Comedy Festival	Neutral	None		1	$29.17	$87.51
169	7/29/2016	DFW.com Weekend	Print	Fort Worth, TX	Weekly	60,000	180,000	The Top 10	Neutral	None	North Texas Fair & Rodeo	2.5	$65.00	$195.00
170	7/30/2016	Austin American Statesman	Print	Austin, TX	Daily	93,189	279,567	Denton Aug 19-27	Neutral	None	North Texas Fair & Rodeo	4	$891.84	$2,675.52
171	7/31/2016	Austin American Statesman	Print	Austin, TX	Daily	93,189	279,567	Denton Aug 19-27	Neutral	None	North Texas Fair & Rodeo	4	$891.84	$2,675.52
172	7/31/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Listen to records with DJ Mikey	Positive	None	Discover Denton Welcome Center	39.25	$1,432.63	$4,297.88
173	8/1/2016	Cross Timbers Gazette	Print	Flower Mound, TX	Monthly	25,000	75,000	From the desk of Andy Eads	Neutral	B & W	Denton Visitor Center	1	$17.00	$51.00
174	8/1/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	NorthTexas Fair Rodeo	Neutral	B & W	North Texas Fair & Rodeo	55	$1,100.00	$3,300.00
175	8/1/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	NT State Fair and Rodeo runs through.....	Neutral	B & W	North Texas Fair & Rodeo	16	$320.00	$960.00
176	8/1/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Discover Denton Welcome Center	Neutral	B & W	Discover Denton Welcome Center	14	$280.00	$840.00
177	8/1/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Denton Main Street Association celebrates.....	Neutral	B & W	Arts & Autos Extravaganza Denton	25	$500.00	$1,500.00

**Ad Value:
Broadcast = 30-second open rate
Online = 300 x 250 medium rectangle, or minimum ad spend
Print = Open rate per column inch

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Texas Press Clipping Bureau

	Article Date	Outlet	Source Type	City\State	Frequency	Daily Impressions	Daily Reach	Headline		Slant	Photo	Subject Tag	Col. In.	Ad Equivalency	PR Value
178	8/1/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	NT Fair Rodeo.....		Neutral	None	North Texas Fair & Rodeo	46	$920.00	$2,760.00
179	8/1/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Denton Chamber of Commerce Membership.....		Neutral	B & W	North Texas Fair & Rodeo	46	$920.00	$2,760.00
180	8/1/2016	Denton Magazine	Print	Denton, TX	Quarterly	9,338	28,014	Denton Arts and Jazz Festival		Positive	None	Denton Arts & Jazz Festival	50	$1,825.00	$5,475.00
181	8/1/2016	Denton Magazine	Print	Denton, TX	Quarterly	9,338	28,014	A Neighborhood Kitchen and Cocktail Bar		Positive	None		50	$1,825.00	$5,475.00
182	8/1/2016	Denton Magazine	Print	Denton, TX	Quarterly	9,338	28,014	Through Six Geneations In Texas...		Neutral	None		1	$36.50	$109.50
183	8/1/2016	Denton Magazine	Print	Denton, TX	Quarterly	9,338	28,014	Service and Honor		Neutral	None		52	$1,898.00	$5,694.00
184	8/1/2016	Denton Magazine	Print	Denton, TX	Quarterly	9,338	28,014	North Texas 2016 Football		Neutral	None		2	$73.00	$219.00
185	8/1/2016	Denton Magazine	Print	Denton, TX	Quarterly	9,338	28,014	For Frank and Betty Ann Barrow Community Theater Was a Lifelong Love		Neutral	None		72.5	$2,646.25	$7,938.75
186	8/1/2016	Fort Worth, Texas Magazine	Print	Fort Worth, TX	Monthly	75,000	225,000	Other Attrctions and Events North Texas Fair		Neutral	None	North Texas Fair & Rodeo	1.25	$135.71	$407.14
187	8/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	5 best things to do this August		Neutral	None	North Texas Fair & Rodeo	3	$225.00	$675.00
188	8/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	Festival		Neutral	None	North Texas Fair & Rodeo	1.25	$93.75	$281.25
189	8/1/2016	Plano Profile	Print	Plano, TX	Monthly	60,000	180,000	Calendar August 19-27 2016		Neutral	None		1	$144.21	$432.63
190	8/1/2016	Texas Highways	Print	Austin, TX	Monthly	175,430	526,290	Prairies and Lakes		Neutral	None	North Texas Fair & Rodeo	1	$178.00	$534.00
191	8/1/2016	Texas Highways	Print	Austin, TX	Monthly	175,430	526,290	Comfort in a Cup		Neutral	None		1	$178.00	$534.00
192	8/4/2016	Friendswood Journal	Print	Pearland, TX	Weekly	436	1,308	Area cities earn prominent Scenic City Certification in 2016		Positive	None	Denton Visitor Center	2	$20.46	$61.38
193	8/7/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	August Calendar		Neutral	None	North Texas Fair & Rodeo	1	$390.00	$1,170.00
194	8/7/2016	Denton Magazine	Print	Denton, TX	Quarterly	9,338	28,014	North Texas Thin Line film festival to offer free admission		Positive	None	Thin Line Film Fest	5.5	$200.75	$602.25
195	8/11/2016	Sanger Herald	Print	Sanger, CA	Weekly	16,473	49,419	North Texas Fair and Rodeo announces blockbuster		Positive	Color	North Texas Fair & Rodeo	45	$0.00	$0.00
196	8/12/2016	Muenster Enterprise	Print	Muenster, TX	Weekly	1,392	4,176	265 08 12 16 Muenster Enterprise Best Times 12		Neutral	None			$0.00	$0.00
197	8/14/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	August		Neutral	B & W	North Texas Fair & Rodeo	1	$390.00	$1,170.00
198	8/14/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Music big part of DJ's lifestyle		Positive	B & W	Denton Visitor Center	33	$1,204.50	$3,613.50
199	8/18/2016	Dallas Examiner	Print	Dallas, TX	Weekly	20,000	60,000		23-Aug	Neutral	None	North Texas Fair & Rodeo	2	$98.64	$295.92
200	8/18/2016	Dallas Observer	Print	Dallas, TX	Weekly	125,000	375,000	Monday 08 22 Buck Up		Neutral	None	North Texas Fair & Rodeo	4	$137.72	$413.16
201	8/18/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	NT Fair and Rodeo starts this week offers Free Shuttle		Neutral	None	North Texas Fair & Rodeo	90	$707.40	$2,122.20
202	8/18/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	North Texas Fair & Rodeo ad		Neutral	None	North Texas Fair & Rodeo	120	$943.20	$2,829.60
203	8/19/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Go And Do North Texas Fair and Rodeo		Neutral	None	North Texas Fair & Rodeo	15	$5,850.00	$17,550.00
204	8/21/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Lively radio DJ spreads energy		Positive	B & W	Denton Visitor Center	40	$1,460.00	$4,380.00
205	8/25/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	NT Fair and Rodeo remaining schedule of events		Neutral	None	North Texas Fair & Rodeo	27	$212.22	$636.66
206	8/25/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	Denton Main Street Association celebrates 17th Annual Arts and Autos		Neutral	B & W	Arts & Autos Extravaganza Denton	37.5	$294.75	$884.25
207	8/25/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	Chamber of Commerce membership Mixer		Positive	B & W	North Texas Fair & Rodeo	13.5	$106.11	$318.33
208	8/26/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Go & Do Fun In Abundance		Neutral	None		17.25	$6,727.50	$20,182.50
209	8/26/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Go & Do Guide Picks		Neutral	None	North Texas Fair & Rodeo	3.5	$1,365.00	$4,095.00
210	8/26/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Pop Music Autum's musical bounty		Neutral	None		1.5	$585.00	$1,755.00
211	8/29/2016	eventful.com	Print	online	online	online	0	Denton Community Market in Denton 1		Neutral	None	Denton Convention Center	1	$3.00	$9.00
212	8/29/2016	eventful.com	Print	online	online	online	0	karma Yoga in Denton TX 1		Neutral	None	Denton Convention Center	1	$3.00	$9.00
213	9/1/2016	Cross Timbers Gazette	Print	Flower Mound, TX	Monthly	25,000	75,000	Arts and Autos Extravaganza ad		Neutral	Color	Arts & Autos Extravaganza Denton	8.75	$148.75	$446.25
214	9/1/2016	Cross Timbers Gazette	Print	Flower Mound, TX	Monthly	25,000	75,000	Community Calendar Oct 1 Dog Days of Denton		Neutral	None	Dog Days of Denton Festival	1	$17.00	$51.00
215	9/1/2016	Dallas Child	Print	Dallas, TX	Monthly	70,000	210,000	Kids Parties 2016		Neutral	None		1.5	$112.50	$337.50
216	9/1/2016	Dallas Observer	Print	Dallas, TX	Weekly	125,000	375,000	Talk of the Town		Neutral	Color		30	$1,032.90	$3,098.70
217	9/1/2016	Dallas Parent	Print	Irving, TX	Monthly	110,000	330,000	Sat 17 Denton Blues Festival		Neutral	None		1.25	$243.75	$731.25
218	9/1/2016	Festivals of Texas	Print	McKinney, TX	Quarterly	N/a	0	September October		Neutral	Color	Arts & Autos Extravaganza Denton	1	$65.00	$195.00
219	9/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	Child Kid Culture		Neutral	None		2.25	$168.75	$506.25
220	9/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	5 best things to do this September ...		Positive	None	Arts & Autos Extravaganza Denton	3.5	$262.50	$787.50
221	9/1/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	North Texas Fair and Rodeo Announces...		Neutral	None	North Texas Fair & Rodeo	16	$125.76	$377.28
222	9/1/2016	Seniorific News	Print	Waco, TX	Monthly	26,000	78,000	Traveling for fun...		Neutral	None		1	$111.33	$333.99
223	9/1/2016	Texas Highways	Print	Austin, TX	Monthly	175,430	526,290	Prairies And Lakes....		Neutral	None	Arts & Autos Extravaganza Denton	38	$6,764.00	$20,292.00
224	9/2/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	GreenFest		Neutral	Color		10	$78.60	$235.80
225	9/4/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Square to be a dream for area car collectors		Positive	None	Arts & Autos Extravaganza Denton	26.25	$958.13	$2,874.38
226	9/4/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Denton Life and Fun, Wedding Venue		Neutral	None		1	$36.50	$109.50
227	9/5/2016	RoundTown.com	Print	Cambridge, MA	Daily	4,827	14,481	Skyfall YSA Dance From Denton With Love		Neutral	None	Discover Denton Welcome Center	1	$14.00	$42.00
228	9/7/2016	Fort Worth Weekly	Print	Fort Worth, TX	Weekly	55,000	165,000	Oaktopia		Neutral	Color		10	$291.70	$875.10
229	9/8/2016	Dallas Observer	Print	Dallas, TX	Weekly	125,000	375,000	Wheels Go Round and Round		Neutral	None		1	$34.43	$103.29
230	9/8/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	GreenFest		Neutral	B & W		20	$157.20	$471.60
231	9/8/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	Arts and Autos		Neutral	B & W	Arts & Autos Extravaganza Denton	20	$157.20	$471.60
232	9/11/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Tourism to city might be boosted by bridge		Neutral	None		28	$1,022.00	$3,066.00
233	9/12/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	North Texas		Neutral	None	Denton Black Film Festival	10	$3,900.00	$11,700.00
234	9/14/2016	Fort Worth Weekly	Print	Fort Worth, TX	Weekly	55,000	165,000	GALLERIES....		Neutral	None	Denton Arts & Jazz Festival	15	$437.55	$1,312.65
235	9/14/2016	Fort Worth Weekly	Print	Fort Worth, TX	Weekly	55,000	165,000	Talks Readings AUTHORS.....		Neutral	None		6	$175.02	$525.06
236	9/15/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Students in school services decrease		Neutral	None		47	$1,715.50	$5,146.50
237	9/15/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	Greenfest will have 5k, 10k runs		Positive	Color		49	$385.14	$1,155.42
238	9/16/2016	Dallas Business Journal	Print	Dallas, TX	Weekly	11,674	35,022	North Texas Giving Day		Neutral	None		1	$178.41	$535.23
239	9/16/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Go Do Guide Picks		Neutral	Color		47	$18,330.00	$54,990.00
240	9/16/2016	DFW.com Weekend	Print	Fort Worth, TX	Weekly	60,000	180,000	The Top 10		Neutral	B & W		72	$1,872.00	$5,616.00
241	9/17/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	North Texas Giving Day		Neutral	None		1	$390.00	$1,170.00
242	9/17/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	North Texas Giving Day		Neutral	None		7.5	$2,925.00	$8,775.00
243	9/18/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Oaktopia prepares for its big 4th year		Neutral	None		30.5	$1,113.25	$3,339.75
244	9/18/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Boosted by the blues		Neutral	None		58	$2,117.00	$6,351.00
245	9/19/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	POP MUSIC.....		Neutral	B & W	Denton Arts & Jazz Festival	71	$27,690.00	$83,070.00
246	9/19/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Looking for a record on this year's Giving Day		Neutral	None		1	$390.00	$1,170.00
247	9/21/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	NORTH TEXAS..Nonprofits awaiting charity		Neutral	None		22	$8,580.00	$25,740.00
248	9/22/2016	Dallas Observer	Print	Dallas, TX	Weekly	125,000	375,000	Music		Positive	None		4	$137.72	$413.16
249	9/22/2016	Fort Worth Star-Telegram	Print	Fort Worth, TX	Daily	108,460	325,380	North Texas Giving Day aims to set record		Neutral	None		1	$455.00	$1,365.00
250	9/23/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Go and Do Guide Picks		Neutral	None		6.5	$2,535.00	$7,605.00
251	9/23/2016	DFW.com Weekend	Print	Fort Worth, TX	Weekly	60,000	180,000	Norah Jones returns to her jazz roots		Positive	None		2	$52.00	$156.00
252	9/25/2016	Abilene Reporter News	Print	Abilene, TX	Daily	23,723	71,169	Beyond Big D		Neutral	None	Discover Denton Welcome Center	2	$76.12	$228.36
253	9/25/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Dog Days game day promise fun for all		Positive	None	Dog Days of Denton Festival	38	$1,387.00	$4,161.00
254	9/25/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Oaktopia for all tastes		Positive	None		37.5	$1,368.75	$4,106.25
255	9/25/2016	Fort Worth Star-Telegram	Print	Fort Worth, TX	Daily	108,460	325,380	Norah Jones returns for Denton festival		Positive	Color		21	$9,555.00	$28,665.00
256	9/26/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Fest Carves out haven for gamers		Neutral	None		35.5	$1,295.75	$3,887.25
257	9/29/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Calendar Saturday Dog Days		Neutral	None	Dog Days of Denton Festival	1.25	$45.63	$136.88
258	9/29/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	Dog Days of Dento is Saturday Oct 1		Neutral	None	Dog Days of Denton Festival	14	$110.04	$330.12
259	9/30/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Dog Days invites pooches to show off their talents looks		Positive	None	Dog Days of Denton Festival	2.5	$975.00	$2,925.00
260	9/30/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Family Fun Dog Days of Denton		Positive	None	Dog Days of Denton Festival	2	$780.00	$2,340.00
261	9/30/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Puptopia		Positive	B & W	Dog Days of Denton Festival	60	$2,190.00	$6,570.00
262	9/30/2016	DFW.com Weekend	Print	Fort Worth, TX	Weekly	60,000	180,000	The top 10		Neutral	None	Dog Days of Denton Festival	2.75	$71.50	$214.50
263	10/1/2016	dfw familia	Print	Irving, TX	Monthly	70,000	210,000	sab 1		Neutral	None	Discover Denton	1	$70.00	$210.00
264	10/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	Child kid culture everyday Dog Days of Denton 1		Neutral	None	Dog Days of Denton Festival	1	$75.00	$225.00
265	10/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	Fall Family Fun Directory		Neutral	None		6	$450.00	$1,350.00
266	10/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	29 Saturday Denton Day of the Dead		Neutral	None		1	$75.00	$225.00
267	10/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	8 Saturday Denton Market Fair		Neutral	None		1	$75.00	$225.00
268	10/1/2016	Texas Highways	Print	Austin, TX	Monthly	175,430	526,290	Events Prairies and Lakes 1		Neutral	None	Denton CVB	1	$178.00	$534.00
269	10/2/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Aqua Pop to provide sparkle to game day		Neutral	None		28	$1,022.00	$3,066.00
270	10/2/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Calendar Today		Positive	None	Dog Days of Denton Festival	1	$36.50	$109.50
271	10/6/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Offerings for the season		Neutral	None		26	$949.00	$2,847.00
272	10/6/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	If It Ain t Broke		Positive	Color	Denton Convention Center	30	$1,095.00	$3,285.00

**Ad Value:
Broadcast = 30-second open rate
Online = 300 x 250 medium rectangle, or minimum ad spend
Print = Open rate per column inch

	Article Date	Outlet	Source Type	City\State	Frequency	Daily Impressions	Daily Reach	Headline	Slant	Photo	Subject Tag	Col. In.	Ad Equivalency	PR Value
273	10/12/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Mom instills original independent spirit	Positive	None		29	$1,058.50	$3,175.50
274	10/14/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Family Fun Denton Independent Motorcycle Show	Neutral	None		2	$780.00	$2,340.00
275	10/23/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Business in fron Party in the back	Neutral	None	Denton CVB	40	$1,460.00	$4,380.00
276	10/27/2016	Dallas Observer	Print	Dallas, TX	Weekly	125,000	375,000	Halloween Listings	Neutral	None	Denton CVB	1	$34.43	$103.29
277	10/27/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	Safe Spook Monday Oct 31 2016	Neutral	None	Denton CVB	10	$78.60	$235.80
278	10/27/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	Trick Or Treat Aroud The Denton Square	Neutral	None	Denton CVB	13	$102.18	$306.54
279	10/28/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Go & Do Guide Picks	Positive	Color	Denton CVB	17	$6,630.00	$19,890.00
280	10/28/2016	DFW.com Weekend	Print	Fort Worth, TX	Weekly	60,000	180,000	The Top 10	Positive	Color	Denton CVB	22.5	$585.00	$1,755.00
281	10/30/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Denton tradition glues us together	Positive	None	Denton CVB	28	$1,022.00	$3,066.00
282	10/30/2016	Fort Worth Star-Telegram	Print	Fort Worth, TX	Daily	108,460	325,380	Famous haunts	Neutral	None	Denton CVB	5	$2,275.00	$6,825.00
283	11/1/2016	Cross Timbers Gazette	Print	Flower Mound, TX	Monthly	25,000	75,000	Community Calendar 2.5	Neutral	None	Denton CVB	2.5	$42.50	$127.50
284	11/1/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	DCVB hosts another successful Planner's Zone	Neutral	None	Denton Convention Center	9	$180.00	$540.00
285	11/1/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Be A Sponsor	Neutral	None	Denton CVB	22	$440.00	$1,320.00
286	11/1/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Denton Convention and Visitors Bureay Planners Zone Showcase	Positive	None	Denton CVB	30	$1,095.00	$3,285.00
287	11/1/2016	Festivals of Texas	Print	McKinney, TX	Quarterly	N/a	0	North March 9-12	Neutral	None	Denton CVB	1.25	$81.25	$243.75
288	11/1/2016	Festivals of Texas	Print	McKinney, TX	Quarterly	N/a	0	Experience the sweet sound of stories	Neutral	None	Denton CVB	15	$975.00	$2,925.00
289	11/1/2016	Festivals of Texas	Print	McKinney, TX	Quarterly	N/a	0	32nd Annual Texas Storytelling Festival	Neutral	None	Denton CVB	12.5	$812.50	$2,437.50
290	11/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	5 best things to do this....	Neutral	None	Denton CVB	4	$300.00	$900.00
291	11/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	Holiday Family Fun	Neutral	None	Denton Convention Center	2	$150.00	$450.00
292	11/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	24 Thur Downtown Denton Turkey Trot	Neutral	None	Denton CVB	1	$75.00	$225.00
293	11/1/2016	Senior Voice	Print	Dallas, TX	6xY	30,000	90,000	November Calendar of Events	Neutral	None	Denton CVB	1.5	$225.00	$675.00
294	11/1/2016	Senior Voice	Print	Dallas, TX	6xY	30,000	90,000	December Calendar	Neutral	None	Dig Little d	2	$300.00	$900.00
295	11/1/2016	Texas Highways	Print	Austin, TX	Monthly	175,430	526,290	Events Prairies and Lakes	Neutral	None	Denton Convention Center	1	$178.00	$534.00
296	11/1/2016	Texas Highways	Print	Austin, TX	Monthly	175,430	526,290	Texas Bookish Destinations	Neutral	None	Denton Convention Center	15	$2,670.00	$8,010.00
297	11/4/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Calendar Sunday's Races	Neutral	None	Denton CVB	1	$390.00	$1,170.00
298	11/4/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Getting their Irish up	Neutral	None	Denton CVB	61	$23,790.00	$71,370.00
299	11/6/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Ready or not it's time to shop	Positive	None	Denton CVB	39.25	$1,432.63	$4,297.88
300	11/10/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Points of Interest	Neutral	None	Denton Convention Center	16.5	$602.25	$1,806.75
301	11/13/2016	Carrollton Leader	Print	Plano, TX	Weekly	4,466	13,398	Nonprofits to host Denton County's first Lil d NYE celebration	Neutral	None	Denton CVB	15	$262.95	$788.85
302	11/13/2016	Colony Courier-Leader	Print	Plano, TX	Weekly	7,231	21,693	Non profits to host county's first NYE celebration	Neutral	None	Denton CVB	12	$185.88	$557.64
303	11/13/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Denton Turkey Roll on way	Positive	None	Denton CVB	35.5	$1,295.75	$3,887.25
304	11/13/2016	Flower Mound Leader	Print	Lewisville, TX	Weekly	25,670	77,010	Nonprofits to host county's first NYE celebration	Neutral	None	Denton CVB	27	$571.86	$1,715.58
305	11/13/2016	Lewisville Leader	Print	Lewisville, TX	Weekly	25,670	77,010	Nonprofits to host NYE Celebration	Neutral	None	Denton CVB	27	$297.00	$891.00
306	11/16/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Industrial Street Pop Festival ready to blast into past	Positive	None	Denton CVB	33.5	$1,222.75	$3,668.25
307	11/18/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Backing the Blue to host family night	Neutral	None		3	$1,170.00	$3,510.00
308	11/18/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Calendar Dwontown Denton Turkey Trot	Neutral	None		1	$390.00	$1,170.00
309	11/19/2016	Zapata County News	Print	Zapata, TX	Weekly	1,305	3,915	Cowboy history fading as Denton saddle shop closes	Neutral	None	Denton Convention Center	1	$8.95	$26.85
310	11/20/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Count blessings 1 kernel at a time	Neutral	None	Denton CVB	16	$584.00	$1,752.00
311	11/24/2016	Dallas Observer	Print	Dallas, TX	Weekly	125,000	375,000	Lo Hip Lo Cool	Neutral	Color	Denton CVB		$0.00	$0.00
312	11/24/2016	Odessa American	Print	Odessa, TX	Daily	14,496	43,488	Cowboy history fading as Denton saddle shop closes	Neutral	None	Denton CVB	45.75	$1,321.72	$3,965.15
313	11/25/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	go & do Holiday Picks	Neutral	None	Denton CVB	2.5	$975.00	$2,925.00
314	11/25/2016	Little Elm Journal	Print	Plano, TX	Weekly	6,296	18,888	Nonprofits to host county's firs NYE celebration	Neutral	None	Dig Little d	13.5	$135.54	$406.62
315	11/27/2016	Colony Courier-Leader	Print	Plano, TX	Weekly	7,231	21,693	United Way of Denton County announces....	Neutral	Color	Denton CVB	18	$278.82	$836.46
316	11/27/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Festive weekend welcomes holiday to Denton	Neutral	None	Denton CVB	33.5	$1,222.75	$3,668.25
317	11/27/2016	Lake Cities Sun	Print	Lake Dallas, TX	Weekly	1,657	4,971	The Denton Holiday Lighting Festival returns.....	Neutral	Color	Denton CVB	17	$203.15	$609.45
318	12/1/2016	Cross Timbers Gazette	Print	Flower Mound, TX	Monthly	25,000	75,000	December 31 Lil'd NYE	Neutral	None	Denton CVB	1	$17.00	$51.00
319	12/1/2016	Natural Awakenings	Print	Dallas, TX	Monthly	35,000	105,000	calendar of events	Neutral	None	Denton CVB	1	$199.00	$597.00
320	12/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	5 Under 50 Discover D Wel Cent	Neutral	None	Denton Visitor Center	1	$75.00	$225.00
321	12/1/2016	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	10 Saturday	Neutral	None	Denton CVB	1	$75.00	$225.00
322	12/1/2016	Texas Highways	Print	Austin, TX	Monthly	175,430	526,290	Prairies and Lakes	Neutral	None	Denton CVB	1	$178.00	$534.00
323	12/2/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Go & Do Holiday Picks	Neutral	None	Denton CVB	3	$1,170.00	$3,510.00
324	12/2/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	6 Sanger News Area residents invited to Denton s Historic Home Tour this Saturday 64.5	Neutral	None	Denton CVB	1	$7.86	$23.58
325	12/4/2016	Colony Courier-Leader	Print	Plano, TX	Weekly	7,231	21,693	The Christmas Express ad	Neutral	None	Denton CVB	19	$294.31	$882.93
326	12/4/2016	Coppell Gazette	Print	Coppell, TX	Weekly	7,263	21,789	The Christmas Express ad	Neutral	None	Denton CVB	19	$307.23	$921.69
327	12/4/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Lil'd NYE place to be for big party	Neutral	None	Dig Little d	31	$1,131.50	$3,394.50
328	12/4/2016	Flower Mound Leader	Print	Lewisville, TX	Weekly	25,670	77,010	The Christmas Express ad	Neutral	None	Denton CVB	19	$402.42	$1,207.26
329	12/4/2016	Lake Cities Sun	Print	Lake Dallas, TX	Weekly	1,657	4,971	The Christmas Express ad	Neutral	None	Denton CVB	19	$227.05	$681.15
330	12/4/2016	Lewisville Leader	Print	Lewisville, TX	Weekly	25,670	77,010	The Christmas Express ad	Neutral	None	Denton CVB	19	$209.00	$627.00
331	12/4/2016	McAllen Monitor	Print	McAllen, TX	Daily	36,277	108,831	Cowboy History Fading	Neutral	None	Denton Visitor Center	33	$1,657.26	$4,971.78
332	12/11/2016	Carrollton Leader	Print	Plano, TX	Weekly	4,466	13,398	The Christmas Express ad	Neutral	None	Denton CVB	19	$333.07	$999.21
333	12/11/2016	Colony Courier-Leader	Print	Plano, TX	Weekly	7,231	21,693	The Christmas Express ad	Neutral	None	Denton CVB	19	$294.31	$882.93
334	12/11/2016	Coppell Gazette	Print	Coppell, TX	Weekly	7,263	21,789	The Christmas Express	Neutral	None	Denton CVB	19	$307.23	$921.69
335	12/11/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Give the Gift that Can Give Twice	Neutral	B & W	Denton Visitor Center	41	$1,496.50	$4,489.50
336	12/11/2016	Flower Mound Leader	Print	Lewisville, TX	Weekly	25,670	77,010	The Christmas Express	Neutral	None	Denton CVB	19	$402.42	$1,207.26
337	12/11/2016	Lake Cities Sun	Print	Lake Dallas, TX	Weekly	1,657	4,971	The Christmas Express ad	Neutral	None	Denton CVB	19	$227.05	$681.15
338	12/11/2016	Lewisville Leader	Print	Lewisville, TX	Weekly	25,670	77,010	The Christmas Express ad	Neutral	None	Denton CVB	19	$209.00	$627.00
339	12/13/2016	Dallas Modern Luxury	Print	Dallas, TX	Monthly	51,000	153,000	On The Scene Festival brings music home	Positive	B & W	Denton Black Film Festival	50	$700.00	$2,100.00
340	12/14/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	DoubleDave's to host fundraiser for book festival	Neutral	None	Denton CVB	2.75	$1,072.50	$3,217.50
341	12/15/2016	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	Texas Fair and Rodeo announces Keifer as Marketing.....	Neutral	B & W	North Texas Fair & Rodeo	16	$125.76	$377.28
342	12/16/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Arts groups to present A Gift for Emma	Neutral	None	Denton CVB	2.5	$975.00	$2,925.00
343	12/16/2016	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Go and Do Holiday Picks	Neutral	None	Denton CVB	1.25	$487.50	$1,462.50
344	12/18/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Noisy Reindeer Sure Sign of Santa	Neutral	None	Denton CVB	27	$985.50	$2,956.50
345	12/21/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Denton Earns Gold Ranking in Prominent Scenic City Certification	Neutral	None	Denton CVB	1	$20.00	$60.00
346	12/21/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Business Conference and Election Cycle Top Chamber Board Priorities	Neutral	None	Denton CVB	1	$20.00	$60.00
347	12/21/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Be A Sponsor	Neutral	None	Arts & Autos Extravaganza Denton	1	$20.00	$60.00
348	12/21/2016	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	United Way of Denton County and Greater Denton Arts Council	Neutral	None	Arts & Autos Extravaganza Denton	57	$1,140.00	$3,420.00
349	12/21/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	North Texas Fair and Rodeo	Neutral	None	North Texas Fair & Rodeo	19	$693.50	$2,080.50
350	12/25/2016	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Christmas itself is True Gift	Neutral	None		41	$1,496.50	$4,489.50
351	1/1/2017	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Now Open	Neutral	Color	Denton CVB	22	$440.00	$1,320.00
352	1/1/2017	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Opening Soon in and out burger	Neutral	Color	Denton CVB	21	$420.00	$1,260.00
353	1/1/2017	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Opening Soon Luxe Nail	Neutral	Color	Denton CVB	39	$780.00	$2,340.00
354	1/1/2017	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Opening Soon	Neutral	Color	Denton CVB	13	$260.00	$780.00
355	1/1/2017	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Rayzor Ranch	Neutral	None	Denton CVB	13	$260.00	$780.00
356	1/1/2017	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	The CVB 2016 Year in Review	Neutral	Color	Denton CVB	52	$1,040.00	$3,120.00
357	1/1/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Unusual Resolution Bound for New Year	Neutral	None		42	$1,533.00	$4,599.00
358	1/1/2017	Senior Voice	Print	Dallas, TX	6xY	30,000	90,000	Calendar of Events	Neutral	None	Denton Black Film Festival	3.25	$487.50	$1,462.50
359	1/1/2017	Texas Highways	Print	Austin, TX	Monthly	175,430	526,290	Prairies and Lakes BFF	Neutral	None	Denton Black Film Festival	1	$178.00	$534.00
360	1/1/2017	Texas Highways	Print	Austin, TX	Monthly	175,430	526,290	Time Warp	Positive	None	Denton CVB	48	$8,544.00	$25,632.00
361	1/1/2017	Texas Highways	Print	Austin, TX	Monthly	175,430	526,290	Courting History	Positive	None	Denton CVB	80	$14,240.00	$42,720.00
362	1/1/2017	Texas Highways	Print	Austin, TX	Monthly	175,430	526,290	Editor's Note The Heart and Soul of Town	Positive	None	Denton CVB	38	$6,764.00	$20,292.00
363	1/8/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Stage Set for Amazing 2017	Neutral	B & W	Discover Denton	33	$1,204.50	$3,613.50
364	1/13/2017	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	The Scene Festival brings music home	Positive	B & W	Denton CVB	50	$19,500.00	$58,500.00
365	1/15/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Denton A Unique Place to Live	Neutral	None		61	$2,226.50	$6,679.50
366	1/20/2017	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Guide Picks Go & Do	Positive	None	Denton Black Film Festival	2.5	$975.00	$2,925.00
367	1/22/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	New Era of Radio Dawns in Denton	Neutral	Color		57	$2,080.50	$6,241.50

**Ad Value:
Broadcast = 30-second open rate
Online = 300 x 250 medium rectangle, or minimum ad spend
Print = Open rate per column inch

Prepared By
Texas Press Clipping Bureau

January 1, 2016 - May 15, 2017

	Article Date	Outlet	Source Type	City\State	Frequency	Daily Impressions	Daily Reach	Headline	Slant	Photo	Subject Tag	Col. In.	Ad Equivalency	PR Value
368	1/22/2017	Lake Cities Sun	Print	Lake Dallas, TX	Weekly	1,657	4,971	Jan 23 Patterson Appleton Arts Center	Neutral	None	Denton Black Film Festival	15	$179.25	$537.75
369	1/25/2017	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Museum presents exhibit honoring Black History Month	Neutral	None		3.25	$1,267.50	$3,802.50
370	1/25/2017	Fort Worth Weekly	Print	Fort Worth, TX	Weekly	55,000	165,000	Film Series	Neutral	None	Denton Black Film Festival	1.5	$43.76	$131.27
371	1/25/2017	Fort Worth Weekly	Print	Fort Worth, TX	Weekly	55,000	165,000	Night and Day	Neutral	B & W	Denton Black Film Festival	9.5	$277.12	$831.35
372	1/27/2017	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Go & Do Guide Picks	Neutral	None	Denton Black Film Festival	2.5	$975.00	$2,925.00
373	1/27/2017	DFW.com Weekend	Print	Fort Worth, TX	Weekly	60,000	180,000	Weekend The Top 10	Neutral	None		9	$234.00	$702.00
374	1/29/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Denton Talent Set in Granite	Neutral	Color	Denton CVB	43	$1,569.50	$4,708.50
375	1/31/2017	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Mseum docent training is scheduled for Feb 8	Neutral	None	Denton CVB	3.25	$1,267.50	$3,802.50
376	2/1/2017	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	honoring black history	Positive	None		5.25	$393.75	$1,181.25
377	2/1/2017	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	5 best things to do this..	Positive	None		3.75	$281.25	$843.75
378	2/1/2017	Texas Highways	Print	Austin, TX	Monthly	175,430	526,290	Texas Highways	Neutral	None	Denton CVB	1	$178.00	$534.00
379	2/1/2017	Texas Monthly	Print	Austin, TX	Monthly	283,966	851,898	2nd Annual Texas Storytellling Festival ad	Neutral	B & W	Denton CVB	13.5	$13,621.50	$40,864.50
380	2/5/2017	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Writer transforms pain into a screeeplay	Neutral	None	Denton Black Film Festival	1.25	$487.50	$1,462.50
381	2/5/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Train Tunes Add Life to Town	Neutral	None		1	$36.50	$109.50
382	2/8/2017	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Briefs 35 Denton music fest canceled for this year	Neutral	None		4.25	$1,657.50	$4,972.50
383	2/12/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Anonymous Hero at Kroger Displays Heart of Denton to Highest Degree	Neutral	None		1	$36.50	$109.50
384	2/19/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	This Week s Most Read	Neutral	None		1	$36.50	$109.50
385	2/19/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Sky not Falling Chicken Little	Neutral	None		62	$2,263.00	$6,789.00
386	2/26/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	State of Travel Enriches Our Lives	Neutral	None		41	$1,496.50	$4,489.50
387	3/1/2017	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Denton Arts Jazz Festival	Neutral	None	Denton Arts & Jazz Festival	28	$560.00	$1,680.00
388	3/1/2017	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Denton Community Market	Neutral	None		19	$380.00	$1,140.00
389	3/1/2017	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Denton Chamber of Commerce Annual Banquet1	Neutral	None	Denton CVB	1	$20.00	$60.00
390	3/1/2017	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Denton Chamber of Commerce Annual Banquet	Neutral	Color	North Texas Fair & Rodeo	11	$220.00	$660.00
391	3/1/2017	Festivals of Texas	Print	McKinney, TX	Quarterly	N/a	0	North	Neutral	None	Denton Arts & Jazz Festival	5	$325.00	$975.00
392	3/1/2017	Festivals of Texas	Print	McKinney, TX	Quarterly	N/a	0	Keep Denton beautiful	Neutral	None	Denton CVB	15	$975.00	$2,925.00
393	3/1/2017	Festivals of Texas	Print	McKinney, TX	Quarterly	N/a	0	Redbud Festival in Denton presents Arbor Day celebration	Neutral	None	Denton CVB	9	$585.00	$1,755.00
394	3/1/2017	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	3 Friday	Neutral	None	Denton CVB	1	$75.00	$225.00
395	3/1/2017	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	Spring Family Fun Directory	Neutral	None	Denton CVB	2	$150.00	$450.00
396	3/1/2017	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	Journal Junkie	Neutral	None	Denton CVB	1	$75.00	$225.00
397	3/1/2017	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	11 Saturday	Neutral	None	Denton CVB	1	$75.00	$225.00
398	3/1/2017	Texas Highways	Print	Austin, TX	Monthly	175,430	526,290	Prairies and Lakes	Neutral	None	Denton Arts & Jazz Festival	2	$356.00	$1,068.00
399	3/1/2017	Texas Monthly	Print	Austin, TX	Monthly	283,966	851,898	32nd Annual Texas Storytelling Festival	Neutral	None	Denton CVB	40	$40,360.00	$121,080.00
400	3/1/2017	Texas Monthly	Print	Austin, TX	Monthly	283,966	851,898	Fort Worth Texas Storytelling	Neutral	None	Denton CVB	9	$9,081.00	$27,243.00
401	3/1/2017	Texas Monthly	Print	Austin, TX	Monthly	283,966	851,898	Fort Worth Texas Storytelling	Neutral	None	Denton CVB	9	$9,081.00	$27,243.00
402	3/3/2017	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	7 music fests to mark on your calendar	Positive	None	Denton Arts & Jazz Festival	6.25	$2,437.50	$7,312.50
403	3/3/2017	DFW.com Weekend	Print	Fort Worth, TX	Weekly	60,000	180,000	Free spring break family fun	Neutral	None		13.5	$351.00	$1,053.00
404	3/5/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Good Days for Denton County	Neutral	Color		51	$1,861.50	$5,584.50
405	3/12/2017	Abilene Reporter News	Print	Abilene, TX	Daily	23,723	71,169	Music Festivals	Neutral	None	Denton Arts & Jazz Festival	2.5	$95.15	$285.45
406	3/12/2017	Arkansas Democrat	Print	Little Rock, AR	Daily	183055	549,165	Beyond Big D	Neutral	None		1	$60.92	$182.76
407	3/12/2017	Arkansas Democrat	Print	Little Rock, AR	Daily	183055	549,165	Festivals	Neutral	None		1	$60.92	$182.76
408	3/12/2017	Fort Worth Star-Telegram	Print	Fort Worth, TX	Daily	108,460	325,380	Destination Dallas Music Festivals	Neutral	None	Denton Arts & Jazz Festival	3.75	$1,706.25	$5,118.75
409	3/12/2017	Fort Worth Star-Telegram	Print	Fort Worth, TX	Daily	108,460	325,380	Destination Dallas Beyond Big D	Neutral	None	Denton CVB	2.25	$1,023.75	$3,071.25
410	3/13/2017	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	True talent at least	Neutral	None	Denton CVB	60	$23,400.00	$70,200.00
411	3/13/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Can do Attitude Marks Decade	Neutral	B & W	Denton CVB	60	$2,190.00	$6,570.00
412	3/15/2017	Festivals of Texas	Print	McKinney, TX	Quarterly	N/a	0	Denton Arts and Jazz Festival	Neutral	None	Arts & Autos Extravaganza Denton	18	$1,170.00	$3,510.00
413	3/15/2017	Fort Worth Weekly	Print	Fort Worth, TX	Weekly	55,000	165,000	Galleries	Neutral	None		1	$29.17	$87.51
414	3/17/2017	DFW.com Weekend	Print	Fort Worth, TX	Weekly	60,000	180,000	Catching spring fever	Neutral	None		2.25	$58.50	$175.50
415	3/19/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Virtual Visitors Tour Denton	Neutral	Color		65	$2,372.50	$7,117.50
416	3/19/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	The Most Unkindest Cut of All	Neutral	None		1	$36.50	$109.50
417	3/23/2017	Dallas Observer	Print	Dallas, TX	Weekly	125,000	375,000	Music	Neutral	None	Denton CVB	26.5	$912.40	$2,737.19
418	3/24/2017	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Family Fun	Positive	None	Denton CVB	5.5	$2,145.00	$6,435.00
419	3/26/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Simmons Embodies Volunteer	Neutral	None	Denton CVB	1	$36.50	$109.50
420	3/30/2017	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	North Texas State Fair Association Announces 2017 Scholarship Opportunities	Neutral	None	North Texas Fair & Rodeo	6	$47.16	$141.48
421	3/30/2017	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	Annual Taste of North Texas is Thursday March 30	Neutral	None	Denton CVB	15	$117.90	$353.70
422	3/31/2017	Dallas Voice	Print	Dallas, TX	Weekly	14,500	43,500	It's rodeo time	Positive	Color	Denton CVB	68	$983.96	$2,951.88
423	4/1/2017	Dallas Child Baby	Print	Dallas, TX	Monthly	80,000	240,000	Members Only	Neutral	None	Denton CVB	3	$225.00	$675.00
424	4/1/2017	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Alamo Drafthouse	Neutral	None	Denton CVB	1	$20.00	$60.00
425	4/1/2017	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Athletic Competition Added to HOT Fund Request	Neutral	None	Denton CVB	1	$20.00	$60.00
426	4/1/2017	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Coming In 2018	Neutral	None		1	$20.00	$60.00
427	4/1/2017	Denton Business Journal	Print	Denton, TX	Monthly	5,000	15,000	Thrive Denton Business Summit Scheduled for May 19	Neutral	None	Denton CVB	1	$20.00	$60.00
428	4/1/2017	Natural Awakenings	Print	Dallas, TX	Monthly	35,000	105,000	Keeping Denton Beautiful Made Easy	Neutral	None	Denton CVB	8	$1,592.00	$4,776.00
429	4/1/2017	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	22 Saturday	Neutral	None	Denton CVB	1	$75.00	$225.00
430	4/1/2017	North Texas Child	Print	Dallas, TX	Monthly	80,000	240,000	Keep Denton Beautiful Redbud Festival	Neutral	None	Denton CVB	1	$75.00	$225.00
431	4/1/2017	Texas Highways	Print	Austin, TX	Monthly	175,430	526,290	Prairies and Lakes Denton arts and Jazz Festival etc...	Neutral	None	Denton Arts & Jazz Festival	2.5	$445.00	$1,335.00
432	4/1/2017	Texas Monthly	Print	Austin, TX	Monthly	283,966	851,898	New Next	Neutral	None	Denton Arts & Jazz Festival	2	$2,018.00	$6,054.00
433	4/2/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Bureau Team Grows To Serve	Neutral	None	Denton CVB	1	$36.50	$109.50
434	4/6/2017	Sanger News	Print	Sanger, TX	Weekly	1,597	4,791	Youth Fair Schedule	Neutral	None	Denton CVB	26	$204.36	$613.08
435	4/8/2017	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	A train serenade rings in jazz event	Neutral	None	Denton Arts & Jazz Festival	1	$390.00	$1,170.00
436	4/9/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Redbud Festival to Usher in Spring	Neutral	None		1	$36.50	$109.50
437	4/12/2017	Texas Highways	Print	Austin, TX	Monthly	175,430	526,290	Denton Arts and Jazz Festival Ad	Neutral	None	Denton Arts & Jazz Festival	9	$1,602.00	$4,806.00
438	4/16/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Denton Shines at Travel Event	Neutral	None	Denton CVB	60	$2,190.00	$6,570.00
439	4/20/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Conference Center Projects Booming	Neutral	None	Denton CVB	1	$36.50	$109.50
440	4/23/2017	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Denton Arts and Jazz Festival ad	Neutral	None	Denton Arts & Jazz Festival	21	$8,190.00	$24,570.00
441	4/23/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Jazz Fest Shows City at It s Best	Neutral	Color	Denton Arts & Jazz Festival	34	$1,241.00	$3,723.00
442	4/26/2017	Fort Worth Weekly	Print	Fort Worth, TX	Weekly	55,000	165,000	Denton Arts and Jazz Festival ad	Neutral	None		15	$437.55	$1,312.65
443	4/26/2017	Fort Worth Weekly	Print	Fort Worth, TX	Weekly	55,000	165,000	Music, Noteworthy	Neutral	None		3	$87.51	$262.53
444	4/28/2017	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Go & Do	Neutral	None		24	$9,360.00	$28,080.00
445	4/30/2017	Dallas Morning News	Print	Dallas, TX	Daily	153,433	460,299	Arpril May Calendar April 30	Neutral	None	Denton Arts & Jazz Festival	2	$780.00	$2,340.00
446	4/30/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Search for Denton s Purple Door is Part of the Fun	Neutral	None	Denton CVB	35	$1,277.50	$3,832.50
447	5/7/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	Travel Industry Honors Efforts	Neutral	None	Denton CVB	31	$1,131.50	$3,394.50
448	5/14/2017	Denton Record-Chronicle	Print	Denton, TX	Daily	9,338	28,014	UNT Grad Joins Wienermobile s Hotdogging Team	Neutral	None	Denton CVB	1	$36.50	$109.50
		Print Totals				***25,043,371***	***75,130,113***					***7743.44***	***$632,956.53***	***$1,898,869.29***
45		***Broadcast Totals***				***3,998,932***	***3,998,932***					***45***	***$295,134.22***	***$885,403.26***
154		***Online Totals***				***3,391,271***	***4,129,631***					***160***	***$22,949.71***	***$68,849.13***
448		***Print Totals***				***25,043,371***	***75,130,113***					***7743.44***	***$632,956.53***	***$1,898,869.29***
		Combined Totals				***32,433,574***	***83,258,676***					***7948.44***	***$951,040.46***	***$2,853,121.68***

**Ad Value:
Broadcast = 30-second open rate
Online = 300 x 250 medium rectangle, or minimum ad spend
Print = Open rate per column inch

Prepared By
Texas Press Clipping Bureau

DISCOVER DENTON
WELCOME CENTER

65,224 visitors

Of the $200,000 HOT invested in the project in 2017, $179,500 went directly back into the Denton community:

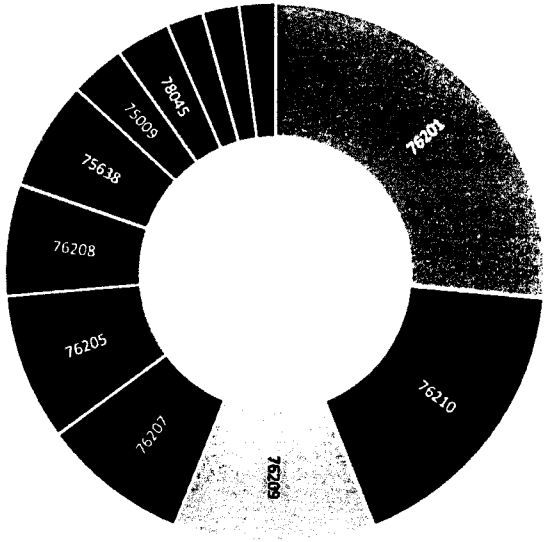
- Consignment commissions to small business and local makers
- Local employment for students and interns
- Public restrooms / Hospitality
- Main Street Association office space on the square
- Denton Police Department landing zone for bikes, refreshments

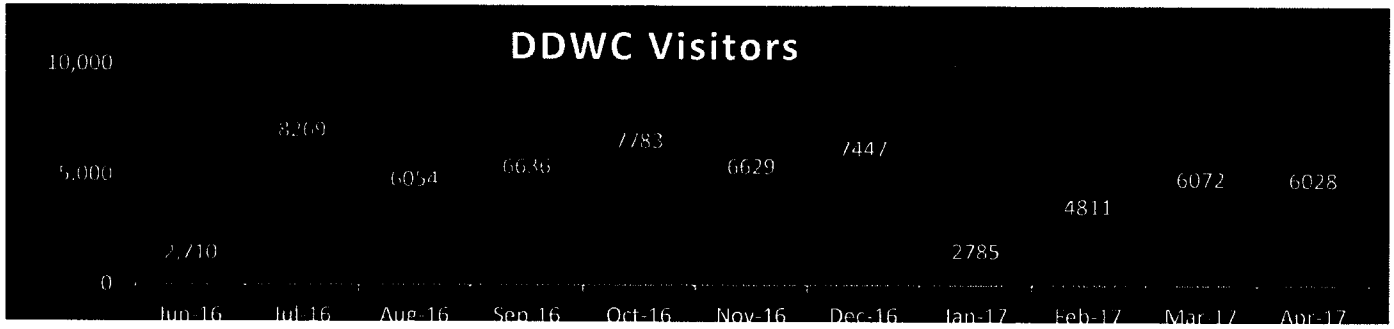
DISCOVER DENTON WELCOME CENTER

2016 Visitor Count	**45,528**	**Gross Sales 2016**	**$123,355.94**
1/1/17 - 4/30/17 Visitor Count	**19,696**	**Gross Sales 2017**	**$43,780.59**
Total to Date # of Visitors	**65,224**	**Total**	**$167,136.53**
Average Monthly # Visitors	**5930**		

**Visitor & Sales #'s are from 6/21-4/30/17

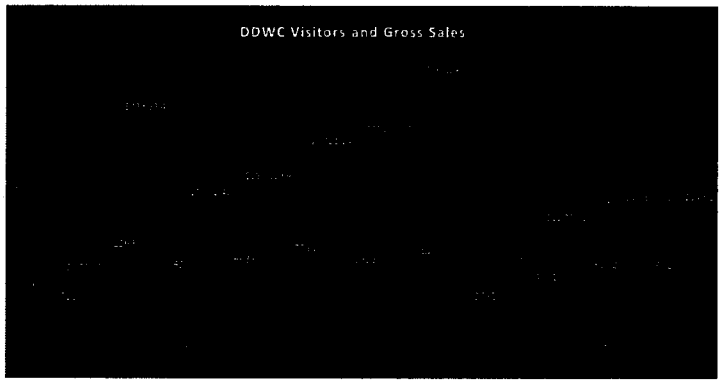
Common Zip Codes in the Month of May



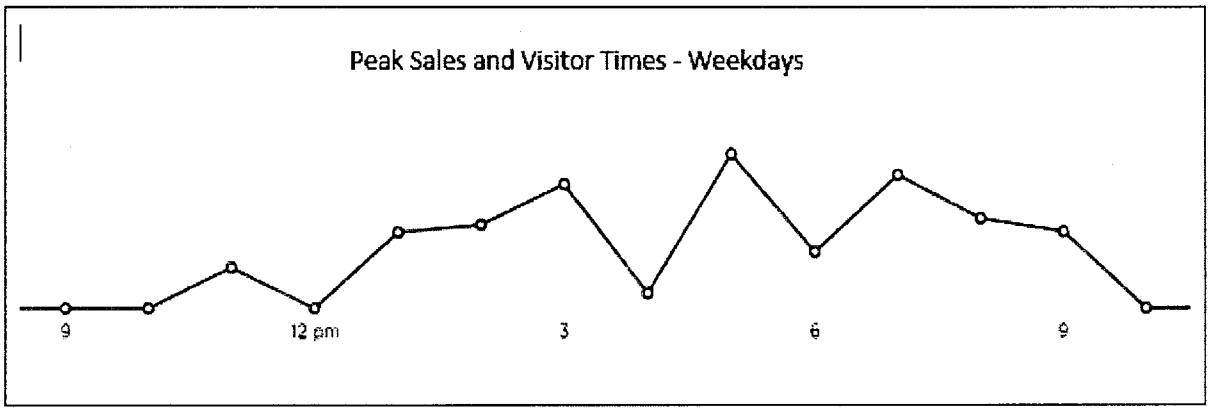


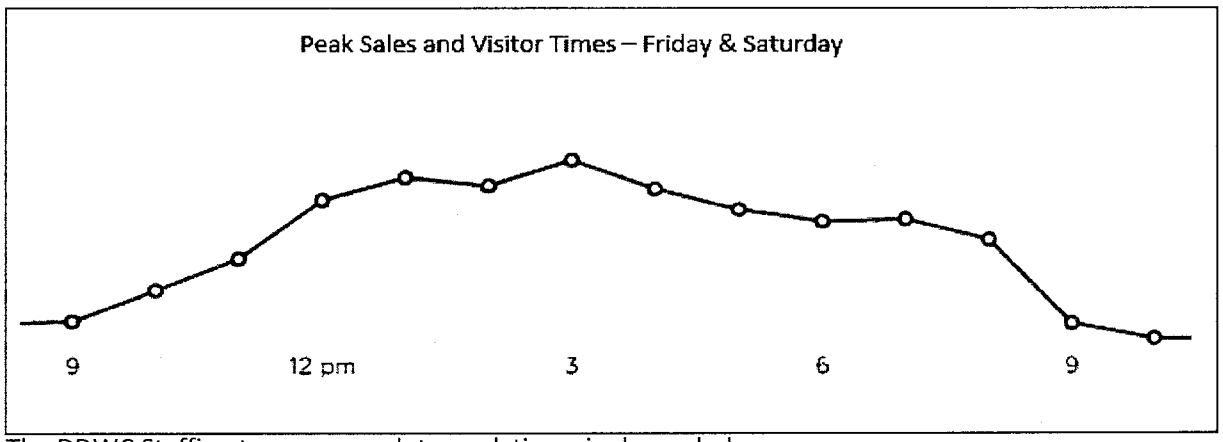
Product Sales Mix

2016	Gross Sales	Consignor Payout	DDDW Payout
Arts & Autos Gross Sales	$300.00	$120.00	$180.00
WCTR Gross Sales	$48,352.92		$48,352.92
I Heart Denton Sales	$7,022.00	$5,968.70	$1,053.30
Denton Design Gross Sales	$2,838.60	$2,128.95	$709.65
OID Gross Sales	$9,783.50	$7,337.63	$2,445.88
DIME Store Gross Sales	$30,743.50	$23,057.63	$7,685.88
TWU Gross Sales	$2,596.16	$1,947.12	$649.04
UNT Gross Sales	$5,991.35	$4,493.51	$1,497.84
Pan Ector Gross Sales	$4,605.00	$3,453.75	$1,151.25
900-Local Pop Up Vendors	$5,122.91	$4,354.47	$768.44
Sponsorship	$6,000.00		$6,000.00
Total Consignor Gross Income		$52,861.76	
Total DDWC Gross Income		$70,494.20	
Total Gross Sales		$123,355.94	



2017	Gross Sales	Consignor Payout	DDDW Payout
WCTR Gross Sales	$22,033.38		$22,033.38
I Heart Denton Sales	$2,058.00	$1,749.30	$308.70
Denton Design Gross Sales	$197.19	$118.31	$78.88
OID Gross Sales	$3,133.00	$2,349.75	$783.25
DIME Store Gross Sales	$10,273.20	$7,704.90	$2,568.30
TWU Gross Sales	$1,330.80	$998.10	$332.70
UNT Gross Sales	$2,025.32	$1,518.99	$506.33
Pan Ector Gross Sales	$558.00	$418.50	$139.50
900-Local Pop Up Vendors	$558.70	$419.03	$139.68
Sponsorships	$1,600.00		$1,600.00
Total Consignor Gross Income		$15,276.88	
Total DDWC Gross Income		$28,490.72	
Total Gross Sales		$43,767.59	





The DDWC Staffing to accommodate peak times is shown below.

Monday – Thursday

9:00a – 5:00p: 2 Managers & 1 PT Dentoning Expert

4:45p - 9:30p: 2 Dentoning Experts

Friday

9:00a – 5:00p: 2 Managers & 1 PT Dentoning Expert

4:45p – 10:0p: 3 Dentoning Experts

Saturday

9:00a – 5:00p: 2 PT Dentoning Expert

4:45p – 10:00p: 3 Dentoning Experts

Sunday

10:30a – 7:30p: 2 PT Dentoning Expert

***Our goal is to implement a volunteer on Friday and Saturday where we are currently staffing 3 PT employees.

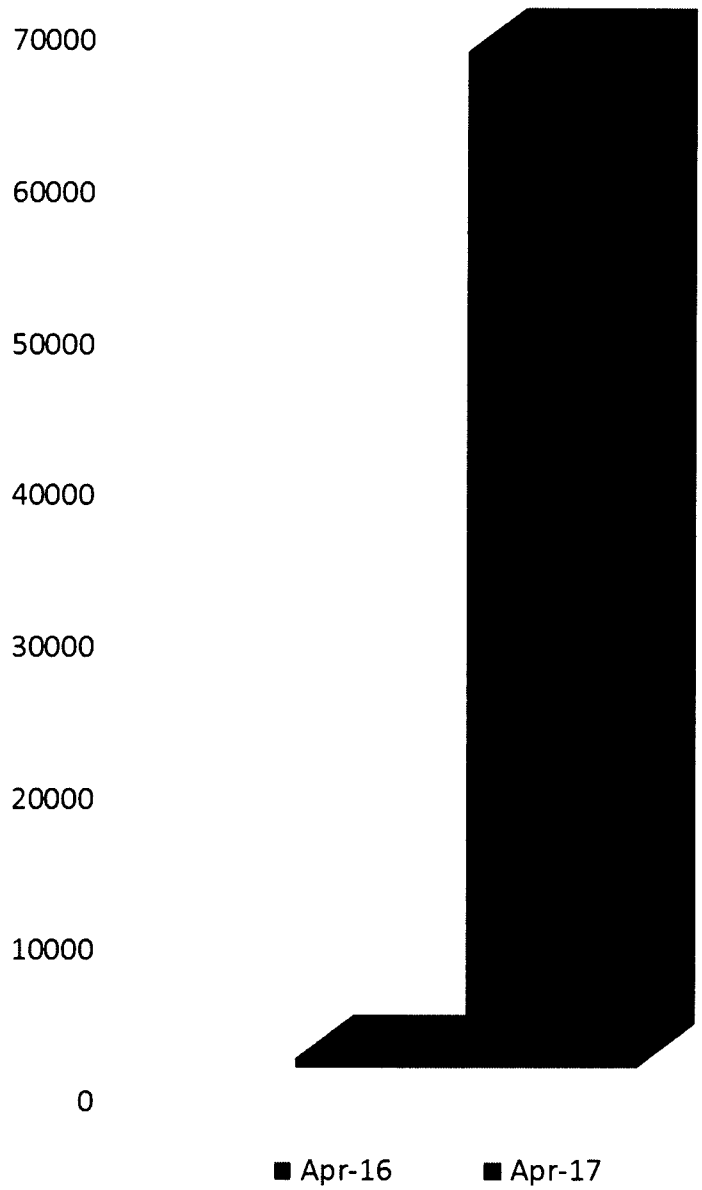
Analytics and Metrics

Overall Listenership

From April 2016 to April 2017 we have had an 11,228% increase in listens.

April 2016 – 597 Listens

April 2017 – 67,033 Listens

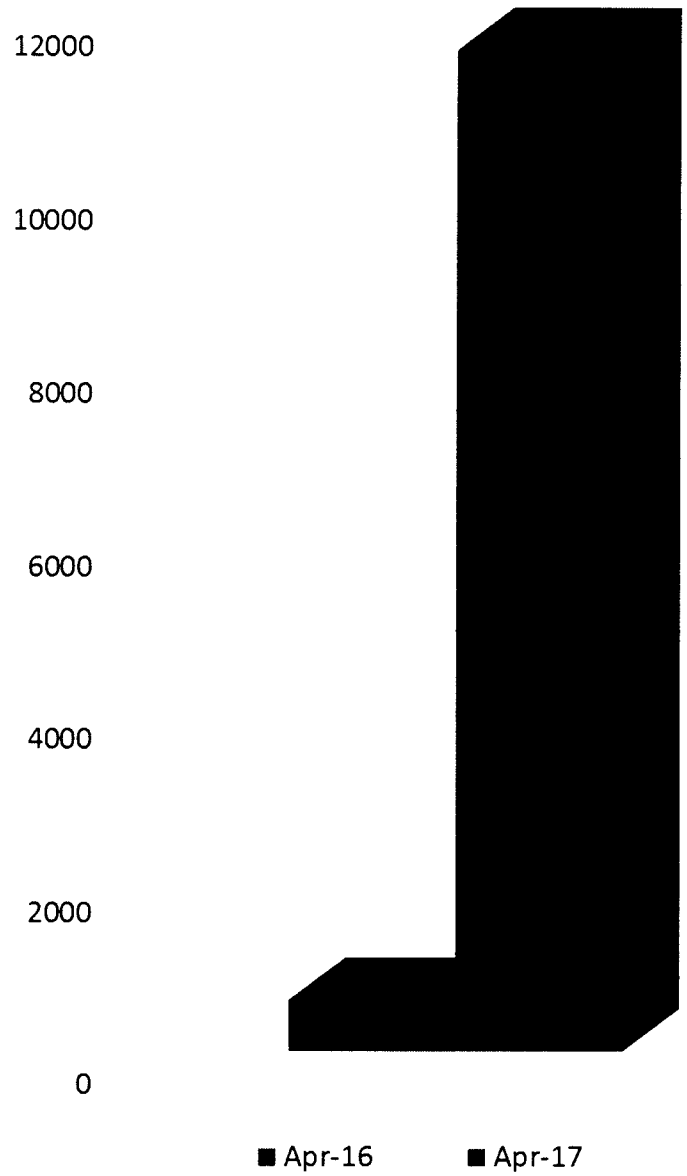


DentonRadio.com Listenership

The above figure includes social media numbers, due to our inclusion of Facebook Live, Twitter Live and YouTube. Without the, DentonRadio.com and app saw a 1,937% increase from last year.

April 2016 – 597 Listens

April 2017 – 11,574 Listens



Diversification

We have begun to work under a simple philosophy: "people do not need a new way to find new music and entertainment, they just need new entertainment on the platforms they already enjoy." So, due to our new studio, we have been able to add interviews to our formatting. These interviews are available on DentonRadio.com, Facebook Live, Twitter Live and YouTube.

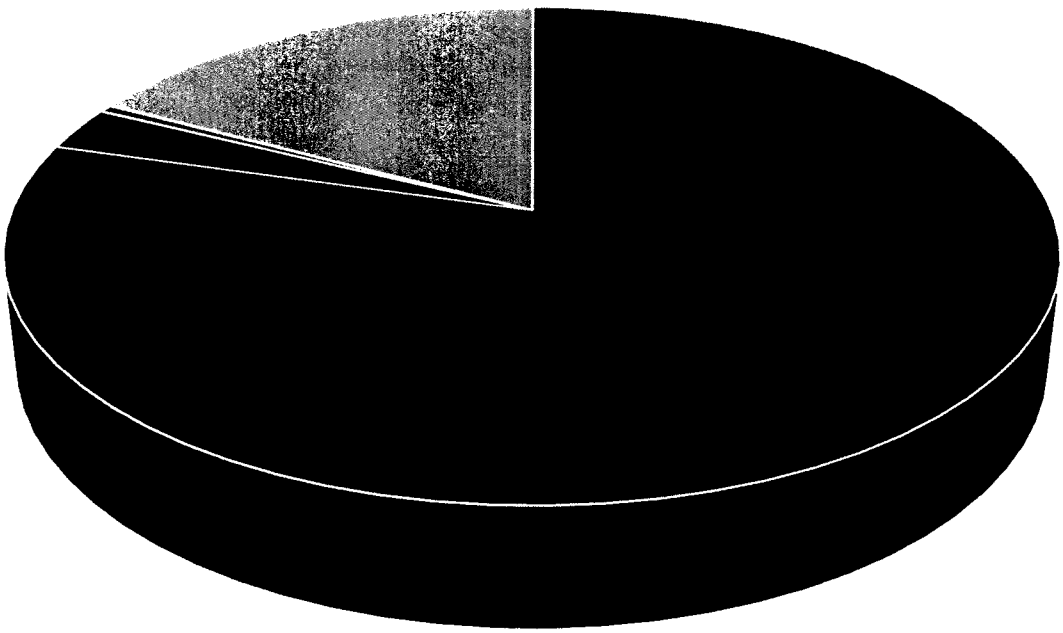
April 2017

Facebook Live – 53,195 Views

Twitter Live – 1,920 Views

YouTube – 344 Views

DentonRadio.com – 11,574 Listens



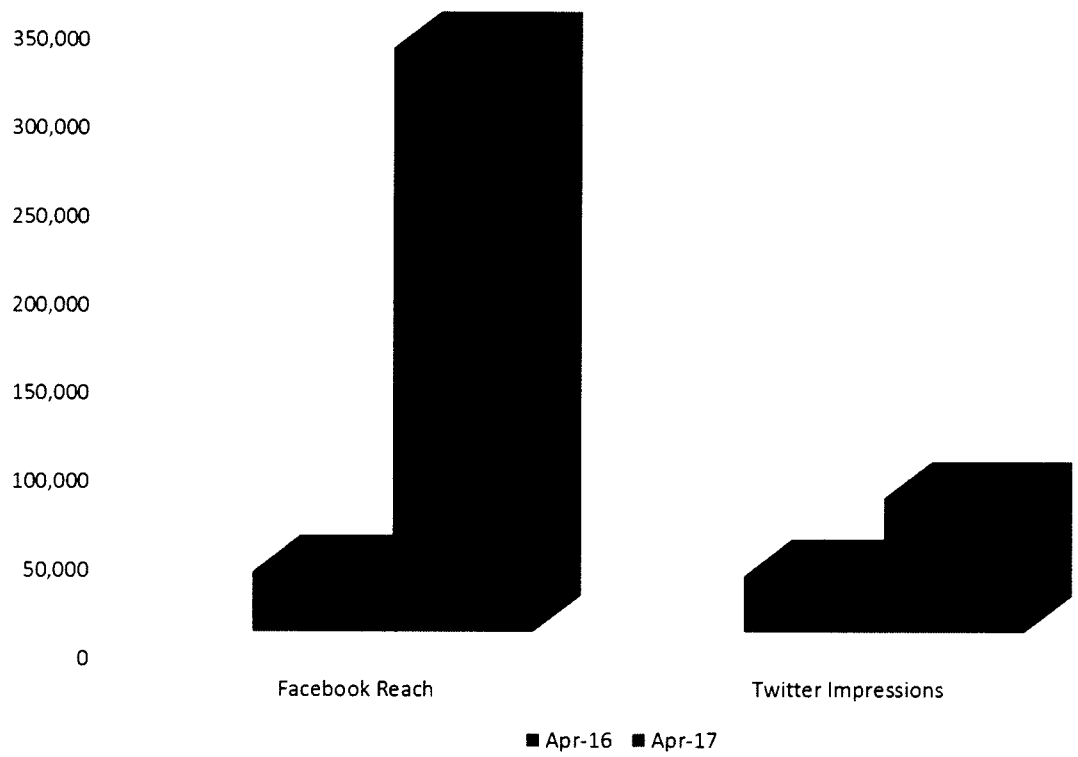
Social Media Reach

Because of the addition of video, our social media reach (the number of times content appears on an individual's profile feed) has greatly increased. From 33,632 to 329,620 on Facebook (**980%**), and 31,600 to 75,600 on Twitter (**239%**).

April 2017

Facebook Reach – 329,620

Twitter Impressions – 75,600



DentonRadio.com Vision Packet

Denton CVB Mission Statement

The purpose of the Denton CVB is to market Denton, attract individual visitors, tour groups, convention and meeting groups, and sporting events to Denton and to provide management toward ensuring a positive visitor experience.

Specific to DentonRadio.com, we are both attraction and management. DentonRadio.com delivers information and entertainment, firstly of Denton music and secondly of general Denton entertainment. DentonRadio.com's worldwide audience, receives constant invitations to join in the Denton fun. DentonRadio.com is also a tool for in-town visitors, constantly delivering a more intimate look into opportunities for Denton experiences and memories, both online and within the Discover Denton Welcome Center.

The year ahead:

DentonRadio.com Year Ahead Vision Statement

100,000 regular monthly listeners across diverse platforms, reached through efficient use of technology resources, with low to non-existent labor costs. Contributing positive net worth to the Discover Denton Welcome Center.

Contents

- Efficient Technology
- Preproduction Packet

- *Volunteer Staffing*
- *No Cost Production Structure*
- *Advertising Structure & Goals*
- *100,000 Listeners*

Efficient Technology

Due to the LiveStream platform, we have the ability to efficiently stream content across 8 different platforms:

- Facebook Live
- Twitter Live (Periscope)
- YouTube
- DentonRadio.com
- DentonRadio.com App
- iTunes
- Google Play
- iHeartRadio

The LiveStream Platform, along with Winamp and Spreaker, allows for one person to contribute to all of the 8 platforms with little to no post production, which is the most time consuming and inefficient challenge to labor. The LiveStream platform is extremely efficient and cost effective, but what truly makes this all possible is the Production Packet.

Production Packet

Envision DentonRadio.com to be an assembly line: efficient, interchangeable parts. Every show appears to be different, but has common production needs:

- Subject
- Structure
- Guest and DJ Organization & Expectations
- Graphics
- Copy

- Sound & Video Technology

With the Production Packet, all of the above can be run with minimal training. The Production Packet has everything needed clearly spelled out and defined, meaning that if one show producer must be exchanged for another, they easily can without any disruption to the show. The Production Packet spells out every step so clearly that even a volunteer could confidently run a show after only three sessions of technology training.

To create this packet, we contact every guest and DJ one month in advance. They are asked to provide compelling content and a structure to the show. From this, a short bio of every show is created (and sent to the Communications Team for promotional purposes) and a "Talent Info Sheet" is created. Everyone, guests and DJs, receive the completed Info Sheet, in order to prepare, along with written information on when to arrive and PG-Rated expectations. The guests and DJs are also asked to provide video or graphic information that could be used during the show. All graphics and videos are formatted ahead of time and uploaded to LiveStream, as well all media copy is researched and written. All that is left for the DJ is to push the necessary buttons at show time, which are all clearly laid out in checklists within the packet.

Volunteer Staffing

DentonRadio.com currently has three show producers, all capable of training other DJs. The beauty of placing these Producers in a position to teach is that the best way to further study a subject is to teach it.

As we continue to grow show content, we will need more and more producers. Almost daily, we see RTVF students hopeful for a chance to volunteer within DentonRadio.com. With the production packet in place, we can now offer those hopeful volunteers a chance to train with our current producers. After training with each of them, if given a stamp of approval, the volunteers will be given their own shows to produce. In exchange for producing x-number of show hours, they will receive a signed letter of recommendation from Discover Denton expressing their talents.

No Cost Production Structure

Every show requires a Producer and DJ. Denton is full of endless talent in need of a means of production. Now, we will be able to provide them with the production they need. Most DJs will simply welcome the chance to be on the radio, however, for those that want to make long term investments, we have our Syndication Advertising Model in place.

The Syndication Advertising Model means that we run two ads per show: one for DentonRadio.com the other for the DJ. The DJs then receives their share of the advertising generated during the show.

The Syndication Advertising Model and our Volunteer Staffing Structure, will make for a no cost production structure.

Advertising Structure & Goals

As we move closer and closer to low and no cost production, we still need to pay for the equipment and studio that makes all of this possible. Our goal for the coming year will be for DentonRadio.com to contribute $30,000, half of the Discover Denton Welcome Center's rent, to Access.

To do this, we have created advertising samples and a pricing structure that we believe to be well within our means.

April 2017 | Facebook Only

50,000 Views

87 Videos

Average Views per Video – 600

$35 per video evaluation

Future Goal:

$25 per video

120 videos, 33 more videos needed

New total monthly views – 72,000

Even if we only maintain the $35 per 600 view video figure, that is still a great evaluation. We simply need $3,000 per month to reach our goal.

As an added benefit, since most of our DJs will not take advantage of the syndication, we will be able to run the second advertisement for our Anchor Partners, giving even more value to their sponsorship.

100,000 Listeners

As we further increase our Facebook presence, we have a powerful tool to further promote our other platforms. With Facebook at 72,000 listeners and DentonRadio.com currently at 10,000 (with growth to come), we only need to reach 20,000 others on Twitter and Podcasts. We are already seeing positive numbers on both Twitter and our Podcasts, and it is easy to foresee 100,000 listeners with further promotion.

DISCOVER DENTON 360 VIDEO
SXSWi 2017

DiscoverDenton

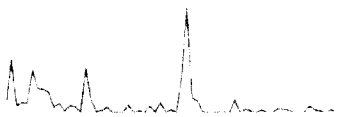
[redacted] **360 Denton**

Created Mar 9, 2017 · Videos: 6

Lifetime (Mar 9, 2017 – May 16, 2017)

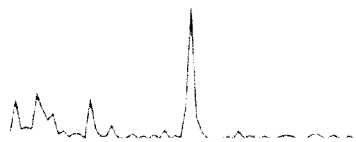
Watch time
Minutes

722



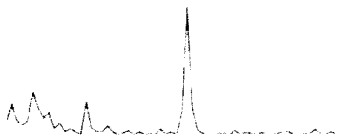
Views

915



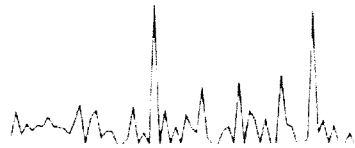
Playlist starts

519



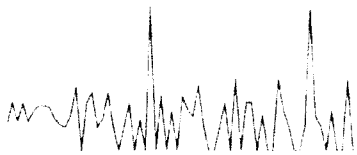
Average time in playlist
Minutes

1:23



Views per playlist start

1.76



Playlist saves

0

Video	↓ Watch time (minutes)	Views
360 UNT Wind Symphony	212 [redacted]	282 [redacted]
360 TWU Dancers	122 [redacted]	195 [redacted]
360 Watering Holes	118 [redacted]	147 [redacted]
360 Top of the Town	100 [redacted]	102 [redacted]
360 Making Music	91 [redacted]	96 [redacted]
360 Downtown Hot Spots	79 [redacted]	93 [redacted]

Top geographies
Watch time

United States
Indonesia
Mexico
Germany
Japan

Gender
Views

Male
Female

EXHIBIT B

Last Two Year's Audited Financials or Balance Sheets

DENTON CHAMBER OF COMMERCE

Schedule D

CONVENTION/VISITORS BUREAU ACCOUNT - HOTEL OCCUPANCY TAX ACCOUNT
STATEMENT OF CASH RECEIPTS AND DISBURSEMENTS
FOR THE YEAR ENDED MARCH 31, 2016

Cash at April 1, 2015: Northstar Bank - checking	$ 68,351	
Petty Cash	100	
		$ 68,451
Add Receipts:		
City of Denton - Occupancy tax	896,040	
City of Denton - Welcome Center	284,000	
Total Receipts	1,180,040	
Deduct Disbursements:		
Salaries and benefits	127,871	
Administrative costs	119,908	
Advertising	246,585	
Communications and social media	236,066	
Convention and group marketing	127,560	
Welcome Center expenses	137,077	
Total Disbursements	995,067	
Excess Receipts over Disbursements		184,973
Cash at March 31, 2016: Northstar Bank - checking	253,324	
Petty Cash	100	
		$253,424

The accompanying notes are an integral part of this statement.

DENTON CHAMBER OF COMMERCE

Schedule D

CONVENTION/VISITORS BUREAU ACCOUNT - HOTEL OCCUPANCY TAX ACCOUNT
STATEMENT OF CASH RECEIPTS AND DISBURSEMENTS
FOR THE YEAR ENDED MARCH 31, 2015

Cash at April 1, 2014: Northstar Bank - checking	$ 34,621	
Petty Cash	100	
		$ 34,721
Add Receipts:		
City of Denton - Occupancy tax	792,889	
Total Receipts	792,889	
Deduct Disbursements:		
Salaries and benefits	114,227	
Administrative costs	113,733	
Advertising	194,612	
Communications and social media	211,061	
Convention and group marketing	125,526	
Total Disbursements	759,159	
Excess Receipts over Disbursements		33,730
Cash at March 31, 2015: Northstar Bank - checking	68,351	
Petty Cash	100	
		$ 68,451

The accompanying notes are an integral part of this statement.

CVB-NORTHSTAR
Profit & Loss Budget Performance 2016
December 2016

	Dec 16	Budget	$ Over Budget	Jan - Dec 16	YTD Budget	$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
201 · City of Denton - Occupancy Tax	0.00	0.00	0.00	1,117,395.00	1,117,395.00	0.00	1,117,395.00
Total Income	0.00	0.00	0.00	1,117,395.00	1,117,395.00	0.00	1,117,395.00
Expense							
3300 · CVB - GENERAL EXPENSES							
3318 · Administration							
3310 · Salaries & Benefits							
301 · Salaries Admin	9,882.79	10,545.00	-662.21	119,526.53	126,540.00	-7,013.47	126,540.00
305 · Retirement	154.92	155.00	-0.08	2,354.78	1,860.00	494.78	1,860.00
306 · Car Allowance-VP	450.00	450.00	0.00	5,400.00	5,400.00	0.00	5,400.00
308 · Payroll Taxes	686.61	1,100.00	-413.39	8,839.25	13,200.00	-4,360.75	13,200.00
309 · Health Insurance	1,186.60	1,250.00	-63.40	13,618.12	15,000.00	-1,381.88	15,000.00
Total 3310 · Salaries & Benefits	12,360.92	13,500.00	-1,139.08	149,738.68	162,000.00	-12,261.32	162,000.00
3315 · Administration - Other							
310 · Liability Insurance	0.00	0.00	0.00	1,022.02	800.00	222.02	800.00
313 · Memberships/Subscriptions	1,545.00	0.00	1,545.00	7,639.95	8,000.00	-360.05	8,000.00
314 · Computer Equipment	4,037.36	2,500.00	1,537.36	42,039.88	30,000.00	12,039.88	30,000.00
315 · Copy Machine	467.92	416.67	51.25	5,055.80	5,000.00	55.80	5,000.00
318 · Office Supplies	544.47	291.67	252.80	5,324.89	3,500.00	1,824.89	3,500.00
323 · Postage-General	82.81	500.00	-417.19	7,948.55	6,000.00	1,948.55	6,000.00
325 · Office Rent	1,271.25	1,262.50	8.75	15,255.00	15,150.00	105.00	15,150.00
3320 · Travel & Training							
312 · Travel	3,695.23	1,084.00	2,611.23	11,703.29	13,000.00	-1,296.71	13,000.00
327 · Meeting Expenses	214.08	250.00	-35.92	1,051.93	3,000.00	-1,948.07	3,000.00
Total 3320 · Travel & Training	3,909.31	1,334.00	2,575.31	12,755.22	16,000.00	-3,244.78	16,000.00
3330 · Telephone							
319 · Telephone/DSL	838.04	417.00	421.04	6,269.31	5,000.00	1,269.31	5,000.00
320 · Cell Phone	1,826.06	834.00	992.06	9,744.65	10,000.00	-255.35	10,000.00
Total 3330 · Telephone	2,664.10	1,251.00	1,413.10	16,013.96	15,000.00	1,013.96	15,000.00
Total 3315 · Administration - Other	14,522.22	7,555.84	6,966.38	113,055.27	99,450.00	13,605.27	99,450.00
Total 3318 · Administration	26,883.14	21,055.84	5,827.30	262,793.95	261,450.00	1,343.95	261,450.00
3400 · CVB Program Disbursements							

CVB-NORTHSTAR
Profit & Loss Budget Performance 2016
December 2016

	Dec 16	Budget	$ Over Budget	Jan - Dec 16	YTD Budget	$ Over Budget	Annual Budget
3410 · Print Advertising							
401 · Print Advertising	850.00	2,917.00	-2,067.00	33,301.23	35,000.00	-1,698.77	35,000.00
403 · Graphics/Production	0.00	250.00	-250.00	2,526.66	3,000.00	-473.34	3,000.00
411 · Advertising-Contract Labor	0.00	1,000.00	-1,000.00	0.00	12,000.00	-12,000.00	12,000.00
Total 3410 · Print Advertising	850.00	4,167.00	-3,317.00	35,827.89	50,000.00	-14,172.11	50,000.00
402 · Internet Marketing	4,657.50	2,500.00	2,157.50	38,506.75	30,000.00	8,506.75	30,000.00
404 · Tourism Promo Material	894.71	834.00	60.71	7,218.36	10,000.00	-2,781.64	10,000.00
405 · Brochures	1,397.00	834.00	563.00	10,543.56	10,000.00	543.56	10,000.00
406 · Travel & Trade Shows	0.00	1,667.00	-1,667.00	37,463.59	20,000.00	17,463.59	20,000.00
407 · Tourism & PR Service	2,988.00	584.00	2,404.00	10,319.79	7,000.00	3,319.79	7,000.00
408 · Dentonradio.com	0.00	1,000.00	-1,000.00	6,163.48	12,000.00	-5,836.52	12,000.00
409 · Event Magazine	4,000.00	28,173.00	-24,173.00	87,524.18	60,345.00	27,179.18	60,345.00
410 · Distribution-Event Magazine	6,383.88	0.00	6,383.88	21,692.61	3,500.00	18,192.61	3,500.00
Total 3400 · CVB Program Disbursements	21,171.09	39,759.00	-18,587.91	255,260.21	202,845.00	52,415.21	202,845.00
Total 3300 · CVB - GENERAL EXPENSES	48,054.23	60,814.84	-12,760.61	518,054.16	464,295.00	53,759.16	464,295.00
3500 · COMMUNICATIONS & SOCIAL MEDIA							
3510 · Campaigns & Marketing							
500 · Communications	127.92	209.00	-81.08	1,037.95	2,500.00	-1,462.05	2,500.00
501 · Social Media Marketing	6,075.87	6,334.00	-258.13	80,629.26	76,000.00	4,629.26	76,000.00
502 · Website	159.40	834.00	-674.60	2,594.79	10,000.00	-7,405.21	10,000.00
Total 3510 · Campaigns & Marketing	6,363.19	7,377.00	-1,013.81	84,262.00	88,500.00	-4,238.00	88,500.00
3520 · Administration							
3530 · Salaries & Benefits							
504 · Salaries	10,701.77	13,200.00	-2,498.23	123,999.85	143,050.00	-19,050.15	143,050.00
505 · Payroll Taxes	1,442.92	800.00	642.92	10,508.03	8,850.00	1,658.03	8,850.00
506 · Car Allowance	300.00	300.00	0.00	3,600.00	3,600.00	0.00	3,600.00
507 · Health Insurance	1,389.98	2,200.00	-810.02	17,575.19	22,200.00	-4,624.81	22,200.00
508 · Retirement	242.81	250.00	-7.19	1,439.87	2,300.00	-860.13	2,300.00
Total 3530 · Salaries & Benefits	14,077.48	16,750.00	-2,672.52	157,122.94	180,000.00	-22,877.06	180,000.00
509 · Memberships/Professional Dev	5,440.00	0.00	5,440.00	9,356.15	10,000.00	-643.85	10,000.00
Total 3520 · Administration	19,517.48	16,750.00	2,767.48	166,479.09	190,000.00	-23,520.91	190,000.00
Total 3500 · COMMUNICATIONS & SOCIAL MEDIA	25,880.67	24,127.00	1,753.67	250,741.09	278,500.00	-27,758.91	278,500.00
3600 · CONVENTION, GROUP SALES & SERV							

CVB-NORTHSTAR
Profit & Loss Budget Performance 2016
December 2016

	Dec 16	Budget	$ Over Budget	Jan - Dec 16	YTD Budget	$ Over Budget	Annual Budget
3601 · Meeting & Convention Marketing							
3605 · Advertising							
602 · Print/Website	0.00	667.00	-667.00	800.00	8,000.00	-7,200.00	8,000.00
603 · Sales & Marketing Missions	0.00	84.00	-84.00	3,500.00	1,000.00	2,500.00	1,000.00
604 · Trade Show/Conferences	6,967.49	625.00	6,342.49	20,106.14	7,500.00	12,606.14	7,500.00
605 · Site Visits/Fam Tours	0.00	84.00	-84.00	1,086.22	1,000.00	86.22	1,000.00
606 · Servicing Expenses	1,456.92	84.00	1,372.92	1,456.92	1,000.00	456.92	1,000.00
607 · Research/Leads/Tracking	0.00	500.00	-500.00	500.00	6,000.00	-5,500.00	6,000.00
608 · Bid Fees	0.00	0.00	0.00	200.00	500.00	-300.00	500.00
627 · Memberships/Prof. Devel.	199.00	0.00	199.00	1,464.00	2,000.00	-536.00	2,000.00
Total 3605 · Advertising	8,623.41	2,044.00	6,579.41	29,113.28	27,000.00	2,113.28	27,000.00
Total 3601 · Meeting & Convention Marketing	8,623.41	2,044.00	6,579.41	29,113.28	27,000.00	2,113.28	27,000.00
3620 · Group Tour Marketing							
3630 · Advertising							
609 · Printing/Website	1,886.48	375.00	1,511.48	2,486.48	4,500.00	-2,013.52	4,500.00
610 · Sales & Marketing Missions	44.00	417.00	-373.00	675.00	5,000.00	-4,325.00	5,000.00
611 · Trade Shows/Conferences	992.20	1,000.00	-7.80	3,987.20	12,000.00	-8,012.80	12,000.00
612 · Site Visits/Fam Tours	0.00	0.00	0.00	0.00	1,500.00	-1,500.00	1,500.00
613 · Servicing	0.00	84.00	-84.00	73.83	1,000.00	-926.17	1,000.00
630 · Memberships/Prof.Dev.	0.00	0.00	0.00	25.00	2,100.00	-2,075.00	2,100.00
Total 3630 · Advertising	2,922.68	1,876.00	1,046.68	7,247.51	26,100.00	-18,852.49	26,100.00
3640 · Administration							
3650 · Salaries & Benefits							
621 · Salaries	6,231.26	7,232.00	-1,000.74	79,113.12	83,784.00	-4,670.88	83,784.00
623 · Car Allowance	300.00	300.00	0.00	3,600.00	3,600.00	0.00	3,600.00
624 · Health Insurance	1,195.23	1,356.00	-160.77	13,620.55	14,061.00	-440.45	14,061.00
625 · Retirement	130.62	125.00	5.62	1,561.75	1,500.00	61.75	1,500.00
631 · Payroll Taxes	495.02	720.00	-224.98	6,310.52	8,055.00	-1,744.48	8,055.00
Total 3650 · Salaries & Benefits	8,352.13	9,733.00	-1,380.87	104,205.94	111,000.00	-6,794.06	111,000.00
3660 · Travel & Training							
626 · Travel & Training	0.00	0.00	0.00	138.58	8,500.00	-8,361.42	8,500.00
629 · Meeting Expenses	39.56	0.00	39.56	356.22	2,000.00	-1,643.78	2,000.00
Total 3660 · Travel & Training	39.56	0.00	39.56	494.80	10,500.00	-10,005.20	10,500.00

CVB-NORTHSTAR
Profit & Loss Budget Performance 2016
December 2016

	Dec 16	Budget	$ Over Budget	Jan - Dec 16	YTD Budget	$ Over Budget	Annual Budget
Total 3640 · Administration	8,391.69	9,733.00	-1,341.31	104,700.74	121,500.00	-16,799.26	121,500.00
Total 3620 · Group Tour Marketing	11,314.37	11,609.00	-294.63	111,948.25	147,600.00	-35,651.75	147,600.00
Total 3600 · CONVENTION, GROUP SALES & SERV	19,937.78	13,653.00	6,284.78	141,061.53	174,600.00	-33,538.47	174,600.00
3700 · CVB - WELCOME CENTER							
3710 · Salaries & Benefits							
3712 · Salaries & Benefits-F/T Mgr							
701 · Salaries	3,500.00	4,200.00	-700.00	49,923.10	50,400.00	-476.90	50,400.00
702 · Payroll Taxes	267.67	325.00	-57.33	4,681.74	3,900.00	781.74	3,900.00
703 · Health Insurance	595.43	475.00	120.43	6,197.14	5,700.00	497.14	5,700.00
Total 3712 · Salaries & Benefits-F/T Mgr	4,363.10	5,000.00	-636.90	60,801.98	60,000.00	801.98	60,000.00
3714 · Salaries - P/T Staff							
704 · Salaries - Staff	12,625.92	2,900.00	9,725.92	80,666.18	27,100.00	53,566.18	27,100.00
705 · Payroll Taxes - Staff	620.66	300.00	320.66	6,278.35	2,900.00	3,378.35	2,900.00
706 · Health Insurance	-85.26			1,064.65			
995 · PR Deductions - Other	0.00			0.00			
Total 3714 · Salaries - P/T Staff	13,161.32	3,200.00	9,961.32	88,009.18	30,000.00	58,009.18	30,000.00
Total 3710 · Salaries & Benefits	17,524.42	8,200.00	9,324.42	148,811.16	90,000.00	58,811.16	90,000.00
3720 · Administration							
709 · Computer/IT	236.05	500.00	-263.95	2,579.86	6,000.00	-3,420.14	6,000.00
712 · Insurance	0.00	417.00	-417.00	2,346.00	5,000.00	-2,654.00	5,000.00
713 · Office Equipment/Supplies	0.00	500.00	-500.00	2,380.47	6,000.00	-3,619.53	6,000.00
725 · Merchandise	0.00	0.00	0.00	264.00	23,500.00	-23,236.00	23,500.00
740 · Visitor Center Rent	9,487.50	4,792.00	4,695.50	18,975.00	57,500.00	-38,525.00	57,500.00
755 · Maintenance	1,390.89	1,000.00	390.89	5,121.83	12,000.00	-6,878.17	12,000.00
Total 3720 · Administration	11,114.44	7,209.00	3,905.44	31,667.16	110,000.00	-78,332.84	110,000.00
Total 3700 · CVB - WELCOME CENTER	28,638.86	15,409.00	13,229.86	180,478.32	200,000.00	-19,521.68	200,000.00
Total Expense	122,511.54	114,003.84	8,507.70	1,090,335.10	1,117,395.00	-27,059.90	1,117,395.00
Net Ordinary Income	**-122,511.54**	**-114,003.84**	**-8,507.70**	**27,059.90**	**0.00**	**27,059.90**	**0.00**

CVB-NORTHSTAR
Profit & Loss Budget Performance 2016
December 2016

	Dec 16	Budget	$ Over Budget	Jan - Dec 16	YTD Budget	$ Over Budget	Annual Budget
Carryover 2015 - Welcome Center							
3800 · Carryover 2015 - Welcome Ctr							
710 · Computer/IT	0.00			9,055.85			
720 · Furniture & Fixtures	3,483.35			7,169.25			
730 · Center Decorator	0.00			4,937.50			
745 · Finish Out	16,701.38			204,224.03			
750 · Supplies	0.00			8,627.37			
Total 3800 · Carryover 2015 - Welcome Ctr	20,184.73			234,014.00			
CVB NORTHSTAR Bank - HOT Funds							
HOT Funds - 2016							
Beginning Fund Balance - Carryover FY 2015	75,719.83						
Add: Y-T-D Net Income/(Loss)	27,059.90						
Ending Fund Balance		102,779.73					
Carryover 2015 - Welcome Center							
Carryover 2015 - Fund Balance	191,870.07						
Add: Y-T-D Net Income/(Loss)	-234,014.00						
Ending Fund Balance		-42,143.93					
Total Funds Balance (HOT Funds and Welcome Center)		60,635.80					
Cash on Hand							
Checking - Northstar Bank		60,635.80					
Ending Cash Balance		60,635.80	0.00				

DISCOVER DENTON WELCOME CENTER
Profit & Loss Budget Performance-2016
December 2016

	Dec 16	Budget	$ Over Budget	Jan - Dec 16	YTD Budget	$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
2000 · INCOME - WELCOME CENTER							
2010 · Income - Merchandise							
201 · Sales - Merchandise	10,560.98	750.00	9,810.98	48,753.93	8,000.00	40,753.93	8,000.00
Total 2010 · Income - Merchandise	10,560.98	750.00	9,810.98	48,753.93	8,000.00	40,753.93	8,000.00
2020 · Income - Consignment							
231 · Sales - Denton Design Co	412.75	100.00	312.75	2,807.67	900.00	1,907.67	900.00
232 · Sales - I Heart Denton	878.75	500.00	378.75	7,576.24	4,500.00	3,076.24	4,500.00
233 · Sales - Only In Denton	2,359.00	500.00	1,859.00	9,738.50	4,500.00	5,238.50	4,500.00
234 · Sales - The Dime Store	6,685.00	500.00	6,185.00	30,502.50	4,500.00	26,002.50	4,500.00
235 · Sales - TWU	903.15	0.00	903.15	2,696.51	0.00	2,696.51	0.00
236 · Sales - UNT-Panector	300.00	0.00	300.00	4,585.00	0.00	4,585.00	0.00
237 · Sales - UNT-B&N	1,914.24	0.00	1,914.24	5,902.43	0.00	5,902.43	0.00
238 · Sales - Arts & Autos	0.00	0.00	0.00	300.00	0.00	300.00	0.00
239 · Sales - Special Events	2,328.50	0.00	2,328.50	4,840.92	0.00	4,840.92	0.00
Total 2020 · Income - Consignment	15,781.39	1,600.00	14,181.39	68,949.77	14,400.00	54,549.77	14,400.00
2030 · Income - Advertising							
250 · Life-Style Signage	0.00	0.00	0.00	4,000.00	3,000.00	1,000.00	3,000.00
251 · Video Wall Ads	0.00	0.00	0.00	0.00	3,000.00	-3,000.00	3,000.00
252 · Community Mural	0.00	0.00	0.00	2,500.00	3,500.00	-1,000.00	3,500.00
253 · Anchor Sposnorships	0.00	0.00	0.00	45,200.00	31,000.00	14,200.00	31,000.00
Total 2030 · Income - Advertising	0.00	0.00	0.00	51,700.00	40,500.00	11,200.00	40,500.00
2000 · INCOME - WELCOME CENTER - Other	12.25			712.84			
Total 2000 · INCOME - WELCOME CENTER	26,354.62	2,350.00	24,004.62	170,116.54	62,900.00	107,216.54	62,900.00
2100 · INCOME - DENTONRADIO.COM							
2110 · Income - Radio							
260 · Email Sponsorships	0.00	0.00	0.00	0.00	0.00	0.00	0.00
261 · Text Sponsorships	0.00	0.00	0.00	0.00	0.00	0.00	0.00
262 · Radio Show Sponsorships	0.00	0.00	0.00	100.00	0.00	100.00	0.00
263 · Advertising - Audio Ads	0.00	0.00	0.00	0.00	0.00	0.00	0.00
264 · Advertising - Website Main Ads	0.00	0.00	0.00	0.00	0.00	0.00	0.00
265 · Advertising - In Show Endorse	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 2110 · Income - Radio	0.00	0.00	0.00	100.00	0.00	100.00	0.00

DISCOVER DENTON WELCOME CENTER
Profit & Loss Budget Performance-2016
December 2016

	Dec 16	Budget	$ Over Budget	Jan - Dec 16	YTD Budget	$ Over Budget	Annual Budget
Total 2100 · INCOME - DENTONRADIO.COM	0.00	0.00	0.00	100.00	0.00	100.00	0.00
2200 · INCOME - OTHER							
290 · Miscellaneous	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 2200 · INCOME - OTHER	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Income	26,354.62	2,350.00	24,004.62	170,216.54	62,900.00	107,316.54	62,900.00
Expense							
3000 · EXPENSES - WELCOME CENTER							
3005 · Employer Costs							
320 · Salaries/Wages	0.00	0.00	0.00	180.00	0.00	180.00	0.00
325 · Payroll Taxes	0.00	0.00	0.00	13.77	0.00	13.77	0.00
Total 3005 · Employer Costs	0.00	0.00	0.00	193.77	0.00	193.77	0.00
3010 · Operating Expenses							
345 · Advertising Exp	0.00	334.00	-334.00	1,638.53	3,000.00	-1,361.47	3,000.00
350 · Building Rpr/Maintenance	821.60	0.00	821.60	2,763.10	0.00	2,763.10	0.00
351 · Building - Rent	0.00	0.00	0.00	9,487.50	0.00	9,487.50	0.00
355 · Center Refreshments	257.86	200.00	57.86	1,158.07	2,000.00	-841.93	2,000.00
356 · Credit Card Fees	637.48	100.00	537.48	3,180.43	1,150.00	2,030.43	1,150.00
357 · Contract Labor	0.00	0.00	0.00	6,562.21	0.00	6,562.21	0.00
358 · Community Murial - Exp	0.00	0.00	0.00	9,831.70	0.00	9,831.70	0.00
359 · Computer/IT	505.33	0.00	505.33	1,918.93	0.00	1,918.93	0.00
360 · Furniture/Fixtures Exp	212.34	0.00	212.34	4,005.40	0.00	4,005.40	0.00
362 · Lifestyle Signage	0.00	0.00	0.00	1,323.75	0.00	1,323.75	0.00
365 · Staff Meetings	110.33	200.00	-89.67	1,690.58	1,900.00	-209.42	1,900.00
375 · Supplies-WTC	1,930.93	100.00	1,830.93	10,339.62	900.00	9,439.62	900.00
376 · Telephone/Internet	0.00	0.00	0.00	1,013.95	0.00	1,013.95	0.00
399 · Miscellaneous	-213.94	0.00	-213.94	5,529.97	0.00	5,529.97	0.00
Total 3010 · Operating Expenses	4,261.93	934.00	3,327.93	60,443.74	8,950.00	51,493.74	8,950.00
3020 · Purchases							
301 · Purchases - Merchandise	3,909.11	0.00	3,909.11	47,732.35	3,000.00	44,732.35	3,000.00
Total 3020 · Purchases	3,909.11	0.00	3,909.11	47,732.35	3,000.00	44,732.35	3,000.00
3030 · Consignment Expenses							
381 · Payout-Denton Design Co.	261.81	75.00	186.81	1,932.89	675.00	1,257.89	675.00
382 · Payout-IHeartDenton-Young Life	146.00	375.00	-229.00	1,029.25	3,375.00	-2,345.75	3,375.00
383 · Payout-Only In Denton	801.00	375.00	426.00	5,540.06	3,375.00	2,165.06	3,375.00

DISCOVER DENTON WELCOME CENTER
Profit & Loss Budget Performance-2016
December 2016

	Dec 16	Budget	$ Over Budget	Jan - Dec 16	YTD Budget	$ Over Budget	Annual Budget
384 · Payout-The Dime Store	3,060.00	375.00	2,685.00	17,857.88	3,375.00	14,482.88	3,375.00
385 · Payout-TWU	130.99	0.00	130.99	1,266.81	0.00	1,266.81	0.00
386 · Payout-UNT-Pan Ector	510.00	0.00	510.00	3,213.75	0.00	3,213.75	0.00
387 · Payout-UNT-Barnes and Noble	1,154.69	0.00	1,154.69	3,022.62	0.00	3,022.62	0.00
388 · Payout-Denton Chamber of Commer	140.00	0.00	140.00	951.00	0.00	951.00	0.00
389 · Payout-Special Event Vendors	3,000.32	0.00	3,000.32	3,180.32	0.00	3,180.32	0.00
Total 3030 · Consignment Expenses	9,204.81	1,200.00	8,004.81	37,994.58	10,800.00	27,194.58	10,800.00
3040 · Event Expenses							
390 · Equipment/Stage Rentals	200.00	100.00	100.00	200.00	900.00	-700.00	900.00
392 · Music/Entertainment	0.00	300.00	-300.00	2,014.02	2,700.00	-685.98	2,700.00
393 · Promotion	219.35	100.00	119.35	1,372.94	900.00	472.94	900.00
Total 3040 · Event Expenses	419.35	500.00	-80.65	3,586.96	4,500.00	-913.04	4,500.00
Total 3000 · EXPENSES - WELCOME CENTER	17,795.20	2,634.00	15,161.20	149,951.40	27,250.00	122,701.40	27,250.00
4000 · EXPENSES - DENTONRADIO.COM							
4110 · Event Expenses							
401 · Equipment/Stage Rentals	0.00	100.00	-100.00	241.55	900.00	-658.45	900.00
402 · Music/Entertainment	100.00	300.00	-200.00	281.00	2,700.00	-2,419.00	2,700.00
403 · Promotion	37.20	100.00	-62.80	37.20	900.00	-862.80	900.00
Total 4110 · Event Expenses	137.20	500.00	-362.80	559.75	4,500.00	-3,940.25	4,500.00
4120 · Expenses - Other							
420 · Advertising Exp.	0.00	334.00	-334.00	375.00	3,000.00	-2,625.00	3,000.00
425 · Building Rpr/Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	0.00
426 · Furniture/Fixtures Exp	0.00	0.00	0.00	215.60	0.00	215.60	0.00
460 · Professional Fees	1,056.17	0.00	1,056.17	5,495.38	750.00	4,745.38	750.00
475 · Supplies-DR	74.39	100.00	-25.61	406.42	900.00	-493.58	900.00
Total 4120 · Expenses - Other	1,130.56	434.00	696.56	6,492.40	4,650.00	1,842.40	4,650.00
Total 4000 · EXPENSES - DENTONRADIO.COM	1,267.76	934.00	333.76	7,052.15	9,150.00	-2,097.85	9,150.00
995 · CC Suspense	0.00			0.00			
Total Expense	19,062.96	3,568.00	15,494.96	157,003.55	36,400.00	120,603.55	36,400.00

DISCOVER DENTON WELCOME CENTER
Profit & Loss Budget Performance-2016
December 2016

	Dec 16	Budget	$ Over Budget	Jan - Dec 16	YTD Budget	$ Over Budget	Annual Budget
Other Expense							
990 · Gift Cards-Purchased/Not Redeem	81.44	0.00	81.44	-68.56	0.00	-68.56	0.00
Total Other Expense	81.44	0.00	81.44	-68.56	0.00	-68.56	0.00
Net Income	7,210.22	-1,218.00	8,428.22	13,281.55	26,500.00	-13,218.45	26,500.00

CVB Welcome Center

Beginning Fund Balance - Carryover FY 2015	8,721.39	
Add: Y-T-D Net Income/(Loss)	13,281.55	
Add: Sales Tax Collected FY 2016 - Payable 2017	9,412.86	
Less: Sales Tax Collected FY 2015 - Paid 01/21/16	(292.31)	
Ending Fund Balance	31,123.49	
Cash On Hand		
AccessBank - Checking	31,123.49	
Ending Cash Balance	31,123.49	0.00

EXHIBIT C

Income and Expenses for HOT Revenue

Denton Chamber of Commerce
Convention and Visitor Bureau
FINANCIAL REPORT
Program Year 2016

	APPROVED BUDGET	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
BEGINNING CASH		$267,589.90	$416,331.65	$351,808.59	$253,323.92	$391,375.54	$234,085.04
RECEIPTS							
Occupancy Tax		$279,348.75	$0.00	$0.00	$279,348.75	$0.00	$0.00
General Fund Transfer IN		0.00	0.00	0.00	0.00	0.00	0.00
General Fund Transfer OUT		0.00	0.00	0.00	0.00	0.00	0.00
Total Receipts	$0	$279,348.75	$0.00	$0.00	$279,348.75	$0.00	$0.00
TOTAL REVENUE		$546,938.65	$416,331.65	$351,808.59	$532,672.67	$391,375.54	$234,085.04
DISBURSEMENTS							
Advertising							
Print Advertising	$50,000	0.00	1,000.00	5,352.88	12,062.92	406.57	0.00
DentonRadio.Com	$12,000	0.00	389.31	1,039.50	1,585.88	1,143.49	774.46
Internet Marketing	30,000	4,056.50	3,175.00	8,119.25	10,387.50	562.50	2,037.50
Tourism Promotion Material	10,000	499.00	1,823.29	0.00	1,971.76	1,495.88	365.68
Brochures	10,000	0.00	50.00	0.00	75.00	1,838.25	104.06
Travel & Trade Shows	20,000	20,000.00	0.00	887.81	1,183.24	147.84	319.70
PR Services	7,000	0.00	642.53	593.24	499.00	978.05	1,035.57
"Event" Magazine	60,345	31,805.08	150.00	111.39	0.00	33,055.40	0.00
Event Magazine Distribution	3,500	12,590.62	0.00	0.00	0.00	0.00	2,718.11
Total Advertising	$202,845	$68,951.20	$7,230.13	$16,104.07	$27,765.30	$39,627.98	$7,355.08
Administration (CVB)							
Salaries & Benefits	$162,000	12,199.21	12,626.10	12,947.77	12,487.06	12,504.28	12,424.67
Liability Insurance	800	0.00	0.00	0.00	589.21	0.00	0.00
Travel & Training	16,000	350.92	1,746.55	898.19	1,060.27	797.24	1,120.72
Memberships/Subs	8,000	0.00	2,294.95	1,350.00	0.00	250.00	1,325.00
Computer Equipment	30,000	2,435.84	1,272.74	10,537.91	872.55	1,242.92	4,235.17
Copier Charges	5,000	414.39	413.15	532.45	269.51	492.77	374.00
Office Supplies	3,500	111.51	53.16	172.10	181.20	354.52	1,747.96
Telephone	15,000	398.76	1,333.40	1,408.80	723.62	1,212.47	1,857.71
Postage	6,000	0.00	176.93	0.00	231.89	1,505.99	567.21
Office Rent	15,150	1,271.25	1,271.25	1,271.25	1,271.25	1,271.25	1,271.25
Total Administration	$261,450	$17,181.88	$21,188.23	$29,118.47	$17,686.56	$19,631.44	$24,923.69
Communications & Social Media Marketing							
Salary & Benefits	$180,000	10,006.22	11,094.61	10,708.99	10,927.70	11,381.57	13,836.90
Memberships &Professional Development	10,000	25.00	40.00	1,319.61	591.73	0.00	0.00
Website	10,000	159.40	159.40	312.38	288.45	159.40	358.40
Communications	2,500	86.35	0.00	86.35	86.35	86.35	0.00
Social Media	76,000	6,961.80	6,535.57	10,829.39	2,232.12	7,116.54	7,070.49
	$278,500	$17,238.77	$17,829.58	$23,256.72	$14,126.35	$18,743.86	$21,265.79

Convention, Group Sales & Tours							
Salary & Benefits	$111,000	7,865.82	8,688.06	8,284.80	8,367.29	8,284.79	8,284.78
Travel& Training	10,500	0.00	0.00	0.00	0.00	0.00	182.39
Meet/Conv/Sports Advertising-Print/Web	8,000	800.00	0.00	0.00	0.00	0.00	0.00
Group Tour Advertising-Print/Web	4,500	0.00	0.00	0.00	0.00	600.00	0.00
MC & GTM-Sales & Marketing Missions	6,000	559.00	0.00	0.00	0.00	3,572.00	0.00
MC & GTM-Trade Shows / Conferences	19,500	125.00	1,521.14	1,756.20	0.00	1,578.31	4,250.00
MC & GTM-Servicing	2,000	0.00	0.00	0.00	0.00	0.00	0.00
MC & GTM-Memberships & Professional D	4,100	0.00	560.00	705.00	0.00	25.00	0.00
MC & GTM-Site Visits/Fam Tours	2,500	0.00	0.00	0.00	0.00	0.00	1,086.22
MC-Research/Mining/Lead Generating	6,000	0.00	0.00	0.00	0.00	0.00	0.00
MC-Bid Fees	500	0.00	0.00	0.00	0.00	200.00	0.00
	$ 174,600	$9,349.82	$10,769.20	$10,746.00	$8,367.29	$14,260.10	$13,803.39
Welcome Center							
Lease	$ 57,500	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Computers / IT	6,000	0.00	0.00	0.00	0.00	1,579.96	347.98
Building Maintenance	12,000	207.67	0.00	0.00	0.00	0.00	954.99
Insurance	5,000	0.00	0.00	0.00	0.00	0.00	0.00
Office Supplies	6,000	0.00	0.00	212.17	38.94	257.41	1,314.23
F/T Mananger	60,000	5,038.83	5,432.50	5,183.25	5,331.66	5,249.15	5,249.16
P/T Assistant Mgr and Interns	30,000	0.00	0.00	993.32	3,690.88	5,607.35	12,154.29
Beginning Merchandise	23,500	0.00	0.00	0.00	0.00	0.00	264.00
	$ 200,000	$5,246.50	$5,432.50	$6,388.74	$9,061.48	$12,693.87	$20,284.65
TOTAL REVIEWED EXPENDITURES - 2016	$1,117,395	$117,968.17	$62,449.64	$85,614.00	$77,006.98	$104,957.25	$87,632.60
Welcome Center - Carryover 2015	$191,574						
Finish Out/Furniture Fixtures/Decorator/Computer IT		$12,638.83	$2,073.42	$12,870.67	$64,290.15	$52,333.25	$60,140.94
ENDING CASH		$416,331.65	$351,808.59	$253,323.92	$391,375.54	$234,085.04	$86,311.50

RECONCILIATION						
Bank Balance	$216,369.82	$379,799.80	$296,892.92	$162,712.81	$264,966.43	$189,840.05
Less Outstanding Checks	$79,386.92	$27,991.21	$43,569.00	$50,686.02	$30,881.39	$103,528.55
Other Adjustments	$279,348.75	$0.00	$0.00	$279,348.75	$0.00	$0.00
Cash on Hand	$416,331.65	$351,808.59	$253,323.92	$391,375.54	$234,085.04	$86,311.50
Variance (s/b=0)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00

Date

Program Director

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Denton Chamber of Commerce
Convention and Visitor Bureau
FINANCIAL REPORT
Program Year 2016

APPROVED BUDGET		JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
BEGINNING CASH		$86,311.50	$251,330.46	$184,419.92	$96,281.24	$272,646.84	$203,332.07
RECEIPTS							
Occupancy Tax		$279,348.75	$0.00	$0.00	$279,348.75	$0.00	$0.00
General Fund Transfer IN		0.00	0.00	0.00	0.00	0.00	0.00
General Fund Transfer OUT		0.00	0.00	0.00	0.00	0.00	0.00
Total Receipts	$0	$279,348.75	$0.00	$0.00	$279,348.75	$0.00	$0.00
TOTAL REVENUE		$365,660.25	$251,330.46	$184,419.92	$375,629.99	$272,646.84	$203,332.07
DISBURSEMENTS							
Advertising							
Print Advertising	$50,000	0.00	199.00	5,978.53	8,206.94	1,771.05	850.00
DentonRadio.Com	$12,000	330.84	900.00	0.00	0.00	0.00	0.00
Internet Marketing	30,000	831.75	1,225.00	986.50	736.50	1,731.25	4,657.50
Tourism Promotion Material	10,000	667.04	0.00	0.00	0.00	0.00	894.71
Brochures	10,000	5,977.00	302.25	150.00	500.00	150.00	1,397.00
Travel & Trade Shows	20,000	25.00	0.00	125.00	14,775.00	0.00	0.00
PR Services	7,000	499.00	499.00	1,497.00	499.00	90.40	2,988.00
"Event" Magazine	60,345	18,000.00	0.00	200.00	202.31	0.00	4,000.00
Event Magazine Distribution	3,500	0.00	0.00	0.00	0.00	0.00	6,383.88
Total Advertising	$202,845	$26,330.63	$3,125.25	$8,937.03	$24,919.75	$3,742.70	$21,171.09
Administration (CVB)							
Salaries & Benefits	$162,000	12,335.51	12,441.13	12,190.10	12,882.02	12,339.91	12,360.92
Liability Insurance	800	0.00	0.00	432.81	0.00	0.00	0.00
Travel & Training	16,000	782.85	74.21	686.01	896.89	432.06	3,909.31
Memberships/Subs	8,000	0.00	0.00	875.00	0.00	0.00	1,545.00
Computer Equipment	30,000	4,548.51	846.22	8,914.26	1,486.70	1,609.70	4,037.36
Copier Charges	5,000	651.09	378.76	378.76	450.00	233.00	467.92
Office Supplies	3,500	182.11	439.48	357.30	225.01	956.07	544.47
Telephone	15,000	1,576.58	409.43	2,587.48	410.14	1,431.47	2,664.10
Postage	6,000	3,925.67	1,050.67	40.17	367.21	0.00	82.81
Office Rent	15,150	1,271.25	1,271.25	1,271.25	1,271.25	1,271.25	1,271.25
Total Administration	$261,450	$25,273.57	$16,911.15	$27,733.14	$17,989.22	$18,273.46	$26,883.14
Communications & Social Media Marketing							
Salary & Benefits	$180,000	14,832.73	16,282.29	13,919.07	15,183.56	14,721.82	14,077.48
Memberships &Professional Developr	10,000	663.90	0.00	1,235.91	0.00	40.00	5,440.00
Website	10,000	175.39	258.40	334.38	169.39	60.40	159.40
Communications	2,500	236.35	86.35	117.60	127.92	146.41	127.92
Social Media	76,000	6,701.97	6,214.40	11,537.06	7,065.03	2,289.02	6,075.87
	$278,500	$22,610.34	$22,841.44	$27,144.02	$22,545.90	$17,257.65	$25,880.67
Convention, Group Sales & Tours							
Salary & Benefits	$111,000	8,284.79	8,506.44	10,084.45	10,191.70	9,010.89	8,352.13

Travel& Training	10,500	39.02	0.00	72.84	160.99	0.00	39.56
Meet/Conv/Sports Advertising	8,000	0.00	0.00	0.00	0.00	0.00	0.00
Group Tour Advertising	4,500	0.00	0.00	0.00	0.00	0.00	1,886.48
Sales & Marketing Missions	6,000	0.00	0.00	0.00	0.00	0.00	44.00
Trade Shows / Conferences	19,500	1,495.00	0.00	1,200.00	859.00	3,349.00	7,959.69
Servicing	2,000	0.00	0.00	73.83	0.00	0.00	1,456.92
Memberships & Professional Develop	4,100	0.00	0.00	0.00	0.00	0.00	199.00
Site Visits/Fam Tours	2,500	0.00	0.00	0.00	0.00	0.00	0.00
Research/Mining/Lead Generating	6,000	0.00	0.00	500.00	0.00	0.00	0.00
Bid Fees	500	0.00	0.00	0.00	0.00	0.00	0.00
	$ 174,600	$9,818.81	$8,506.44	$11,931.12	$11,211.69	$12,359.89	$19,937.78
Welcome Center							
Lease	$ 57,500	$0.00	$0.00	$0.00	$9,487.50	$0.00	$9,487.50
Computers / IT	6,000	0.00	0.00	0.00	179.82	236.05	236.05
Building Maintenance	12,000	1,011.95	9.98	664.00	760.00	122.35	1,390.89
Insurance	5,000	2,346.00	0.00	0.00	0.00	0.00	0.00
Office Supplies	6,000	119.46	0.00	0.00	402.00	36.26	0.00
F/T Mananger	60,000	5,249.14	5,249.16	5,300.56	4,800.61	4,354.86	4,363.10
P/T Assistant Mgr and Interns	30,000	13,018.13	10,267.12	6,428.81	9,756.41	12,931.55	13,161.32
Beginning Merchandise	23,500	0.00	0.00	0.00	0.00	0.00	0.00
	$ 200,000	$21,744.68	$15,526.26	$12,393.37	$25,386.34	$17,681.07	$28,638.86
TOTAL REVIEWED EXPENDITURES	$1,117,395	$105,778.03	$66,910.54	$88,138.68	$102,052.90	$69,314.77	$122,511.54
Welcome Center - Carryover 2015	$191,574						
Finish Out/Furniture Fixtures/Decorator/Computer IT		$8,551.76	$0.00	$0.00	$930.25	$0.00	$20,184.73
ENDING CASH		$251,330.46	$184,419.92	$96,281.24	$272,646.84	$203,332.07	$60,635.80

RECONCILIATION						
Bank Balance	$31,352.71	$214,033.04	$144,282.81	$59,497.45	$231,530.34	$135,056.40
Less Outstanding Checks	$59,371.00	$29,613.12	$48,401.57	$66,199.36	$28,198.27	$74,420.60
Other Adjustments	$279,348.75	$0.00	$400.00	$279,348.75	$0.00	$0.00
Cash on Hand	$251,330.46	$184,419.92	$96,281.24	$272,646.84	$203,332.07	$60,635.80
Variance (s/b=0)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00

Date

Program Director

Denton Chamber of Commerce
Convention and Visitor Bureau
FINANCIAL REPORT
Program Year 2015

APPROVED BUDGET		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
BEGINNING CASH		$91,288.40	$206,542.31	$126,967.05	$68,351.36	$203,123.90	$130,247.82
RECEIPTS							
Occupancy Tax	$822,255	$205,563.75	$0.00	$0.00	$205,563.75	$0.00	$0.00
General Fund Transfer IN		0.00	0.00	0.00	0.00	0.00	0.00
General Fund Transfer OUT		0.00	0.00	0.00	0.00	0.00	0.00
Total Receipts	$822,255	$205,563.75	$0.00	$0.00	$205,563.75	$0.00	$0.00
TOTAL REVENUE		$296,852.15	$206,542.31	$126,967.05	$273,915.11	$203,123.90	$130,247.82
DISBURSEMENTS							
Advertising							
Print Advertising	$40,000	1,300.00	4,697.57	3,875.62	7,436.12	1,715.15	2,050.00
Internet Marketing	20,000	2,177.50	15,843.15	2,556.85	375.00	1,412.50	1,620.00
Tourism Promotion Material	10,000	49.46	0.00	1,774.48	2,164.00	0.00	1,660.29
Brochures	10,000	0.00	100.00	0.00	175.00	2,894.06	0.00
Travel Shows	8,000	0.00	0.00	7,072.36	5,686.37	1,311.00	18.38
PR Services	13,100	0.00	0.00	0.00	0.00	349.50	1,549.84
"Event" Magazine	80,000	38,593.54	0.00	39.09	100.00	65.00	15,545.00
Event Magazine Distribution	7,000	350.00	50.00	0.00	51.24	19,000.00	400.00
Total Advertising	$188,100	$42,470.50	$20,690.72	$15,318.40	$15,987.73	$26,747.21	$22,843.51
Administration (CVB)							
Salaries & Benefits	$144,000	11,945.35	11,712.61	11,700.40	12,530.89	11,995.97	12,112.50
Liability Insurance	800	0.00	0.00	0.00	576.25	0.00	112.60
Travel & Training	15,000	377.42	1,973.56	1,561.58	1,612.03	2,273.86	2,504.72
Memberships/Subs	6,000	19.95	0.00	1,800.00	2,135.00	45.00	250.00
Computer Equipment	16,000	1,467.37	7,518.44	574.90	4,777.53	567.37	2,817.37
Copier Charges	4,000	527.67	399.20	399.20	410.56	399.20	399.20
Office Supplies	6,000	65.76	106.32	101.05	796.46	31.02	192.26
Telephone	15,000	1,068.49	1,515.73	432.09	1,851.81	1,386.31	1,088.14
Printing	0	3,070.19	0.00	0.00	0.00	0.00	0.00
Postage	6,000	181.88	361.14	106.84	132.71	0.00	190.85
Office Rent	15,255	1,221.25	1,221.25	1,221.25	1,271.25	1,271.25	1,271.25
Unspent Funds FY2013	0	0.00	0.00	0.00	0.00	0.00	0.00
Total Administration	$228,055	$19,945.33	$24,808.25	$17,897.31	$26,094.49	$17,969.98	$20,938.89
Communications & Social Media Marketing							
Salary & Benefits	$161,000	13,575.03	13,391.51	13,375.43	13,621.37	13,371.16	11,713.62
Memberships &Professional Developr	8,000	0.00	0.00	1,080.00	0.00	0.00	1,185.69
Website	12,000	157.95	127.52	188.38	194.35	159.40	1,196.90
Online Booking Engine	0	0.00	0.00	0.00	0.00	0.00	0.00
Communications	3,100	0.00	0.00	0.00	0.00	0.00	0.00
Social Media	56,000	5,027.57	11,443.30	1,442.28	5,962.29	6,146.85	5,512.81
	$240,100	$18,760.55	$24,962.33	$16,086.09	$19,778.01	$19,677.41	$19,609.02

Group Sales & Marketing							
Salary & Benefits	$110,000	8,365.47	8,412.64	8,182.26	8,054.53	7,931.20	7,931.19
Travel& Training	5,000	12.99	0.00	4.00	0.00	0.00	-305.76
Group Tour Print	4,500	0.00	0.00	0.00	0.00	0.00	0.00
Sales & Marketing Missions	5,000	0.00	40.00	0.00	114.20	0.00	3,506.03
Trade Shows / Conferences	11,000	0.00	616.32	0.00	0.00	0.00	3,070.00
Servicing	800	0.00	0.00	32.63	0.00	0.00	0.00
Memberships & Professional Develop	2,000	0.00	0.00	0.00	0.00	0.00	0.00
Site Visits/Fam Tours	1,500	0.00	0.00	0.00	0.00	0.00	0.00
M, C & S Print	8,000	0.00	0.00	0.00	0.00	0.00	0.00
M, C & S Sales & Marketing	2,000	0.00	0.00	0.00	101.10	245.56	0.00
M, C & S Trade Shows / Conferences	7,500	0.00	0.00	0.00	611.15	304.72	1,941.82
M, C & S Site Visits/Fam Tours	1,000	0.00	0.00	0.00	0.00	0.00	0.00
M, C & S Servicing	1,000	0.00	0.00	0.00	50.00	0.00	0.00
M, C & S Bid Fees	4,000	0.00	0.00	0.00	0.00	0.00	0.00
M, C & S Membership & Professional	2,700	755.00	45.00	1,095.00	0.00	0.00	2.63
	$ 166,000	$9,133.46	$9,113.96	$9,313.89	$8,930.98	$8,481.48	$16,145.91
TOTAL REVIEWED EXPENDITURES	$822,255	$90,309.84	$79,575.26	$58,615.69	$70,791.21	$72,876.08	$79,537.33
ENDING CASH		$206,542.31	$126,967.05	$68,351.36	$203,123.90	$130,247.82	$50,710.49

RECONCILIATION						
Bank Balance	$20,260.49	$172,736.09	$100,398.98	$22,865.29	$154,879.58	$69,612.38
Less Outstanding Checks	$19,281.93	$45,769.04	$32,047.62	$25,305.14	$24,631.76	$18,901.89
Other Adjustments	$205,563.75	$0.00	$0.00	$205,563.75	$0.00	$0.00
Cash on Hand	$206,542.31	$126,967.05	$68,351.36	$203,123.90	$130,247.82	$50,710.49
Variance (s/b=0)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00

Date

Program Director

Denton Chamber of Commerce
Convention and Visitor Bureau
FINANCIAL REPORT
Program Year 2015

APPROVED BUDGET		JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
HOT FUNDS							
BEGINNING CASH		$50,710.49	$203,570.63	$130,774.67	$68,860.10	$216,106.57	$165,970.97
RECEIPTS							
Occupancy Tax	$822,255	$205,563.75	$0.00	$0.00	$205,563.75	$0.00	$0.00
General Fund Transfer OUT		0.00	0.00	0.00	0.00	0.00	0.00
Total Receipts	$822,255	$205,563.75	$0.00	$0.00	$205,563.75	$0.00	$0.00
TOTAL REVENUE		$256,274.24	$203,570.63	$130,774.67	$274,423.85	$216,106.57	$165,970.97
DISBURSEMENTS							
Advertising							
Print Advertising	$40,000	1,300.00	3,336.00	2,383.18	0.00	1,343.00	7,167.30
Internet Marketing	20,000	912.50	18,927.50	287.50	287.50	250.00	637.50
Tourism Promotion Material	10,000	2,922.00	250.00	0.00	105.63	0.00	7,786.34
Brochures	10,000	0.00	200.00	0.00	1,488.80	0.00	0.00
Travel Shows	8,000	0.00	0.00	150.00	0.00	0.00	0.00
PR Services	13,100	579.97	499.00	1,630.35	499.00	499.00	518.92
"Event" Magazine	80,000	50.00	0.00	1,850.36	9,024.90	72.34	23,055.00
Event Magazine Distribution	7,000	707.37	0.00	0.00	0.00	0.00	0.00
Total Advertising	$188,100	$6,471.84	$23,212.50	$6,301.39	$11,405.83	$2,164.34	$39,165.06
Administration (CVB)							
Salaries & Benefits	$144,000	12,433.31	12,937.00	12,460.44	12,388.93	11,999.30	12,869.94
Liability Insurance	800	0.00	0.00	0.00	392.36	0.00	0.00
Travel & Training	15,000	355.34	585.59	1,162.33	113.93	1,369.80	2,473.21
Memberships/Subs	6,000	0.00	448.80	0.00	2,025.00	0.00	250.00
Computer Equipment	16,000	567.37	5,624.93	120.00	1,431.95	970.00	765.51
Copier Charges	4,000	400.24	399.20	399.20	405.44	413.15	413.15
Office Supplies	6,000	724.10	613.60	673.60	162.86	242.82	290.13
Telephone	15,000	1,082.14	1,798.66	437.03	1,424.28	1,194.58	2,086.63
Printing	0	0.00	0.00	0.00	0.00	0.00	0.00
Postage	6,000	92.04	130.37	148.84	0.00	248.10	134.58
Office Rent	15,255	1,271.25	1,271.25	1,271.25	1,271.25	1,271.25	1,271.25
Unspent Funds FY2013	0	0.00	0.00	0.00	0.00	0.00	0.00
Total Administration	$228,055	$16,925.79	$23,809.40	$16,672.69	$19,616.00	$17,709.00	$20,554.40
Communications & Social Media Marketing							
Salary & Benefits	$161,000	13,087.72	11,001.15	12,192.87	12,111.10	12,767.46	10,555.86
Memberships &Professional Developr	8,000	349.57	0.00	0.00	3,962.63	0.00	0.00
Website	12,000	60.40	258.40	976.39	60.40	159.40	159.40
Online Booking Engine	0	0.00	0.00	0.00	0.00	0.00	0.00
Communications	3,100	0.00	21.11	71.96	71.96	0.00	89.13
Social Media	56,000	6,091.79	5,409.08	12,364.37	2,198.58	7,698.62	6,957.34
	$240,100	$19,589.48	$16,689.74	$25,605.59	$18,404.67	$20,625.48	$17,761.73
Group Sales & Marketing							

Salary & Benefits	$110,000	7,948.60	7,930.22	7,931.18	7,931.20	7,916.78	8,082.30
Travel& Training	5,000	9.42	0.00	0.00	0.00	0.00	0.00
Group Tour Print	4,500	0.00	0.00	0.00	0.00	0.00	1,889.35
Sales & Marketing Missions	5,000	193.21	0.00	334.22	306.88	362.80	0.00
Trade Shows / Conferences	11,000	99.00	0.00	829.65	260.00	0.00	0.00
Servicing	800	0.00	0.00	0.00	0.00	0.00	0.00
Memberships & Professional Develop	2,000	0.00	0.00	0.00	0.00	0.00	0.00
Site Visits/Fam Tours	1,500	0.00	0.00	0.00	0.00	0.00	0.00
M, C & S Print	8,000	500.00	0.00	108.95	0.00	0.00	442.43
M, C & S Sales & Marketing	2,000	923.90	1,154.10	1,380.90	0.00	0.00	0.00
M, C & S Trade Shows / Conferences	7,500	0.00	0.00	2,450.00	392.70	1,357.20	730.43
M, C & S Site Visits/Fam Tours	1,000	0.00	0.00	300.00	0.00	0.00	0.00
M, C & S Servicing	1,000	0.00	0.00	0.00	0.00	0.00	0.00
M, C & S Bid Fees	4,000	0.00	0.00	0.00	0.00	0.00	0.00
M, C & S Membership & Professional	2,700	42.37	0.00	0.00	0.00	0.00	1,329.00
	$ 166,000	$9,716.50	$9,084.32	$13,334.90	$8,890.78	$9,636.78	$12,473.51
Total Reviewed Expenditures - HOT Funds		$52,703.61	$72,795.96	$61,914.57	$58,317.28	$50,135.60	$89,954.70
Ending Cash - HOT Funds		$203,570.63	$130,774.67	$68,860.10	$216,106.57	$165,970.97	$76,016.27
Welcome Center							
BEGINNING CASH		**$0.00**	$280,406.25	$276,134.92	$246,763.08	$242,041.75	$212,160.06
RECEIPTS							
Welcome Center	$284,000	284,000.00	0.00	0.00	0.00	0.00	0.00
Total Receipts	$284,000	284,000.00	280,406.25	276,134.92	246,763.08	242,041.75	212,160.06
Administration							
Salary & Benefits	$ 38,000	0.00	4,271.33	4,271.34	4,271.33	4,256.91	4,648.69
Computer/IT	$ 20,000	0.00	0.00	195.00	450.00	17,650.00	1,532.72
Furniture & Fixtures	$ 23,000	0.00	0.00	17,818.00	0.00	0.00	0.00
Center Decorator	$ 25,000	0.00	0.00	7,087.50	0.00	0.00	0.00
Rent	$ 18,000	3,593.75	0.00	0.00	0.00	0.00	0.00
Finish Out	$ 150,000	0.00	0.00	0.00	0.00	7,974.78	14,405.02
Maintenance	$ 5,000	0.00	0.00	0.00	0.00	0.00	0.00
Supplies	$ 5,000	0.00	0.00	0.00	0.00	0.00	0.00
	$ 284,000	$3,593.75	$4,271.33	$29,371.84	$4,721.33	$29,881.69	$20,586.43
Total Reviewed Expenditures - Welcome Center		$3,593.75	$4,271.33	$29,371.84	$4,721.33	$29,881.69	$20,586.43
Ending Cash - Welcome Center		$280,406.25	$276,134.92	$246,763.08	$242,041.75	$212,160.06	$191,573.63
TOTAL REVIEWED EXPENDITURES	$1,106,255	$56,297.36	$77,067.29	$91,286.41	$63,038.61	$80,017.29	$110,541.13
TOTAL ENDING CASH		$483,976.88	$406,909.59	$315,623.18	$458,148.32	$378,131.03	$267,589.90

RECONCILIATION						
Bank Balance	$306,626.12	$437,741.35	$365,451.32	$279,772.78	$397,410.87	$329,276.08
Less Outstanding Checks	$28,212.99	$30,831.76	$49,828.14	$27,188.21	$19,279.84	$61,686.18
Other Adjustments	$205,563.75	$0.00	$0.00	$205,563.75	$0.00	$0.00
Cash on Hand	$483,976.88	$406,909.59	$315,623.18	$458,148.32	$378,131.03	$267,589.90
Variance (s/b=0)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00

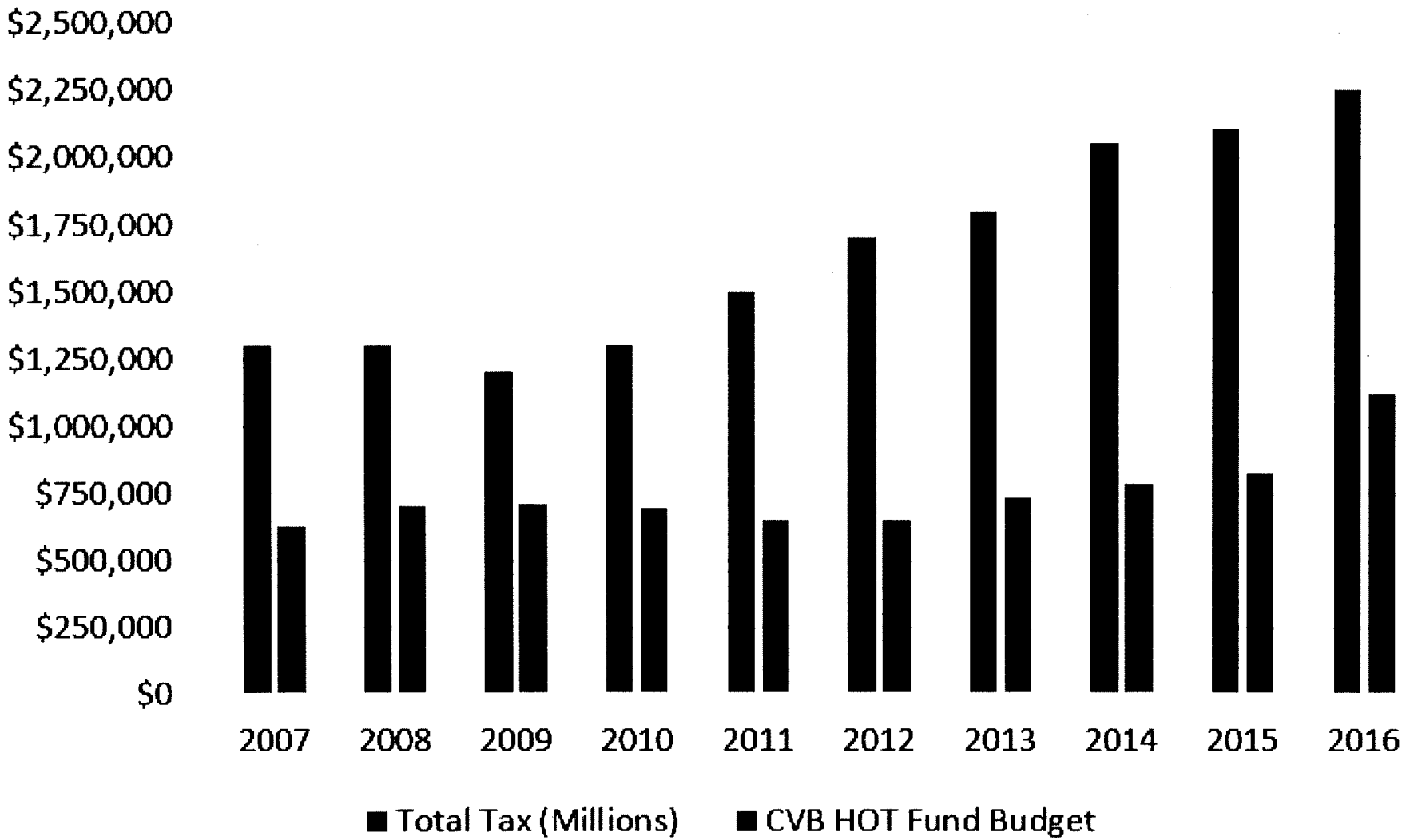
Date

Program Director

EXHIBIT D

Proposed 2018 Budget
And
Marketing Plan

Historical Correlation between CVB Budget and Hotel Tax Performance



DENTON CVB
2017 Budget vs Estimated and 2018 Proposed

	FY 2017 Approved	FY 2017 Estimated	FY 2018 Proposed	Notes for FY 2018 Proposed
GENERAL ADMINISTRATION				
Salaries & Benefits	$165,000.00	$162,889.00	$165,000.00	
Liability Insurance	$800.00	$800.00	$800.00	
Travel & Training	$10,000.00	$10,186.00	$15,000.00	
Memberships/Subscriptions	$9,000.00	$8,295.00	$9,000.00	
Computer Equipment	$35,000.00	$34,496.00	$35,000.00	
Copy Machine	$6,000.00	$5,621.00	$6,000.00	
Office Supplies	$5,800.00	$5,293.00	$5,800.00	
Telephone	$17,000.00	$18,066.00	$19,000.00	
Postage	$5,000.00	$4,307.00	$5,000.00	
Office Rent	$16,155.00	$16,155.00	$16,155.00	
Total Administration	**$269,755.00**	**$266,108.00**	**$276,755.00**	
PROGRAM DISBURSEMENTS				
ADVERTISING				
Print Advertising	$50,000.00	$20,903.00	$30,000.00	*shifted some campaigns from print to digital/social/added video*
DentonRadio.com	$12,000.00	$10,178.00	$12,000.00	
Internet Marketing	$33,090.00	$44,370.00	$45,000.00	
Tourism Promo Material	$10,000.00	$9,000.00	$10,000.00	
Brochures	$10,000.00	$10,836.00	$10,000.00	
Travel and Trade Shows	$24,000.00	$23,504.00	$24,000.00	*SXSW*
Tourism and PR Services	$9,000.00	$8,498.00	$9,000.00	
Event Magazine	$45,000.00	$45,000.00	$45,000.00	
Distribution/Circulation	$11,000.00	$11,000.00	$11,000.00	
Total Advertising	**$204,090.00**	**$183,289.00**	**$196,000.00**	
COMMUNICATIONS & SOCIAL MEDIA MARKETING				
CAMPAIGNS & MARKETING TOTAL				
Website plus 3 apps - maintenance and updates	$10,000.00	$10,300.00	$15,000.00	
Communications: monthly eNewsletter; email outreaches	$2,400.00	$7,500.00	$7,500.00	
Social and Digital Media Marketing:	$70,000.00	$70,600.00	$75,000.00	
Consistent, fresh Content development; Face Book, Pintrest, Twitter interaction; campaign, contest and game development & implementation; ongoing research and engagement in evolving social media platforms				
Total Campaigns & Marketing	$82,400.00	$88,400.00	$97,500.00	
COMMUNICATIONS ADMINISTRATION				
Salary and Benefits	$180,000.00	$182,044.00	$185,000.00	
Memberships/Prof Dev	$10,000.00	$10,600.00	$15,000.00	
Total Administration	$190,000.00	$192,644.00	$200,000.00	
Total Communications & Social Media	**$272,400.00**	**$281,044.00**	**$297,500.00**	
CONVENTION & GROUP SALES & SERVICING				
MEETING/CONVENTION/SPORTS MARKETING				
Advertising				*2018 proposed direct convention center marketing expense*
Print/Website/Digital/Social Media	$33,400.00	$67,900.00	$65,400.00	*$56,000.00*
Sales and Marketing Missions	$16,500.00	$4,750.00	$25,000.00	*$18,000.00*
Trade Shows/Conferences	$20,500.00	$21,659.00	$37,900.00	*$33,200.00*
Research/Mining/Lead Generation/Tracking	$14,100.00	$9,500.00	$16,600.00	*$9,100.00*
Site Visits/Fam Tours	$8,000.00	$4,000.00	$19,000.00	*$17,000.00*
Servicing	$2,500.00	$8,000.00	$30,000.00	*$28,000.00*
Bid Fees	$20,000.00	$500.00	$20,000.00	*$18,000.00*
Memberships/Prof Dev	$1,650.00	$2,000.00	$27,050.00	*$13,400.00*
Total Meeting & Convention Marketing	$116,650.00	$118,309.00	$240,950.00	***$192,700.00***
GROUP TOUR MARKETING				
Advertising				
Print/Website/Digital/Social Media	$4,500.00	$4,824.00	$15,500.00	
Sales and Marketing Missions	$5,000.00	$0.00	$5,000.00	
Trade Shows/Conferences	$12,000.00	$8,945.00	$12,000.00	
Site Visits/Fam Tours	$1,500.00	$5,000.00	$3,000.00	
Servicing	$1,000.00	$2,500.00	$1,000.00	
Memberships/Prof Dev	$2,100.00	$2,100.00	$2,100.00	
Total Group Tour Marketing	$26,100.00	$23,369.00	$38,600.00	
SALES ADMINISTRATION				
Salary and Benefits	$186,000.00	$208,620.00	$230,000.00	
Travel & Training	$10,000.00	$4,256.00	$10,000.00	
Total Administration	$196,000.00	$212,876.00	$240,000.00	
Total Convention & Group Sales & Servicing	**$338,750.00**	**$354,554.00**	**$519,550.00**	

	FY 2017 Approved	FY 2017 Estimate with Request for Adjustments	FY 2018 Proposed	
DOWNTOWN WELCOME CENTER & DENTON STORE				
Lease	$57,500.00	$18,975.00	$27,500.00	*Obtained major sponsor to cover portion of lease*
Computers/IT	$8,000.00	$6,041.49	$0.00	*Plan to cover this expense from merch/sponsor revenues in 2018*
Operations & Maintenance	$15,000.00	$3,602.35	$20,000.00	
Insurance	$7,500.00	$0.00	$0.00	*Covered under Chamber policy/no extra expense. Moved to staffing*
Office Equipment/Supplies	$6,000.00	$305.16	$4,000.00	*Plan to cover this expense from merch/sponsor revenues in 2018*
Full-time Managers	$66,000.00	$104,000.00	$130,500.00	*Add another FT Managers to accommodate 85 hours-open-per-week*
Professional Development	$4,000.00	$0.00	$4,000.00	
Part-time staff	$36,000.00	$67,076.00	$64,000.00	*Need additional part-time customer service people*
Total Welcome Center	**$200,000.00**	**$200,000.00**	**$250,000.00**	
TOTAL REVIEWED EXPENDITURES	**$1,284,995.00**	**$1,284,995.00**	**$1,539,805.00**	***$254,810 additional. $192,700 earmarked for conv cntr. $50,000 to Welcome Center and $12,110 other***

Denton Communications & Social Media Marketing 2018 Budget

	2017 Approved	2017 Actual	2018 Proposed
Digital Marketing			
Website	$10,000	$10,300	$15,000
Digital and eMail and eNews Marketing	$2,400	$7,500	$7,500
Social Media Ad Campaigns	$9,000	$9,000	$10,000
Digital, SEM & Retargeting Campaigns/Creative	$48,000	$48,200	$50,000
Digital Marketing Management Tools	$13,000	$13,400	$15,000
TOTAL Campaigns & Digital Marketing	**$82,400**	**$88,400**	**$97,500**
Professional Development			
SXSWi 2017	$ 5,000.00	$ 8,700.00	$ 9,500.00
TACVB 2017	$ 3,000.00	$ 1,900.00	$ 4,300.00
TTIA Travel Summit	$ 1,000.00		$ 1,200.00
Digital Dallas	$ 1,000.00		
TOTAL Professional Development	**$10,000**	**$10,600**	**$ 15,000**
COMMUNICATIONS ADMINISTRATION			
Salary and Benefit	$180,000	$182,044	$185,000
3 full-time, 1 part-time			
TOTAL Adminstration	**$180,000**	**$182,044**	**$185,000**
Total	***$272,400***	***$281,044***	***$297,500***

Convention and Group Sales & Servicing 2018 Budget Request

	Approved 2017	Requested 2018	Direct Convention Center Marketing Expense
MEETINGS/CONVENTIONS/SPORTS/WEDDINGS			
MCSW Trade Shows/Conferences			
Registration and Travel			
NTSHRM Annual Conference		$700	$0
Small Meeting Market Trade Show		$5,000	$5,000
Southwest Showcase Trade Show		$3,000	$3,000
Wedding Trade Shows		$4,000	$0
Texas Connect Trade Show		$5,200	$5,200
Meetings Quest		$4,000	$4,000
Connect Faith/Rejuvenate Trade Show		$6,000	$6,000
TSAE Annual Conference		$10,000	$10,000
TOTAL MCSW Trade Show/Conferences	$20,500	$37,900	$33,200
MCSW Sales and Marketing Missions			
Texas Association Marketing		$13,000	$10,000
MPI Texas Hill Country Chapter		$4,000	$4,000
MPI Intl. DFW Chapter		$8,000	$4,000
TOTAL MCSW Sales and Marketing Missions	$16,500	$25,000	$18,000
MCSW Site Visits			
Site Visits	$8,000	$19,000	$17,000
TOTAL MCSW Site Visits	$8,000	$19,000	$17,000
Research/Mining/Lead Generation/Tracking			
Planner's Zone		$7,000	$2,000
TxMet		$500	$0
Cvent Lead		$500	$500
Integrated Marketing Media		$3,600	$3,600
Sales Tracking Software System		$5,000	$3,000
TOTAL MCSW Research/Mining/Lead Generation/Tracking	$14,100	$16,600	$9,100
MCSW Print/Website/Digital/Social Media			
Texas Tour and Meeting Guide		$12,000	$10,000
MPI - DFW Newsletter		$400	$0
Texas Meetings and Events		$10,000	$10,000
Small Meetings Market		$10,000	$10,000
Wedding Social Media		$2,000	$0
Convention Center Social Media/Web		$6,000	$6,000
Video/Digital Creation for Meetings + Digital Advertising		$25,000	$20,000
TOTAL MCSW Print/Website/Digital/Social Media	$33,400	$65,400	$56,000
MCSW Bid Fees/Incentives/Sponsorships			
Bid Fees	$20,000	$20,000	$18,000
TOTAL MCSW Bid Fees	$20,000	$20,000	$18,000
MCSW Servicing			
Servicing	$2,500	$30,000	$28,000
Total MCSW Servicing	$2,500	$30,000	$28,000
MCSW Memberships/Industry Assn. Conferences			
TACVB Annual meeting for 3 Staff		$6,500	$0
TSAE		$325	$0
Simpleview Conference for 3 Staff		$12,000	$8,000
DMAI Sales Academy		$7,000	$5,000
NTSHRM		$300	$0
DFWAE		$125	$0
MPI Hill Country Chapter		$400	$400
MPI DFW		$400	$0
TOTAL MCSW Memberships	$1,650	$27,050	$13,400
TOTAL MCSW SALES & MARKETING	***$116,650***	***$240,950***	***$192,700***

GROUP TOURS			
Group Tour/Tourism Trade Shows			
Registration and Travel			
American Bus Association		$3,500	$0
South Central Motor Coach Association		$2,000	$0
NTA		$3,000	$0
Select Travel		$3,500	$0
TOTAL Group Tour Trade Show	$12,000	$12,000	$0
Group Tour Sales Missions, Site Visits, Servicing			
Sales Missions		$5,000	$0
Tour Operator Site Visits/FAMS		$3,000	$0
Servicing		$1,000	$0
TOTAL Group Tour Marketing and Site Visits	$7,500	$9,000	$0
Group Tour Print Advertising			
Group Tour Print Advertising		$3,000	$0
TOTAL Group Tour Advertising	$2,000	$3,000	$0
Group Tour Social Media/Web-site Marketing			
Revamp Horse Country Pod Cast, Video & Web		$10,000	$0
Horse Country Tour Social Media/Web		$1,000	$0
Group Tour Social Media/Web		$1,500	$0
TOTAL Group Tour Social Media/Web	$2,500	$12,500	$0
Group Tour Memberships			
Select Travel		$675	$0
National Tour Association		$700	$0
American Bus Association		$475	$0
South Central Motorcoach Association		$250	$0
TOTAL Group Tour Memberships	$2,100	$2,100	$0
TOTAL GROUP SALES	**$26,100**	**$38,600**	**$0**

Salary and Benefit			
2017 Staff (2FT, 1PT) 2 Sales, 1 Tour Group Coordinator	$186,000		
2018 Staff (3FT, 1 PT) 2 Sales Mrg. 1 Servicing Manager, 1 Tour Group Coordinator		$230,000	$100,000
Travel and Training	$10,000	$10,000	$0
TOTAL SALES ADMINISTRATION	**$196,000**	**$240,000**	**$100,000**

Total Sales Department Budget	***$338,750***	***$519,550***	***$292,700***

Of the $338,750 allocated in 2017 $167,000 was allocated to Convention Center, so the increase dedicated to the Convention Center is $125,700. Needed now that the groups are arriving and we have a servicing responsibility

Prepared On: 05/19/2017
Prepared By: Dana Lodge

MEETING SALES REPORT

Meetings/Weddings/Sports with an Arrival Date January 1, 2016 - Forward

Lead Name	Account Name	Count	Total: EEI Value	Total: Requested Rooms	Total: Show Attendees
2016 35 Denton	35 Denton	1	$33,600.00	85	5000
2016 Annual Meeting	Southwest Division of the Association of American Geographers	1	$78,400.00	215	200
2016 Board Retreat	MPI (Meeting Planners International DFW Chapter)	1	$4,200.00	28	15
2016 Denton Air Show	Denton Air Show	1	$31,500.00	25	5000
2016 Denton Black Film Festival	Denton Black Film Festival	1	$2,800.00	20	300
2016 Denton Holiday Lighting Festival	Denton Holiday Lighting Festival Association, Inc.	1	$1,400.00	10	5000
2016 Dorm Housing	TWU Department of University Housing	1	$203,000.00	665	100
2016 Jim Beam Bottle Conference	Jim Beam Bottle Club	1	$31,500.00	150	100
2016 North Texas Fair & Rodeo	North Texas State Fair Association	1	$280,000.00	100	20000
2016 Oaktopia-fest	Oaktopia-fest	1	$56,000.00	370	5000
2016 Physics Workshop	UNT Physics	1	$12,600.00	90	30
2016 South Central American Society of Biomechanics Meeting	Biomechanics Meeting (TWU)	1	$14,000.00	60	100
2016 Southern Section Regional Meeting	American Society of Plant Biologists	1	$63,000.00	310	150
2016 Spring Preview	UNT Spring Preview	1	$14,000.00	45	3500
2016 SWACURH	SW Affiliate of College & University Residence Halls	1	$84,000.00	600	400
2016 TAAF Regional Volleyball Tournament	Denton Parks and Recreation	1	$11,200.00	40	2300
2016 TAAF State Flag Football	Denton Parks and Recreation	1	$42,000.00	75	1500
2016 TDA Board Meeting	Texas Downtown Assocation	1	$1,680.00	12	18
2016 Turkey Roll	Turkey Roll - Bicycle Rally	1	$1,600.00	15	1000

Lead Name	Account Name	Count	Total: EEI Value	Total: Requested Rooms	Total: Show Attendees
2016 UNT Fall Preview	UNT Fall Preview	1	$25,200.00	90	3000
2016 UNT Recovery Conference	UNT Disability & Addiction Rehabilitation	1	$6,300.00	45	40
2016 USDAA Trial	DAWG USDAA Agility Trial	1	$4,800.00	50	500
2016 Vintage Market Days	Vintage Market Days	1	$50,400.00	120	7000
2016 Wingspan Gala	UNT Wingspan Gala	1	$11,200.00	80	400
2017 AQHA Judges Qualifying Event	American Quarter Horse Assn	1	$12,600.00	65	30
2017 Denton Black Film Festival	Denton Black Film Festival	1	$8,400.00	25	4000
2017 Denton CMZ (Championship Major Zone)	Denton Parks and Recreation	1	$16,000.00	50	400
2017 Fall Central Meeting	American Mathematical Society	1	$84,000.00	600	500
2017 Junior Master Gardener Training	Texas Master Gardener Association	1	$16,800.00	80	65
2017 LEMIT Conference Training	Law Enforcement Management Institute of Texas	1	$35,000.00	250	50
2017 Spring Premiere	UNT Premiere	1	$21,000.00	60	300
2017 Spring Preview	UNT Spring Preview	1	$8,400.00	60	2000
2017 Texas Air Conditioning Contractors Assn Continuing Education Class	Texas Air Conditioning Contractors Assocation	1	$625.00	0	25
2017 Texas Recreation & Park Society North Region Fall Conference	Denton Parks and Recreation	1	$2,800.00	10	500
2017 Thin LIne Festival	Thin Line Film Festival	1	$16,800.00	65	3000
2017 USSSA Battle of DFW Softball	Denton Parks and Recreation	1	$16,000.00	50	500
2018 Annual Conference	Texas Court Appointed Special Advocates	1	$294,000.00	1650	1500
2018 Annual Conference	Texas Solid Waste Associaton of North America	1	$179,200.00	770	600
2018 Chiro Texpo	Texas Chiropractic Assn	1	$50,400.00	355	400
2018 Texas Air Conditioning Contractors Assn Continuing Education Class	Texas Air Conditioning Contractors Assocation	1	$625.00	0	25
2018 Texas Air Conditioning Contractors Assn Fall Continuing Education Class	Texas Air Conditioning Contractors Assocation	1	$625.00	0	25
2018 USA Gymnastic Collegiate National Championship	TWU Athletics	1	$80,000.00	370	300
2019 District Convention	TX-OK Kiwanis	1	$140,000.00	503	475
2019 Legislative Texas Probation Assn	Texas Probation Assn	1	$126,000.00	750	400
2019 Midwinter Conference and Trade Show	Texas Press Assn	1	$245,000.00	350	350
2022 Texas Wine & Grape Growers	Texas Wine & Grape Growers	1	$140,000.00	525	550

Lead Name	Account Name	Count	Total: EEI Value	Total: Requested Rooms	Total: Show Attendees
2024 Texas Wine & Grape Growers	Texas Wine & Grape Growers	1	$168,000.00	1200	1100
ASA 18US State Softball Tournament	Denton Parks and Recreation	1	$24,000.00	120	240
ASA District 13 Girls Softball	Denton Parks and Recreation	1	$28,000.00	70	400
Beyond the Sock Conference	Beyond the Sock Conference	1	$21,000.00	120	50
Big Tex Championship Tournament	Big Tex Championship Tournament	1	$8,000.00	60	800
Brewer Horton Wedding	Brewer Horton Wedding	1	$7,000.00	25	150
Calderon Wedding	Caleron Wedding	1	$3,360.00	24	100
Conference USA Tennis Championship	UNT Athletics	1	$72,800.00	203	250
DAWG USDAA Agility Trial	DAWG USDAA Agility Trial	1	$4,800.00	30	500
Focused Topic Meeting	Society of Environmental Toxicology and Chemistry	1	$33,600.00	225	150
New Hire Training	Med-Trans Air Medical Transport	1	$21,000.00	120	25
Oliver/Lunsford Wedding	Oliver/Lunsford Wedding	1	$22,400.00	65	250
Open Access Symposium 2015	UNT Libraries	1	$70,000.00	290	300
Raising Cane Opening	Wyndham Jade	1	$17,640.00	110	7
Ring Long Wedding	Ring Long Wedding	1	$8,400.00	45	150
Schutzmaier Bonassin Wedding	Schutzmaier Bonassin Wedding	1	$5,600.00	20	150
Site Visit for 2018 Conference	UNT CAARI (International Conference on the Application of Accelerators in Reasearch and Industry)	1	$1,960.00	14	7
Stringer/Rohrer Wedding	Stringer/Rohrer	1	$2,520.00	18	125
Texas State Missionary Baptist Convention 2015	Texas State Missionary Baptist College	1	$25,200.00	180	100
USSSA Battle of DFW Girls Softball	Denton Parks and Recreation	1	$24,000.00	105	500
		COUNT: 66	SUM: $3,127,935.00	SUM: 12932	SUM: 82002

DISCOVER DENTON WELCOME CENTER

65,224 visitors

Of the $200,000 HOT invested in the project in 2017, $179,500 went directly back into the Denton community:

- Consignment commissions to small business and local makers
- Local employment for students and interns
- Public restrooms / Hospitality
- Main Street Association office space on the square
- Denton Police Department landing zone for bikes, refreshments

DOWNTOWN WELCOME CENTER & DENTON STORE

Actual Expenditures Relevant to Operations
Merchandising Not Included

All expenses over the $200,000 allocated HOTcovered by community investment, advertising and merchandising

	Approved 2017	Actual 2017 Spend	2018 Request
Lease	$57,500.00	$57,500.00	
Computers/IT	$8,000.00	$14,637.00	
Operations & Maintenance	$15,000.00	$10,649.00	$17,790.00
Insurance	$7,500.00	$0.00	$0.00
Office Equipment/Supplies	$6,000.00	$3,600.00	$3,600.00
Hospitality/ Restrooms		$9,522.00	$12,000.00
Full-time Managers	$66,000.00	$104,977.00	$130,810.00
Professional Development	$4,000.00	$0.00	$800.00
Part-time staff	$36,000.00	$87,962.00	$85,000.00
Beginning merchandise	$0.00	$0.00	$0.00
Total Welcome Center	**$200,000.00**	**$288,847.00**	**$250,000.00**
Over Budget Explained			
Primarily hospitality supplies; DDWC perceived as public restroom		$9,522.00	$17,790.00
Enterprise requires expertise and labor/management of		$104,977.00	$130,810.00
more than one supervisory position		$0.00	$800.00
Underestimated PT workforce needed; nature of broad audience		$87,962.00	$85,000.00
requires three workers in center at all times			
Total Welcome Center Revenue			
HOT Tax		$200,000.00	$250,000.00
2017 Community Investment (Sponsorships and Advertising)		$68,233.00	$93,233.00
Merch Sales		$87,500.00	$97,500.00
Total		$355,733.00	$440,733.00
Less additional O&M			
****Credit card fees, contract labor, licensing, equipment, etc.*		$38,300	$119,350.00
Total Projected Year-End Profit		**$28,586.00**	**$71,383.00**

if realized =

- Large hallway doors to secure our offices.
- A more robust computer for the radio studio.
- An upgrade to our firewall and internet, for faster computer performance.
- Upgrades to our digital wall.
- New equipment for more remote broadcasts.
- Furniture & Display Items

Discover Denton Welcome Center & Denton Radio

Expenses	Access #	NorthStar	2016	Access #	NorthStar	2017	Access #	NorthStar	2018
1 Lease	$9,488	$18,975	$28,463	$57,500	$0	$57,500	$57,500		$57,500
2 Computers/ IT	$1,919	$2,580	$4,499	$14,637		$14,637	$15,000		$15,000
3 Operations & Maintenance	$2,763	$5,122	$7,885	$10,649		$10,649		$17,790	$17,790
5 Office Equipment/ Supplies	$1,158	$2,380	$3,538	$3,600		$3,600		$3,600	$3,600
6 Full Time Managers		$79,816	$79,816	$0	$104,977	$104,977		$130,810	$130,810
8 Part-Time Dentoning Experts	$194	$75,824	$76,017		$87,962	$87,962		$85,000	$85,000
9 Hospitality Bar & Public Restroom	$10,340		$10,340		$9,522	$9,522		$12,000	$12,000
10 Merchandise Purchases	$47,732		$47,732	$62,500		$62,500	$70,000		$70,000
11 Local Consignor Payouts	$37,995		$37,995	$75,000		$75,000	$82,500		$82,500
12 Credit Card Fees	$3,180		$3,180	$6,000		$6,000	$6,750		$6,750
13 Contract Labor	$6,562		$6,562	$3,000		$3,000	$3,500		$3,500
14 Community Mural	$9,832		$9,832	$0		$0	$0		$0
15 Furniture & Fixtures	$4,005		$4,005	$2,000		$2,000	$2,000		$2,000
16 LifeStyle Signage	$1,324		$1,324	$0		$0	$0		$0
17 Staff Meetings	$1,691		$1,691	$4,000		$4,000	$4,000		$4,000
19 Equipment Rentals	$1,731		$1,731	$0		$0	$0		$0
20 Music & Entertainment	$1,221		$1,221	$1,200		$1,200	$1,500		$1,500
21 Promotion	$1,410		$1,410	$1,000		$1,000	$5,000		$5,000
22 Advertising Expense	$2,014		$2,014	$2,000		$2,000	$2,000		$2,000
23 Professional Fees, Licensing, Server Cost	$5,495		$5,495	$12,000		$12,000	$15,000		$15,000
24 Telephone	$1,014		$1,014	$1,100		$1,100	$1,100		$1,100
25 Misc	$5,530		$5,530	$5,000		$5,000	$5,000		$5,000
26 DR Supplies	$406		$406	$1,000		$1,000	$1,000		$1,000
27 Finish Out 2016	$0	$234,014	$234,014	$0		$0	$0		$0
28 Professional Development	$0		$0	$0		$0		$800	$800
Total Expenses	$157,003	$418,711	$575,714	$262,186	$202,461	$464,647	$271,850	$250,000	$521,850

Income	2016		2016			2017			2018
1 Retail Merchandise Sales	$48,754		$48,754	$125,000		$125,000	$140,000		$140,000
2 Consignor Sales	$68,950		$68,950	$100,000		$100,000	$110,000		$110,000
3 Sponsorships	$52,513		$52,513	$68,233		$68,233	$93,233		$93,233
4 HOT Funds		$200,000	$200,000		$200,000	$200,000		$250,000	$250,000
5 Carry Over		$191,870	$191,870						
Total Income	$170,217	$391,870	$562,087	$293,233	$200,000	$493,233	$343,233	$250,000	$593,233
Net Profit DDWC & DR	$13,213	-$26,841	-$13,627	$31,047	-$2,461	$28,586	$71,383	$0	$71,383

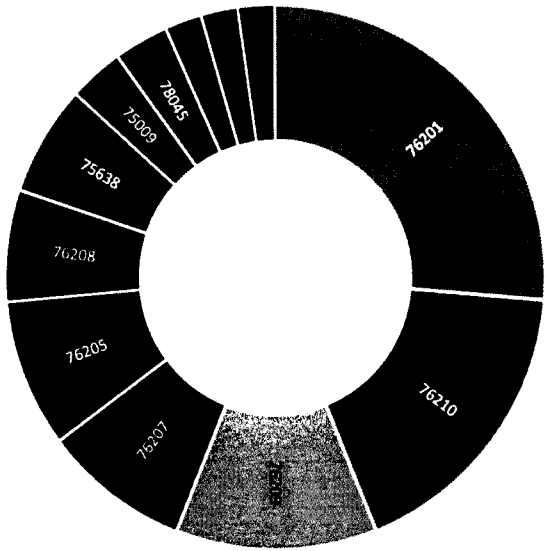
***2016-Based on 6 Months
***2017 $18k AVG Monthly Sales Projection
***2018 $20k AVG Monthly Sales Projection
***PT Staff based on 156 HR Work Week
***2018 Goal Reduce Paid PT Staff by $18,200/ 31 HRS/WK

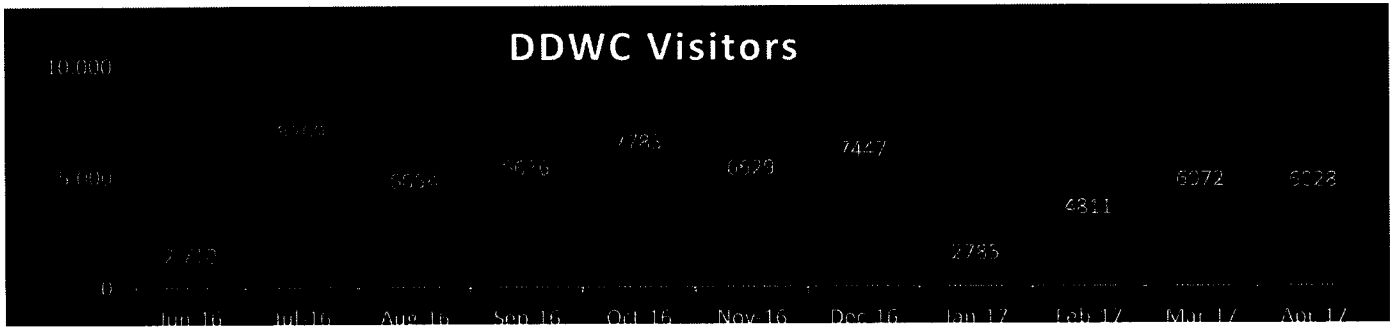
DISCOVER DENTON WELCOME CENTER

2016 Visitor Count	**45,528**	**Gross Sales 2016**	**$123,355.94**
1/1/17 - 4/30/17 Visitor Count	**19,696**	**Gross Sales 2017**	**$43,780.59**
Total to Date # of Visitors	**65,224**	**Total**	**$167,136.53**
Average Monthly # Visitors	**5930**		

**Visitor & Sales #'s are from 6/21-4/30/17

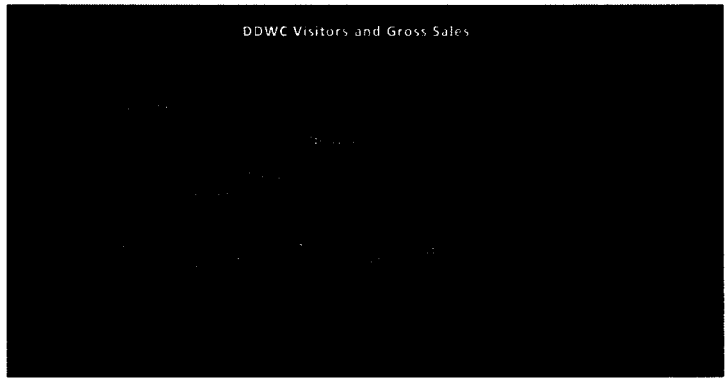
Common Zip Codes in the Month of May



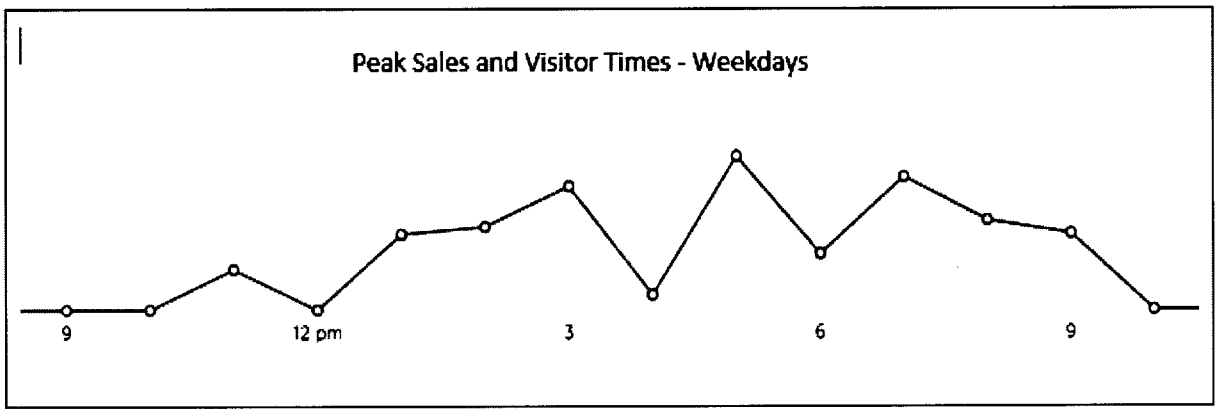


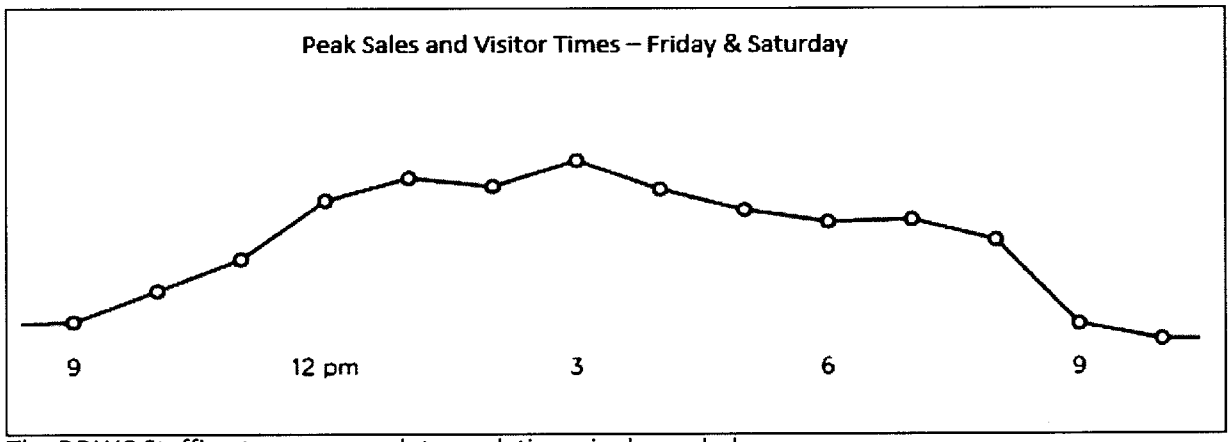
Product Sales Mix

2016	Gross Sales	Consignor Payout	DDDW Payout
Arts & Autos Gross Sales	$300.00	$120.00	$180.00
WCTR Gross Sales	$48,352.92		$48,352.92
I Heart Denton Sales	$7,022.00	$5,968.70	$1,053.30
Denton Design Gross Sales	$2,838.60	$2,128.95	$709.65
OID Gross Sales	$9,783.50	$7,337.63	$2,445.88
DIME Store Gross Sales	$30,743.50	$23,057.63	$7,685.88
TWU Gross Sales	$2,596.16	$1,947.12	$649.04
UNT Gross Sales	$5,991.35	$4,493.51	$1,497.84
Pan Ector Gross Sales	$4,605.00	$3,453.75	$1,151.25
900-Local Pop Up Vendors	$5,122.91	$4,354.47	$768.44
Sponsorship	$6,000.00		$6,000.00
Total Consignor Gross Income		$52,861.76	
Total DDWC Gross Income		$70,494.20	
Total Gross Sales		$123,355.94	



2017	Gross Sales	Consignor Payout	DDDW Payout
WCTR Gross Sales	$22,033.38		$22,033.38
I Heart Denton Sales	$2,058.00	$1,749.30	$308.70
Denton Design Gross Sales	$197.19	$118.31	$78.88
OID Gross Sales	$3,133.00	$2,349.75	$783.25
DIME Store Gross Sales	$10,273.20	$7,704.90	$2,568.30
TWU Gross Sales	$1,330.80	$998.10	$332.70
UNT Gross Sales	$2,025.32	$1,518.99	$506.33
Pan Ector Gross Sales	$558.00	$418.50	$139.50
900-Local Pop Up Vendors	$558.70	$419.03	$139.68
Sponsorships	$1,600.00		$1,600.00
Total Consignor Gross Income		$15,276.88	
Total DDWC Gross Income		$28,490.72	
Total Gross Sales		$43,767.59	





The DDWC Staffing to accommodate peak times is shown below.

Monday – Thursday

9:00a – 5:00p: 2 Managers & 1 PT Dentoning Expert

4:45p - 9:30p: 2 Dentoning Experts

Friday

9:00a – 5:00p: 2 Managers & 1 PT Dentoning Expert

4:45p – 10:0p: 3 Dentoning Experts

Saturday

9:00a – 5:00p: 2 PT Dentoning Expert

4:45p – 10:00p: 3 Dentoning Experts

Sunday

10:30a – 7:30p: 2 PT Dentoning Expert

***Our goal is to implement a volunteer on Friday and Saturday where we are currently staffing 3 PT employees.

DENTON CVB
2018 MARKETING PLAN

GOAL I: Positively impact hotel occupancy tax in Denton by advertising and promoting Denton to attract visitors.

STRATEGY/TACTIC

A. Increase Awareness of Denton As An Exciting Adventure, Arts, Culture, and Heritage Destination

1. Advertise recreational, historical, leisure, festival, special event and shopping opportunities including: Lake Ray Roberts, Denton museums, Historic Downtown Denton, Horse Country, Regional historic tours, Collegiate Sports, the Arts, UNT Planetarium/Sky Theatre, Water Works Water Park, Skate Works Park, Denton festivals and special events, unique retail and other shopping opportunities.

Production and strategic distribution of the *Denton Live* magazine, printed twice per year, featuring Denton's festivals, special events, and static attractions to attract new visitors to Denton and to inform visitors and residents alike regarding Denton entertainment options. 120,000 magazines are distributed each year, 60,000 in December covering Denton's January through June events and 60,000 in June covering July through December events. Since 2008, *Denton Live* has been produced entirely through a partnership between the Denton CVB and UNT's Mayborn Graduate School of Journalism. The CVB Advisory Board continues to annually evaluate the ongoing value of the partnership relevant to cost.

Digital Marketing and Social Media - Social media now represents about 85% of CVB advertising mediums. Social media is cost effective in terms of placement cost, but the implementation and ROI are labor intensive, requiring constant interaction with users and consistent, moment-to-moment fresh content. Social media personnel ARE the meat of social media because without them, there can be no social media marketing. Staffing/administration costs associated with each CVB programming arena continues to be isolated within the program area in order to transparently demonstrate staff allocation required to facilitate each program area.

- Print advertising outlets include: (General tourism target publications with reader response). These print outlets remain in the ad schedule specifically because of their importance in the Texas tourism arena as the "go-to" print options and because of their important rank among our Denton co-op ad partners.
  - Texas Events Calendar
  - TxDOT Texas Travel Guide
  - Texas Highways Magazine
  - Texas Town & City
  - Occasional specific interest magazines targeting audiences relative to Denton product and campaigns: music industry, horse industry, history buffs, art enthusiasts, specific art shows and events, cuisine, university alumni, among other potential options.
- Website Advertising Outlets
  - www.discoverdenton.com
  - www.dentonradio.com
  - www.horsecountrytours.com
  - www.agritourismworld.com
  - www.TourTexas.com
  - www.traveltex.com – Office of the Governor Tourism Division
  - www.texashighways.com
  - www.texaslodging.com
  - www.texasmonthly.com

- www.ttia.org – special campaigns
- Targeted Email campaigns
- Special Interest iBrochures *(currently have two iBrochures: Discover Denton and Horse Country)*

- Social Media
  - Facebook campaigns
  - Multi-platform implementation: Facebook, Twitter, Instagram, Snapchat, Pinterest, Periscope, Youtube, and others as they evolve
  - eNews campaign *(monthly to more than 23,000 opt-in subscribers)*
  - LinkedIn mining and network development
  - Contest development, implementation, marketing, and daily interaction
  - Social Media gaming specific to engagement with Denton amenities including hotels, attractions, events, and transportation
  - Travel writers and bloggers
  - Consistent research for evolving social media platforms followed by appropriate engagement in these arenas

  Important: Consumers seek information specific to their own interests and their unique definitions of entertainment – no longer in expected, traditional, mass outlets. Consumers are the drivers. Social media is all about entering the conversations within those specific interest forums that match Denton's offerings. Stellar examples of this evolution are music industry and history enthusiasts, convention and meeting planners, students, alumni, young professionals, corporate travelers, families, art-lovers and artists of all genres, and entrepreneurs.

- Co-Op Marketing in social media, Internet and print promotions include:
  - Organizations/Festivals/Events
  - Arts/Culture/Heritage
  - Independent Businesses: convention and meeting space, wedding venues, galleries, antique stores, restaurants, hotels/motels
  - Economic Development
  - Attractions: music, museums, Historical Park, Campus Theatre, UNT and TWU, Water Works Water Park
  - Transportation: A-train, walkable downtown

2. Public Relations Ongoing Image Campaign
   - Develop feature articles and blogging opportunities in tourism, travel and general consumer print and online publications on a local, state and regional basis. All feature stories will cover information on accommodations, tours, historical and cultural attractions *(music, museums, galleries, performing arts)*, facilities, sports, or events as they pertain to the subject of the article.
   - Track public relations. Utilize Texas Press Service contract to track and evaluate monthly media activity across all media outlets.

3. Travel Shows

   Participation in travel shows including:
   - Texas Travel Fair
   - American Bus Association
   - National Tour Association
   - South Central Motorcoach Association

4. Websites

   Utilize www.discoverdenton.com to its fullest potential, incorporating interactive, search-engine enhancing technology such as social media, DentonRadio.com, You Tube, blogging and various social media outlets. Employ aggressive content management strategies to maintain continuous content change, visually and informationally. Use CVB website to market Denton, and use other targeted Internet arenas *(see I. A-1 for detailed listing)* to market the CVB's websites.
   - International access to Denton via the website which is updated on a regular basis for incoming visitors

- Engage social media audiences through websites
- Link with other state and tourism-oriented sites where possible
- Maintain interactive master calendar for entire community on site
- Enhance website and create alternative revenue streams for CVB promotions through online advertising, press information, photo gallery, email address capture for remarketing.
- Further develop package offers on the website and expand the package options available year round.
- Continue developing special interest menu options for site visitors to streamline their introduction to Denton specific to their interest area.
- Develop special interest itineraries with personal testimonies of visitor experience. Further develop blog option to website for visitors to share experiences, enhance itineraries, and create new marketing arenas for future CVB exploration.
- Engage social media platforms such as Facebook, Snapchat, Twitter, Flickr, Pinterest, Linked In, IntraShare, Presicope, and countless others added in the social media world every day.

5. Horse Country Tours of North Texas

The Horse Country Tour presents an individual, self-guided driving tour and customized group tours that allow actual visits to specific horse farms and ranches. The project, launched in 2006, resulted in production of a brochure and website now being distributed and promoted through marketing efforts including websites, collateral, travel and trade shows, sales missions, and local awareness campaigns. This tour realized overwhelming success, translating into a rare motorcoach tour once in a while to now, in 2017, more than 50 motorcoach tours of 50-plus people. The CVB developed an incentive package that encourages tour groups to stay in Denton hotels. The package waives the fee per ranch visit and provides complimentary step-on guide service for groups using Denton hotels. Otherwise, tour operators pay for each of these values creating an offset revenue stream for promoting to the group tour market.

The CVB produces six tours per year that are ticketed. Watts Wealth Management sponsors these tours, underwriting the transportation (motorcoach) for each tour plus providing an affordable chuckwagon lunch experience at a ranch– a rich enhancement of the tour experience. These tours create an alternative revenue stream that is reinvested into the tour, making this a zero-HOT impact international attraction for Denton.

7. Visit DFWorth Aggregated Regional Tourism Website
   - Work closely with content development team to include Denton in all storytelling angles to multiple visitor markets

8. Distribute *Denton Live* and Denton brochures:
   - State Travel Information Centers
   - Certified Folder contract for concentrated distribution in Oklahoma City metro area, Dallas/Fort Worth, East Texas region, and Shreveport plus the I-20 and I-35 corridors.
   - Statewide Chambers of Commerce and CVB Visitor Centers
   - Mail (phone inquiries and reader response)
   - Various outlets throughout Denton including hotels, restaurants, attractions, retail outlets, mall
   - Travel and Trade shows
   - Retirement Communities
   - Universities

9. Strengthen Denton's "friendliness factor" through presentation of the "Denton Originals Customer Service Program", a custom-designed Denton Friendly Certification program to Denton hospitality partners.

B. Promote Denton as a Convention, Meetings, Sports, and Group market destination (Exhibit A-2)

1. Aggressively market the Denton Convention Center, opening this fall of 2017. CVB staff and the O'Reilly team are

Coordinating and co-oping to attract and engage meeting planners. In the professional meetings circuit, planners are already working on 2020 and beyond meeting events. Getting our venue and our community entrée into the convention industry world's awareness is paramount for seeing the convention center realize success, especially within its first 1-3 years.

2. Seek out and pursue association and meeting leads through diligent research, information mining, and social media
   - Utilize resources such as Simpleview CRM, and TACVB's TxMET system to search meeting criteria, history
   - Participate in cooperative opportunities through TACVB and other state associations that provide opportunities for face-to-face relationship development with meeting planners
   - Mine LinkedIn, association and corporate pages, other destinations, local civic organizations, among others to develop and pursue leads
3. Develop relationships with meeting planner associations:
   - Attend meetings and sponsor functions for select associations.
   - Host meetings for various associations
   - Display exhibits and present bids to associations
   - Arrange meetings and site visits to discuss opportunities for conventions and meetings to be held in Denton
   - Associations include, but are not limited to:
     SGMP – Society of Government Meeting Planners
     TSAE – Texas State Association Executives
     DFWAE – Dallas Fort Worth Association Executives
     TSAE – Texas Society of Association Executives
     RCMA – Religious Meetings and Conferences Association
     SHRM – Society of Human Resource Managers
     MPI – Meeting Professionals International
     DMAI – Destination Marketing Association International
4. Work with University Conference/Continuing Education managers in identifying potential conference/convention business for Denton and provide assistance in the bid process and in servicing conferences/conventions held in Denton.
   - Provide planners with a meeting/conference/convention and accommodation facility portfolio (digital) for Denton to be used in group solicitation.
5. Provide meeting/conference and accommodation facility portfolio *(physical and digital)* for Denton to be used in group solicitation.
   - Assist hotels/motels with group meeting bids.
6. Develop relationships with local SMERF *(Social, Military, Educational, Religious, Fraternal)* organization leaders to solicit regional, state and national meetings to come to Denton.
7. Develop non-traditional group business
8. Develop and maintain master community & hospitality multi-year calendar to target dates throughout future years to solicit business.
9. Develop Co-op ads with local hotels, facilities and venues.
10. Place cooperative print, digital, and social media advertising promoting Denton meeting facilities in publications targeting planners Publications include but are not limited to: Texas Tour & Meeting Guide, Texas Meetings & Events and Convention South Magazine.
11. Utilize Meeting Planner section of new www.discoverdenton.com website to provide Denton venue, hotel, and meeting services to anonymous meeting location researchers.
12. Develop corporate meeting relationships with local corporations for conventions, expositions, vendors
13. Evaluate and make bids that fit the strengths of the city of Denton and its facilities *(Denton Convention Center, Apogee Stadium, hotels, UNT Coliseum, Hubbard Hall, Magee Arena, DISD Fields, parks, fairgrounds, ranches and arenas)*

14. Work with Denton Parks & Recreation Department to determine field availability, facility downtimes, and most appropriate sport genres to develop successful bidding strategies.
15. Display exhibits and present bids to athletic associations
16. Arrange meetings and site visits to discuss opportunities for events to be held in Denton
17. Maintain Sports Venues/Event Planners section of www.discoverdenton.com website to provide the most current information on venues, hotels and services available in Denton to sport event planners.
18. Promote Denton for athletic association meetings and clinics

C. Support current events and efforts to bring meetings, tour groups, weddings, reunions and events to Denton

1. Provide a meeting/conference/sports and accommodation facility *(physical and digital)* portfolio for Denton to be used in group solicitation.
2. Promote and support Denton festivals and special events by assisting in efforts to attract visitors to Denton by way of the festival or event.
3. Support local corporations and businesses including UNT, TWU, Denton ISD, Parks & Recreation, Denton Arts Council, Denton Museums and Historical Park, and other local organizations that bring delegates and visitors to the city of Denton.
4. Develop opportunities for non-traditional sporting events *(horse events, dog shows, 4-H events, polo, flag football, disk golf, fishing, ultimate Frisbee, multi-cultural sporting events, etc.)*
5. Promote convention, meetings, and sporting events in Denton through website, social media, local publicity, and calendar of events in *Denton Live*.
6. Produce Meeting Planner Zone trade show to promote Denton services available to local meeting planners utilizing Denton facilities.
7. Participate in annual Denton Wedding Show.
8. Market area wedding venues and services through print, online and social media promotion as well as fam tours and site visits with sleeping rooms in Denton hotels.
9. Develop itineraries to solicit professional tour operators and group leaders to bring their groups to Denton.
10. Work with tour operators and group leaders to create customized itineraries, group services, and tiered pricing for group tours overnighting in Denton.

D. Utilize Denton's unique festivals, special events, and attractions as tourism product for promoting Denton as a viable tourism destination for families, individuals, and groups

1. Coordinate production of *Denton Live* magazine, both print and digital.
   - Provide feature story concepts
   - Assist in research, coordinating personal interviews, and collection of information
   - Facilitate communication between production team and the *Denton Live* Editorial Advisory Board
   - Oversee fact-checking and proofing of each issue of *Denton Live*
   - Work closely with writers, editors, photographers, artists, printer throughout the production process of each issue.
   - Facilitate digital and social implementation of *Denton Live* content
2. Coordinate production of Denton brochures.
   - Oversee annual content updates, photography and video content exchanges, and proofing processes
3. Coordinate and oversee distribution of *Denton Live*, Denton brochure, and other Denton collateral though:
   - State Travel Information Centers
   - Certified Folder contract for concentrated distribution in Oklahoma City metro area, Dallas Fort Worth, East Texas region, and Shreveport plus the I-20 and I-35 corridors.

- Statewide Chambers of Commerce and CVB Visitor Centers
- Mail *(phone inquiries and reader response)*
- Various outlets throughout Denton including hotels, restaurants, attractions, retail outlets, malls
- Travel and Trade shows
- Retirement Communities
- University Visitor Centers

4. Plan and implement media blitzes in outer markets utilizing radio, television and print
5. Plan and implement sales missions to tour operators and group tour planners
6. Engage in social media platforms on behalf of and in coordination with Denton events and organizations

GOAL II: Attract Leisure Travelers

STRATEGY/TACTIC
A. Promote Leisure Travel Regionally By Using Special Events, Festivals, and Attractions
1. Co-op Advertising *(See Goal I. A., 1)* a. Organizations: Main Street Association, GDAC, Denton County Office of History & Culture, Parks and Recreation, universities b. Independent Businesses: shops, galleries, antique stores, restaurants, hotels/motels/B&B's, mall, major shopping centers. c. Special Events: Denton Festival Foundation, Holiday Lighting Festival Association, Dog Days of Denton, Arts & Autos Extravaganza, North Texas State Fair & Rodeo, Denton Black Film Festival, Thin Line Film Fest, and others interested in cooperative promotions and advertising. d. DentonRadio.com e. Attractions: museums, Campus Theatre, UNT and TWU, Water Works Water Park. f. Transportation – A-train
2. Submit festival/event/attraction calendar and information and media alerts to various state and regional publications. These include, but are not limited to: Arts & Autos Extravaganza, Holiday Lighting, Denton Black Film Festival, Red Bud Festival, Thin Line Fest, 35 Denton, Storytelling Festival, Arts & Jazz Festival, Cinco de Mayo, Dog Days, Juneteenth, Fourth of July, Industrial Street Pop Festival (Geezerpalooza), Blues Fest, Green Fest, major Denton Arts performances/exhibits including those at both universities, North Texas State Fair and Rodeo, Thin Line Film Festival, and Denton Air Fair.
3. Custom FAM Tours for Group Leaders, Tour Operators, Travel Writers, and Media - Targeting key groups such as Texas Travel Counselors, Tour Operators for senior travelers, Church Travel Groups, women's clubs, and spouse tours for convention attendees. Customize itineraries to fit theme or group Preference.
4. Travel Shows - Participation in travel shows as budget allows. *(See Goal I. A. 3)*
5. Website *(See Goal 1. A. 4)* - Daily update the **www.discoverdenton.com** website with information about upcoming events, festivals, accommodations, restaurants, attractions, and other community amenities. Continue across-the-board branding of Original Independent Denton. - Create fresh, daily content for **www.DentonRadio.com**. - Aggressively mine the Denton community for scheduled events that should be included on the Denton calendar. Promote **www.discoverdenton.com** website as ***THE*** master calendar for Denton. - Incorporate aggressive utilization of social media: Facebook, Twitter, Snapchat, YouTube, Flickr, Pintrest, Periscope, blogging, smartphone gaming, virtual reality, and constantly evolving social networking technology. - Link with tourism-oriented businesses and organizations

- Enhance website and create alternative revenue streams for CVB promotions through online advertising, press information, photo gallery, email address capture for remarketing.
- Further develop package offers on the website and expand the package options available year round
- Maintain mobile-friendly, responsive website and appropriate smartphone application(s)

7. APPs *(See Goal 1. A. 4)*
   - Maintain timely content
   - Encourage business engagement with pushing messages and specials
   - Interact with gamers

8. Brochures/*Denton Live* Distribution *(See Goal I. A. 8)*

9. Develop more opportunities to promote major events and attractions in Denton.
   - Continue promoting **www.discoverdenton.com** to assist visitors and families in experiencing the entire Denton product.
   - Develop and implement more specific regional itineraries such as Horse Country Tours of North Texas in cooperation with surrounding communities to promote shared historical and tourism assets. *(See Goal I. A. 5-8)*
   - Design downloadable, GPS friendly driving tours of Denton for visitors. Co-op this project with arts and historical organizations to highlight Denton's sites and public art.
   - Integrate DentonRadio.com into website and social media marketing to provide positive, interactive pre-visit guest experiences.
   - Continue to utilize music, horse country, and Trails West themes, coordinating and offering customized tours to promote these unique attributes of our area and create an alternative revenue source for CVB marketing initiatives. *(See Goal I. A. 5-6)*
   - Continue development and promotion of theme packages that highlight overnight stays in conjunction with specific attractions and activities in Denton.

GOAL III: Maximize Economic Opportunities Provided By Each Visitor

STRATEGY/TACTIC

A. Form Strategic Partnerships With Tourism-Related Entities

1. **CVB Advisory Board Quarterly Meetings**
   - Keep representatives from the arts/culture, historic, sports/leisure, and hospitality industry organizations involved in developing plans and initiatives to promote Denton's overall tourism and convention business.

2. University of North Texas and Texas Woman's University

a. Conference Management and Continuing Education
   - Coordinate each semester with University Conference/Continuing Education managers to distribute *Denton Live*, brochures and promotional items to attendees staying in Denton.
   - Participate in Family Weekends and New Student Orientation activities to promote entire Denton product to students and their families. Integrate social media gaming to encourage complete Denton experiences.
   - Provide fam tour and tourism training to student ambassadors at both university campuses.
   - Continue production of e-newsletter that highlights CVB activity, community-wide calendar, human interest features, hospitality heroes, etc. to increase tourism awareness with legislators, elected officials, local leaders, universities, and local hospitality industry.

3. Denton Hotels/Motels and Area Bed & Breakfasts
   - Promote Denton Convention Center, liaison with all Denton hotels for convention room nights and overflow,

manage Denton experience within conventions, develop Denton ambassadors out of meeting planners and convention delegates.
- Provide Denton information to all hotels/motels and area B&B's
- Offer Denton Originals hospitality training to educate frontline employees on providing quality visitor services and knowledge of Denton
- Host and produce Denton hospitality industry quarterly meeting
- Visit properties regularly to discuss visitor services issues/concerns with managers and re-stock visitor information
- Provide hotels/motels/B&B's with Master Calendar to assist their six-month to two-year planning process
- Host customized familiarization tour for hotel/motel/B&B managers and staff to become more knowledgeable about attractions and activities for visitors in Denton

4. Local Businesses Attracting Visitors
   - Distribute *Denton Live* in Denton Convention Center, retail locations including downtown stores, local restaurants, museum, Denton County Courthouse, mall visitor centers, university information centers, Denton Municipal Airport, and rental car agencies
   - Offer Denton Originals Training to educate frontline employees on providing quality visitor services and knowledge of Denton
   - List the businesses that provide products/services to visitors and link to available sites
   - Develop and promote cooperative advertising opportunities to draw more visitors to Denton

5. Hispanic and Black Chambers of Commerce
   - Assist in regional promotion of major events *(see Goal II, Strategy A, Tactic 2 & 8)*
   - Assist with any group solicitation to Denton *(see Goal I.C)*
   - Provide *Denton Live*, brochures and promotional items for groups/conferences staying in Denton and event info booths

6. Cultural/Arts/Historic Organizations
   - Involve representatives of each sector in CVB Advisory Board
   - Assist in regional promotion of major events *(see Goal II, Strategy A, Tactic 2 & 8)*
   - Provide *Denton Live*, brochures and promotional items for groups/conferences staying in Denton and event information booths
   - Develop co-op ads to promote tourism-related events like Arts & Jazz Fest, Storytelling Festival, CHOS Museum, etc. *(see Goal I. A. 1)*

GOAL IV: Research and Development In Order To Strengthen Denton's Tourism Package

STRATEGY/TACTIC
A. Evaluate Results of Overall Marketing Efforts
1. Coordinate guest surveys with event producers and hotel properties to learn more about target audience
2. Analyze user engagement from various publications, websites and social analytics.
3. Survey conference managers and hotel/motel/B&B managers to measure CVB services
4. Survey and track visitors in the Discover Denton Welcome Center
B. Develop New Product Recognized in the Marketplace as Unique to Denton
1. Identify creative partnerships outside traditional tourism in Denton

2. Create campaign programs to gain attention to Denton's unique product in the general marketplace
3. Utilize DentonRadio.com to engage visitors and influence their visitation decisions
C. Research and explore partnership and funding recommendations for dedicated tourism transportation solution.
1. Identify potential partnerships
2. Consider routes that facilitate merging of Denton product for convention delegates and tourists between Denton Convention Center and Rayzor Ranch, downtown Denton and the Golden Triangle Mall and Unicorn Lake areas.
3. Consider downtown parking solutions in strategic planning.

GOAL V: Further Develop Alternative Revenue to Supplement Growth and Enhancement of CVB Programs and Activity

STRATEGY/TACTIC
A. Utilize CVB Programs Already in Place
1. Further develop programs like the Horse Country Tours already in place for revenue generation
2. Analyze alternative revenue concept per program relative to available staff and resources for implementation
3. Re-invest revenue generated for enhanced promotion of that program
4. Develop revenue to sustain DentonRadio.com
5. Plan, implement, manage and staff Denton store within the Discover Denton Welcome Center.
6. Develop and implement sponsorship and advertising within Discover Denton Welcome Center, in *Denton Live*, on CVB websites and other CVB collateral.
B. Support enhanced tourism product development to positively impact Denton's tourism industry
1. Cooperate with and support Denton County Transportation Authority efforts to improve transportation in and around Denton
2. Support downtown Transit Center with efforts to enhance usability and visitation in downtown Denton. - Maintain visitor information kiosks in Transit Center. Continue cooperative kiosk servicing on behalf of partner cities Lewisville and Highland Village.
3. Identify additional special interest tourism options unique to Denton and develop methods for presenting those for public participation, such as the music industry and the Horse Country Tour.

GOAL VI: Manage, Operate and Promote Discover Denton Welcome Center

STRATEGY/TACTIC
1. Manage Discover Denton Welcome Center and Store and DentonRadio.com studio in order to maximize visitor interaction and experience.
2. Continue partner and sponsor development for achieving shared welcome center goals and initiatives
3. Manage, evaluate staff and operate physical "Denton Store" in welcome center
4. Utilize existing marketing initiatives such as social media and campaigns to promote welcome center events

5. Train volunteers as welcome ambassadors to compliment staff of welcome center during special events
6. Manage metric system for measuring accurate welcome center activity, information inventory, and sales
7. Develop aggregated local ticket outlet as alternative revenue stream for Welcome Center maintenance and convenience
8. Utilize welcome center(s) as venue for appropriate visitor-related and local awareness activities

S:/CVB/Budget 2018/HOTFundAppl2018/MRKTPLAN2018MTRXcondensed.doc
Updated 5-15-2017

EXHIBIT E

Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code
ALREADY ON FILE

EXHIBIT F

Current W-9

Form **W-9**
(Rev. December 2014)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Denton Chamber of Commerce

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only **one** of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC ☑ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☐ Other (see instructions) ▶

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any)
Exemption from FATCA reporting code (if any)
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
414 W. Parkway Street

Requester's name and address (optional)

6 City, state, and ZIP code
Denton, TX 76201

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number
			–			–				

or

Employer identification number
7	5	–	0	2	3	3	0	0	0

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here Signature of U.S. person ▶ Pam Marcyfo, Dir. of Finance Date ▶ 5/19/17

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at *www.irs.gov/fw9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

professional groups, trade or business groups, trade associations, medical associations, chambers of commerce, and similar organizations. Although these organizations do not qualify for exemption as charitable organizations, they may qualify for the exemption under the Tax Code, S151.310(a)(2), if they obtain an exemption from the Internal Revenue Service (IRS) under the Internal Revenue Code (IRC), S501(c). Chambers of Commerce may qualify under paragraph (6) of this subsection;

(2) a nonprofit educational organization or governmental entity whose activities are devoted solely to systematic instruction, particularly in the commonly accepted arts, sciences, and vocations, and has a regularly scheduled curriculum that uses the commonly accepted methods of teaching, a faculty of qualified instructors, and an enrolled student body or students in attendance at a place where the educational activities are regularly conducted. An organization that has activities that solely consist of presentation of discussion groups, forums, panels, lectures, or other similar programs, may qualify for the exemption under this provision, if the presentations provide instruction in the commonly accepted arts, sciences, and vocations. An organization cannot qualify for exemption under this provision if the systematic instruction or educational classes are incidental to some other facet of the organization's activities. No part of the net earnings of the organization may inure to the benefit of any private party or individual other than as reasonable compensation for services rendered to the organization. Some examples of organizations that do not meet the requirements for exemption under this definition are professional associations, business leagues, information resource groups, research organizations, support groups, home schools, and organizations that merely disseminate information by distributing printed publications. Although these organizations do not qualify for exemption as educational organizations, they may qualify for the exemption under the Tax Code, 151.310(a)(2), if they obtain an exemption from the IRS under the IRC, S501(c);

(3) a nonprofit religious organization that is an organized group of people who regularly meet for the primary purpose of holding, conducting, and sponsoring religious worship services according to the rites of their sect. The organization must be able to provide evidence of an established congregation that shows regular attendance of these services by an organized group of people. An organization that supports or encourages religion as an incidental part of its overall purpose, or one whose general purpose is to further religious work or instill its membership with a religious understanding, cannot qualify for exemption under this provision. No part of the net earnings of the organization may inure to the benefit of any private party or individual other than as reasonable compensation for services rendered to the organization. Some examples of organizations that do not meet the requirements for exemption under this definition are conventions or associations of churches, evangelistic associations, churches with membership consisting of family members only, missionary organizations, and groups that organize for the purpose of holding prayer meetings, Bible study, or revivals. Although these organizations do not qualify for exemption as religious organizations, they may qualify for an exemption under the Tax Code, S151.310(a)(2), if they obtain an exemption from the IRS under the IRC, S501(c);

(4) a youth athletic organization that is a nonprofit corporation or association that exclusively provides athletic competition among persons under 19 years of age;

(5) a nonprofit organization that applies for and obtains a determination letter or a group exemption ruling letter from the IRS that states that the organization qualifies for exemption from federal income tax under the IRC, S501(c)(3), (4), (8), (10), or (19);

(6) a nonprofit chamber of commerce that represents at least one Texas city, county, or geographic locality. For the purpose of this section, a chamber of commerce is a perpetual organization devoted exclusively to promoting the general economic interest of all commercial enterprises in the city, county, or areas it represents. The term does not include chamber-like organizations such as trade associations or business leagues that serve a single line or closely related lines of business within a single industry;

(7) a nonprofit convention and tourist promotional agency organized or sponsored by at least one Texas city or county;

(8) an electric cooperative formed under the Electric Cooperative Corporation Act (Utilities Code, Chapter 161) and nonprofit electric cooperatives located outside the state;

EXHIBIT G

Current status as non-profit Texas Corporation in good standing as reflected on
State Comptroller and Secretary of State website

Taxable Entity Search Results

for the search string : Denton Chamber of Commerce

ions about the search results, send an email to tax.help@cpa.texas.gov. or call 1-800-252-1386.

Franchise Tax Account Status

As of : 05/12/2017 11:44:00

Results

This Page is Not Sufficient for Filings with the Secretary of State

Name	Taxpayers ID#	Zip
DENTON CHAMBER OF COMMERCE INC	32037008409	76202
DENTON CHAMBER OF COMMERCE, INC.	17502330008	76202

DENTON CHAMBER OF COMMERCE, INC.

Texas Taxpayer Number 17502330008

Mailing Address PO BOX P DENTON, TX 76202-1719

Right to Transact Business in Texas ACTIVE

State of Formation TX

Effective SOS Registration Date 07/22/1960

Texas SOS File Number 0016722701

Registered Agent Name CHARLES W CARPENTER

Registered Office Street Address 414 PARKWAY DENTON, TX 76201

3611

EXHIBIT H

Board of Directors

2017-18 MEMBER ROSTER
DENTON CVB ADVISORY BOARD

First Name	Last name	COMPANY	ADDRESS	CITY	ST	ZIP	PHONE	FAX or OTHER	E-M
Bob	**Moses**	**Beth Marie's Ice Cream**	117 W. Hickory	Denton	TX	76201	(972) 333-3339		majltd@aol.com
Chairman of CVB Board									
Jim	Fykes	Peterbilt	PO Box 90280	Denton	TX	76202	940-566-7459	940-368-7690	Jim.Fykes@PACCAR.co
Chair of Chamber Board									
Cindy	Pollard	Texas Woman's University	P.O. Box 425619	Denton	TX	76204-5619	898-3456		cpollard@twu.edu
Peggy	Riddle	Office of History & Culture	110 W. Hickory	Denton	TX	76201	349-2850	349-2851	peggy.riddle@dentoncou
Tracy	Bays-Boothe	GDAC	400 E.Hickory	Denton	TX	76201	(940) 382-2787		exdir@dentonarts.com
Julie	Glover	City of Denton Downtown Development	215 E. McKinney	Denton	TX	76201	349-7732	(940) 390-3590	julie.glover@cityofdentor
Hank	Dickenson	North Texas Athletics		Denton	TX	76203-1070	565-3339	(940) 367-0919	hank.dickenson@unt.ed
City	Manager	City of Denton	215 E. McKinney	Denton	TX	76201	349-8200	349-8596	howard.martin@cityofde
Councilmember		Denton City Council	215 E. McKinney	Denton	TX	76201			
Councilmember		Denton City Council	215 E. McKinney	Denton	TX	76201			
Councilmember	Bagheri	Denton Couty Council	216 E. McKinney	Denton	TX	76201			
Bob	Montgomery	Hard Frontier Tours	2329 E. Windsor Dr.	Denton	TX	76209	(940) 206-8567		kitking940@yahoo.com
Linda	Hinton	Rayzor Ranch (Red Development)	17711 Chenal Parkway	Little Rock	AR	72223	(501) 821-5552	891-4433	lhinton@reddevelopmen
Glenn	Carlton	North Texas Fair & Rodeo	2217 N. Carroll Blvd.	Denton	TX	76201	940-387-2632	940-368-2806	gcarlton@ntfair.com
Alana	Sanders	Homewood Suites Hotel	2907 Shoreline Drive	Denton	TX	76210	382-0420	367-7798	asanders@chartwellhos
Joe	Lopez	Courtyard by Marriott	1434 Centre Place Dr.	Denton	TX	76205	(940) 383-4100	(956) 529-9915	Joe.Lopez2@marriott.co
Dan	Mojica	Dan's Silverleaf Bar	103 Industrial Street	Denton	TX	76201	(940) 453-9567		dan@danssilverleaf.com
Nicole	Recker	Denton County Transportation Authority	1660 S. Stemmons Freeway, Suite 250	Lewisville	TX	75067	(214)497-5595	972-316-6131	nrecker@dcta.net
Carrie	Carter	Golden Triangle Mall	2201 I-35 E	Denton	TX	76205	566-6024		ccarter@cencorrealty.co
Eric	Pulido	Norman Roscoe, Paschall Bar, Barley & Board, Midlake Band	1209 Piping Rock Ln.	Denton	TX	76205		(940) 368-1264	nycpulido@hotmail.com
Glenn	Carlton	North Texas Fair & Rodeo		Denton	TX	76201	(940) 387-2632	(940) 368-2806	gcarlton@ntfair.com
Cristi	Carothers	5 Star Rentals	2701 Hartlee Field Rd	Denton	TX	76208	(940) 320-9444	(561) 504-4634	cristi@5starrental.com
Mandy	McCutcheon	Tom McCutcheon Reining Horses	4982 Warschun Rd.	Aubrey	TX	76227	(940) 453-7543		mcutch1@aol.com
Todd	Muilenburg	Embassy Suites by Hilton Denton Convention Center	3100 Town Center Trail	Denton	TX	75203	940-243-3799	417-509-4310	todd.muilenburg@ohosp
STAFF MEMBERS									
Chuck	Carpenter	Denton C of C (staff)	414 W. Parkway	Denton	TX	76201	382-9693	940-391-2285	dcoc@denton-chamber.c
Kim	Phillips	Denton CVB (staff)	414 W. Parkway	Denton	TX	76201	382-7895	214-803-7558	cvb@discoverdenton.co
Dana	Lodge	Denton CVB (staff)	414 W. Parkway	Denton	TX	76201	382-7895	817-504-8120	dcvb@discoverdenton.c
Veronica	Maldonado	Denton CVB (staff)	414 W. Parkway	Denton	TX	76201	382-7895	940-597-3894	communications@discov
Jake	Laughlin	Denton CVB (staff) - Welcome Center	111 W. Hickory St.	Denton	TX	76201	218-1815	940-206-4720	jake@discoverdenton.co
Adam	Gawarecki	Denton Economic Development (Staff)	414 W. Parkway	Denton	TX	76201	382-7151	940-293-3043	vp@dentonedp.com

DENTON CHAMBER of COMMERCE

Board of Directors April 1, 2017 - March 31, 2018

First	Last	Company	Address	City		Zip		E-mail	Term ends
Lee	Allison	Allison Engineering	4401 N. I-35 #102	Denton	TX	76207	940/380-9453	lee.allison@ae-grp.com	3/31/2020
Layne	Brewer	First State Bank	400 West Oak Street	Denton	TX	76201	940/349-5433	layne.brewer@F-S-B.com	3/31/2018
Mark	Burroughs	Sawko & Burroughs, LLP	1172 Bent Oaks Drive	Denton	TX	76210	940/382-4357	burroughs@dentonlawyers.com	3/31/2018
Glenn	Carlton	North Texas State Fair Association	P. O. Box 1695	Denton	TX	76202	940/387-2632	gcarlton@ntfair.com	3/31/2018
Erik	Clark	Wellspring Insurance Agency	124 Old Town Blvd. #100	Argyle	TX	76226	940/464-4400	eclark@wellspringagency.com	3/31/2010
Amanda	Crocker	Denton Record-Chronicle	P. O. Box 369	Denton	TX	76202	940.566.6809	acrocker@dentonrc.com	3/31/2019
Roy	Culberson	North Central Texas College	1500 North Corinth Street	Corinth	TX	76208	940/498-6220	rculberson@nctc.edu	3/31/2020
Russ	Ellis	James Wood AutoPark	3906 I-35 E	Denton	TX	76210	940/591-9663	rellis@jameswood.com	3/31/2019
Jim	Fykes	Peterbilt Motors	1700 Woodbrook	Denton	TX	76205	940/591-4007	Jim.Fykes@PACCAR.com	3/31/2019
Monica	Glenn	Best Western Premier Crown Chase	2450 Brinker Road	Denton	TX	76208	940/387-1000	monica.glenn@helmhotelsgroup.com	3/31/2020
Joey	Hawkins	Jupiter House	923 Ridgecrest Circle	Denton	TX	76205	940/387-7100	joey@jupiterhousecoffee.net	3/31/2020
Gary	Henderson	United Way of Denton County, Inc.	1314 Teasley Ln	Denton	TX	76205	940/566-5851	gary@unitedwaydenton.org	3/31/2018
Michelle	Houston	Access Bank	P.O. Box 1429	Denton	TX	76202	940/382-3962	MHouston@accessbanktx.com	3/31/2020
Jill	Jester	Minor & Jester, PC	502 W. Oak St., Suite 200	Denton	TX	76201	940/387-7585	jjester@minorandjester.com	3/31/2018
Amy	O'Keefe	Texas Woman's University	P. O. Box 425379	Denton	TX	76204	940/898-3227	Aokeefe@twu.edu	3/31/2019
Amanda	Oringderff	First United Bank	1517 Centre Place Drive	Denton	TX	76205	940/349-5644	amandao@firstunitedbank.com	3/31/2019
Tom	McCoy	University of North Texas	1155 Union Circle #310979	Denton	TX	76203	940/369-7487	Tom.McCoy@unt.edu	3/31/2018
Hector	Mendoza	The Mendoza Agency-Nationwide	717 South I-35E, Suite 12	Denton	TX	76205	940/220-9131	mendoh1@nationwide.com	3/31/2019
Ellen	Painter	Texas Health Presbyterian Hospital	3000 North I-35	Denton	TX	76201	214/679-2252	ellenpainter47@gmail.com	3/31/2018
Lee	Ramsey	Links Construction	525 Loop 288	Denton	TX	76205	940/566-5465	lramsey@linksconstruction.biz	3/31/2019
Pat	Sherman	DATCU Credit Union	P. O. Box 827	Denton	TX	76202	940/442/5487	PSherman@datcu.org	3/31/2018
Carrell Ann	Simmons	Stan's Flooring	709 Ticonderoga Dr	Denton	TX	76205	940-367-8311	Sassy456@verizon.net.	3/31/2019
Rick	Wick	Classic Chrysler Jeep Dodge Mazda	4984 South I-35 E	Denton	TX	76210	940/498-9800	rwick@classicofdenton.com	3/31/2020
Chuck	Carpenter	Denton Chamber of Commerce	P. O. Drawer 1719	Denton	TX	76202	940/382-0759	dcoc@denton-chamber.org	
Ex-Officio Directors									
Hugh	Coleman	Denton County	Commissioner, Precinct 1						
Carine	Feyton	Texas Woman's University	Chancellor & President						
Kerry	Goree	State Farm	Denton Black Chamber						
Mary	Horn	Denton County	County Judge						
Bob	Moses	Beth Marie's	CVB Advisory Board Chair						
Neal	Smatresk	University of North Texas	President						
Charles	Stafford	Keller Williams	Denton ISD Board of Trustees						
Jason	Stewart	Guaranty Bank	Leadership Denton Chair						
Chris	Watts	City of Denton	Mayor						

EXHIBIT I

Meeting Schedules

CVB Advisory Board and Chamber of Commerce Board 2017 and 2018 Meeting Dates

CVB Advisory Board meets each quarter. 2017 Meeting Dates are:

March 6
June 5
Sept 11
December 11

CVB Advisory Board 2018 Meeting Dates are:

March 5
June 4
Sept 10
December 10

Chamber of Commerce Board of Directors meets the third Thursday of every month. 2017 Meeting Dates are:

February 16
March 23 (Chamber Banquet)
April 20
May 18
June 15
July 20
August 17
September 21
October 19
November 16
December 21

2018 Meeting Dates are:

February 15
March 22
April 19
May 17
June 21
July 19
August 16
September 20
October 18
November 15
December 20

EXHIBIT J

Constitution and/or by-laws

ALREADY ON FILE...NO CHANGES HAVE OCCURRED

EXHIBIT K

Donations made by your organization

NOT APPLICABLE

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

RECEIVED JUN - 1 2017
Kate

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	Denton Cinco de Mayo
Name of Event:	Denton Cinco de Mayo
Website Address:	www.dentoncinco.org
Mailing Address:	PO Box 1572
	Denton, TX 76202
Physical Address:	Quakertown Park
Telephone #:	(940) 594-9146 Fax #: (940) 369-4930 Attn: Blanca Govea
Primary Contact Name: (Project Director)	Blanca Govea
Mailing Address:	PO Box 1572
	Denton, TX 76202
Telephone #:	(940) 594-9146 Fax #: (940) 369-4930
Email Address:	bgovea@dentonisd.org Attn: Blanca Govea
Secondary Contact Name: (Local Board Chairman)	Stephanie Santamaria
Mailing Address:	PO Box 1572
	Denton, TX 76202
Telephone #:	(940) 600-0003 Fax #: (940) 498-0050
Email Address:	ssantamaria@dentonisd.org Attn: Stephanie Santamaria

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

X **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

X **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

_____ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

_____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

_____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

_____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
The purpose of the Cinco de Mayo festival is to provide a spirit of celebration and friendship by sharing and showcasing rich cultural traditions, live entertainment, dances, art, and food of the Hispanic culture ina a free family friendly event that is shared among various ethnic groups within our Denton community and surrounding areas of the metroplex.

3) Does your organization have paid staff?
_____ Yes _____ # Full-time _____ # Part-time
x No

4) Does your organization use volunteers?
x Yes Approximately how many? _____
_____ No

5) Does your organization _____ own or _____ rent office space? No

6) Does your organization own a vehicle?

_____ Yes

x _____ No

7) Is the event that the organization is requesting HOT funds for held on City property?

x _____ Yes Name Location(s) Quakertown Park

_____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

x _____ Yes

_____ No

9) List ALL other sources of funding your organization receives and how much.

_____ Check here if information is attached.

Source	Please Circle One		Dollar Amount
Area Sponsors	Earned	Donated	$ 3,500
Vendors	Earned	Donated	$ 6,100
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Radio Advertising	$10,000
Printed Material	$2,000
Live Entertainment	$10,000
Stage Rental/Lighting/Sound	$8,000

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2017	6,000	1,000	1	Parade and Festival
2016	6,000	1,000	1	Parade and Festival
2015	6,000	1,000	1	Parade and Festival

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

1. Adevertising: Under the first category, adevertising, we will be able to reach all of our communities without leaving anyone out through the use of radio and printing of our programs for the event. These will help promote our festival in the Metroplex (schools, businesses, and government agencies).

2. Arts: By having live entertainment, not only local but more professional, we will attract a lot more people throughout the state of Texas. By having professional entertainment, the out of towners will be encouraged to stay at our local hotels.

13) What specific market will you target with the organization's marketing plan?

All people of all cultural backgrounds, not only Hispanic.

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

Please see attached advertising information. For 2018, if approved, we will use a much better program and posters to reach out to all communities in the state of Texas.

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

Beginning in March, we will post information on our Facebook page and other social media pages, and our website page encouraging people from out of town to stay in one of our local hotels. Also, if approved for funding for professional entertainment, these groups/band members will have to stay in our local hotels as well. So again, by having funding for big, well-known bands, we will have lots of people from out town stay in our beautiful Denton hotels. Not only will the Cinco de Mayo Festival benefit from this, but the whole city as will see a greater attendance of visitors from all over the state.

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2017	2017	$578.37	$14,418.36	$13,686	$,1310.73
2016	2016	$2,036.42	$14,535	$14,385.22	$4,311.20

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

Our organization's long-term plan is to grow the variety of entertainment and bring in more groups from outside the metroplex and encourage them as well as their followers to stay the weekend in beautiful Denton.

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

x Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: Stephanie Santamaria

(Print Name)

X Stephanie Santamaria

Date: 5-20-17

Project Director Blanca Govea

(Print Name)

X

Date: 5-20-17

Late applications are subject to reduction or denial of funding.

Exhibit

A

Denton Cinco de Mayo

Denton's 30th Annual Cinco de Mayo Celebration
Saturday May 6, 2017 from 10 a.m. to 10 p.m.
Denton Quakertown Park-321 E. McKinney St.

This **FREE** event celebrates the diversity in the Denton community and features activities for the entire family.

There will be a parade, great entertainment, delicious food, piñatas for the children, a train ride, jump houses, and much more!

Parade begins at 10 a.m. from the Texas Woman's University parking lot on the corner of Oakland Street and Locust Street, proceeds down Elm Street to the Courthouse on the square, turns on Oakland Street, and ends at the same place where it started.

Thank you to all of our sponsors and volunteers for making this event possible!

Funded in part by the City of Denton

DENTON MUNICIPAL ELECTRIC

CITY OF DENTON

LiFE CREDIT UNION
Living in Fulfillment Everyday

Denton Parks & Recreation
ENRICHING LIVES

GREATER DENTON ARTS COUNCIL

Denton Cinco de Mayo

La celebración #30 del Cinco de Mayo en Denton
sábado 6 de mayo, 2017 de 10 a.m. a 10 p.m.
Denton Quakertown Park-321 E. McKinney St.

Este evento **GRATUITO** celebra la diversidad en la comunidad de Denton y provee actividades para toda la familia.

Habrá un desfile, gran entretenimiento, comida deliciosa, piñatas para los niños, un trenecito, brincolines, ¡y mucho mas!

El desfile comienza a las 10 a.m. desde la universidad TWU (esquina de Oakland Street y Locust Street), para después recorrer la calle Elm Street hasta el centro de la ciudad donde da la vuelta en Oakland Street y termina en el mismo lugar donde empezó.

¡Gracias a todos nuestros patrocinadores y voluntarios por hacer este evento posible!

Financiado parcialmente por la Ciudad de Denton

DENTON MUNICIPAL ELECTRIC

CITY OF DENTON

LiFE CREDIT UNION
Living in Fulfillment Everyday

Denton Parks & Recreation
ENRICHING LIVES

GREATER DENTON ARTS COUNCIL

QUAKERTOWN PARK

6 DE MAYO 2017

Banda Suprema de Tierra Caliente

Denton Cinco de Mayo

DESFILE A LAS 10AM

Exhibit B and C

2017 Date	Cinco de Mayo Description	Credit	Debit	Balance
	Beginning balance			$ 2,425.20
24-Jan	United Rentals		$ 1,846.83	$ 578.37
5-Apr	The Arts Guild of Denton	$ 1,500.00		$ 2,078.37
5-Apr	Martin Munoz	$ 300.00		$ 2,378.37
5-Apr	Donald & Lucrecia Hill	$ 275.00		$ 2,653.37
5-Apr	RD Framing, Inc.	$ 275.00		$ 2,928.37
7-Apr	Juan and Maria Torres	$ 525.00		$ 3,453.37
7-Apr	Maria Macias	$ 275.00		$ 3,728.37
11-Apr	City of Denton		$ 200.00	$ 3,528.37
12-Apr	City of Denton		$ 30.00	$ 3,498.37
21-Apr	Raul & Neomie Sanchez	$ 275.00		$ 3,773.37
21-Apr	Martha Stahr	$ 200.00		$ 3,973.37
21-Apr	One Dental Group, PLLC	$ 275.00		$ 4,248.37
27-Apr	Mendoza Insurance Agency		$ 925.00	$ 3,323.37
2-May	Iglesia Fuente de Luz, Inc.	$ 200.00		$ 3,523.37
2-May	Ashleigh Davidson	$ 350.00		$ 3,873.37
2-May	Kona Ice	$ 275.00		$ 4,148.37
2-May	Bravo Pizzas / Pizza Patron	$ 300.00		$ 4,448.37
2-May	Life Credit Union	$ 500.00		$ 4,948.37
5-May	Juventino Segura		$ 280.00	$ 4,668.37
5-May	Meinardo Ibarra		$ 300.00	$ 4,368.37
5-May	Maria Olvera		$ 315.00	$ 4,053.37
5-May	Jump Party Texas		$ 478.00	$ 3,575.37
5-May	Erik Daniel Garcia		$ 750.00	$ 2,825.37
5-May	Boogie Woogie Choo Choo		$ 1,200.00	$ 1,625.37
5-May	Ramon Maldonado		$ 1,800.00	$ (174.63)
5-May	City of Denton	$ 1,000.00		$ 825.37
5-May	Juan and Maria Torres	$ 25.00		$ 850.37
5-May	Jesus Vasquez	$ 300.00		$ 1,150.37
5-May	DCDP	$ 100.00		$ 1,250.37
5-May	Lizard's Shaved Ice	$ 350.00		$ 1,600.37
5-May	Rebecca Gutierrez	$ 475.00		$ 2,075.37
5-May	Sandra and Christian Gonzalez	$ 275.00		$ 2,350.37
5-May	Aida Urquidez	$ 150.00		$ 2,500.37
5-May	Concert Production Services		$ 2,400.00	$ 100.37
16-May	Cash deposit	$ 4,818.36		$ 4,918.73
16-May	Maria Gutierrez	$ 275.00		$ 5,193.73
16-May	Western Union MO	$ 150.00		$ 5,343.73
16-May	Neighborhood Autos, LLC	$ 475.00		$ 5,818.73
16-May	Ben E. Keith	$ 500.00		$ 6,318.73

19-May	ARSI Construction Equipment	$	516.00	$ 5,802.73
19-May	Concert Production Services	$	3,100.00	$ 2,702.73
19-May	Glen Source	$	1,392.00	$ 1,310.73
				$ 1,310.73
				$ 1,310.73
				$ 1,310.73
				$ 1,310.73
				$ 1,310.73
				$ 1,310.73
				$ 1,310.73
				$ 1,310.73
				$ 1,310.73

Exhibit

D

RECEIVED JUN - 1 2017
Late

Exhibit D
Proposed Budget for 2018 Funds

ARTS: Entertainment

**Music Groups	$10,000
Stage/LIGHTING/ SOUND SYSTEM	$8,000

ADVERTISEMENT:

**Radio Advertising	$10,000
**Printing of Programs for Event	$2,000

Exhibit

E

INTERNAL REVENUE SERVICE
District Director

DEPARTMENT OF THE TREASURY
1100 Commerce St., Dallas, TX 75242

Person to Contact:
CUSTOMER SERVICE DIVISION

Telephone Number:
(800) 829-1040

Refer Reply to:
Mail Code 4940 DAL

Date:
December 27, 1996

EIN:
75-2275201

Denton Parks Foundation
215 E. McKinney
Denton, TX 76201-4229

Dear Sir or Madam:

Our records show that Denton Parks Foundation is exempt from Federal Income Tax under section 501(c)(3) of the Internal Revenue Code. This exemption was granted in May 1989 and remains in full force and effect. Contributions to your organization are deductible in the manner and to the extent provided by section 170 of the code.

We have classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Internal Revenue Code. Your organization is described in section 509(a)(2) of the code.

If gross receipts for your organization reach $25,000 or more, in any one year, the organization will be required to file Form 990, Return of Organization Exempt from Income Tax.

This letter may be used to verify your tax-exempt status.

If we may be of further assistance, please call the telephone number listed above or write to us at the address in the letterhead, Mail Code 4940 DAL.

Sincerely,

W. Mann
Manager, Employee Plans
and Exempt Organizations
Customer Service Section

Exhibit

F

Form **W-9**
(Rev. October 2007)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give form to the requester. Do not send to the IRS.

Print or type See Specific Instructions on page 2.

Name (as shown on your income tax return)
DENTON PARKS FOUNDATION

Business name, if different from above

Check appropriate box: ☐ Individual/Sole proprietor ☑ Corporation ☐ Partnership
☐ Limited liability company. Enter the tax classification (D=disregarded entity, C=corporation, P=partnership) ▶ .....
☐ Other (see instructions) ▶

☐ Exempt payee

Address (number, street, and apt. or suite no.)
601 E. HICKORY STREET, SUITE B

Requester's name and address (optional)

City, state, and ZIP code
DENTON, TEXAS 76205

List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number
: :

or

Employer identification number
75 : 2275201

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. See the instructions on page 4.

Sign Here Signature of U.S. person ▶ Simone Arcle Date ▶

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity,

Exhibit G

Franchise Tax Account Status

As of : 05/30/2017 16:19:00

This Page is Not Sufficient for Filings with the Secretary of State

DENTON PARKS FOUNDATION

Texas Taxpayer Number	17522752017
Mailing Address	321 E MCKINNEY ST %JOY F HESCH DENTON C DENTON, TX 76201-4231
Right to Transact Business in Texas	ACTIVE
State of Formation	TX
Effective SOS Registration Date	12/21/1987
Texas SOS File Number	0105057401
Registered Agent Name	SIMONE ANDERSON
Registered Office Street Address	601 E. HICKORY, SUITE B DENTON, TX 76209

Exhibit

H

Denton Cinco de Mayo
Board Leadership

Blanca Govea- Chair

Stephanie Santamaria- Co-Chair and Parade Chair

Roxanne Govea- Vendors Chair

Susana Vazquez- Vendors Co-Chair

Maria Pillado- Children's Activities Chair and Treasurer

Rodolfo Benavides- Entertainment Chair

Lucio Pillado- Logistics Chair

Benjamin Frayre- Logistics Co-Chair

Aida Urquidez- Sponsorship Chair

Exhibit

I

Cinco de Mayo Committee Meeting dates for 2017 Festival

Jan 9th and 23rd
Feb 6th and 20th
March 6th 13th 20th 27th
April 3rd 10th 17th and 24th**
May 1st

Meetings are scheduled to begin at 5:30pm at the Civic Center, unless told otherwise

** Need to meet somewhere else

Exhibit

J on File

Exhibit

K

Exhibit K

Donations Made by Cinco de Mayo

To whom it may concern:

Although Denton Cinco de Mayo did not make any monetary donations in 2017, all eight local members volunteered of their time to make the event possible. Altogether, the local members volunteered a total of 350 hours of their time, which is equivalent to $2,537.50.

This information was gathered by Blanca Govea, Denton Cinco de Mayo Chairperson.

If any questions or concerns may arise, she can be reached at (940) 594-9146 or at b_govea@hotmail.com

Sincerely,

Blanca Govea

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

Late
RECEIVED MAY 22 2017

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	Denton Civic Center
Name of Event:	www.dentonciviccenter.com
Website Address:	601 E. Hickory St., Suite B
Mailing Address:	Denton, TX 76205
	321 E. McKinney St., Denton, TX 76201
Physical Address:	
Telephone #:	(940) 349-8733 Fax #: (940) 349-8166
Primary Contact Name: (Project Director)	Christine Taylor
Mailing Address:	601 E. Hickory St., Suite B
	Denton, TX 76205
Telephone #:	(940) 349-7889 Fax #:
Email Address:	christine.taylor@cityofdenton.com
Secondary Contact Name: (Local Board Chairman)	Maria Denison
Mailing Address:	601 E. Hickory St., Suite B
	Denton, TX 76205
Telephone #:	(940) 349-7463 Fax #:
Email Address:	maria.denison@cityofdenton.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

___X___ **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

_____ **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

_____ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

___X___ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

_____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

_____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
Denton Civic Center serves as the primary site for events that include Red Bud Festival, Arts and Jazz Festival, Cinco de Mayo, Blues Festival, and more. Additionally, the center serves as a public meeting place and is host to private events such as receptions and Quinceañeras. The center has the potential to maximize it's uniqueness, character, location, and partnership with parks and rec, but lacks budgeted funds to complete upgrades to the meeting rooms and technology that is needed to meet industry standards and expectations.

3) Does your organization have paid staff?
___x___ Yes _____ # Full-time ___2___ # Part-time
_____ No

4) Does your organization use volunteers?
_____ Yes Approximately how many? _____
___x___ No

5) Does your organization _____X_____ own or _____ rent office space?

6) Does your organization own a vehicle?

_____ Yes

__x__ No

7) Is the event that the organization is requesting HOT funds for held on City property?

__x__ Yes Name Location(s) Denton Civic Center, 321 E. McKinney St.

_____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

__x__ Yes

_____ No

9) List ALL other sources of funding your organization receives and how much.

__x__ Check here if information is attached.

Source	Please Circle One		Dollar Amount
City of Denton-Gen Fund	Earned	Donated	$ $43,962
City of Denton-Rec Fund	Earned	Donated	$ $10,822
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2016	280,924		undetermined	
2015	284,121		undetermined	
2014	329,669		undetermined	

Our revised plan to develop NEW meetnig experiences with new partnerships and the requested funds to redesign two of the three meetings roooms will allow us to track hotel nights.

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Convention Center 351.101 (a) 2

The requested Convention Center funds would be used to continue improvements and upgrades to the meeting rooms. The two ground level meeting rooms are not up to industry standards. This request would help us redefine the rooms to be flexible with movable furniture to better meet the needs of our targeted audience.

Advertising 351.101 (a) 3

The requested advertising funds would be used to promote new weekend business retreats and experience meetings encouraging participants to stay overnight.

13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

Primary Target:

Meeting planners, corporate and executive planners, and business owners targeting a younger business demographic (gen x and millenials) with NEW meeting experience promotions. Having a community board room and redefined ground level meeting rooms provide the ability to target a diverse group of generational planners representng a more broad range of participant demographics.

Secondary Target:

Continued efforts to target hispanic families for quinceañera rentals and wedding receptions.

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

Goal: Develop and Market NEW "Athentic Denton Meeting Experiences"

In an effort to improve revenues and ROI, we plan to partner with the City's Recreation Coordinators to develop and market customized weekend business and team building retreats. We plan to showcasae Denton's uniqueness to create experiences by pairing indoor and outdoor adventures with redesigned meeting rooms that are more engaging and that facilitate learning and team building far removed from the first floor community board room.

The requested mindful, flexible, and moveable furniture appeals to the new targeted audience as do selected adventures such as kayaing and mountain biking. Together with local hotels and motels, we plan to packge and sell meeting "experiences" and highlight local off the beaten path business retreats. Through this revised marketing plan we hope to increase tourisn, revenues, performance measures, and diverse use of the center.

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2016 GF	15-16	N/A	43,962	82,624	-38,662
2016 RF	15-16	N/A	10,822	10,375	447
2015 GF	14-15	N/A	32,334	156,515	-124,181

2015 RF	14-15	N/A	6,510	4,854	1,655

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

Revised based on recent industry standards report:

Our long-term plan is to maximize the redefined spaces to appeal to a wider range of planners. The requested funds will create more opportunities for collaborative meetings and retreats. Our plan is to use these changes to promote Denton's local appeal, location, and uniqueness. Partnering with Denton Parks and Rec and local hotels and motels provides us the ability to create NEW unique meeting experiences with equipment and inventory already in stock. In addition, we plan to continue reaching out to our secondary target and encouragng quinceañeras and wedding reception rentals.

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

Local Board Chairman: Christine Taylor

(Print Name)

X C. Taylor

Date: 22-May-17

Project Director Maria Denison

(Print Name)

X

Date: 22-May-17

Late applications are subject to reduction or denial of funding.

Exhibit A: Marketing and Readership

Primary Targets: Professional, executive, and corporate planners

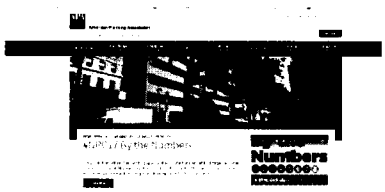
Texas Meetings + Events

Published four times per year with award-winning editorial content focused exclusively on the Texas market for meetings and event business.

Industry's largest circulation (9,500) in the state and offers up-to-date website and weekly e-newsletters that provide exclusive content.

One of nine regional titles published across the country

Edited and written locally, promoting only Texas's resources



American Planning Association

APA website is viewed hundreds of thousands of times per month! In the last 12 months, almost 1.6 million unique visitors came to planning.org. They viewed more than 12.4 million pages, an average of 4.14 pages per visit.

Secondary Targets: Quinceañeras

dfw familia

40,000 magazines printed monthly

DFW Familia is the FIRST and ONLY magazine exclusively targeting Hispanic families in the Dallas Metroplex area.

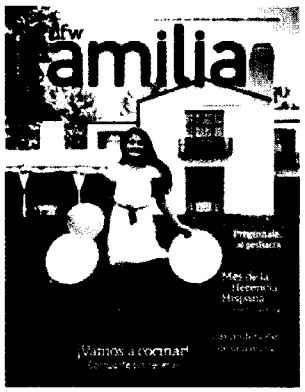


EXHIBIT B

General Fund Revenues

Parks		ACTUAL	ACTUAL	ACTUAL	BUDGET	QTR 1	QTR 1	ESTIMATE	BUDGET	% ACTUAL YTD	% BUDGET YTD
Object Code		FY13-14	FY14-15	FY 15-16	FY 16-17	FY 15-16	FY 16-17	FY 16-17	FY 17-18	FY 15-16	FY 16-17
4401	COMMUNITY BUILDING RENTAL - Civic Center	$32,788	$32,334	$43,962	$35,000	$1,625	$3,578	$45,000	$50,000	4%	10%

Recreation Fund Revenues

Parks		ACTUAL	ACTUAL	ACTUAL	BUDGET	QTR 1	QTR 1	ESTIMATE	BUDGET	% ACTUAL YTD	% BUDGET YTD
Object Code		FY13-14	FY14-15	FY 15-16	FY 16-17	FY 15-16	FY 16-17	16-17	FY 17-18	FY 15-16	FY 16-17
4440	Recreation Program Fees-Civic Center	$13,094	$6,510	$10,822	$16,230	$2,845	$671	$10,000	$10,821	26%	4%

Civic Center

Company	Business Unit	HBU Name	Object Name	2015-16 Curent Year Budget	2015-16 Prior Year Budget	2015-16 Prior Year Actual	2015-16 Variance	2014-15 Prior Year Budget	2014-15 Prior Year Actual	2014-15 Variance
Expenses										
*	401130	P&R-LS-CIVIC CENTER	Total Budget	67,012.00	160,694.00	82,827.51	**77,866.49**	163,394.00	156,515.11	**6,878.89**
*	411130	REC-LS-CIVIC CENTER	Total Budget	12,001.00	11,181.00	10,374.93	**806.07**	10,997.00	4,854.27	**6,142.73**
				79,013.00	**171,875.00**	**93,202.44**	**78,672.56**	**174,391.00**	**161,369.38**	**13,021.62**
*	401130	P&R-LS-CIVIC CENTER	Personnel	23,522.00	110,952.00	32,862.48	**78,089.52**	110,631.00	103,453.51	**7,177.49**
*	401130	P&R-LS-CIVIC CENTER	Materials	1,174.00	1,174.00	935.50	**238.50**	1,174.00	1,080.47	**93.53**
*	401130	P&R-LS-CIVIC CENTER	Maintenance	-	-	-	**-**	-	16.97	**(16.97)**
*	401130	P&R-LS-CIVIC CENTER	Operations	17,356.00	17,946.00	18,204.06	**(258.06)**	19,890.00	20,265.20	**(375.20)**
*	401130	P&R-LS-CIVIC CENTER	Transfers	24,960.00	30,622.00	30,621.96	**0.04**	31,699.00	31,698.96	**0.04**
				67,012.00	**160,694.00**	**82,624.00**	**78,070.00**	**163,394.00**	**156,515.11**	**6,878.89**
*	411130	REC-LS-CIVIC CENTER	Personnel	6,376.00	1,938.00	-	**1,938.00**	1,938.00	1,921.68	**16.32**
*	411130	REC-LS-CIVIC CENTER	Materials	5,000.00	8,630.00	66.10	**8,563.90**	8,000.00	1,873.59	**6,126.41**
*	411130	REC-LS-CIVIC CENTER	Maintenance	-	-	-	**-**	-	-	**-**
*	411130	REC-LS-CIVIC CENTER	Operations	-	-	1,257.87	**(1,257.87)**	-	-	**-**
*	411130	REC-LS-CIVIC CENTER	Transfers	625.00	613.00	9,050.96	**(8,437.96)**	1,059.00	1,059.00	**-**
				12,001.00	**11,181.00**	**10,374.93**	**806.07**	**10,997.00**	**4,854.27**	**6,142.73**

EXHIBIT D

RECEIVED MAY 22 2017
Late

Exhibit D: Proposed Budget Request

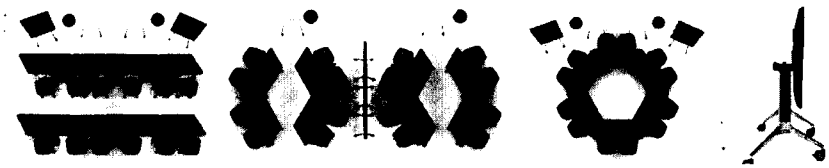
Advertising 351.101 (a) 3

Texas Meetings + Events Web Ads	$1,500
$500 quarterly	
Texas Meetings + Event Winter Issue	$2,185
1/3 page ad in Best of Texas Readers' Choice Awards	
DFW Familia	$2,590
Two ads; $1,295 per ad	
Digital Ads	
LinkedIn self-service sponsored content ads	$500
Facebook target ads	$500
American Planning Association web banner ad	$1,800
Total Advertising Request	**$9,075**

Convention Center 351.101 (a) 1

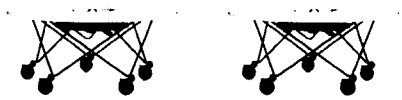
FLIRT ™ MULTI-PURPOSE TABLES $25,136

Eight FP2-307229-ES-EM Trapezoid Flip-Top, Long Side, Eased Edge and Edge Mount Base ($3,067), plus shipping



WHEELS MOBILE MEETING SYSTEM

Two large round table with power on casters Diameter 47.5" H20.75" $5,680



TURNSTONE BUOY STOOL BY STEELCASE $2,000

Eight buoy stools designed for movers and shakers.

Total Improvement Request	**$32,816**
TOTAL	**$41,891**

EXHIBIT E

TEXAS SALES TAX EXEMPTION CERTIFICATE	VENDOR
NAME OF PURCHASER, FIRM OR AGENCY CITY OF DENTON	
ADDRESS (STREET & NUMBER, P.O. BOX OR ROUTE NUMBER) 215 E. MCKINNEY STREET	PHONE (940) 349-7100
CITY, STATE, ZIP CODE DENTON, TEXAS 76201	

******* TIN # 75-6000514 *******

I, the purchaser named above, claim an exemption from payment of sales tax for the purchase of taxable items described below or on the attached order or invoice:

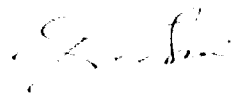
Description of items to be purchased, or on the attached order or invoice:

Purchaser claims this exemption for the following reason:

MUNICIPAL GOVERNMENT AND UTILITY

I understand that I will be liable for payment of Sales Tax which may become due for failure to comply with the provisions of the State, City and/or Metropolitan Transit Authority Sales and Use Tax Laws and Comptroller rules regarding exempt purchases. Liability for the tax will be determined by the price paid for the taxable items purchased or the fair market rental value for the period of time used.

I understand that it is a misdemeanor to give an Exemption Certificate to the seller for taxable items which I know, at the time for purchase, will be used in a manner other than that expressed in this certificate and that upon conviction may be fined not more than $500.00 per offense.

PURCHASER	TITLE	DATE
	Interim Purchasing Manager	4/12/17

NOTE: This certificate cannot be issued for the purchase, lease or rental of a motor vehicle.

THIS CERTIFICATE DOES NOT REQUIRE A NUMBER TO BE VALID

Sales and Use Tax *EXEMPTION NUMBERS* or "TAX EXEMPT" Numbers do not exist

This certificate should be furnished to the supplier. DO NOT send the completed certificate to the Comptroller of Public Accounts

EXHIBIT F

Form **W-9**
(Rev. December 2014)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
City of Denton

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only one of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☑ Other (see instructions) ▶ Municipality

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any) _____
Exemption from FATCA reporting code (if any) _____
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
215 East McKinney Street

Requester's name and address (optional)

6 City, state, and ZIP code
Denton, TX 76201

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number: ___ - ___ - ____

or

Employer identification number: 75-6000514

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here | Signature of U.S. person ▶ [signature] | Date ▶ 1/1/2017

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at *www.irs.gov/fw9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

EXHIBIT H

City of Denton
City Council Contact Information

Mailing Address for the City Council:
City of Denton
215 E. McKinney
Denton, TX 76201

Voice Mail: 349-7717
Fax: 349-8596

Mayor
Chris Watts
2216 S. Bonnie Brae
Denton, TX 76207
E-mail: chris.watts@cityofdenton.com

Office: 349-7717
Cell: 594-6604

Council Member – District 1
Gerard Hudspeth (Diane)
606 Wilson Street
Denton, TX 76205
E-mail: gerard.hudspeth@cityofdenton.com

Cell: 214/543-9091

Council Member – District 2
Keely G. Briggs (Chris)
3108 Broken Bow
Denton, TX 76209
E-mail: keely.briggs@cityofdenton.com

Cell: 453-8377

Council Member– District 3
Kathleen Wazny (Raymond)
9117 Perimeter Street
Denton, TX 76207
E-mail: kathleen.wazny@cityofdenton.com

Cell: 367-0171

Council Member – District 4
John Ryan (Carol)
43 Wellington Oaks Circle
Denton, TX 76210
E-mail: john.ryan@cityofdenton.com

Cell: 940/206-7213

Council Member – At Large Place 5
Dalton Gregory (Donna)
2408 Emerson Lane
Denton, TX 76209
E-mail: dalton.gregory@cityofdenton.com

Home: 565-9331

Mayor Pro Tem – At Large Place 6
Sara Bagheri (Chris Robles)
3201 Westgate Drive
Denton, TX 76207
E-mail: sara.bagheri@cityofdenton.com

Cell: 230-1601

Revised 05/17/17

EXHIBIT I

2017 CITY COUNCIL MEETING DATES AND DEADLINES

Meeting Date	Type Of Meeting	Due Date Legal Request	Captions Due To Purchasing (Bids/Purchases)	Captions Due In Legistar by Noon	Backup 'Agenda Ready' in Legistar by 10 AM
January 2	**No Luncheon**				
January 3	**No Meeting**				
January 10	Special Called Session	December 16	December 20	December 22*	January 6
January 17	**No Meeting**				
January 24	4th Tuesday Session	December 30		January 9	January 20
January 31	**No Meeting**				
February 6	Luncheon	January 13		January 23	February 2**
February 7	Work/Regular Session	January 13	January 17	January 23	February 3
February 14	2nd Tuesday Session	January 20		January 30	February 10
February 21	Work/Regular Session	January 27	January 31	February 6	February 17
February 28	**No Meeting**				
March 6	**No Luncheon**				
March 7	Work/Regular Session	February 10	February 14	February 20	March 3
March 14	**No Meeting**				
March 21	Work/Regular Session	February 24	February 28	March 6	March 17
March 28	4th Tuesday Session	March 3		March 13	March 24
April 3	Luncheon	March 10		March 20	March 30**
April 4	Work/Regular Session	March 10	March 14	March 20	March 31
April 11	2nd Tuesday Session	March 17		March 27	April 7
April 18	Work/Regular Session	March 24	March 28	April 3	April 14
April 25	4th Tuesday Session	March 31		April 10	April 21
May 1	Luncheon	April 7		April 17	April 27**
May 2	Work/Regular Session	April 7	April 11	April 17	April 28
May 9	2nd Tuesday Session	April 14		April 24	May 5
May 16	Work/Regular Session	April 21	April 25	May 1	May 12
May 23	Election Meeting	April 28		May 8	May 19
May 30	**No Meeting**				
June 5	Luncheon	May 12		May 22	June 1**
June 6	Work/Regular Session	May 12	May 16	May 22	June 2
June 13	2nd Tuesday Session	May 19		May 26*	June 9
June 20	Work/Regular Session	May 26	May 30	June 5	June 16
June 27	4th Tuesday Session	June 2		June 12	June 23
July 3	**No Luncheon**				
July 4	**No Meeting**				
July 11	**No Meeting**				

2017 CITY COUNCIL MEETING DATES AND DEADLINES

Meeting Date	Type Of Meeting	Due Date Legal Request	Captions Due To Purchasing (Bids/Purchases)	Captions Due In Legistar by Noon	Backup 'Agenda Ready' in Legistar by 10 AM
July 18	Work/Regular Session	June 23	June 27	July 3	July 14
July 25	4th Tuesday Session	June 30		July 10	July 21
August 1	Work/Regular Session	July 7	July 11	July 17	July 28
August 3	Budget Workshop	July 7		July 17	July 28
August 7	Luncheon	July 14		July 24	August 3**
August 8	2nd Tuesday Session	July 14		July 24	August 4
August 15	Work/Regular Session	July 21	July 25	July 31	August 11
August 22	4th Tuesday Session	July 28		August 7	August 18
August 29	**No Meeting**				
September 4	**No Luncheon**				
September 5	**No Meeting**				
September 12	Special Called Session	August 18	August 22	August 28	September 8
September 19	Work/Regular Session	August 25	August 29	September 1*	September 15
September 26	4th Tuesday Session	September 1		September 11	September 22
October 2	Luncheon	September 8		September 18	September 28**
October 3	**No Meeting**				
October 10	2nd Tuesday Session	September 15		September 25	October 6
October 17	Work/Regular Session	September 22	September 26	October 2	October 13
October 24	4th Tuesday Session	September 29		October 9	October 20
October 31	**No Meeting**				
November 6	Luncheon	October 13		October 23	November 2**
November 7	Work/Regular Session	October 13	October 17	October 23	November 3
November 14	2nd Tuesday Session	October 20		October 30	November 10
November 21	**No Meeting**				
November 28	4th Tuesday Session	November 3		November 13	November 21**
December 4	Luncheon	November 10		November 20	November 30**
December 5	Work/Regular Session	November 17	November 14	November 20	December 1
December 12	2nd Tuesday Session	November 22*		November 27	December 8
December 19	**No Meeting**				
December 26	**No Meeting**				

* Denotes earlier due date because of holiday

** Denotes earlier due date / Backup 'Agenda Ready' in Legistar by 5 PM

[11/15/2016]

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 18 2017 ✓

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	City of Denton Economic Development
Name of Event:	South by Southwest Interactive Conference
Website Address:	www.dentonedp.com
Mailing Address:	215 E. McKinney Street
	Denton, TX 76201
Physical Address:	Same
Telephone #:	940-349-7732 Fax #: 940-349-8596
Primary Contact Name: (Project Director)	Julie Glover
Mailing Address:	215 E. McKinney Street
	Denton, TX 76201
Telephone #:	940-349-7732 Fax #: 940-349-8596
Email Address:	julie.glover@cityofdenton.com
Secondary Contact Name: (Local Board Chairman)	Caroline Booth
Mailing Address:	215 E. McKinney Street
	Denton, TX 76201
Telephone #:	940-349-7751 Fax #: 940-349-8596
Email Address:	caroline.booth@cityofdenton.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

x **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

_____ **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

_____ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

_____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

_____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

_____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.

Economic Development is charged with recruiting new businesses to Denton and the technology sector is one of our targets. The knowledge-based, high-paying jobs that tech sector businesses bring are highly desirable for our community.

3) Does your organization have paid staff?

x Yes 5 # Full-time 1 # Part-time

_____ No

4) Does your organization use volunteers?

_____ Yes Approximately how many? _____

x No

5) Does your organizatic x

6) Does your organization own a vehicle?

_____ Yes

x _____ No

7) Is the event that the organization is requesting HOT funds for held on City property?

_____ Yes Name Location(s) _____

x _____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

x _____ Yes

_____ No

9) List ALL other sources of funding your organization receives and how much.

_____ Check here if information is attached.

Source	Please Circle One		Dollar Amount
COD General fund	Earned	Donated	$ 2,960,490 (includes incentives)
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

South by Southwest Interactive	$23,000
Trade Show	

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2017	Estimated 70,000 Austin			
2016	37,660 Austin			
2015	NA/Austin			

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Attending SXSWi as a partner with the Convention and Visitors Bureau, the University of North Texas and Texas Woman's' University will allow us to solicit tourists as well as tech businesses. Using tourism and business attractions, together, will increase our cooperative efforts to being people to Denton, both as visitors and as residents.

13) What specific market will you target with the organization's marketing plan?

Technology industry business, start-ups, tourism

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

3.2 Make Denton a destination for visitors

3.4 Encourage development, redevelopment, recruitment and retention of businesses

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

One recruitment focus of Economic Development is entrepreneurial and technology-based businesses. SXSWi is a trade show that attracts the creative class and cutting-edge technology businesses.

Many of these are looking to locate in a city that is vibrant, with a strong arts community.

We are in a cooperative partnership with the Denton Convention and Visitors Bureau, the University of North Texas, Texas Woman's University, the Denton Chamber of Commerce Economic Development department and local businesses to secure the funds needed to showcase Denton as a destination for visitors and business creation and relocation.

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2017	2016-17	22430	0	22430	0
2016	2015-16	22430	0	22430	0

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

We sponsored a trade show booth at SXSWi in March 2016 and March 2017, partnering with the CVB, UNT, TWU, and DME on the outstanding costs. We found the audience to be the type of creative businesses that we are actively recruiting to Denton. As part of our long-term plan, we have opened a co-working on East Hickory Street that houses a tech incubator to help nurture and create new businesses in Denton. At SXSWi, we can reach out to these startup companies and offer them an affordable space to grow their businesses. Statistics show that a majority of startups remain in the community when they expand.

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

x Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: Caroline Booth

(Print Name)

X Caroline Booth

Date:

Project Director Julie Glover

(Print Name)

X

Date: 5-18-17

Late applications are subject to reduction or denial of funding.

2015
DEMOGRAPHICS

SXSW®
MUSIC FILM
INTERACTIVE

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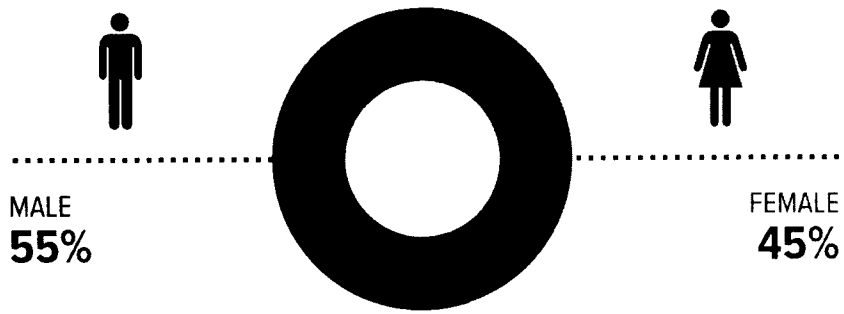
05 EMPLOYMENT

07 SOCIAL & ATTENDANCE

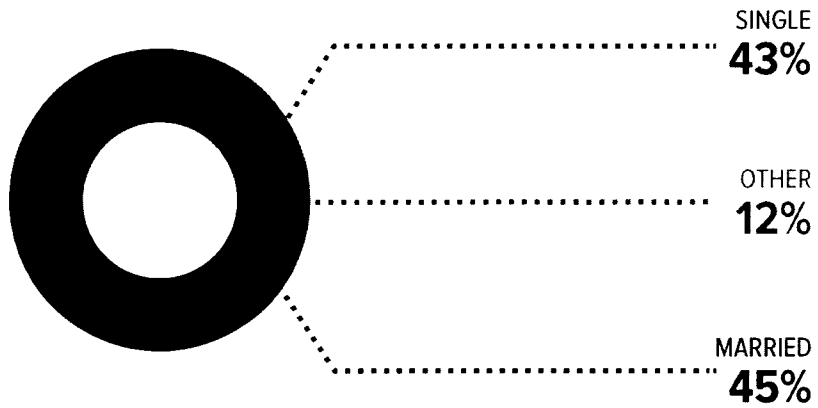
DEMOGRAPHICS

ALL CONFERENCE REGISTRANTS

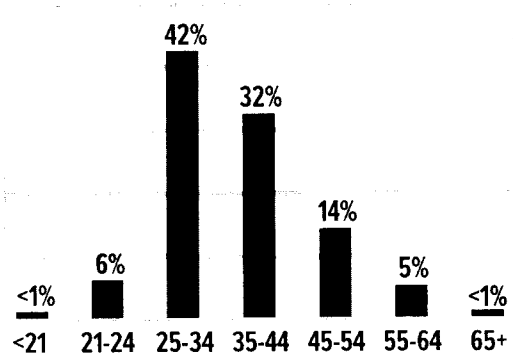
GENDER



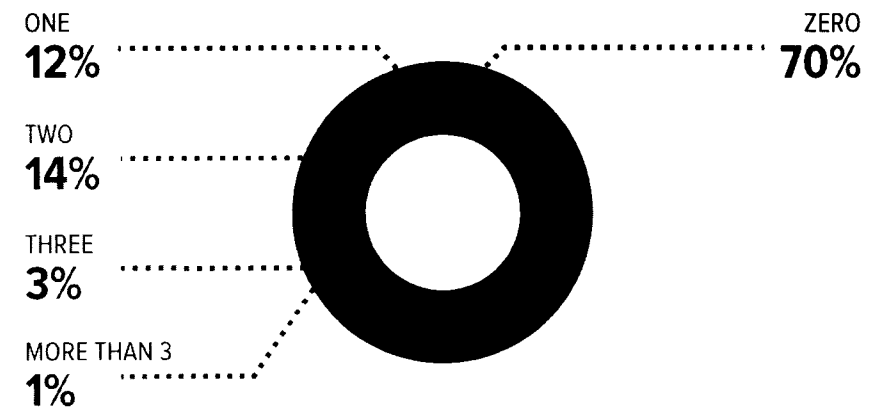
MARITAL STATUS



AGE



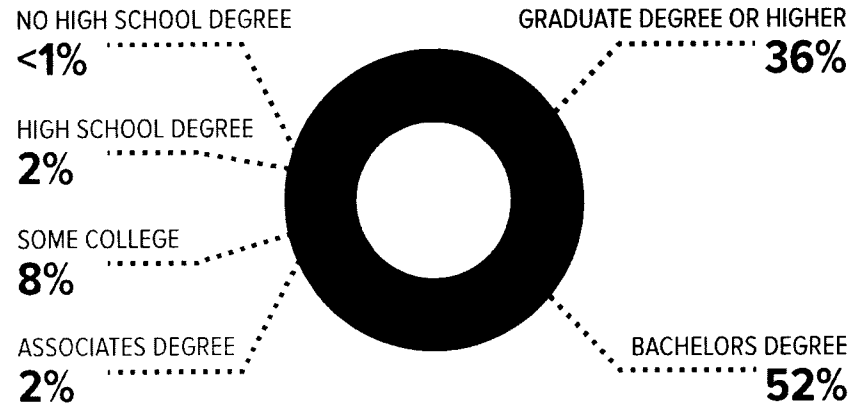
NO. OF CHILDREN AGE 17 OR YOUNGER LIVING IN THEIR HOUSEHOLD



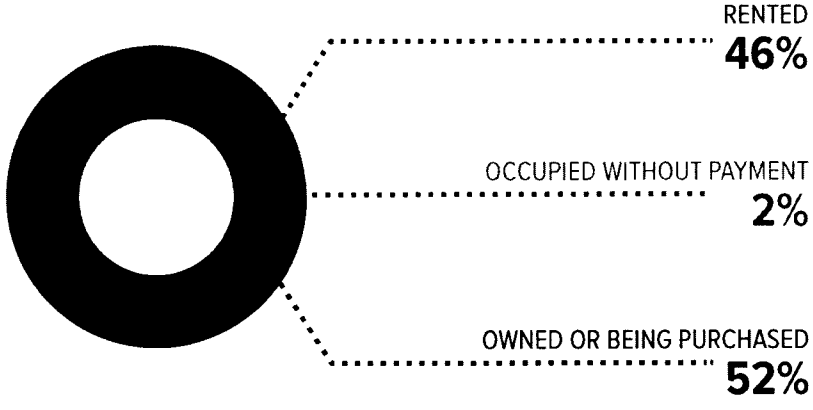
DEMOGRAPHICS

ALL CONFERENCE REGISTRANTS

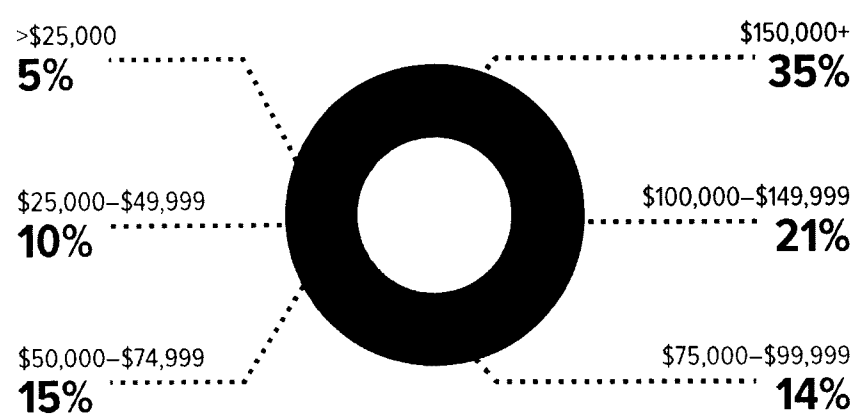
EDUCATION



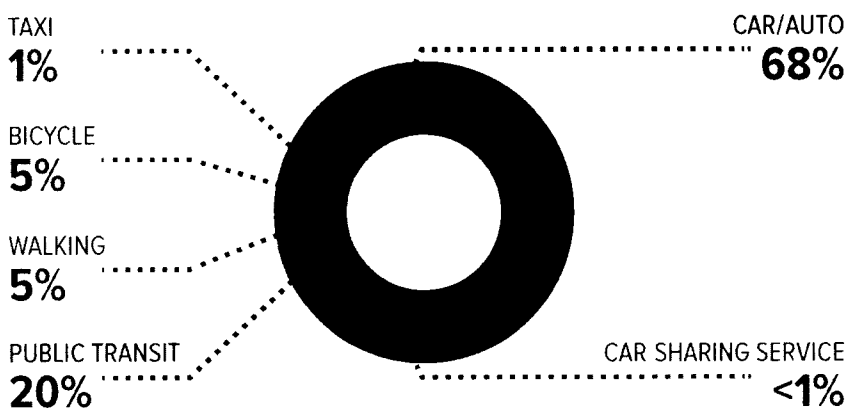
LIVING SITUATION



HOUSEHOLD INCOME



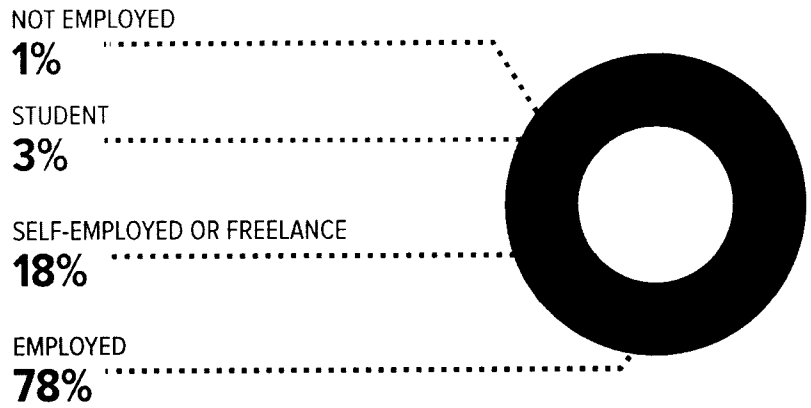
PRIMARY MODE OF TRANSPORTATION



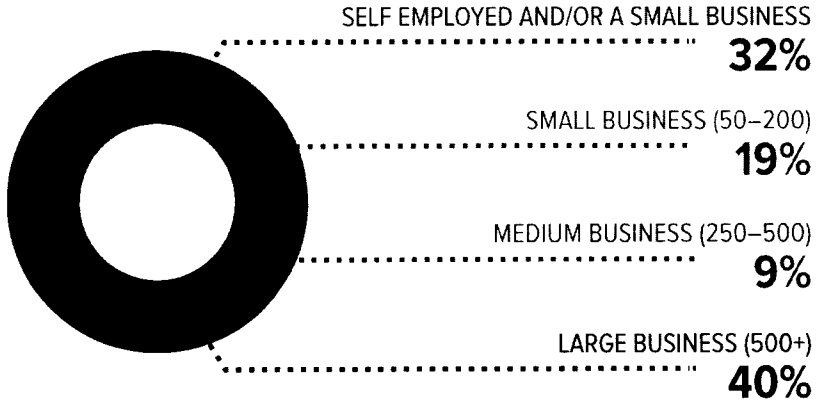
EMPLOYMENT

ALL CONFERENCE REGISTRANTS

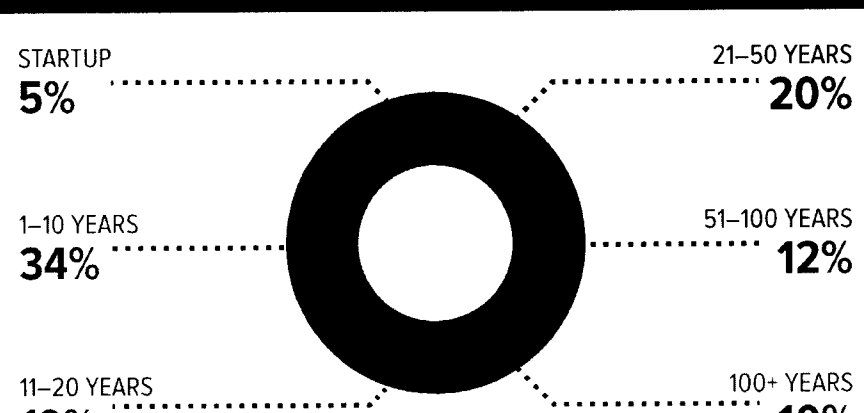
EMPLOYMENT



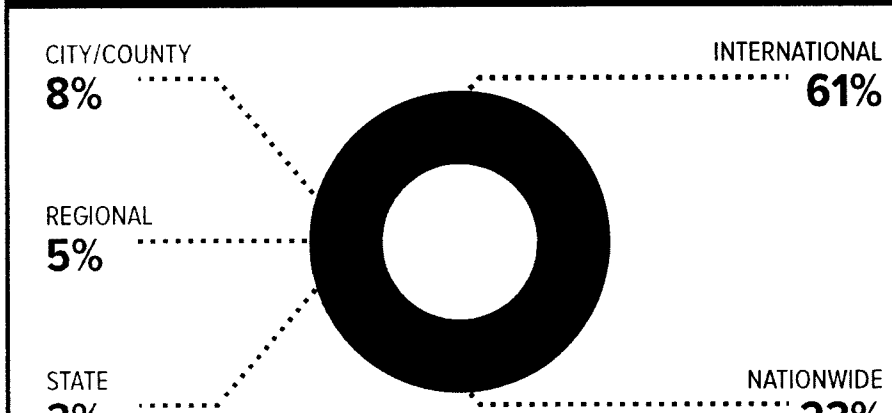
EMPLOYER



ORGANIZATION HISTORY



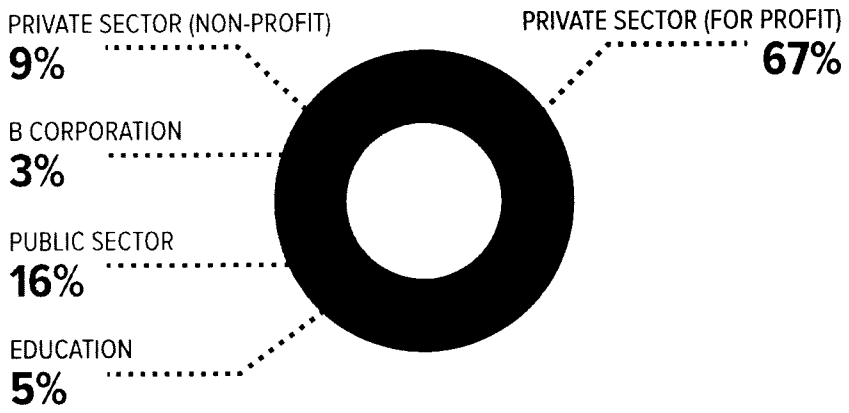
ORGANIZATION REACH



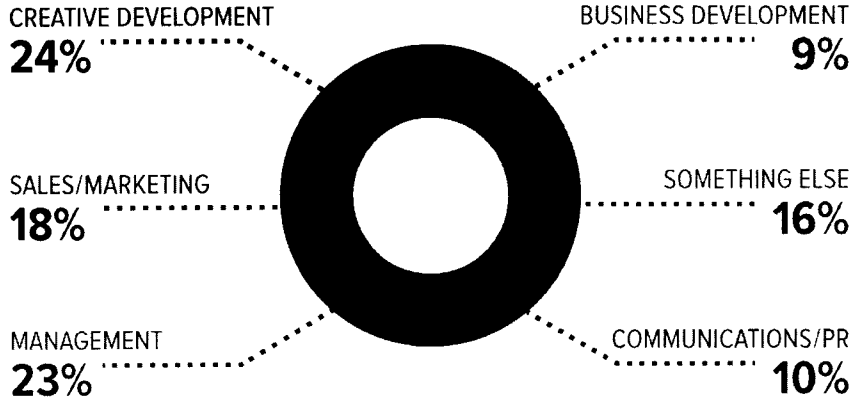
EMPLOYMENT

ALL CONFERENCE REGISTRANTS

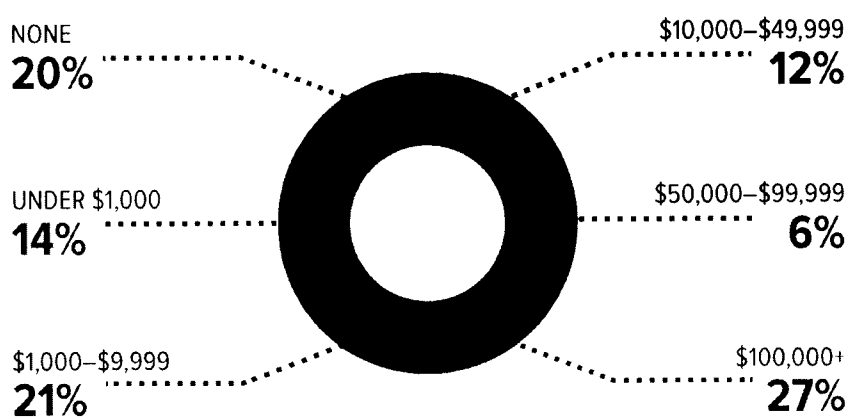
ORGANIZATION STRUCTURE



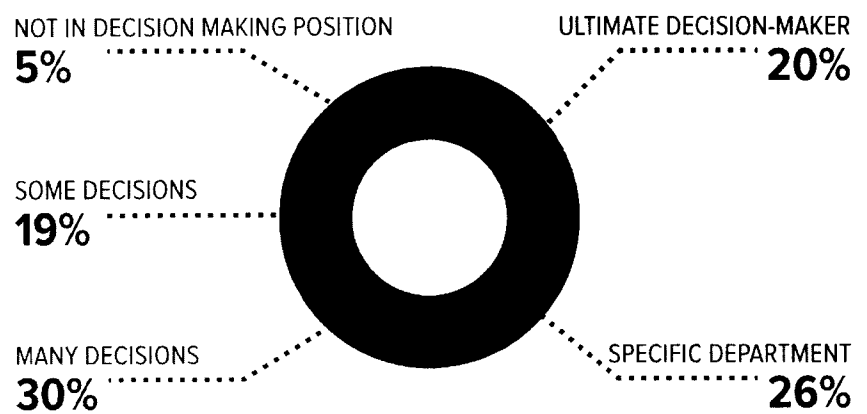
WORK RESPONSIBILITIES



PURCHASING POWER



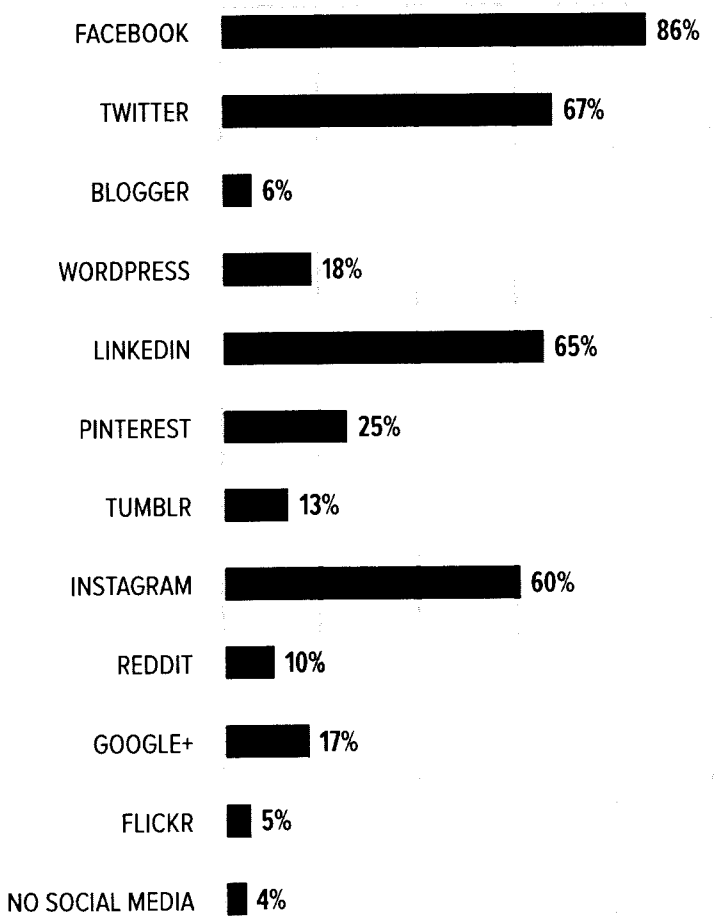
AMOUNT OF DECISION MAKING POWER WITHIN ORGANIZATION



SOCIAL & ATTENDANCE

ALL CONFERENCE REGISTRANTS

SOCIAL MEDIA USE

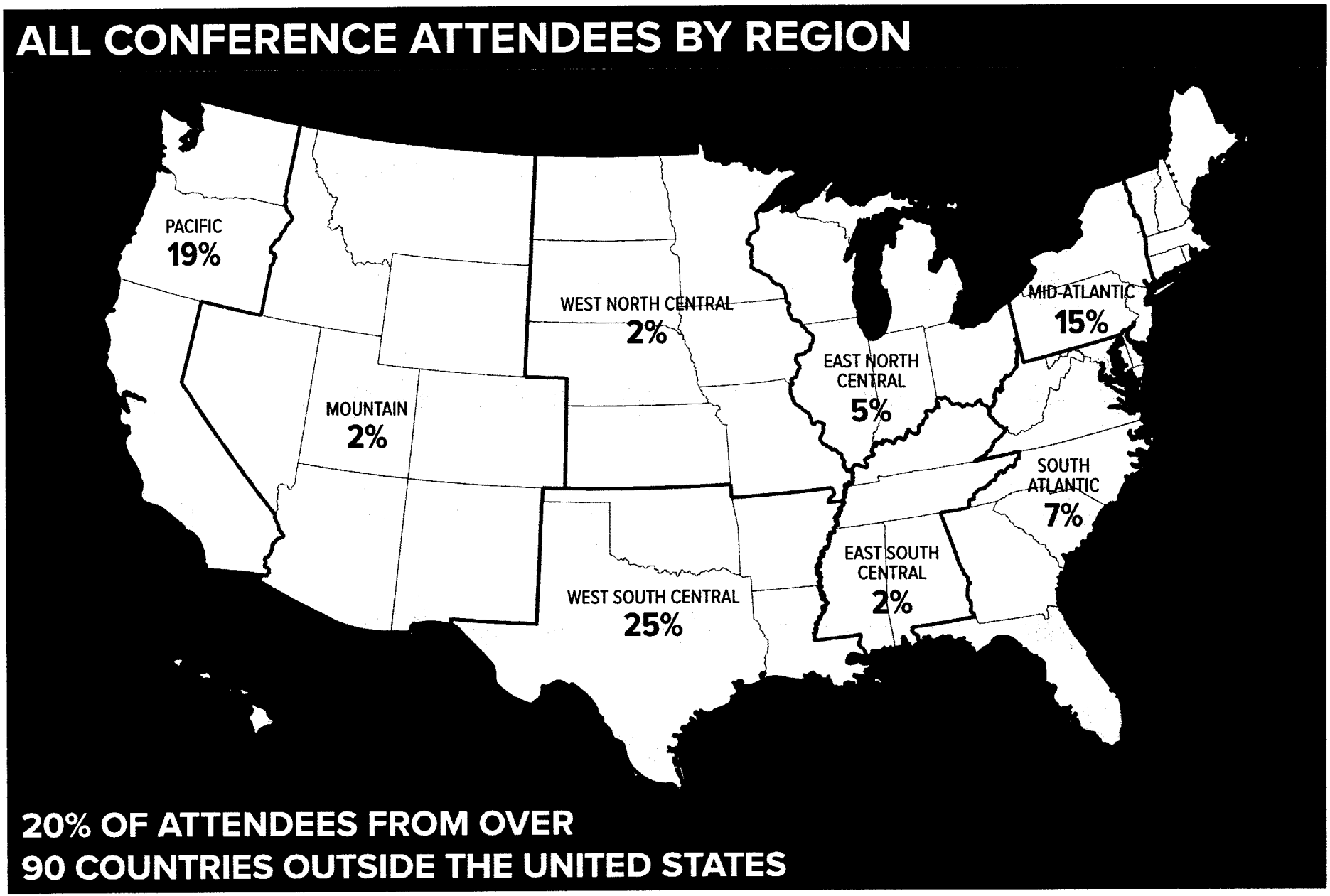


BUSINESS GOALS FOR SXSW

TOP 10 TYPES OF BUSINESS

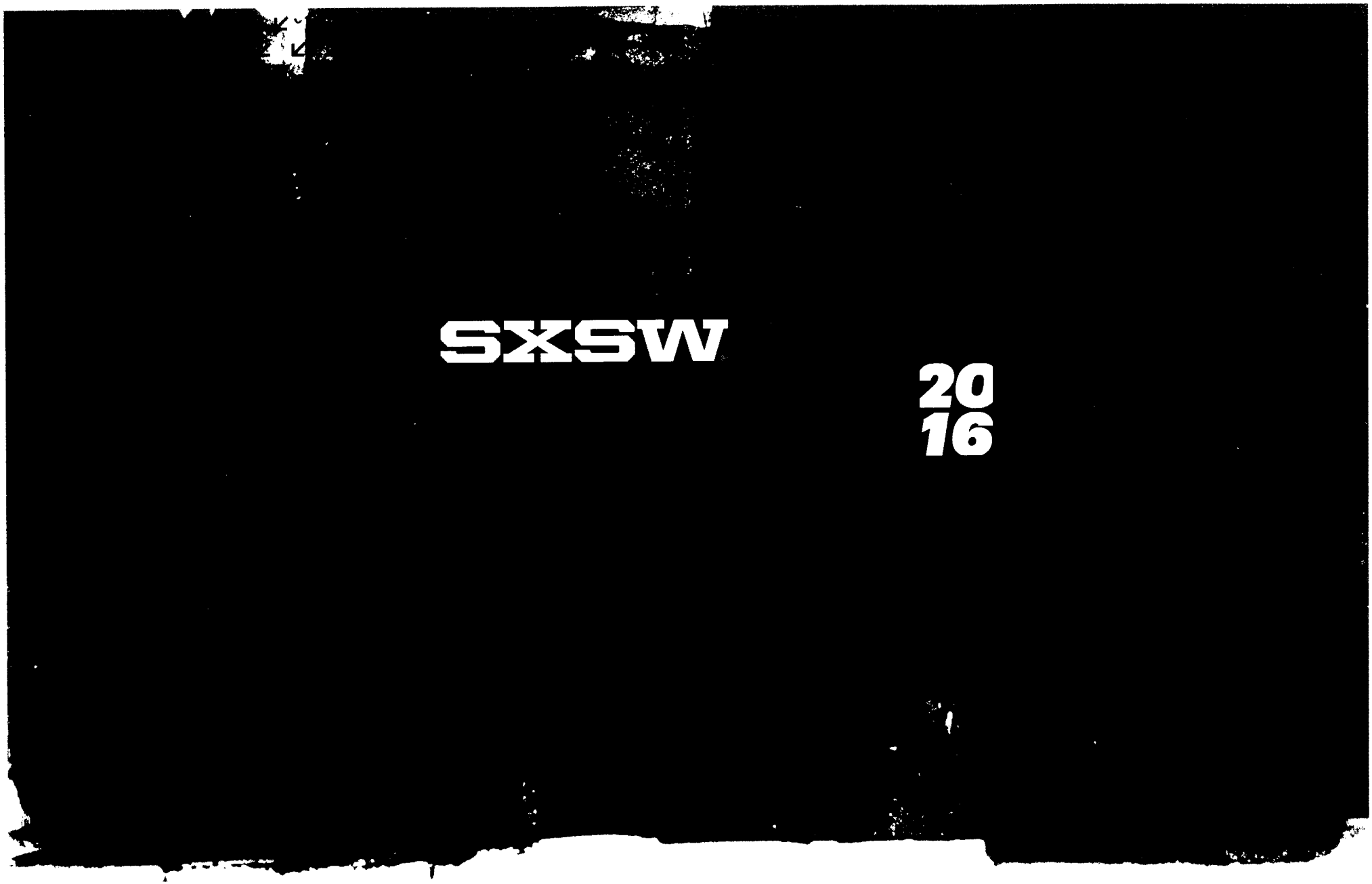
1. ARTIST/PERFORMER
2. ADVERTISING
3. SOFTWARE DEVELOPMENT
4. MEDIA
5. NON-PROFIT
6. SALES/MARKETING/PR
7. CONSULTANT
8. CORPORATION
9. FINANCE/VENTURE CAPITAL
10. STARTUP VENTURE

ALL CONFERENCE ATTENDEES BY REGION



20% OF ATTENDEES FROM OVER 90 COUNTRIES OUTSIDE THE UNITED STATES

58,819 MUSIC, FILM AND INTERACTIVE PARTICIPANTS
INCLUDING REGISTRANTS AND ARTIST WRISTBANDS



2016 DEMOGRAPHICS

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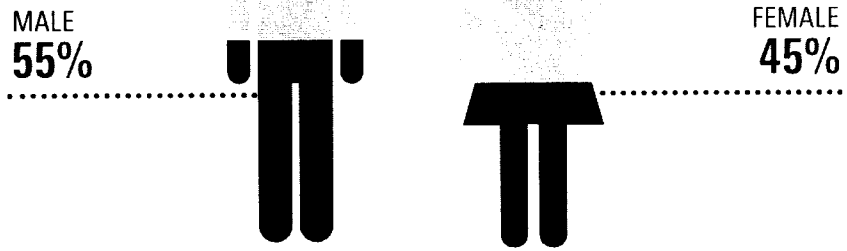
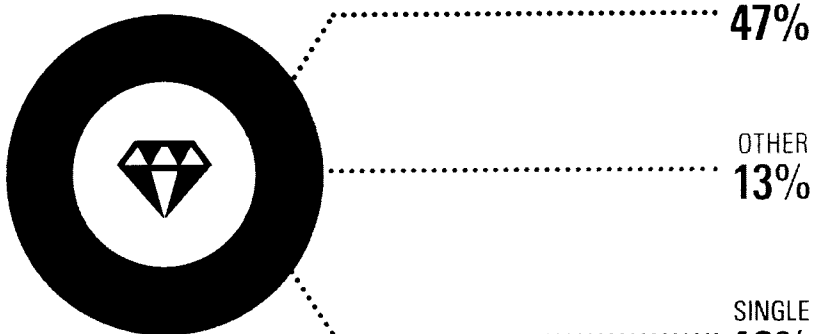
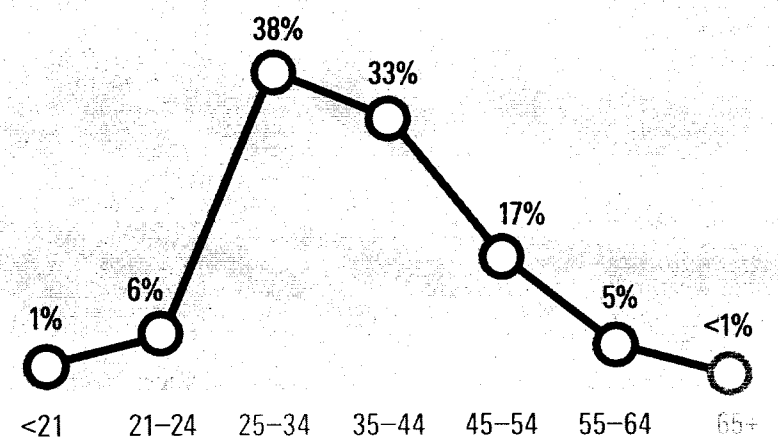
GENDER



MARITAL STATUS



AGE

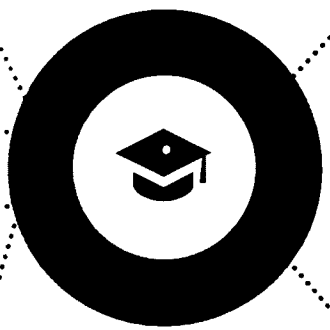


SXSW 2016

DEMOGRAPHICS

ALL CONFERENCE REGISTRANTS

EDUCATION



ASSOCIATES DEGREE 3%

SOME COLLEGE BUT NO DEGREE 8%

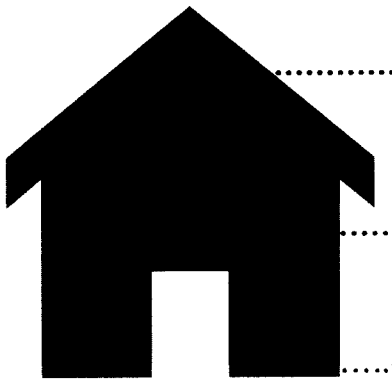
HIGH SCHOOL DEGREE 2%

LESS THAN HIGH SCHOOL DEGREE <1%

BACHELORS DEGREE 50%

GRADUATE DEGREE OR HIGHER 37%

LIVING SITUATION



OWNED OR BEING PURCHASED 54%

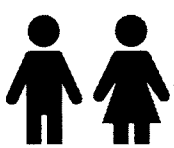
RENTED 44%

OCCUPIED WITHOUT PAYMENT 2%

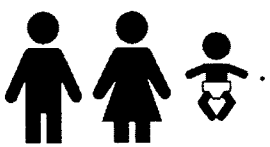
NO. OF CHILDREN Age 17 Or Younger Living in Their Household

ZERO 68%

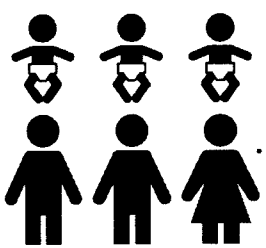
ONE 13%



TWO 15%

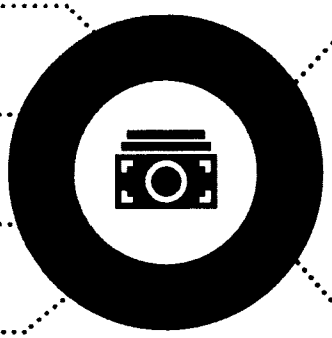


THREE 4%



MORE THAN THREE <1%

HOUSEHOLD INCOME



$75,000–$99,999 13%

$50,000–$74,999 13%

$25,000–$49,999 10%

>$25,000 5%

$100,000–$149,999 23%

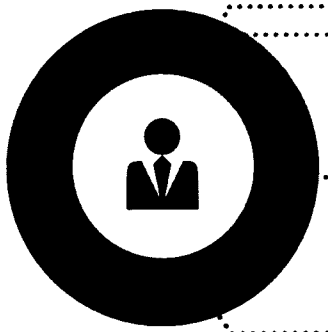
$150,000+ 36%

SXSW 2016

EMPLOYMENT STATUS & BUSINESS PROFILE

ALL CONFERENCE REGISTRANTS

EMPLOYMENT STATUS



NOT EMPLOYED **1%**

STUDENT **4%**

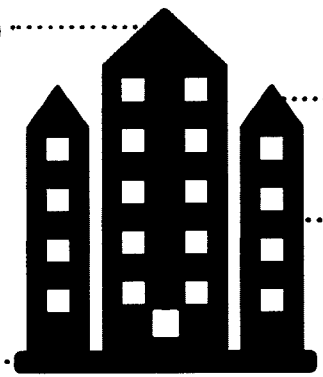
SELF-EMPLOYED OR FREELANCER **19%**

EMPLOYED **76%**

EMPLOYER

SMALL BUSINESS (OVER 50 & UNDER 250) **19%**

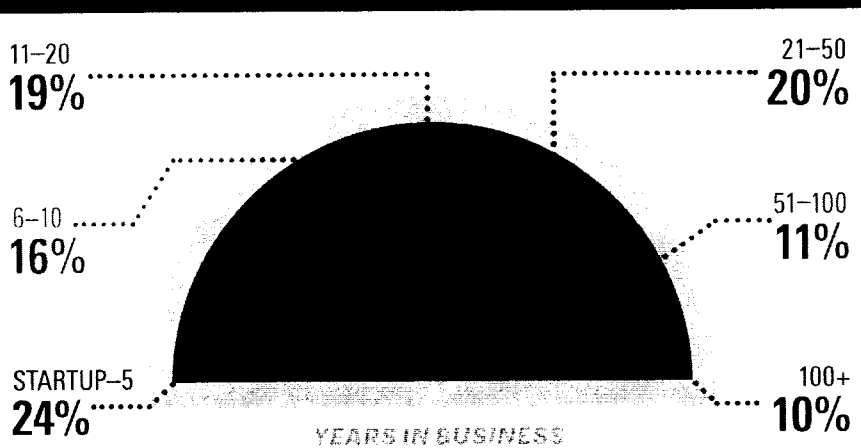
MEDIUM BUSINESS (OVER 250 & UNDER 500) **9%**



SELF-EMPLOYED & / OR A SMALL BUSINESS OWNER (UNDER 50 EMPLOYEES) **33%**

LARGE BUSINESS (500+) **39%**

ORGANIZATION HISTORY



11–20 **19%**

21–50 **20%**

6–10 **16%**

51–100 **11%**

STARTUP–5 **24%**

100+ **10%**

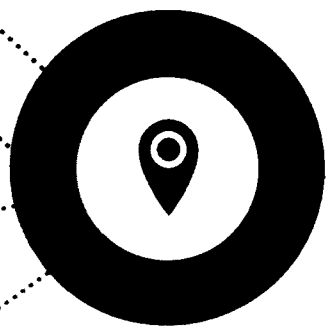
ORGANIZATION REACH

NATIONWIDE **23%**

REGIONAL **5%**

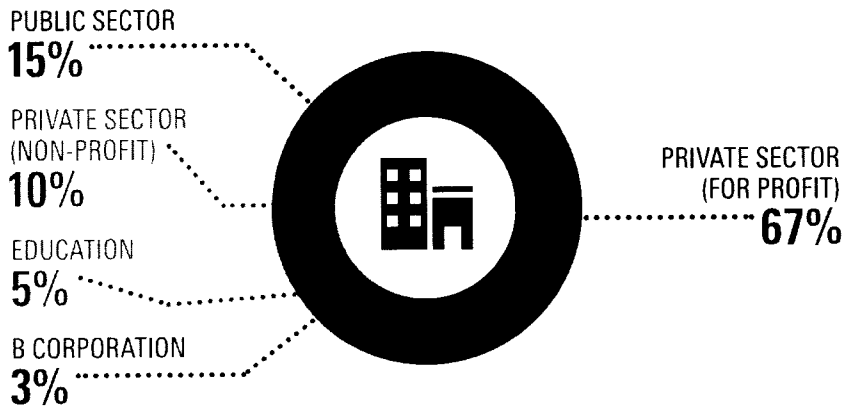
STATE **4%**

CITY / COUNTY **7%**

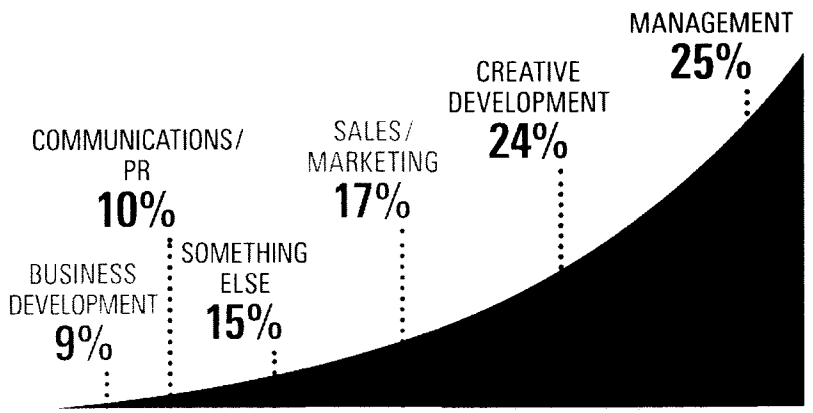


INTERNATIONAL **61%**

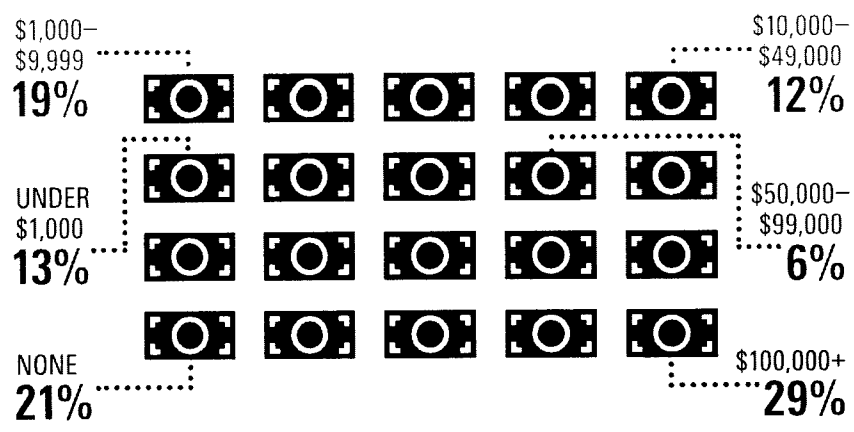
ORGANIZATION STRUCTURE



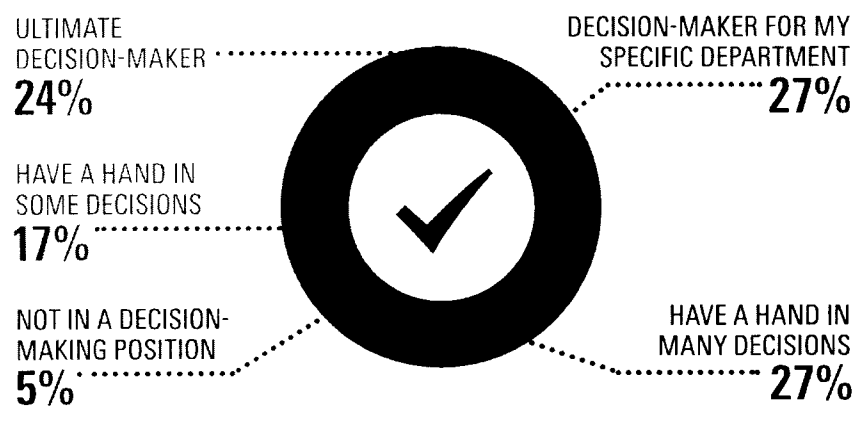
WORK RESPONSIBILITIES



PURCHASING POWER AT WORK



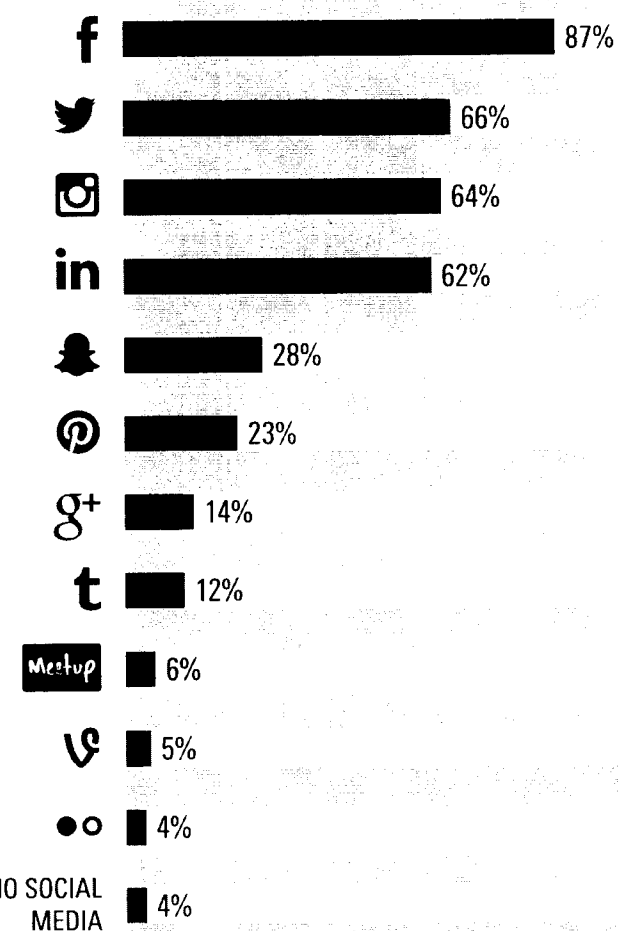
DECISION MAKING POWER Within the Organization



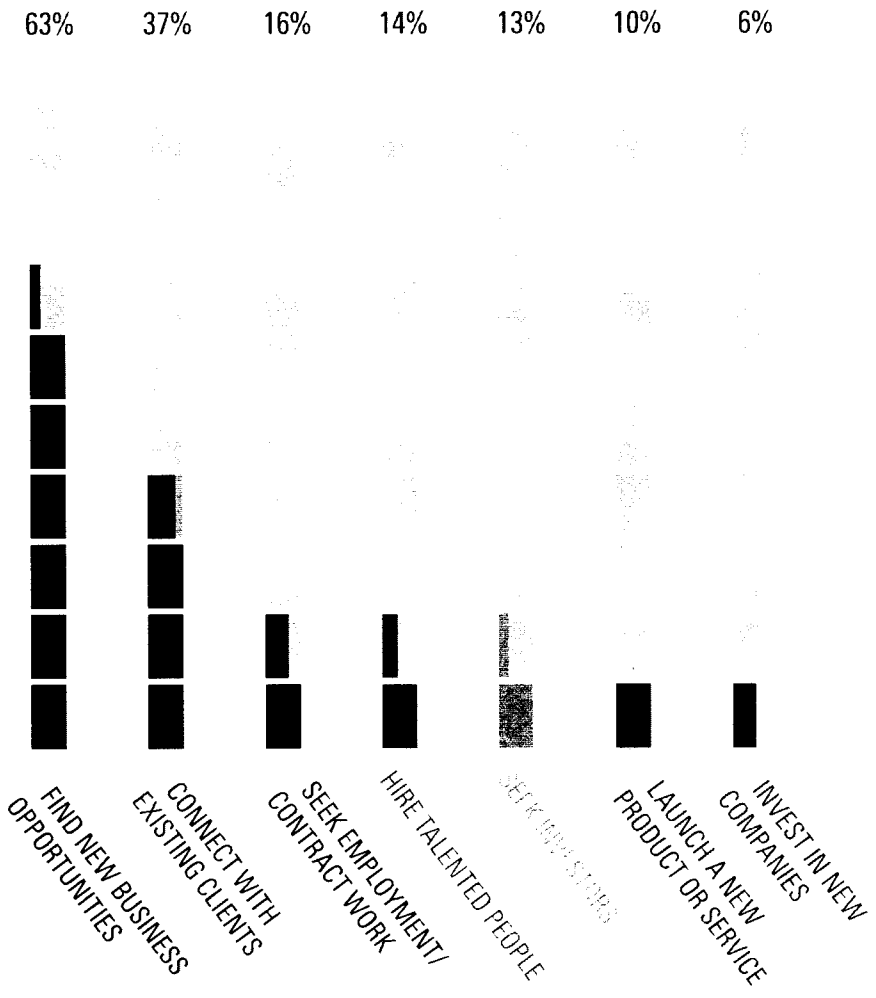
SOCIAL MEDIA PREFERENCES & BUSINESS GOALS

ALL CONFERENCE REGISTRANTS

SOCIAL MEDIA USE



BUSINESS GOALS FOR ATTENDING SXSW



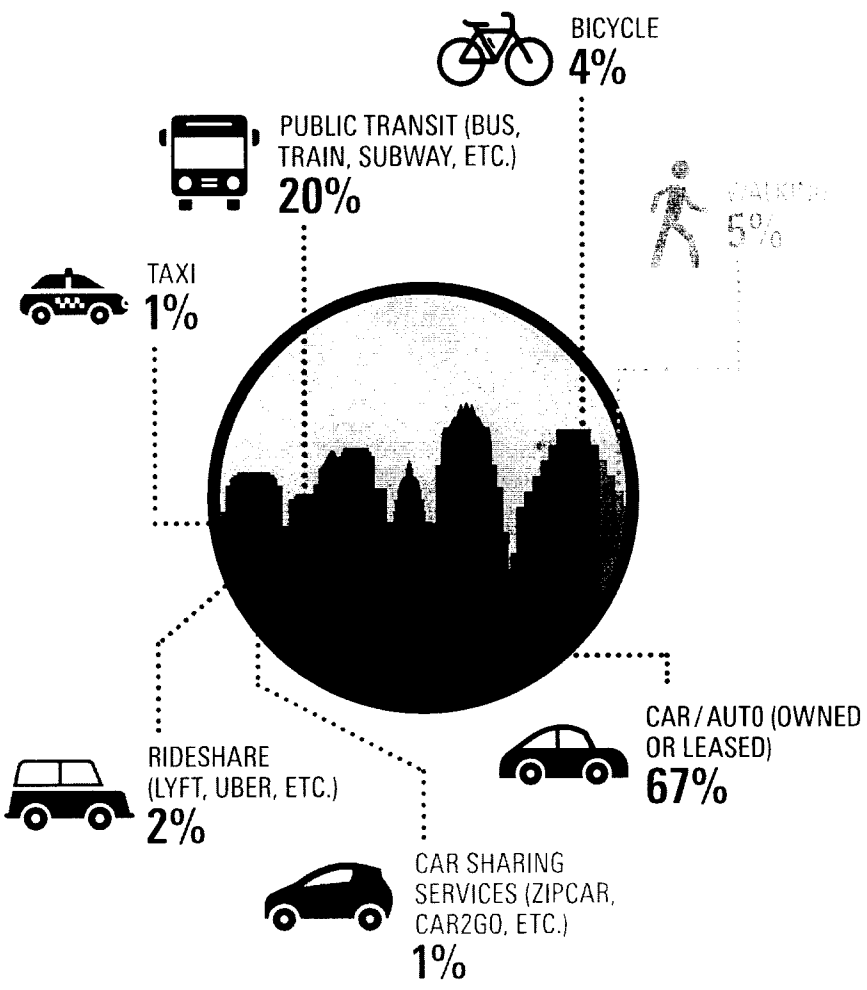
TOP BUSINESS TYPES & PRIMARY MODE OF TRANSPORTATION

ALL CONFERENCE REGISTRANTS

TOP PARTICIPATING BUSINESS TYPES

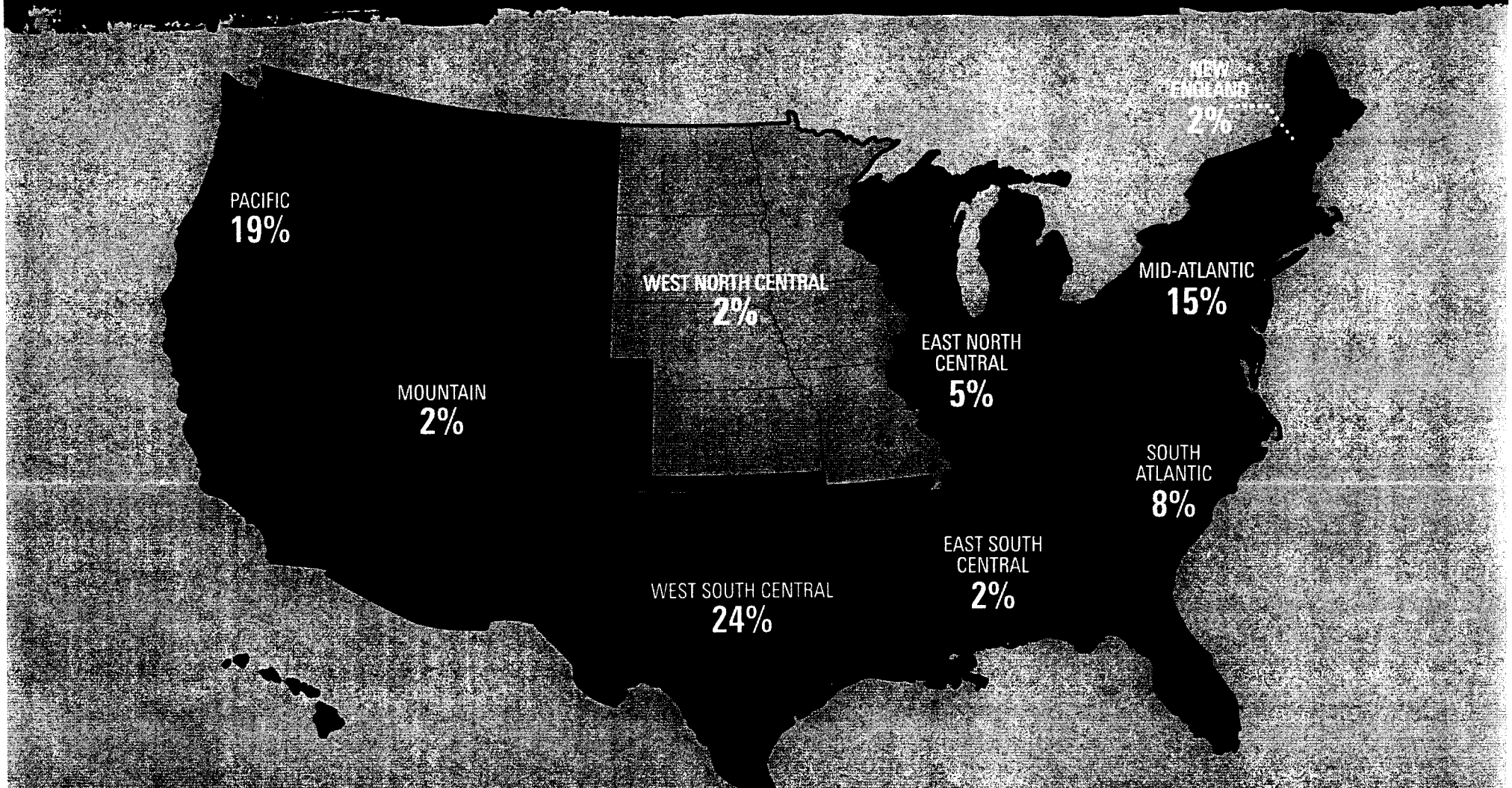
- MEDIA (TV, RADIO, PRINT, ELECTRONIC)
- SALES/MARKETING
- EDUCATION INSTITUTION
- NON-PROFIT ORGANIZATION
- ADVERTISING
- ARTIST/PERFORMER
- SOFTWARE DEVELOPMENT
- FINANCE/ VENTURE CAPITAL
- CONSULTANT
- FILMMAKER
- HEALTH
- WEB DEVELOPMENT/ DESIGN
- INDIE LABEL
- MANAGEMENT
- MAJOR LABEL
- PR/PUBLICITY
- MUSIC PUBLISHING
- FILM INDUSTRY
- EVENT/CONVENTION/ FESTIVAL
- ACTOR/ACTRESS
- STUDENT, HIGHER ED
- AGENCY
- STUDIO
- PRODUCTION

PRIMARY MODE OF TRANSPORTATION AT HOME



ATTENDEES BY REGION

ALL CONFERENCE REGISTRANTS



22% OF ATTENDEES FROM 101 COUNTRIES OUTSIDE THE UNITED STATES

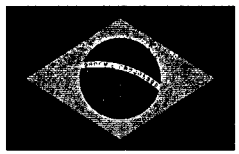
63,212 MUSIC, FILM & INTERACTIVE REGISTRANTS & SHOWCASING ARTISTS

SXSW 2016

TOP ATTENDANCE BY COUNTRIES OUTSIDE OF THE U.S.

ARGENTINA

AUSTRALIA


BRAZIL

CANADA

DENMARK

FINLAND

FRANCE

GERMANY

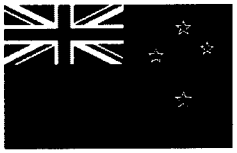
IRELAND

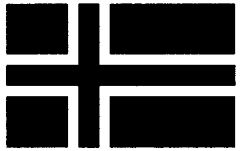
JAPAN

REPUBLIC OF KOREA

MEXICO

NETHERLANDS


NEW ZEALAND


NORWAY

SINGAPORE

SPAIN

SWEDEN

TURKEY

UNITED KINGDOM

EXHIBIT B		
2017		
	Income	Expenses
HOT	23000	23000

	A	B
1	EXHIBIT D	
2		
3	**Expense**	
4	CVB Partnership	$20,000.00
5	Promotional items	$1,665.61
6	Travel expenses	$1,334.39
7	(food, hotel, etc)	
8	**Total**	**$23,000.00**
9		
10	**Income**	
11	HOT Funds	$23,000.00

City of Denton
City Council Contact Information

Mailing Address for the City Council:
City of Denton
215 E. McKinney
Denton, TX 76201

Voice Mail: 349-7717
Fax: 349-8596

Mayor
Chris Watts
2216 S. Bonnie Brae
Denton, TX 76207
E-mail: chris.watts@cityofdenton.com

Office: 349-7717
Cell: 594-6604

Council Member – District 1
Gerard Hudspeth (Diane)
606 Wilson Street
Denton, TX 76205
E-mail: gerard.hudspeth@cityofdenton.com

Cell: 395-8006

Council Member – District 2
Keely G. Briggs (Chris)
3108 Broken Bow
Denton, TX 76209
E-mail: keely.briggs@cityofdenton.com

Cell: 453-8377

Council Member– District 3
Kathleen Wazny (Raymond)
9117 Perimeter Street
Denton, TX 76207
E-mail: kathleen.wazny@cityofdenton.com

Cell: 367-0171

Council Member – District 4
John Ryan (Carol)
43 Wellington Oaks Circle
Denton, TX 76210
E-mail: john.ryan@cityofdenton.com

Cell: 206-7213

Council Member – At Large Place 5
Dalton Gregory (Donna)
2408 Emerson Lane
Denton, TX 76209
E-mail: dalton.gregory@cityofdenton.com

Home: 565-9331

Mayor Pro Tem – At Large Place 6
Sara Bagheri (Chris Robles)
3201 Westgate Drive
Denton, TX 76207
E-mail: sara.bagheri@cityofdenton.com

Cell: 320-9466

2017 CITY COUNCIL MEETING DATES AND DEADLINES

Meeting Date	Type Of Meeting	Due Date Legal Request	Captions Due To Purchasing (Bids/Purchases)	Captions Due in Legistar by Noon	Backup 'Agenda Ready' in Legistar by 10 am
January 2	**No Luncheon**				
January 3	**No Meeting**				
January 10	Special Called Session	December 16	December 20	December 22*	January 6
January 17	**No Meeting**				
January 24	4th Tuesday Session	December 30		January 9	January 20
January 31	**No Meeting**				
February 6	Luncheon	January 13		January 23	February 2**
February 7	Work/Regular Session	January 13	January 17	January 23	February 3
February 14	2nd Tuesday Session	January 20		January 30	February 10
February 21	Work/Regular Session	January 27	January 31	February 6	February 17
February 28	**No Meeting**				
March 6	**No Luncheon**				
March 7	Work/Regular Session	February 10	February 14	February 20	March 3
March 14	**No Meeting**				
March 21	Work/Regular Session	February 24	February 28	March 6	March 17
March 28	4th Tuesday Session	March 3		March 13	March 24
April 3	Luncheon	March 10		March 20	March 30**
April 4	Work/Regular Session	March 10	March 14	March 20	March 31
April 11	2nd Tuesday Session	March 17		March 27	April 7
April 18	Work/Regular Session	March 24	March 28	April 3	April 14
April 25	4th Tuesday Session	March 31		April 10	April 21
May 1	Luncheon	April 7		April 17	April 27**
May 2	Work/Regular Session	April 7	April 11	April 17	April 28
May 9	2nd Tuesday Session	April 14		April 24	May 5
May 16	Work/Regular Session	April 21	April 25	May 1	May 12
May 23	Election Meeting	April 28		May 8	May 19
May 30	**No Meeting**				
June 5	Luncheon	May 12		May 22	June 1**
June 6	Work/Regular Session	May 12	May 16	May 22	June 2
June 13	2nd Tuesday Session	May 19		May 26*	June 9
June 20	Work/Regular Session	May 26	May 30	June 5	June 16
June 27	4th Tuesday Session	June 2		June 12	June 23
July 3	**No Luncheon**				
July 4	**No Meeting**				
July 11	**No Meeting**				

2017 CITY COUNCIL MEETING DATES AND DEADLINES

MEETING DATE	TYPE OF MEETING	DUE DATE LEGAL REQUEST	CAPTIONS DUE TO PURCHASING (BIDS/PURCHASES)	CAPTIONS DUE IN LEGISTAR BY NOON	BACKUP 'AGENDA READY' IN LEGISTAR BY 10 AM
July 18	Work/Regular Session	June 23	June 27	July 3	July 14
July 25	4th Tuesday Session	June 30		July 10	July 21
August 1	Work/Regular Session	July 7	July 11	July 17	July 28
August 3	Budget Workshop	July 7		July 17	July 28
August 7	Luncheon	July 14		July 24	August 3**
August 8	2nd Tuesday Session	July 14		July 24	August 4
August 15	Work/Regular Session	July 21	July 25	July 31	August 11
August 22	4th Tuesday Session	July 28		August 7	August 18
August 29	**No Meeting**				
September 4	**No Luncheon**				
September 5	**No Meeting**				
September 12	Special Called Session	August 18	August 22	August 28	September 8
September 19	Work/Regular Session	August 25	August 29	September 1*	September 15
September 26	4th Tuesday Session	September 1		September 11	September 22
October 2	Luncheon	September 8		September 18	September 28**
October 3	**No Meeting**				
October 10	2nd Tuesday Session	September 15		September 25	October 6
October 17	Work/Regular Session	September 22	September 26	October 2	October 13
October 24	4th Tuesday Session	September 29		October 9	October 20
October 31	**No Meeting**				
November 6	Luncheon	October 13		October 23	November 2**
November 7	Work/Regular Session	October 13	October 17	October 23	November 3
November 14	2nd Tuesday Session	October 20		October 30	November 10
November 21	**No Meeting**				
November 28	4th Tuesday Session	November 3		November 13	November 21**
December 4	Luncheon	November 10		November 20	November 30**
December 5	Work/Regular Session	November 17	November 14	November 20	December 1
December 12	2nd Tuesday Session	November 22*		November 27	December 8
December 19	**No Meeting**				
December 26	**No Meeting**				

* Denotes earlier due date because of holiday

** Denotes earlier due date / Backup 'Agenda Ready' in Legistar by 5 PM

[11/15/2016]

RECEIVED MAY 19 2017

Denton Black Film Festival

DAASF, Inc
Board of Directors
Harry Eaddy, President
Stan Morton, Treasurer
Val Morgan, Secretary
Simon Allo, M.D.
Rev. Reginald Logan,Sr.
Carolyn Mohair

DBFF Volunteers
Harry Eaddy Director
Mesha George Sp Projects
Daisy Best Sponsors
Linda Eaddy Content Dir
Meredith Buie Vol Dir
Daniel Amotsuka Dir Media
Mary Boyce Content
Nick Nichelson Music Dir
Harold Woodard Content
Annette Lawrence Director
Shirley Ingram Content
Ed Ingram Production
Sharon Ingram Dir Comm
Iesha Daboya Soc Media
Diana Nogay Soc Media
Bethany Garling Soc Media
Mark Spychala Operations
Justin Buie Production
TK Henderson Content
Kayce Bagley Merchand
Amy Davis Volunteers
B J Lewis Content
Delores Henderson Vol
Elliott Sims Soc Media
Frances Punch Content
Ellen Ryfle Content
Ari Edwards Volunteer
Gigi Johnson Dig Media
Jaida Brinkley Soc Media
Shay Youngblood Content
Micah Autry Conent
Shalonda Welborn Oper
Brittnay Mitchell E Plans
Josh Goler Soc Media
James McDaniels Vol
Natalie Nichelson Oper Dir

Hot Fund Review Committee,

The Denton Black Film Festival would like to thank the City of Denton for your sponsorship in 2017. Your support helped us grow the total festival attendance by **36%** from last year. It was a great festival and I wanted to highlight a few events:

- Total attendance for festival **3462** which is a 36% increase
- Screened **43** films in 2017 most ever at DBFF
- The James Baldwin documentary "I AM NOT YOUR NEGRO" was our opening film and **Texas Premier selling out 2 screenings for a total of over 450 people**
- **"Jerico"** screening sold out (**299**) at the Campus Theatre
- Women in Entertainment Panel moderated by the co-host of the Tom Joyner Morning Show Sybil Wilkes (140+ attendees)

In 2018 we are focused on developing our infrastructure in these five areas Film, Art, Music, Spoken Word and our Building Bridges community event and we need your help. DBFF is the largest Black film festival in the state of Texas and one of the larger film festival in the state as well. We believe we can become a major international festival with the ability draw attendees from all around the world. In order to do this we are working with a new marketing firm and starting a series of marketing campaigns designed to bring people to Denton in January which will help stimulate the economy for retailers and merchants. Please review the attachment with our request.

Thank you again for supporting us in 2017 and we are excited about growing our infrastructure to support a better festival in 2018. Hopefully we can count on your financial support for next year. If you have any suggestions or questions, please email me at harrydbff@gmail.com or call (940)368-6918.

Sincerely,

Harry Eaddy

Harry Eaddy
President

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

RECEIVED MAY 19 2017

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	Denton African American Scholarship Foundation, Inc
Name of Event:	Denton Black Film Festival
Website Address:	www.dentonaasf.org and www.dentonbff.com
Mailing Address:	PO Box 1217 Denton Texas 76202
Physical Address:	29 Wellington Oaks Circle Denton Texas 76210
Telephone #:	940 368-6918 Fax #: 940 381-0020
Primary Contact Name: (Project Director)	Harry Eaddy
Mailing Address:	29 Wellington Oaks Circle Denton Texas 76210
Telephone #:	940 368-6918 Fax #: 940 381-0020
Email Address:	harrydbff@gmail.com or hleaddy@hotmail.com
Secondary Contact Name: (Local Board Chairman)	Val Morgan
Mailing Address:	1931 Willowcrest Loop Denton Texas 76205
Telephone #:	940 391-4148 Fax #:
Email Address:	vbmorgan@msn.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

XX **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

XX **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

____ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
DAASF,Inc - The Denton African American Scholarship Foundation, Inc is a thirty-three year old organization that initially began as a scholarship award to one student from the NAACP in 1984. With tremendous support from the community the scholarship organization has since become a separate 501(c) 3 organization. Over the last three decades the organization continues to award educational scholarships to deserving high school students. DAASF has given over $395,000 dollars to more than 300 students. DAASF is the sponsoring organization for the Denton Black Film Festival.

3) Does your organization have paid staff?
____ Yes ____ # Full-time ____ # Part-time
XX No

4) Does your organization use volunteers?
XX Yes Approximately how many? 100+
____ No

5) Does your organization _____ own or _____ rent office space? No

6) Does your organization own a vehicle?
_____ Yes
XX No

7) Is the event that the organization is requesting HOT funds for held on City property?
XX Yes Name Location(s) Campus Theatre, GDAC and other Denton venues
_____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?
XX Yes
_____ No

9) List ALL other sources of funding your organization receives and how much.
X Check here if information is attached.

Source	Please Circle One		Dollar Amount
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Opening/VIP Reception	Lifetime Achievement Award
Films Fri, Sat & Sun	Gospel Music Event
Spoken Word	Music Venues R&B & Jazz
Building Bridges Event	Comedy Event(s)
Art Exhibit & Artist discussions	Workshops & Panel Discussions
Filmmaker Mixers	Film Awards Event

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2015	800 Attendees	300 or 37%	20 nights	DBFF
2016	2546 Attendees	1500 or 58%	60 nights	DBFF
2017	3500 Attendees	2300 or 66%	140 nights	DBFF
2018 Est	5200 Attendees	3600 or 69%	190 nights	DBFF

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

1. Advertising - DBFF will use the funds to market, promote and advertise all the events of the festival including film, art, music, spoken word, etc. The focus will be to get filmmakers, artist, moviegoers, musicians from all over the country/world to come to Denton to share in the event. We will accomplish this through social media, print media, ads, bill boards, posters, flyers.
2. Arts - We will meet the definition with the promotion of dance, visual art and promote it in social media, advertising, posters, print media, ads, posters, flyers, billboards

13) What specific market will you target with the organization's marketing plan?
DBFF will target the 18-50 year old market of all ethnic groups to share black culture.
Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

DBFF's goal is to share culture and build community and to that end we are working with CVB to target a demographic market that likes independent films, travel, new experiences, etc. The age range is 18-50 years old and we should get older and younger attendees as well. DBFF will focus on the young urban professional between 30-50 that has similar interest in film, food, travel, new experiences.
Our promotional material, ads and social media will reflect a fresh look and feel to it! We are changing our PR, social media company and making changes to our social media platform to accommodate a new look to attract more people from North Texas and around the country. Lastly, we are working with UNT, TWU and NCTC to attract more students to the festival. Over 20% of our audience is non black and we agressively market to all ethnic groups.

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.
With our success this year DBFF is a national if not international film festival. Our first year for submiss was very successful and we received great films from all around the world. Our goal is to share black culture through film, art, music, spoken word, comedy, dance, etc. We expanded the festival to include other art forms and we tripled attendance. We anticipate an attendance of over 5000 attendees and over 69% will come from outside of Denton.
In specific we have several marketing strategies that will increase attendance in 2018.
1. Continue our co-marketing plan with CVB targeting different demographic markets
2. Submissions will increase attendance because of our Texas filmmakers will bring their networks with them which we have already started working with filmmakers. 3.Work with a full service I and marketing company to expand our reach 4. We will continue our customer experience group which we received over 246 surveys and we will focus on meet up groups through promotional campai
5. Targeted social media campaigns. Expand university student offerings to have their parents attend the festival. 6. Expand our music offering and look for more celebrities to attend.

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance		
2015	2015	89246.16	46075.67	38474.2	96847.63		
2016	2016	96847.63	59588.18	62613.19	93822.62	93830.23	7.61

The difference in 2016 ending balance is Sales Tax payable of $7.61

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

The long term plan for DBFF is to grow into a destination location for sharing Black culture thru Film, Art, Spoken Word, Music, Comedy and other cultural offerings that create awareness and bring the community together. We will bring major celebrities, entertainers, sports figures, individuals together yearly similar to Sundance to celebrate independent filmmakers and artist together. We believe we will grow to an attendance 10K-20K people yearly in 5 years. Attendees will come from all over the world to attend this event and bring their collective networks. In years to come the majority of the attendees will be a diverse group of talented artistic people. We will need marketing and advertising dollars to promote Denton.

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

XX Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: Val Morgan

(Print Name)

x Val Morgan

Date: 5/19/2017

Project Director Harry Eaddy

(Print Name)

x Harry Eaddy

Date: 5-19-2017

Late applications are subject to reduction or denial of funding.

Exhibit A – Marketing Documents

DBFF 2018 Campaign

DBFF 2018 Objective – Increase attendance of the festival to at least 6,000 attendees through building infrastructure in marketing and promotion of festival events with recognized film, art, music and spoken word personalities.

DBFF Campaign – "All Roads lead to DBFF or Denton" (Still working on the name of the campaign)

- We have hired the Neil Foote PR &Marketing Agency to develop best practices and contacts & relationships we need to grow the festival with the right target audience.
- Need more dedicated marketing support for a part time person or intern
- Increased marketing and promotional dollars needed for marketing, billboards, radio, social media, etc.
- Develop a video specifically to draw potential attendees to the festival and we will work with CVB UNT, TWU, NCTC and other Denton organizations.

Increased Budget Items:

Marketing (So Media, Advertising, PR, promotions)	21,200.00
Festival speakers, performers, celebrities	12,900.00
Printing	5,600.00

See attached Exhibit D Hot Fund Information

Marketing Campaign Measurement Report
Denton Convention & Visitors Bureau

Denton Black Film Festival

Campaign: Denton Black Film Festival 2016

Nov 2015 – Feb 2016

Marketing Campaign Measurement Report
Denton Black Film Festival
Nov 2015 – Feb 2016

Snapshot Report

By the Numbers

2,500: Attendance +212% *increase from 2015*

In a Nutshell

Discover Denton

+123
Facebook, Twitter, Instagram & Pinterest posts

+830
New Fans/followers

+1,483
Engagement: shares, repins, comments, Likes and mentions

+15,644
Reach: Number of people who saw any content associated with this page during the campaign period

+39,897
Impressions: Number of impressions seen of any content associated with this page during the campaign period

+1,436
Website pageviews

+1,180
Unique pageviews

+3:08
Avg Time on Page

Please do not share in whole, or in part, without written consent

Marketing Campaign Measurement Report
Denton Black Film Festival
Nov 2015 – Feb 2016

Activity Report

Overview

The Denton Black Film Festival (DBFF) is a 3-day festival of engaging and entertaining films and events. The festival offers programming for the family inspired by the African-American experience. DBFF seeks to offer the works of local, national and international filmmakers that often are not seen by a broad audience and may not be recognized through major theatrical release.

The DBFF will showcases films that entertain, educate, inspire, and communicate Black American cultural themes to the broader community as expressed through movies and art that reflect cultural mindset and changes through several generations of film-making.

The Denton Convention & Visitor Bureau (DCVB) and the DBFF partnered together in an effort to encourage visitors and locals from all demographics to connect with and attend the festival.

Our Approach

Specific strategies included:

- Using the DBFF logo to create digitals ads
- Creating a Brand logo to use in campaign messaging, ads and digital
- Creating event listing on DiscoverDenton.com
- Publishing content/blog posts on DiscoverDenton.com specifically targeted at increasing attendance.
- Using social media to promote the event
- Inclusion in the CVB's monthly newsletter

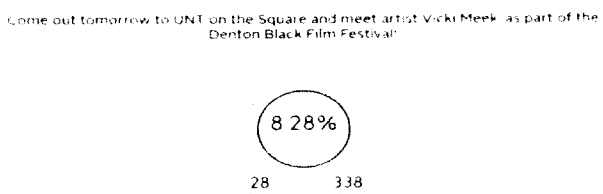
Digital Marketing

We relied almost entirely on digital marketing efforts which included a strong online presence and focused social media messaging to get the word out about the festival to increase attendance buzz. Social media channels included Facebook, Twitter, Instagram and Pinterest.

Activities and Projects completed this period:

Dig Little d app

- Sent push notification of events through mobile app



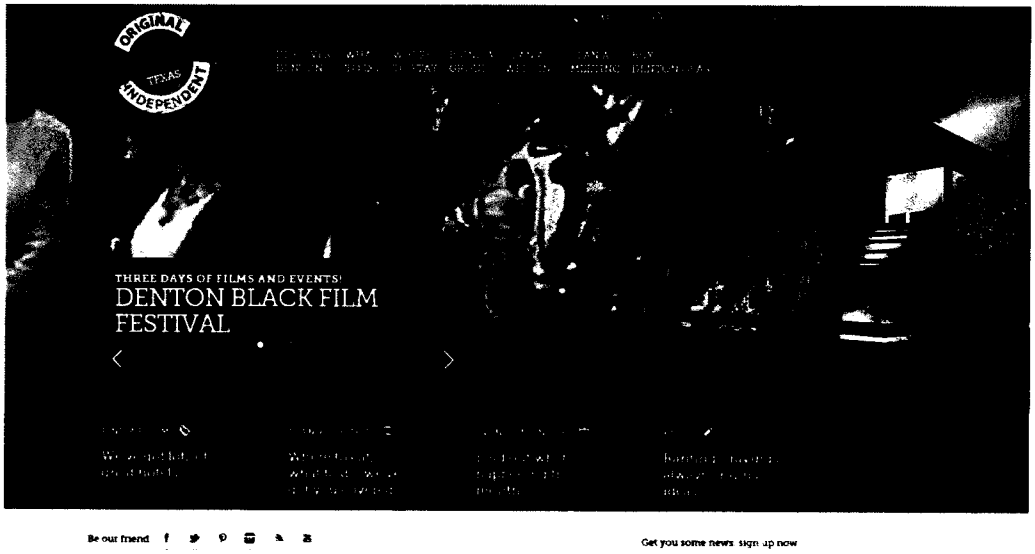
Please do not share in whole, or in part, without written consent

Marketing Campaign Measurement Report
Denton Black Film Festival
Nov 2015 – Feb 2016

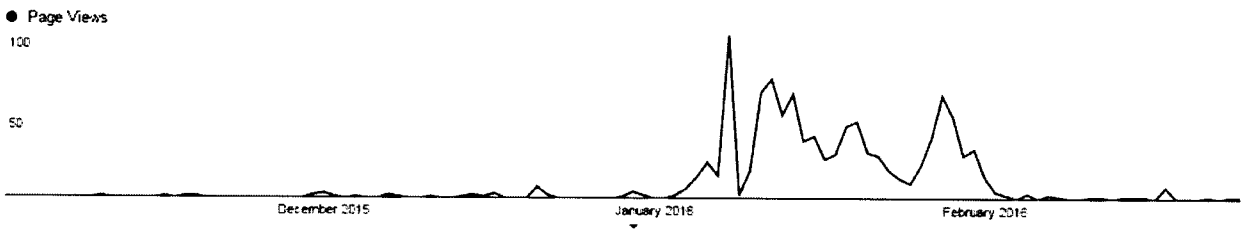
DiscoverDenton.com

- Created a Home page rotator to attract attention
- Linked to event listing page from multiple tabs on the homepage
- Created individual event listings for pre-event functions
- Created a main event listing with general info and a direct links to purchase tickets online
- Tabs within the main event listing included info for:
    - Objectives
    - Blogs
    - Dining and Entertainment
    - Festival Events
    - Schedule
    - Film Lineup
    - Sponsors and Partners
    - Travel, Parking and Lodging
- Created content for our blog

Home Page Sliding Rotators



Calendar Event Listings



Please do not share in whole, or in part, without written consent

Conversation with Vicki Meek @ UNT on the Square

JAN 14 Thu

Jan 14 @ 6:30 pm - 8:00 pm

DENTON BLACK FILM FESTIVAL

The Denton Black Film Festival presents Conversation with Vicki Meek! Vicki Meek, a native of Philadelphia, Pennsylvania, is a nationally recognized artist who has exhibited widely. Meek's in the permanent collections of the African[ ]

ARTS CULTURE COMMUNITY CIVIC FESTIVAL

Conversation with Shay Youngblood @ UNT on the Square

JAN 21 Thu

Jan 21 @ 6:30 pm - 8:00 pm

DENTON BLACK FILM FESTIVAL

The Denton Black Film Festival presents Conversation with Shay Youngblood! Georgia born writer Shay Youngblood is author of the novels Black Girl in Paris and Soul Kiss (Riverhead Books) and a collection of short fiction [ ]

ARTS CULTURE EDUCATION FESTIVALS EVENTS

Around Again by Annette Lawrence @ UNT on the Square

JAN 29 Fri

Jan 29 @ 9:00 am - 5:00 pm

This exhibit features pieces from the formative years of Lawrence's art practice. 6:30 PM – Artist Christopher Blay, the curator of the Art Corridor Gallery at Tarrant County Junior College Southeast and Artist in[ ]

ARTS CULTURE COMMUNITY CIVIC EDUCATI

Music Showcase: Joel Cross @ West Oak Coffee Bar

JAN 29 Fri

Jan 29 @ 11:00 am - 1:00 pm

The Denton Black Film Festival presents Joel Cross at West Oak Coffee Bar! This event is FREE to the public. To purchase passes for the rest of Friday's events, click here. Photos from the artist's Facebook page

Film Block One – Student Films @ The Campus Theatre

JAN 29 Fri

Jan 29 @ 1:30 pm - 3:00 pm

DENTON BLACK FILM FESTIVAL

The Denton Black Film Festival presents Jan. 29 Film Block One – Student Films! Small Town Dreams (Documentary, 8 Min) Watch Trailer Purchase Tickets Morton, Texas, was home to a dreamer, LaQuita Thompson, who[ ]

ARTS CULTURE FESTIVALS EVENTS HISTORY

Spoken Word Poetry @ POINTBank Black Box Theatre

JAN 29 Fri

Jan 29 @ 9:00 pm - 11:00 pm

DENTON BLACK FILM FESTIVAL

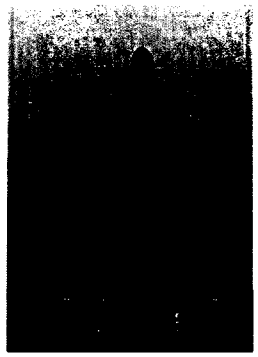
The Denton Black Film Festival presents Spoken Word at the POINTBank Black Box Theatre! Please join us for our Spoken Word events where we showcase ten talented artist from around the country delivering performance-based[ ]

ARTS CULTURE COMMUNITY CIVIC FESTIVAL

Denton Black Film Festival @ Campus Theatre

JAN 29 Fri

Jan 29 @ 1:30 pm - 11:30 pm



The Denton Black Film Festival (DBFF) is a 3-day festival of engaging and entertaining films and events. The Festival offers programming for the family, inspired by the African-American experience. DBFF seeks to offer the works of[ ]

ARTS CULTURE COMMUNITY CIVIC EDUCAT

Irma P. Hall Lifetime Achievement Award and Reception @ The Campus Theatre

JAN 29 Fri

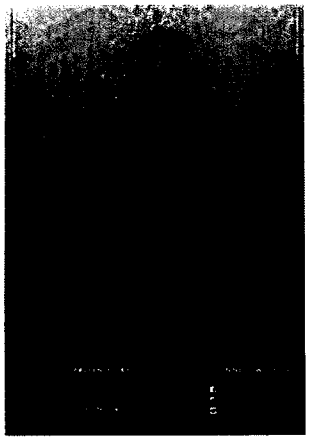
Jan 29 @ 5:00 pm

The Denton Black Film Festival presents the Irma P. Hall Lifetime Achievement Award and Reception! Join us for an evening with Irma P. Hall, Actress, Educator, poet, Visual Artist and More to honor and celebrate her many achievements. Ms[ ]

ARTS CULTURE COMMUNITY CIVIC FESTIVAL

Please do not share in whole, or in part, without written consent

DENTON BLACK FILM FESTIVAL



By Visit Denton

edit

January 31
2016 @ 1 00 pm
– 7 45 pm

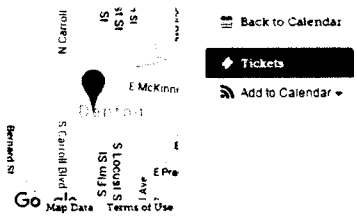
Campus Theatre
Campus Theatre
214 W Hickory St
Denton TX 76201
USA

Tickets and packages range from $6-$100

Denton Black Film Festival
(469) 573-0799
Email
Event website

ARTS CULTURE
COMMUNITY CIVIC
EDUCATION
FESTIVALS/EVENTS
HISTORY HERITAGE

denton black film festival
dentoning
downtown denton
festival
film screenings
the campus theatre



The Denton Black Film Festival (DBFF) is a 3-day festival of engaging and entertaining films and events. The Festival offers programming for the family inspired by the African-American experience. DBFF seeks to offer the works of local, national and international filmmakers that often are not seen by a broad audience and may not be recognized through major theatrical release.

The Denton Black Film Festival will showcase films that entertain, educate, inspire, and communicate Black American cultural themes to the broader community as expressed through movies and art that reflect cultural mindset and changes through several generations of film-making

DBFF Objectives

DBFF Blogs

Dining and Entertainment

Festival Events

Schedule

Film Lineup

Sponsores and Partners

Attend

Please do not share in whole, or in part, without written consent

Marketing Campaign Measurement Report
Denton Black Film Festival
Nov 2015 – Feb 2016

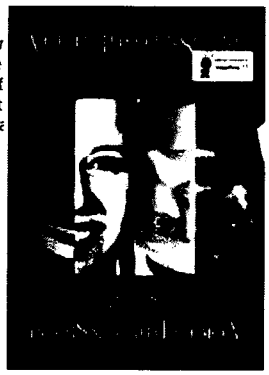
Blogs

Arts/Culture Denton Black Film Festival Festivals/Events History By Jen Miller

DBFF: Alma shows viewers guilt that emanates from domestic violence

By Jen Miller In the end, we w words of our enemies, but the Martin Luther King Jr. What if asked ourselves at some point moved away from Dallas? Wha behind [...]

Read the full article ›



Arts/Culture Denton Black Film Festival Dentoning Family Friendly Festivals/Events By Logan Holloway

DBFF: Voices Thrown Silent tells story no one wants to discuss

By Logan Holloway Laughter truly is the best medicine. Need a wake up jolt in the morning? Why not try taking a break from your sixth cup of Folgers breakfast brew and give our friends Calvin and Hobbes sort out life's problems, or at least pee on them. Trouble falling asleep? In the streaming age [...]

Read the full article ›

Published on: Fri. Jan 29, 2016

Arts/Culture Denton Black Film Festi Friendly Festivals/Events By Krysta Jimenez

DBFF: Ayanda shows an Unlikely Story Hidden Behind the Lens

By Krystal Jimenez Ayanda, directed by Sara Blecher, depicts a bright eyed 21-year-old Ayanda, who aspires to keep the memory of her late father present by working in his mechanic garage. She enjoys to recycle and rebirth objects she finds into new furniture. Her story is shown through the lens of photographer and aspiring filmmaker, [...]

Read the full article ›

Published on: Fri. Jan 29, 2016

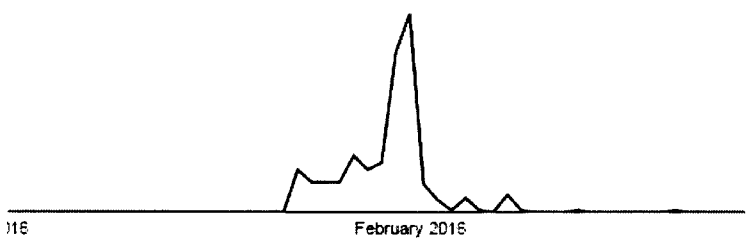
Arts/Culture Denton Black Film Festival Dentoning Festivals/Events By Veronica Maldonado

DBFF: T-Rex: A Female Boxer's Fight

By Veronica Maldonado I'm not a fan of boxing. In my eyes, a fight is a defensive mechanism, not a sport. In fact, the only entertainment I get from a boxing match is watching my best friend's family watch a match. In those occasions, I can chuckle quite a bit. But I found T-Rex, a documentary about a [...]

Read the full article ›

Published on: Thu. Jan 28, 2016

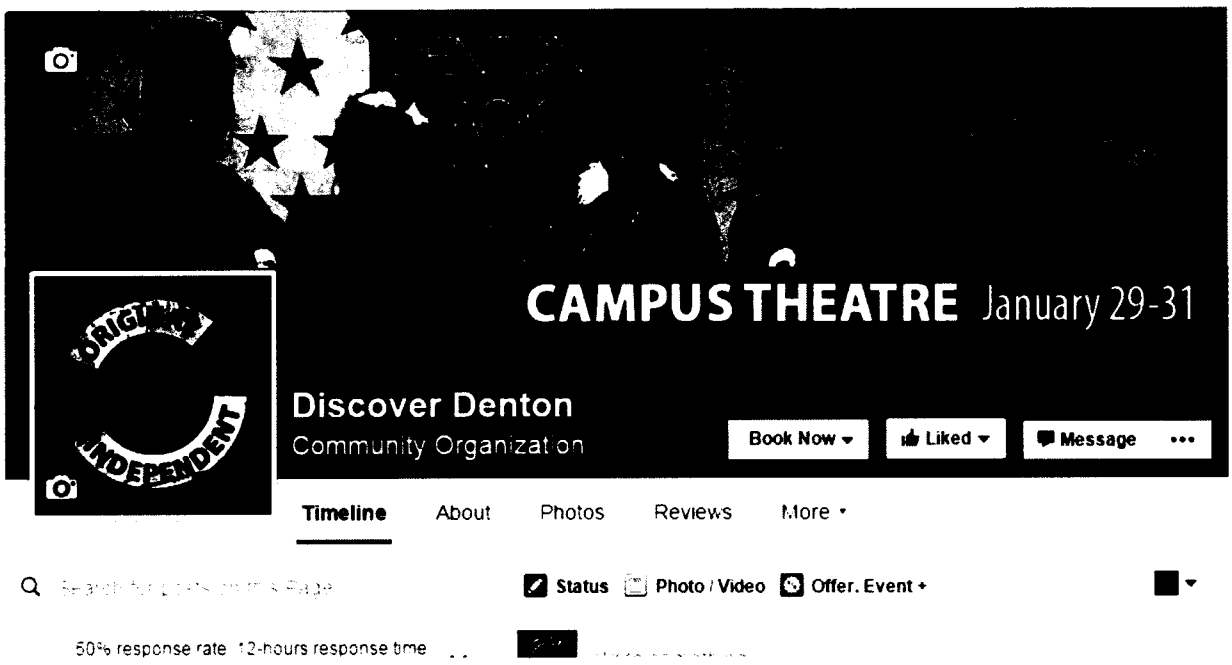


Please do not share in whole, or in part, without written consent

Social Media

- Created cover photo to maintain consistency with campaign for both Facebook and Twitter
- Ran ads via sponsored content on Facebook and Instagram
- Created content to post via Discover Denton on Facebook, Twitter, and Instagram to encourage attendance.
- Implemented social media monitoring tools to enable social listening for relevant discussions
- Used DBBF specific hashtag to follow conversations
- Headline story in the CVB's monthly newsletter which is emailed to 22,500 subscribers

DiscoverDenton Facebook timeline image



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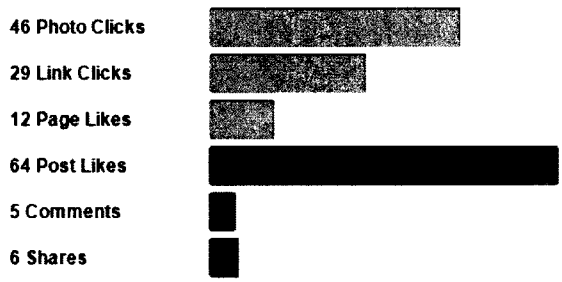
Marketing Campaign Measurement Report
Denton Black Film Festival
Nov 2015 – Feb 2016

Discover Denton Facebook Boosted Content

8,124
Paid Reach [?]

162
Actions [?]



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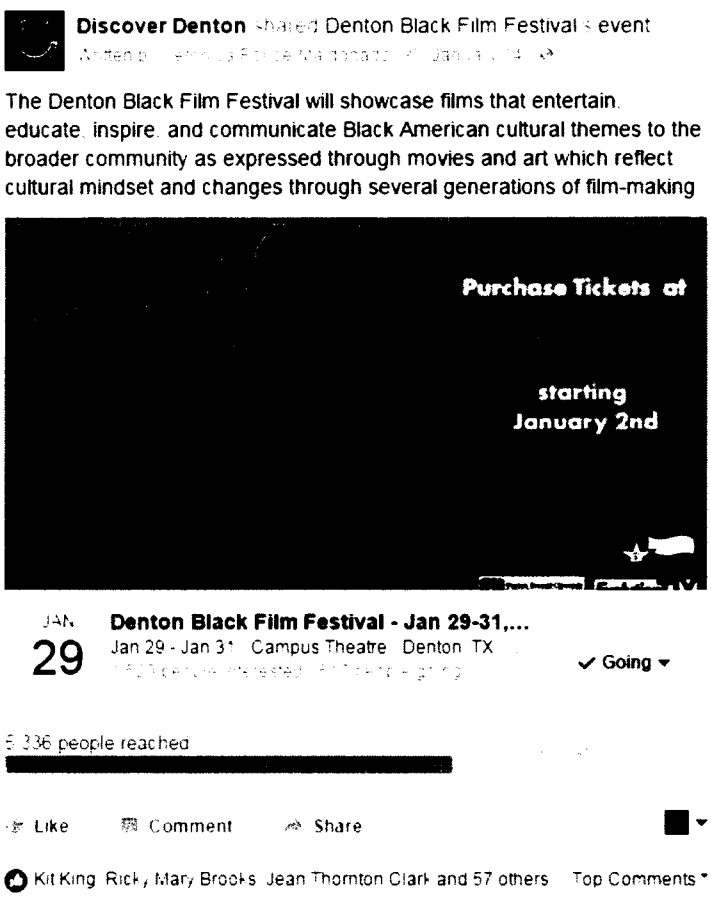

86 Actions ▾ **6,180** Impressions ▾ **85** People Taking Action **147** Average Daily Impressions

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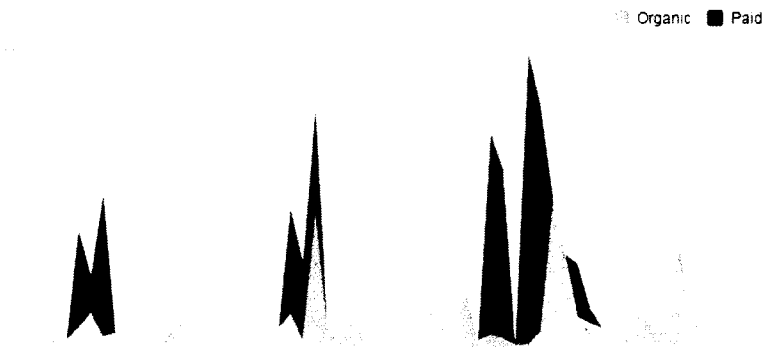
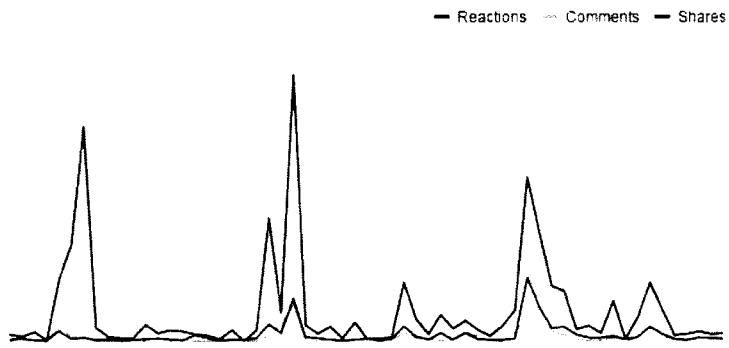
Marketing Campaign Measurement Report
Denton Black Film Festival
Nov 2015 – Feb 2016

Discover Denton Facebook Stats Nov 2015 – Feb 2016

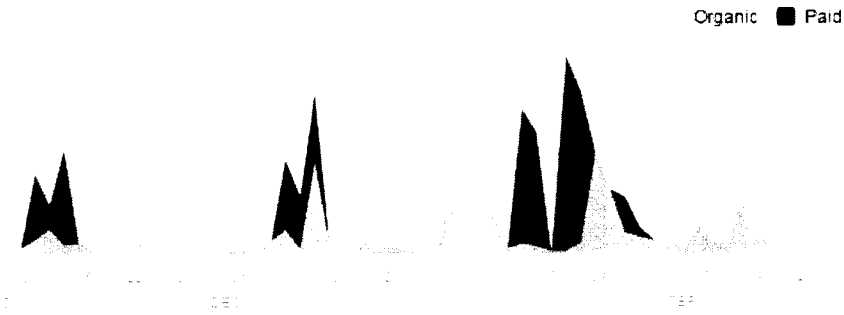
Post Reach
The number of people your post was served to.



Reactions, Comments, and Shares
These actions will help you reach more people.



Total Reach
The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



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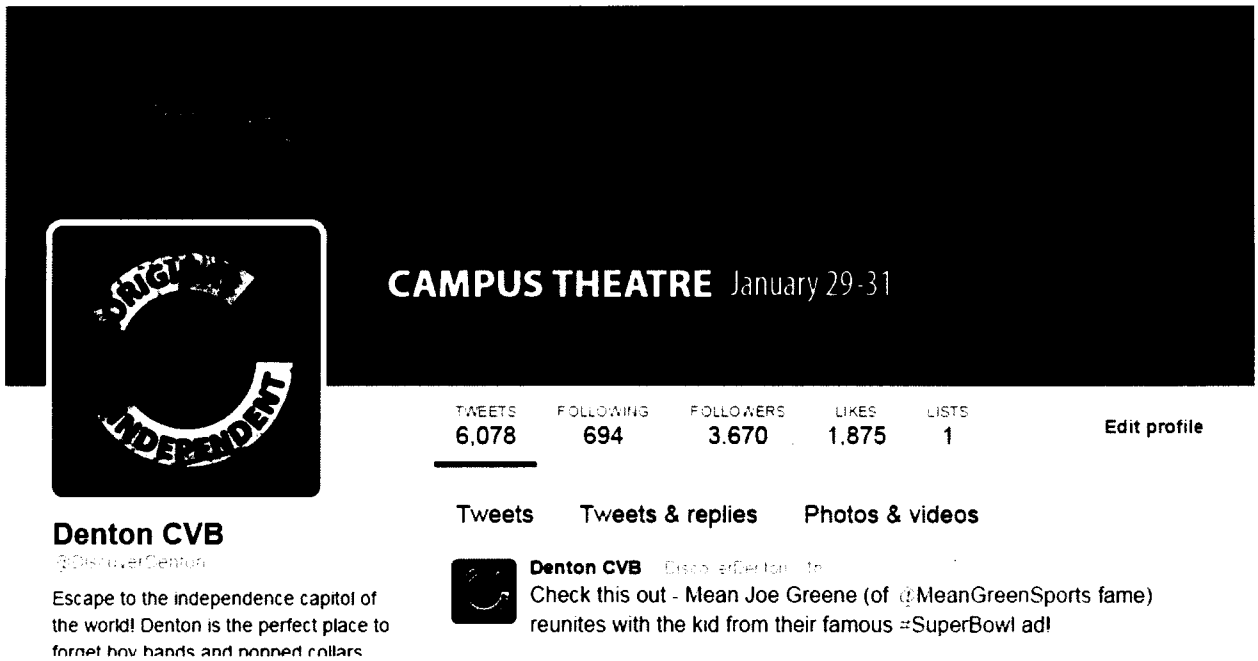
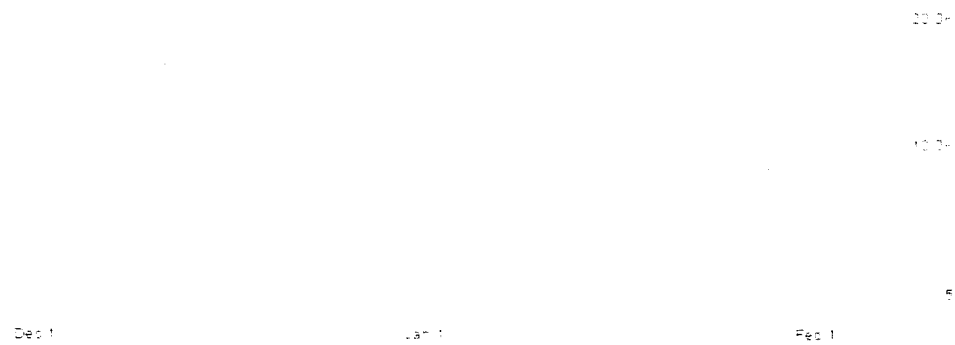
DiscoverDenton Twitter Stats Nov 2015 – Feb 2016



Your Tweets earned **178.2K impressions** over this **84 day** period



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Marketing Campaign Measurement Report
Denton Black Film Festival
Nov 2015 – Feb 2016

DiscoverDenton Instagram Boosted Content

discoverdenton

409 likes

discoverdenton The Denton Black Film Festival will showcase films that entertain, educate, inspire, and communicate Black American cultural themes to the broader community as expressed through movies and art which reflect cultural mindset and changes through several generations of film-making.

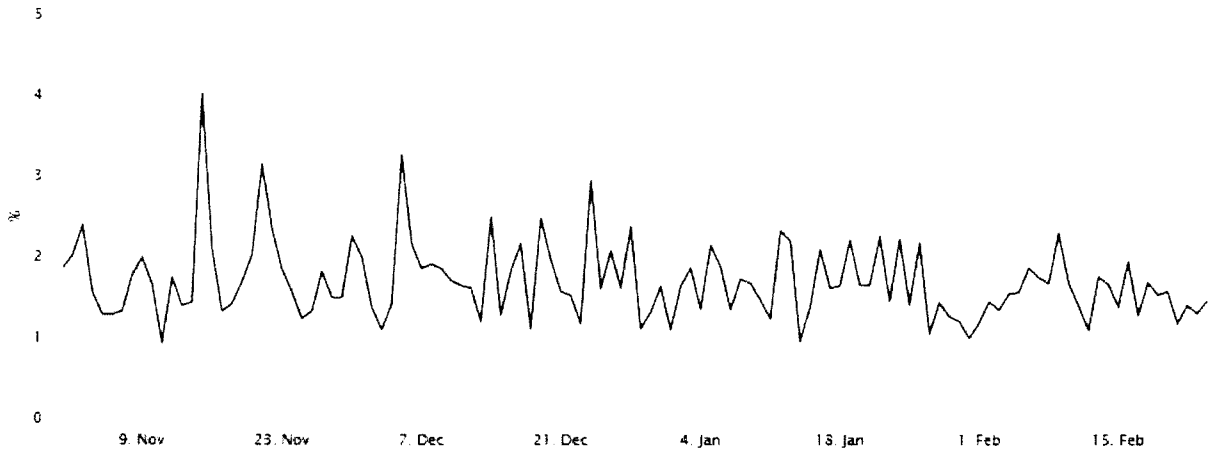
0101the_fifth_element αchididdy26

462 Actions ▾ **42,035 Impressions** ▾ **462** People Taking Action **751** Average Daily Impressions

DiscoverDenton Instagram Stats Nov 2015 – Feb 2016

Post Engagement Rate

Calculated as the sum of all Likes and Comments divided by number of Posts, divided by number of Followers during a selected time range.



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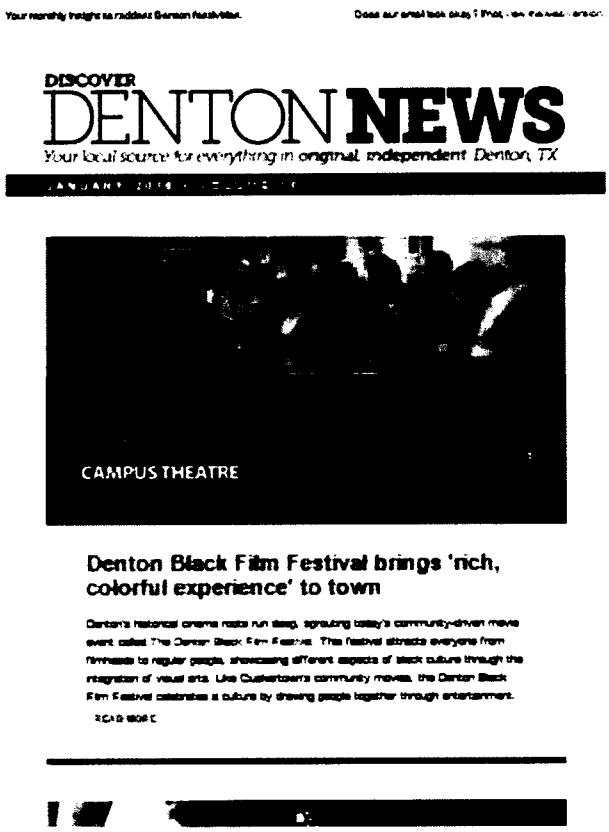
Marketing Campaign Measurement Report
Denton Black Film Festival
Nov 2015 – Feb 2016

eNewsletter



DISCOVER
DENTON NEWS
Your local source for everything in original, independent Denton, TX

Denton Black Film Festival brings 'rich, colorful experience' to town

17,163	5.4%	0.2%
Subscribers	Opens	Clicks

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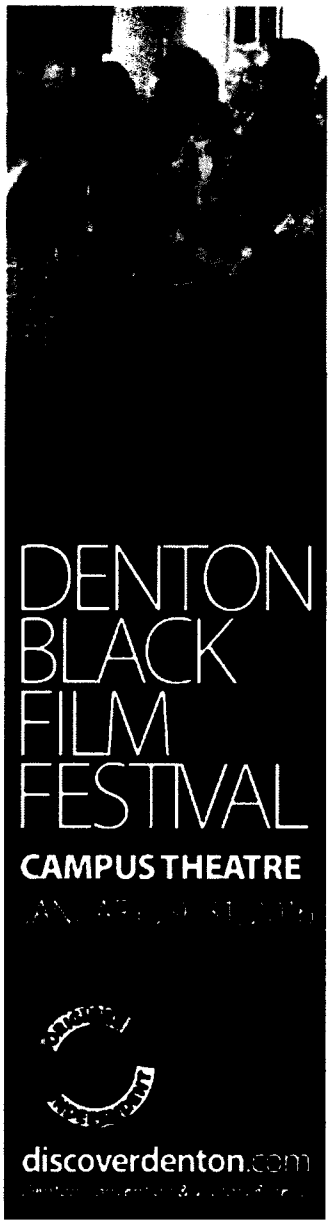
Marketing Campaign Measurement Report
Denton Black Film Festival
Nov 2015 – Feb 2016

Digital Ads

Performance Overview

44,612	520	1.17%
IMPRESSIONS	CLICKS	CTR (%)
$151.74	$0.29	1.0
COST	AVERAGE CPC	AVERAGE POSITION



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Online Calendar listings:

As a part of the Co-Partnership with the DBFF, the Denton CVB submitted the DBFF listing on various regional online calendars. The following is a list of all the calendars where the event was listed:

- Art & Seek
- Dallas.Culturemap
- Dallas.Eventguide
- Dallas Observer
- Denton Record Chronicle
- DFW Child
- Eventful
- Festivals of Texas
- Fun-Things- Texas
- Guide Live
- ILiveinDallas
- Listings.dfw
- Star Local Papers
- Texas Co-Op Power
- Texas Highways
- TML
- We Go Places
- WhoFish
- Yelp
- WorthGoing

culturemap

Denton Black Film Festival 2016

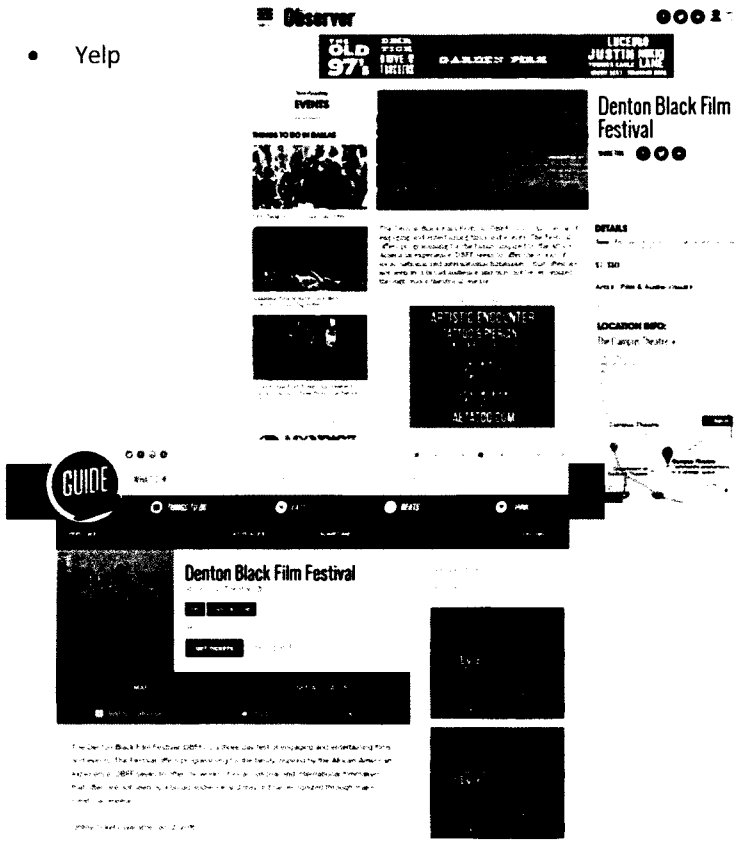
The Denton Black Festival is back for its second year. After a huge success with its inaugural run in January 2015, the festival is expanding its lineup. This year will feature not only film, but also music showcases, art exhibits, and poetry slams. The event promises to be a great avenue to experience diverse culture and engaging entertainment

Festival attractions include

- Art Exhibit - January 6 - February 2, 2016
- Pre-Film Festival Event - January 23, 2016
- Award-winning films
- Irma P. Hall Lifetime Achievement Award
- Tribute to Gospel Music
- Spoken Word
- Music Venues

EVENT DETAILS

LATEST NEWS


Denton Black Film Festival

GUIDE

Denton Black Film Festival

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Marketing Campaign Measurement Report
Denton Black Film Festival
Nov 2015 – Feb 2016

Samples of what we were saying –

Discover Denton shared Denton Black Film Festival's photo

Interested in being an integral part of a #Dentoning festival? The Denton Black Film Festival is looking for help for next year's event! The festival will be January 29-31, 2016, so contact the organizers if you're interested!

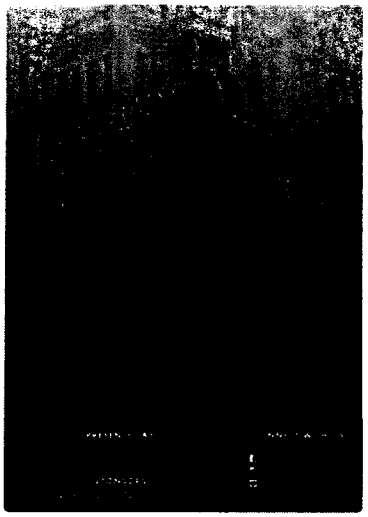
Denton Black Film Festival

All hands on deck! Yours aren't?
Join our Digital Marketing Volunteer Team! Email - dentonbff@gmail.com and get plugged in

140 people reached **Boost Post**

Denton CVB

Looking forward to the @DentonBFF? Plan to attend the festival Jan 29-31! bit.ly/1J1ZRWx #Dentoning



1 3

Impressions	505
Total engagements	26
Media engagements	12
Detail expands	5

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Marketing Campaign Measurement Report
Denton Black Film Festival
Nov 2015 – Feb 2016

Discover Denton

Happy New Year to our Dentonites! We can't wait to go #Dentoning with y'all this year!
Photo credits
Denton Black Film Festival: Will McQueen Photography
Denton Arts & Jazz Festival and Denton Holiday Lighting Festival: Ed Steele
North Texas Fair & Rodeo: Pepper's Photography

[redacted] people reached Boost Post

Like Comment Share

Kim Phillips, Candy Scott, Robin Elizabeth Zaruba and 2 others Top Comments

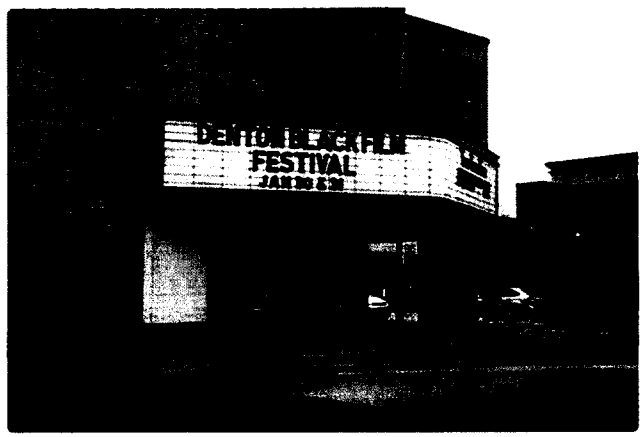
[redacted]

Palio's Pizza Cafe - Denton Happy New Year 2016 Discover Denton and to all the Dentonites!
Unlike · Reply · [redacted]

Kirk Freeman We will be Dentoning with our good friends at #BarleyandBoard today!
Unlike · Reply · Message · [redacted]

Denton CVB

Read @Kimphillips61's latest column "The Man Behind the @DentonBFF Curtain": bit.ly/1Rep9Dq #Dentoning



[redacted]
2 3

[redacted]

Impressions	595
Total engagements	15
Media engagements	4
Likes	3

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Discover Denton

There is no such thing as too many movies! The Denton Black Film Festival a brand new film festival is launching on January 30th Have you reserved your tickets yet? http dentonbff com #DentonBFF #dentoning

543 people reached

Boost Post

Discover Denton

"Voices Thrown Silent is a mockumentary about two struggling comedians both of whom have chosen the dying art of ventriloquism as the means from which to let their voices be heard " Check out Logan Holloway's thoughts on Voices Thrown Silent showing TONIGHT at the Denton Black Film Festival http bit ly 1UwBvVT
To see the complete schedule of events and to purchase tickets see here http bit ly 1J5JNn0
For all of our blogs of films being shown at the festival, see here http bit ly 1WOrZ1S

247 people reached

Boost Post

Discover Denton

"[Ayanda] is shown through the lens of photographer and aspiring filmmaker Anthony Bila His goal is to capture Africa's culture and showcase the beauty and flare of what different people have to offer in the melting pot of Yeoville While he does channel the authenticity of the area he discovers the beautiful story of Ayanda's journey to self-renewal."
Read Krystal Jimenez's reflections on Ayanda, showing Sunday at the Denton Black Film Festival http bit ly 20xHKMQ
To see the complete schedule of events and to purchase tickets see here http bit ly 1J5JNn0
For all of our blogs of films being shown at the festival, see here http bit ly 1WOrZ1S

122 people reached

Boost Post

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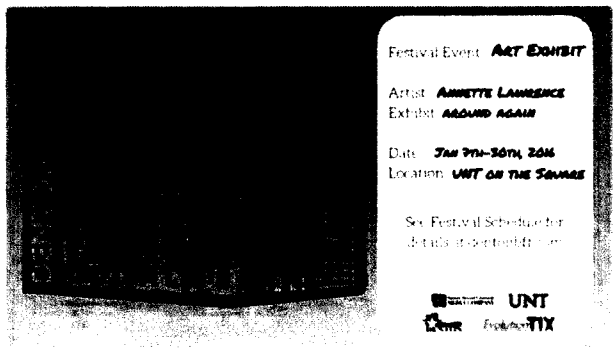
Denton CVB

Read @VeronicaNDenton's take on #TRex, about female boxer @Claressashields: bit.ly/1PDJwnA #DBFF2016

1 4

Impressions	867
Total engagements	37
Detail expands	17
Link clicks	6
Media engagements	5
Likes	4
Profile clicks	4
Retweets	1

Check out "Around Again", part of @DentonBFF, weekly artist talks start tonight! bit.ly/1Rv6jXj #Dentoning



2 3

Impressions	688
Total engagements	14
Likes	3
Detail expands	3
Retweets	2
Hashtag clicks	2
Profile clicks	2
Media engagements	1
Link clicks	1

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Marketing Campaign Measurement Report
Denton Black Film Festival
Nov 2015 – Feb 2016

Denton CVB

Check out Logan Holloway's musings on #VoicesThrownSilent, showing tonight at @DentonBFF: bit.ly/1UwBvVT

3 2

Impressions	**647**
Total engagements	**7**
Retweets	3
Likes	2
Link clicks	1
Hashtag clicks	1

discoverdenton

38 likes

discoverdenton Whether you're wanting to check out films, spoken word poetry, art, acting classes, music or all of the above, the «dentonbff» has you covered! Check out the full schedule, including films, and purchase tickets at DentonBFF.com.

samantha_padron «FlowerSlayer

Add a comment

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Marketing Campaign Measurement Report
Denton Black Film Festival
Nov 2015 – Feb 2016

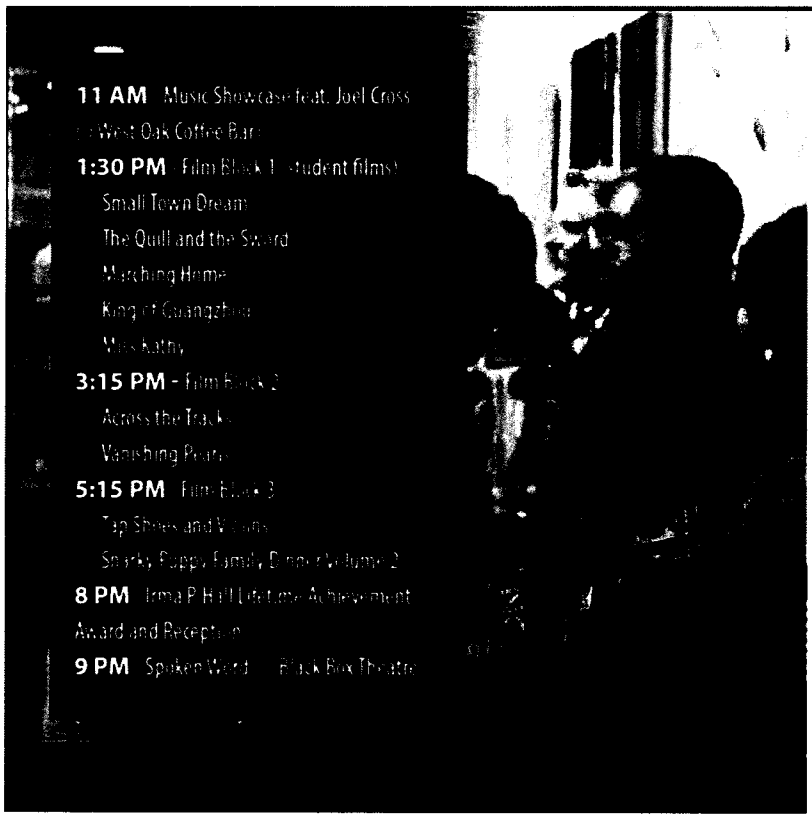
discoverdenton
West Oak Coffee Bar

66 likes

discoverdenton Come down to @westoakcoffee now and enjoy the sounds of @joelpiece over your lunch break! He'll be playing until 1 as part of @dentonbff! #dbff2016

coach_garrish Wish I could be there

Add a comment



discoverdenton

26 likes

discoverdenton Don't miss any of the @dentonBFF! It kicks off TODAY with a music showcase from 11-1 at @westoakcoffee featuring @joelpiece and then there will be three blocks of films at the Campus Theatre, culminating with the Irma P. Hall Lifetime Achievement Award celebration! There will also be Spoken Word, featuring @verbkulture at the POINTBank Black Box Theatre! #Dentoning #DBFF2016

Add a comment

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Marketing Campaign Measurement Report
Denton Black Film Festival
Nov 2015 – Feb 2016

discoverdenton
Campus Theatre

79 likes

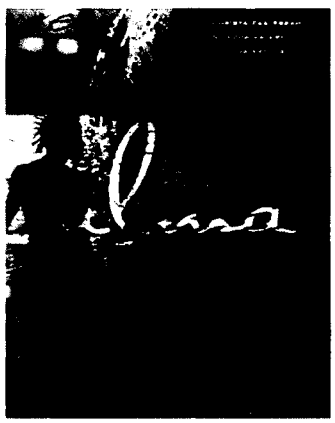
discoverdenton Congrats to Irma. P Hall, this year's #dentonbff Lifetime Achievement Award recipient! #dbff2016

Add a comment

Samples of what people were saying –

Jen Miller · Discover Denton · photo

My first article for 2016. Film Festival Season is in full swing and I'll be a guest blogger for both Denton festivals. Stay tuned



Discover Denton

In the opening line of the film, the narrator takes full blame for Alma's abuse and the demise of her family. Is it really his fault? She told her friends not

See More

Sara Button follows

Lonnie Edwards · Neoreturnalist · Jan 14

I'm drowning in laurels rn!!!! #blessUp nice way to start the day **#DBFF2016**
instagram.com/p/BAhh5BYuCNC/

jkbatch
jenikbatch

Follow

#50ShadesofBlack
1 Goal. #DBFF2016

50 Videos

6:53 AM - 14 Nov 2015

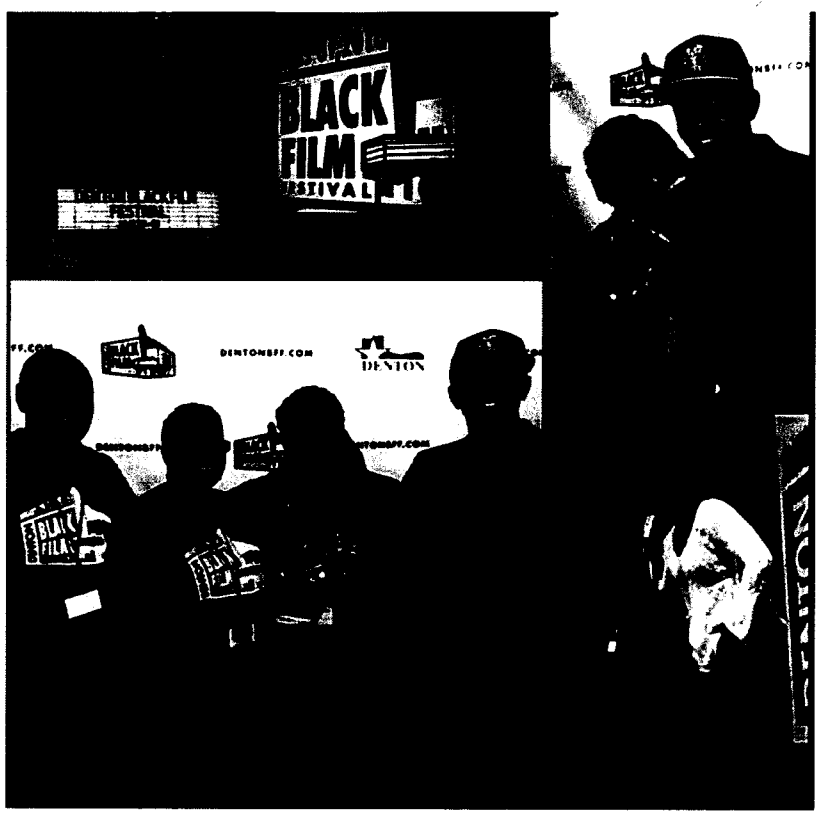
Please do not share in whole, or in part, without written consent

veronica_n_de...
Campus Theatre
FOLLOWING

11 likes

veronica_n_denton A beautiful night #dentoning at the #dentonbff. #wddi #DBFF2016

Add a comment



bmorefilmfest
Campus Theatre
FOLLOW

38 likes

bmorefilmfest Enjoying independent films, music and spoken word at the 2016 Denton Black Film Festival with founders Harry and Linda Eaddy. Also in attendance is Monda Raquel Webb writer/director of the 2015 Baltimore International Black Film Festival Best Documentary Audience Award winner Zoo - Volkerschau. Thanks to Evolution TIX: the Official ticketing provider of the 2016 Denton Black Film Festival. #SOGAA #BIBFF #dentoning #denton #DBFF2016 #DBFF #ReelUnity #filmlife #letsallbehuman #truebrotherlylove

mondamedia #goodtimes

azu_kirara

Add a comment

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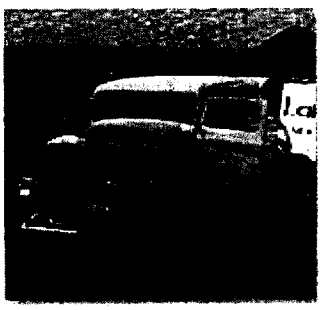
DENTON
FILM FESTIVAL
CAMPUS THEATRE
JANUARY 27-29, 2017
UNT
Denton Record-Chronicle
MEDIA COMPANY
TWU
GREATER
DENTON

To view this email as a web page, go here.

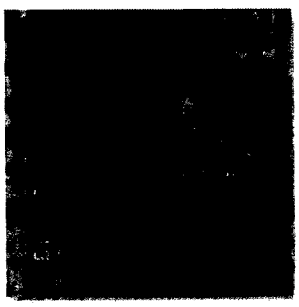
To make sure you continue receiving our emails,
please add info@tourtexas.com to your address book or safe sender list.



Conroe: The Lone Star Throwdown

February 26 - 28: Rev your engines. The Lone Star Throwdown returns to Conroe from Feb. 26 - 28 at the Lone Star Convention and Expo Center. Lauded as one of the premier custom car and truck shows in North America, this three-day event is not one to miss. Book your rooms now as they fill up fast.

DETAILS ›› MORE INFO ››



Denton: Black Film Festival

January 29 - 31 : Coming to Denton's historic downtown Denton Campus Theatre from Jan. 29 - 31 is the 2nd Annual 2016 Denton Black Film Festival, three days of engaging and entertaining films and events for diverse film fans. The festival offers programming for the family inspired by the African-American experience. It offers the works of local, national, and international filmmakers often not seen by broad audiences or recognized through major theatrical releases. Entertaining, educating, and inspiring, the festival reaches across cultural lines to share the Black American cultural mindset over multiple generations of film making.

DETAILS ›› MORE INFO ››

January 2016

TexasMonthly

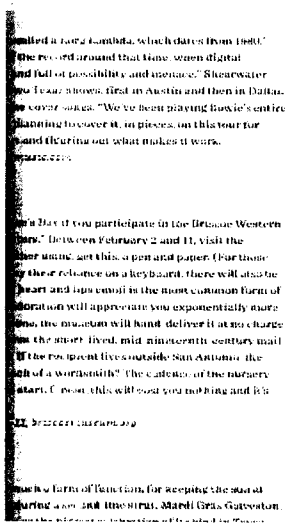
THE DAILY POST BURKABLOG ENCYCLOPEDIA TEXANICA PROMOTIONS SEARCH

TM POLITICS FOOD TRAVEL THE CULTURE LONGFORM MAGAZINE ARCHIVES SUBSCRIBE BBQ

Food

The 120 Tacos You Must Eat Before You Die

BY TEXAS MONTHLY STAFF



MOST READ

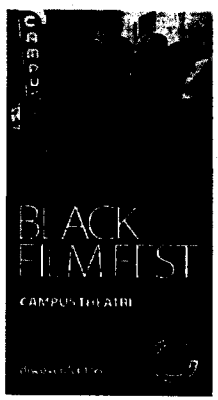
1 The Man In the White Hat

2 Unholy Act

3 Do-It-Yourself Whataburger?

4 Ex-Priest Arrested In The 1960 Murder of Irene Garza

5 The Killer Cadets

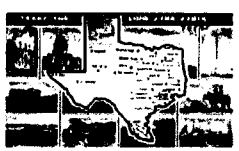


TexasMonthly

THE DAILY POST BURKABLOG ENCYCLOPEDIA TEXANICA PROMOTIONS SEARCH

TM POLITICS FOOD TRAVEL THE CULTURE LONGFORM MAGAZINE ARCHIVES SUBSCRIBE BBQ

Travel



2016 Texas Travel Bucket Lists

All the places you should resolve to (finally) visit this year.

BY TEXAS MONTHLY STAFF

TexasMonthly

Exhibit B– Financials

DBFF 2017 Source Funding

DBFF Funding Sources 2017

Sources	Earned	Donated	Dollar amount
1. UNT Equity & Diversity	X		5,000
2. UNT CAS	X		1,000
3. UNT on the Square		X	2,500
4. Greater Denton Arts Council	X		1,200
5. Greater Denton Arts Council		X	3,500
6. DRC		X	5,000
7. City of Denton (Council)	X		2,050
8. City of Denton Municipal	X		1,000
9. City of Denton Recycling	X		1,000
10. TWU	X		5,000
11. 2ND Adams Productions	X		1,000
12. Tetra Pak	X		1,000
13. Peterbilt	X		1,000
14. Nuby Pediatrics	X		1,000
15. PCA Cardiology	X		1,000
16. Harry & Linda Eaddy	X		1,000
17. Caldwell Cardiology	X		500
18. Juneteenth Committee	X		500
19. The Wilkins Group	X		1,000
20. Texas Film Commission	X		750
21. Dallas Film Commission	X		500
22. Dallas Producer's	X		500
23. Pre Kindle		X	1,000
24. First State Bank	X		1,000
25. DATCU	X		500
26. Natural Awakenings Magazine		X	2,500
27. Dorothy Bland	X		250
28. Access Bank	X		250
Total		14,500	28,000

Denton African American Scholarship Foundation,Inc
Statement of Financial Position
As of December 31, 2016

	Total	
	As of Dec 31, 2016	As of Dec 31, 2015 (PY)
ASSETS		
Current Assets		
Bank Accounts		
BUSINESS CHECKING (XXXXXX 1615)	$20,028.49	$32,700.33
BUSINESS MARKET RATE SAVINGS (XXXXXX 0350)	$65,166.77	$64,147.30
DBFF Checking 5503	$5,287.02	
Petty Cash	$0.00	$0.00
Square DBFF	$0.00	
Square Scholarship	$47.95	
Total Bank Accounts	**$90,530.23**	**$96,847.63**
Total Current Assets	**$90,530.23**	**$96,847.63**
Fixed Assets		
Website Development	$3,300.00	
Total Fixed Assets	**$3,300.00**	**$0.00**
Other Assets		
Deposit Reserve	$0.00	
Total Other Assets	**$0.00**	**$0.00**
TOTAL ASSETS	**$93,830.23**	**$96,847.63**
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Other Current Liabilities		
Sales Tax Payable	$7.61	
Total Other Current Liabilities	**$7.61**	**$0.00**
Total Current Liabilities	**$7.61**	**$0.00**
Total Liabilities	**$7.61**	**$0.00**
Equity		
Retained Earnings	$96,847.63	$89,246.16
Net Revenue	-$3,025.01	$7,601.47
Total Equity	**$93,822.62**	**$96,847.63**
TOTAL LIABILITIES AND EQUITY	**$93,830.23**	**$96,847.63**

Denton African American Scholarship Foundation,Inc
Statement of Activity
January - December 2016

	Total	
	Jan - Dec 2016	Jan - Dec 2015 (PY)
Revenue		
Events		
DBFF		
Advertising Income	$1,120.00	$325.00
Black Box Events	$275.32	
Building Bridges	$911.97	
DBFF Ticket Sales	$13,639.50	$6,337.49
Sponsorship	$16,805.00	$10,000.00
Submissions	$2,030.00	$65.00
T Shirt Sales	$2,230.39	$1,557.00
Discounts/Refunds Given	-$201.50	-$53.00
Total T Shirt Sales	**$2,028.89**	**$1,504.00**
Total DBFF	**$36,810.68**	**$18,231.49**
Evening in Paris		$7,197.11
Joseph's Coat	$1,275.00	
General Donation	$100.00	
Ticket Sales-Joseph's Coat	$2,247.00	
Total Joseph's Coat	**$3,622.00**	**$0.00**
Total Events	**$40,432.68**	**$25,428.60**
Grants		
Communities Foundation of Texas	$2,434.68	
GDAC Grant	$1,200.00	
Total Grants	**$3,634.68**	**$0.00**
Scholarship Fund	$18,043.03	$20,628.00
Total Revenue	**$62,110.39**	**$46,056.60**
Cost of Goods Sold		
Cost of Goods Sold	$2,541.68	
Total Cost of Goods Sold	**$2,541.68**	**$0.00**
Gross Profit	**$59,568.71**	**$46,056.60**
Expenditures		
Administrative		
Bank Fees	$30.00	
Bookkeeping	$2,926.99	
Insurance-Board of Directors	$430.00	$530.00
IRS Fee	$100.00	
Marketing	$600.00	$2,100.00
Membership Dues	$1,112.00	$350.00
PO Box	$160.00	
Postage	$347.72	$370.08
Professional Fees	$33.72	
Supplies	$106.72	$112.40

Taxes		
Texas State Comptroller	$149.99	
Total Taxes	**$149.99**	**$0.00**
Website		$327.79
Website Fees	$180.33	
Total Administrative	**$6,177.47**	**$3,790.27**
Event Expenses		
DBFF		
Accommodations for Film Makers	$3,797.82	
Advertising	$3,386.21	$1,866.23
Catering		$1,000.00
Contract Services	$1,700.00	
Facilities Rental	$3,115.33	$2,545.00
Filmmakers Mixers	$1,047.48	
Liability Insurance	$139.00	
Licenses	$2,565.00	$1,855.00
Music	$9,863.25	$3,121.44
Photographer	$300.00	$825.00
Printing	$3,246.67	$318.92
Production Expenses	$386.25	
Programming	$450.00	
Square Fees	$53.17	$202.45
Stamp Awards	$250.00	
Supplies	$2,486.35	$598.52
T Shirt Expense		$1,548.65
Talent	$601.66	
Ticketing Fees		
Merchant Fees	$561.04	
Ticketing Fees	$596.25	
Ticketing Printing Comps	$28.00	
Voucher/Shipping/Pass Printing	$92.00	
Total Ticketing Fees	**$1,277.29**	**$0.00**
Total DBFF	**$34,665.48**	**$13,881.21**
Evening in Paris		$5,543.62
Music		$200.00
Supplies		$280.19
Total Evening in Paris	**$0.00**	**$6,023.81**
Joseph's Coat Expenses		
Merchant Fees	$79.19	
Office/General Administrative Expenditures	$4,870.00	
Total Joseph's Coat Expenses	**$4,949.19**	**$0.00**
Total Event Expenses	**$39,614.67**	**$19,905.02**
Scholarship Program		
Academic Excellence Award	$350.00	$400.00
Catering	$250.00	
Facilities for Scholarship Awards		$121.00
Printing	$38.90	

Scholarship Awards	$16,076.15	$14,146.68
Supplies		$111.23
Trophies	$106.00	
Total Scholarship Program	**$16,821.05**	**$14,778.91**
Total Expenditures	**$62,613.19**	**$38,474.20**
Net Operating Revenue	**-$3,044.48**	**$7,582.40**
Other Revenue		
Interest Earned	$19.47	$19.07
Total Other Revenue	**$19.47**	**$19.07**
Net Other Revenue	**$19.47**	**$19.07**
Net Revenue	**-$3,025.01**	**$7,601.47**

Exhibit C – Last 2 years Financial Report

Denton African American Scholarship Foundation,Inc
Statement of Activity
May 2016 - April 2017

	Total	
	May 2016 - Apr 2017	May 2015 - Apr 2016 (PY)
Revenue		
Events		
DBFF		
Advertising Income	$5,314.36	$1,125.00
Black Box Events	$443.42	
Building Bridges	$81.00	$911.97
DBFF Ticket Sales	$20,521.25	$13,639.50
Sponsorship	$27,776.50	$17,805.00
Submissions	$2,265.00	$0.00
T Shirt Sales	$1,678.90	$2,149.00
Discounts/Refunds Given	-$165.00	-$199.50
Total T Shirt Sales	**$1,513.90**	**$1,949.50**
Total DBFF	**$57,915.43**	**$35,430.97**
Total Events	**$57,915.43**	**$35,430.97**
Grants		
City of Denton Hot Funds	$8,000.00	
Communities Foundation of Texas	$2,434.68	
GDAC Grant	$1,200.00	
Total Grants	**$11,634.68**	**$0.00**
Total Revenue	**$69,550.11**	**$35,430.97**
Expenditures		
Administrative		
Bank Fees	$173.70	$12.00
IRS Fee		$100.00
Marketing	$100.00	$2,600.00
PO Box		$160.00
Postage	$320.00	$187.72
Professional Fees	$125.00	
Supplies	$209.92	$102.73
Taxes		
Texas State Comptroller	$149.99	
Total Taxes	**$149.99**	**$0.00**
Website		$127.79
Website Fees	$131.31	$180.33
Total Administrative	**$1,209.92**	**$3,342.78**

Denton African American Scholarship Foundation,Inc
Statement of Activity
May 2016 - April 2017

	Total	
	May 2016 - Apr 2017	May 2015 - Apr 2016 (PY)
Event Expenses		
DBFF		
Accommodations for Film Makers	$5,429.01	$1,487.69
Advertising	$7,984.46	$1,169.21
Catering	$600.00	
Contract Services	$1,988.25	$1,200.00
Facilities Rental	$3,852.00	$3,315.33
Filmmakers Mixers	$675.16	$372.32
Hot Funds Expenses	$8,000.00	
Liability Insurance		$139.00
Licenses		$2,565.00
Music	$5,247.65	$9,725.60
Photographer		$300.00
Printing	$4,215.30	$2,066.47
Production Expenses	$10,090.00	
Programming	$1,504.76	
Square Fees	$14.80	$41.63
Stamp Awards		$250.00
Supplies	$3,611.77	$2,332.17
T Shirt Expense	$3,463.68	$700.10
Talent	$8,092.19	$426.66
Ticketing Fees		
Merchant Fees	$2,388.17	$435.75
Ticketing Fees	$144.00	$596.25
Ticketing Printing Comps		$28.00
Voucher/Shipping/Pass Printing		$92.00
Total Ticketing Fees	**$2,532.17**	**$1,152.00**
Total DBFF	**$67,301.20**	**$27,243.18**
Total Expenditures	**$68,511.12**	**$30,585.96**
Net Operating Revenue	**$1,038.99**	**$4,845.01**
Other Revenue		
Interest Earned	$17.84	$19.24
Total Other Revenue	**$17.84**	**$19.24**
Net Other Revenue	**$17.84**	**$19.24**
Net Income	**$1,056.83**	**$4,864.25**

Exhibit D – Proposed 2018 Budget Request

Advertising request for Hot Funds

Social Media	$ 11,000
Printed Materials	$ 4,200
Billboards	$ 3,400
Soc Media & Marketing Support	$3,200
Total	$ 21,800

Art request for Hot Funds

Video & Sound Equipment rental	$ 2,600
Sound Equipment labor	$ 1,400
Speakers & Performers	$ 4,000
Total	$8,000

Total Budget Request $29,800

Exhibit E – IRS Determination Letter

Already on file

Corporations Section
P.O.Box 13697
Austin, Texas 78711-3697

Rolando B. Pablos
Secretary of State

Office of the Secretary of State

Certificate of Fact

The undersigned, as Secretary of State of Texas, does hereby certify that the document, Certificate of Formation for Denton African American Scholarship Foundation, Inc. (file number 800876174), a Domestic Nonprofit Corporation, was filed in this office on September 25, 2007.

It is further certified that the entity status in Texas is in existence.

In testimony whereof, I have hereunto signed my name officially and caused to be impressed hereon the Seal of State at my office in Austin, Texas on May 17, 2017.

Rolando B. Pablos
Secretary of State

Exhibit F – Current W9 Form

Form **W-9**
(Rev. December 2014)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Denton African American Scholarship Foundation, Inc

2 Business name/disregarded entity name, if different from above
Denton African American Scholarship Foundation, Inc

3 Check appropriate box for federal tax classification; check only **one** of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC ☑ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☐ Other (see instructions) ▶ 501(c) 3

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any) 501c3
Exemption from FATCA reporting code (if any)
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
705 Park Lane

6 City, state, and ZIP code
Denton Texas 76205

Requester's name and address (optional)
Harry Eaddy
29 Wellington Oaks Circle
Denton Tx 76210

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number
[ ][ ][ ] - [ ][ ] - [ ][ ][ ][ ]

or

Employer identification number
2 6 - 1 3 5 9 2 9 4

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here | **Signature of U.S. person ▶** Harry Eaddy | **Date ▶** 5-16-2017

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at *www.irs.gov/fw9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

Exhibit G – Texas Comptroller Letter

Franchise Tax Account Status

As of : 06/30/2017 11:49:33

This Page Is Not Sufficient for Filings with the Secretary of State

DENTON AFRICAN AMERICAN SCHOLARSHIP FOUNDATION, IN	
Texas Taxpayer Number	32033814883
Mailing Address	29 WELLINGTON OAKS CIR DENTON, TX 76210-5571
Right to Transact Business in Texas	ACTIVE
State of Formation	TX
Effective SOS Registration Date	09/25/2007
Texas SOS File Number	0800876174
Registered Agent Name	HARRY EADDY
Registered Office Street Address	29 WELLINGTON OAKS CIRCLE DENTON, TX 76205

TEXAS COMPTROLLER *of* PUBLIC ACCOUNTS

P.O. Box 13528 • Austin, TX 78711-3528

May 24, 2016

DENTON AFRICAN AMERICAN SCHOLARSHIP FOUNDATION, IN
29 WELLINGTON OAKS CIR
DENTON, TX 76210-5571

TAX CLEARANCE LETTER FOR REINSTATEMENT*

To: Texas Secretary of State
Corporations Section

Re: DENTON AFRICAN AMERICAN SCHOLARSHIP FOUNDATION, IN
Taxpayer number: 32033814883
File number: 0800876174

The referenced entity has met all franchise tax requirements and is eligible for reinstatement through May 15, 2017.

Marvin Smith

MARVIN SMITH
Enforcement - Dallas, NE
Field Operations - Enforcement
(972)792-5800

**The reinstatement must be filed with the Texas Secretary of State on or before the expiration date of this letter. After this date, additional franchise tax filing requirements must be met, and a new request for tax clearance must be submitted.*

You can file for reinstatement online at www.sos.state.tx.us/corp/sosda/index.shtml. Forms and instructions for reinstatement are available at www.sos.state.tx.us/corp/forms_option.shtml or by calling (512) 463-5555. This tax clearance letter must be attached to the reinstatement forms.

Exhibit H – DAASF, Inc Board Information

Denton African American Scholarship Foundation, Inc.

Board Members

Val Morgan – Scholarship Committee Director & Secretary – 940 391-4148

1931 Willowcrest Loop Denton Tx 76205

Carolyn Mohair – Member – 940 783-1487

713 Castle Creek Drive Little Elm 75068

Rev Reginald Logan – Parliamentarian, Treasurer – 940 390-3204

705 Park Lane Denton Tx 76205

Simon Allo – Member – 940 390-8777

2601 Scripture St # 101, Denton, TX 76201

Harry Eaddy – President – 940 368-6918

29 Wellington Oaks Circle Denton Tx 76210

Exhibit I – DAASF, Inc Scheduled Meetings

DAASF, Inc Scheduled Board Meetings

DAASF meets every 4th Monday of the month.

January

February

March

April

May

September

October

November

Exhibit J – DAASF, Inc Bi-law Information

(Already on file)

Exhibit K – DAASF, Inc Donations

(No Donations to other organizations)

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 19 2017 ✓

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	Denton Community Market
Name of Event:	Denton Community Market
Website Address:	www.dentonmarket.org
Mailing Address:	P.O. Box 3057
	Denton, TX 76202
Physical Address:	317 W. Mulberry Street, Denton, TX 76201
Telephone #:	940-367-8029
Primary Contact Name: (Project Director)	Vicki Oppenheim (Project Director and Board President/Chairman)
Mailing Address:	P.O. Box 3057
	Denton, TX 76202
Telephone #:	940-367-8029
Email Address:	planner@dentonmarket.org
Secondary Contact Name: (Local Board Chairman)	Erin Tran (Board Secretary)
Mailing Address:	5643 Hoehn Road
	Sanger, TX 76266
Telephone #:	940-205-3992
Email Address:	erindtran@gmail.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

X **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

X **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

_____ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

_____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

_____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

_____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
The mission of the Denton Community Market (DCM) is to strengthen Denton and surrounding communities by providing economic opportunities for local artists, businesses, food vendors, and food producers to contribute to the vitality and livability of Denton.

3) Does your organization have paid staff?
X Yes _____ # Full-time 4 # Part-time
_____ No

4) Does your organization use volunteers?
X Yes Approximately how many? 70 per year
_____ No

5) Does your organization _____ own or _____ rent office space? No, home-office

6) Does your organization own a vehicle?
_____ Yes
X _____ No

7) Is the event that the organization is requesting HOT funds for held on City property?
_____ Yes Name Location(s) _____
X _____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?
X _____ Yes
_____ No

9) List ALL other sources of funding your organization receives and how much.
_____ Check here if information is attached.

Source	Please Circle One	Dollar Amount
Hot Funds	Earned (Donated)	$ $15,500
City Council Funds	Earned (Donated)	$ $9,150
Fundraising Committee	Earned (Donated)	$ $11,000
Vendor Fees	(Earned) Donated	$ 52,050
	Earned Donated	$
	Earned Donated	$
	Earned Donated	$
	Earned Donated	$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)
Weekly farmers' and artisan market
4 local music performers per week
Live streaming of live music on DentonRadio.com
Promotion and marketing of Denton Community Market to DFW Metroplex

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2017	2000-5000 per week	500-1250 (25%)	up to 30-40/wk/1050/yr	Market Day
2016	2000 per week	500 (25%, 6% outside DFW)	up to 30/wk/1050/yr	Market Day
2015	1500 per week	375, 25%, 6% outside DFW)	up to 22/wk.770/yr	Market Day

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Advertising: The marketing expenses for the design and production of fliers, print ads, website upgrades, social media ads and promotion, and DFW-wide publications are efforts to attract even more visitors each week to visit the DCM. While the Market is mentioned in regional newspapers,the DCM must compete with numerous other growing and new Markets in DFW. https://www.dallasnews.com/life/farm-to-table/2017/05/16/find-best-north-texas-farmers-market.

The increased marketing online and in print will highlight our unique characteristics as a destination in Denton, with live music, the authenticity of vendors who produce items (where no resale is allowed), and the proximity to other Downtown destinations.

The live music and live-streaming of the music each week is very important in supporting local musicans and their business.

The DentonRadio videos are posted each week on Facebook and can be viewed after the Market to attract new visitors.

Musicians also get exposure of their music and talent, which will promtoe more bookings of the mucisians at other events.

The Sound Coordination is done by a professional company to ensure quality of the broadcast at the Market and online.

13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

See Facebook Summaries: We currently have 10,563 Likes on Facebook and reached nearly 20,000 in the past month.

See Edible DFW Ad: Editble DFW is distributed throughout the DFW Metroplex, free of charge.

See Market Penetration Map abd Customer Counts

See Google Maps Summary: 10,000 reached per month.

The primary visitor market comes from within 10 minutes drive-time, as shown by a survey of zip codes from fall of 2016. We will be targetting drive-time areas of 15-20 minutes and other areas of DFW.

We will also target DCTA/DART train ridership and station neighborhoods.

Please refer to Market Penetration study.

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

The Denton Community Market is one of the best farmers and artisan markets in DFW (see Dallas Observer article link below). The diversity and number of food, artisan, and community vendors attracts tourists each week. Even if tourists are visiting for UNT graduation or another reason, vendors often hear that people stayed an extra night so that they could visit the DCM on the Saturday morning. Also people will start their day at the Market and then continue to other destinations.

About 25% of visitors are from outside of Denton, and many people come to Denton just to visit the Market. This is reported in person and in social media.

Our visitor counts show 2000-3000 per week and up to 5000 per week. The DCM is a unique amenity that showcases the music, creative talent, and independent spirit of Denton.

We estimate up to 40 people per week most likely stay an extra hotel night to visit the Market on Satudays.

The live-streaming of music will promote the Denton music scene and attract visitors to experience Denton music in person.

http://www.dallasobserver.com/restaurants/north-texas-produce-party-a-guide-to-the-best-farmers-markets-in-dfw-8284609

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Expenses	End Balance
2016	2016	0	96,836	7,205
2015	2015	0	68,583	536

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

The DCM expects some growth over the next 3-5 years, but the number of vendors will most likely level off at under 200 total because of space constraints and staffing constraints. The DCM is in the process of solidifying a long-term partnership with the Denton County and the City of Denton. The planned move to the Community Event Center is no longer happening, and instead the DCM is remaining at the Historical Park of Denton County. The DCM will continue to collaborate with the County's Office of History and Culture for joint events. At the same time, the DCM attracts 70,000 to 175,000 visitors per year to the Historical Park and the Downtown. We are a major driver of vistors to the Park. The mutually beneficial partnershp is planned to see the improvements in electrical and water infrastructure, awnings, permanent bathrooms, barn building, and other improvements. We will need Advertising and Arts funding to further promote the DCM and the many DCM events and joint events. The long-term plan is not to grow in size but improve our operations and visitor counts. We are also striving to improve the quality of music and the performance experience at the DCM. We are improving quality with improved sound management.

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board ~~Chairman:~~ Secretary

Erin Tran
(Print Name)

x Erin Tran

Date: 5/18/17

Project Director and Board Chairman/President

Vicki Oppenheim
(Print Name)

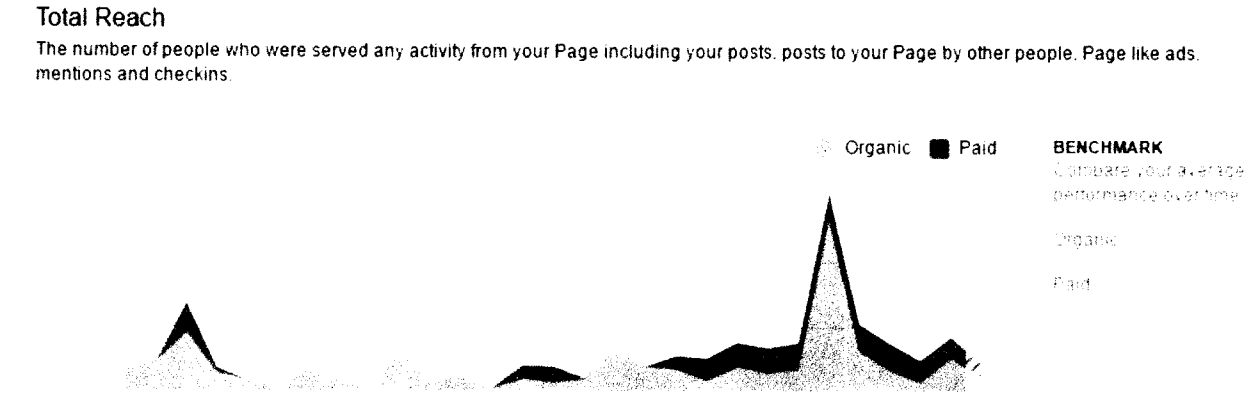
x

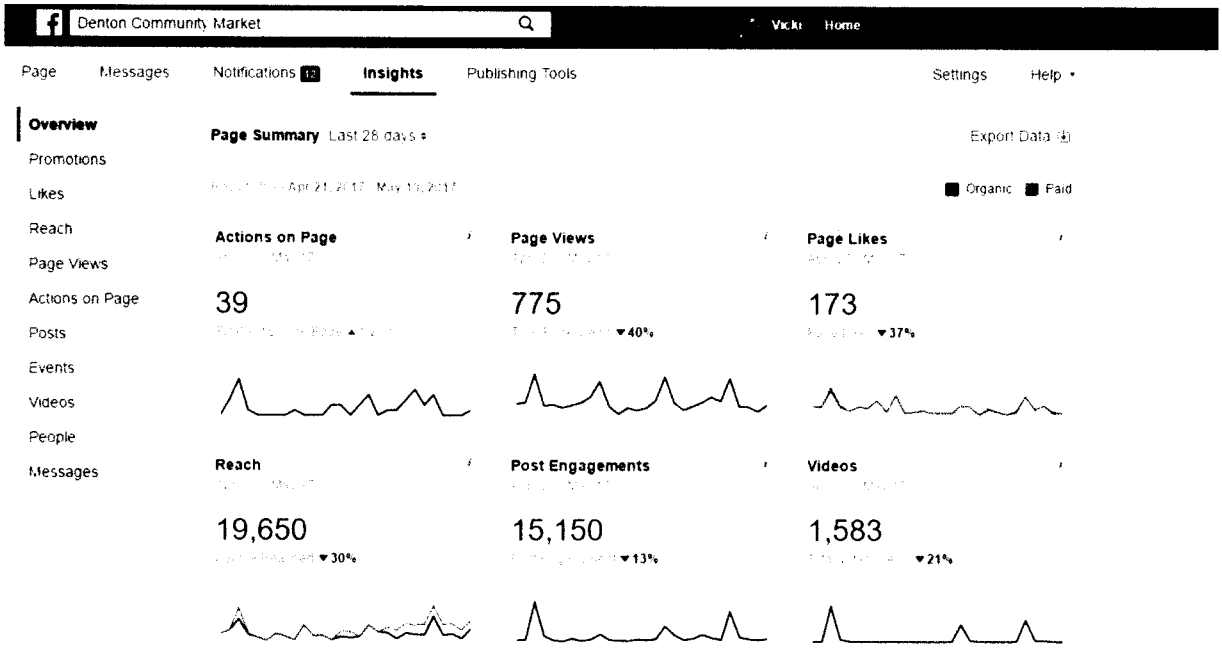
Date: 5/18/17

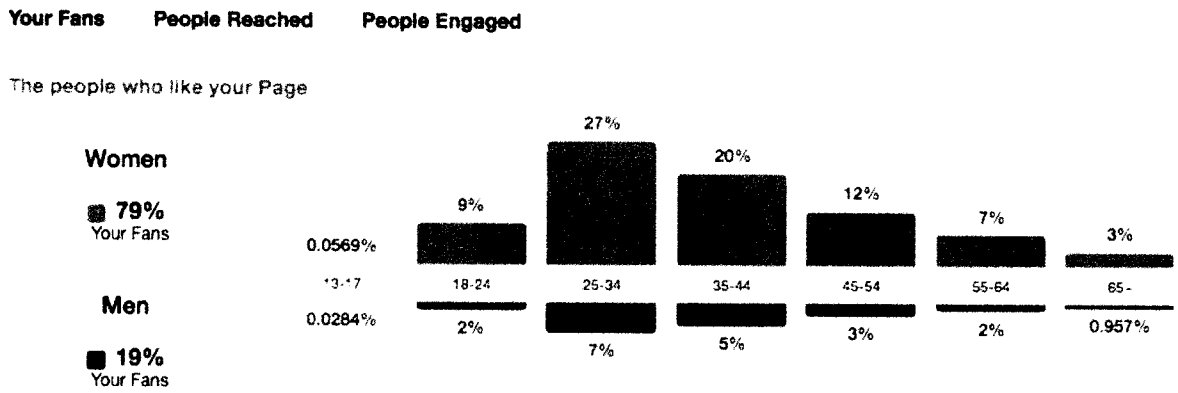
Late applications are subject to reduction or denial of funding.

Exhibit A: Marketing Area and Readership Examples

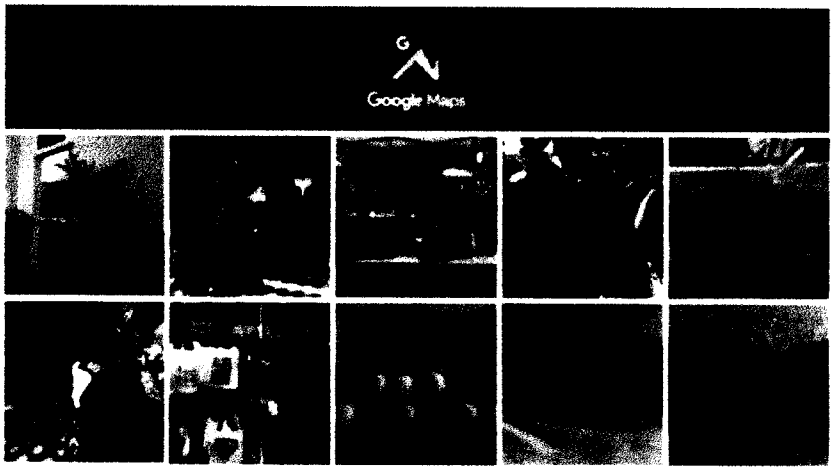
Facebook--10,563 Likes: Total reach is the number of people in April-May. A spike on May 13th, 2017 was from the posting of an aerial photograph of the Market. Interesting content does attract thousands of people to our posts. More Hot Funds will enable design and staff time to support further weekly event, special event, and news posts and content. We reach about 20,000 people per month.







Google Maps—10,000 views per month: Many visitors are using Google Maps to find the Market and to find out about produce, activities, and the Market. This is a recent email from May 16, 2017 after posting photos over the past one month (April to May 2017), it showed a reach of 10,000 people. https://goo.gl/maps/Awq45u7Tr2G2



10,000
views

Your photos are a big hit!

Your photos helped people over 10,000 times, a new record for you on Google Maps

Records from the week

1,000 views (1 photo)

Denton Community Market
Apr 15, 2017
a month ago

Maps

10,684 views

SEE YOUR **PHOTOS** ON MAPS

Congratulations! Millions of people rely on **photos** like yours when they search for places
Thanks for sharing your **photos** with the world

What's new in the past week

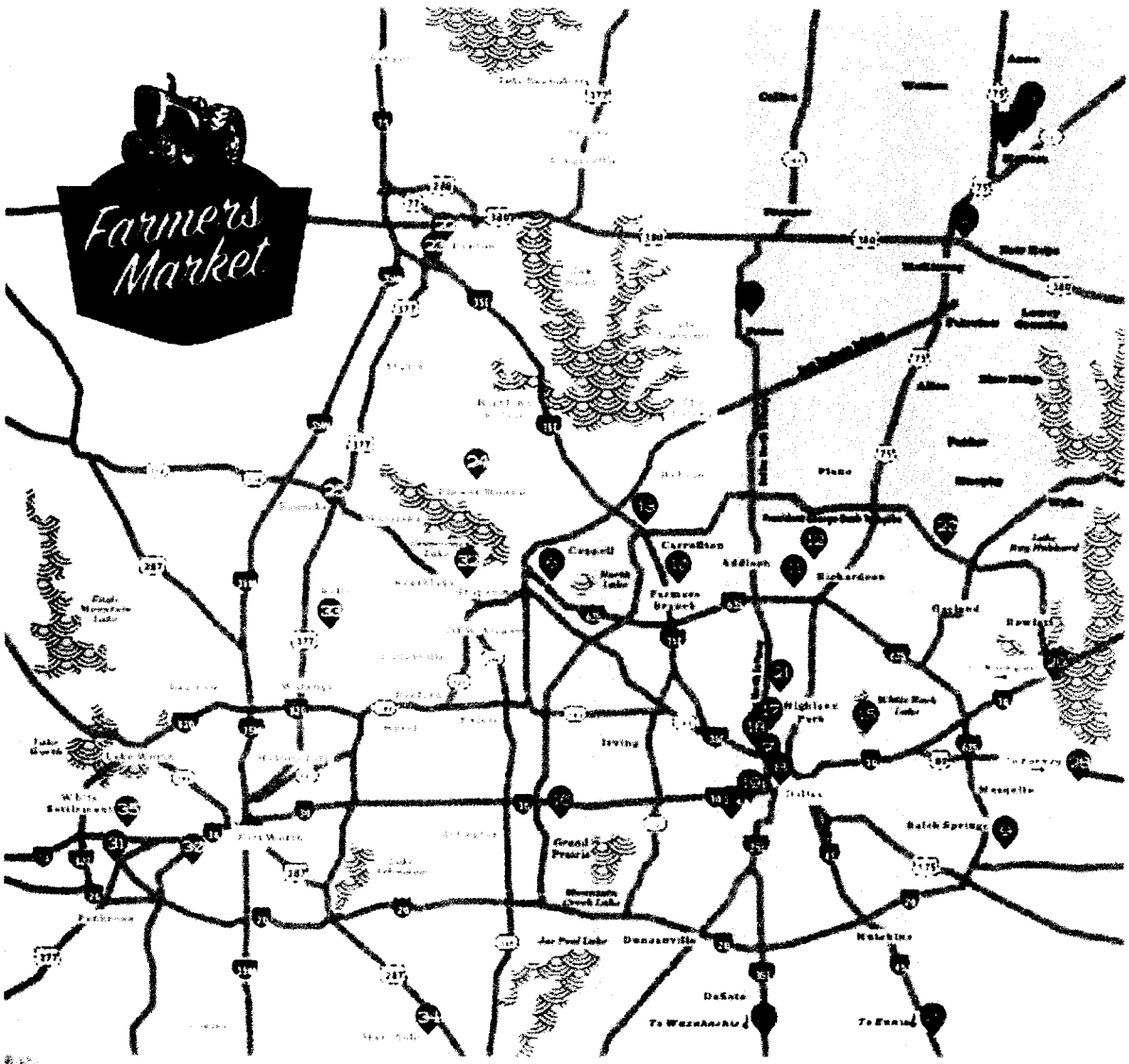
New views	New photos
1,832 ↑	0 —
Total views	Total photos
10,684	28

Edible DFW Magazine: This publication is one of several possible regional publications that could be funded by Hot Funds. This is one result of 2017 funding for DCM's quarterly ad.

Time to put a little spring in your step, not to mention your cookpot, with a farmers market visit as vendors across North Texas gear up to bring you their best.

Farmers bring beets, greens, cabbage, squash, cauliflower, early onions, even strawberries and eye-popping orange-yolked eggs, while artisans supply a kaleidoscope of sweets, baked goods, jams, jellies, pickles and more. And don't forget pastured beef and chicken from the ranchers. This year, look for these changes: Good Local Market expands into Oak Cliff while getting a new name for its White Rock outpost.

The Crescent Court seems poised to overachieve – in the best way. Firewheel Town Center gets a new market, the Frisco Fresh Market is on the horizon, and even Forney's jumping into the game. It's the perfect time to meet the people who sow the fields, milk the cows and goats, make the cheese and bake the baklava and gluten-free goodies. Did we miss your favorite market? Please give us a shout at info@ediblefw.com.



DENTON County

22 Denton Community Market
Saturday, April-November
Denton County Historical Park,
317 W Mulberry Denton
dentoncommunitymarket.com
FB: Denton Community Market

23 Denton County Farmers Market
Saturday, April - May, Tuesday
Thursday, Saturday June – November
420 W Sycamore, Denton
dentonfarmersmarket.com
FB: Denton County Farmers Market

24 Four Seasons Market – Flower Mound
Saturday year round 2121 Cross Timbers Road *fourseasonsmarkets.com*
FB: Four Seasons Markets

25 Roanoke Farmers Market
Saturday April-September
221 N Oak St., Austin Street Plaza
roanoketexas.com/258/roanoke-farmers-market
FB: Roanoke Farmers Market

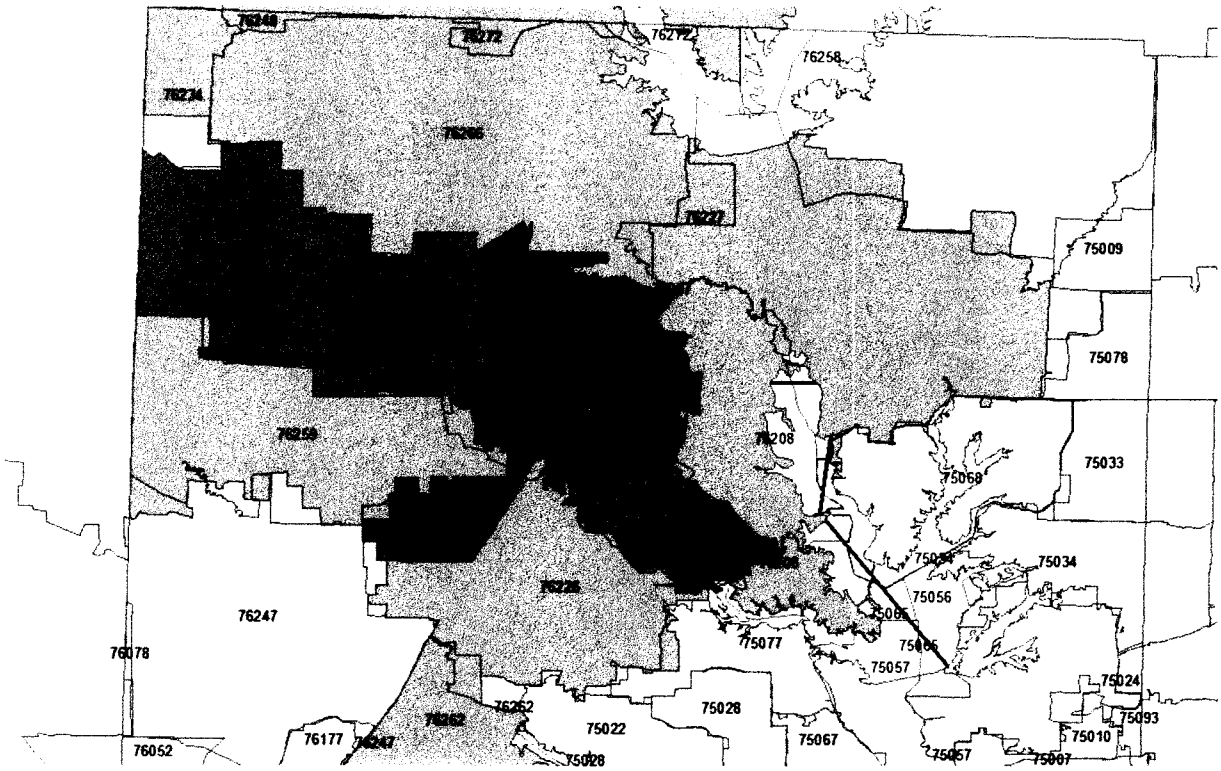
Zip Code Market Penetration Study:

To further measure progress of visitor attendance, DCM volunteers collected addresses and zip codes from 374 from customers from July through October 2016. The addresses were mapped and ESRI GIS software was used to calculate the customer market penetration by zip code according to 2015 Census Data. The ratio of customers, given a sample, relative to the population was calculated for each zip code (See Table 1). This list **does not** include all zip codes reached.

Table 1: Top Market Penetration Rates by Zip Code for the Denton Community Market

Zip Code	City	Percent Customers	Base Value	Penetration
75068	Little Elm	0.008	46507	0.01
75077	Lewisville	0.0053	37143	0.01
75219	Dallas	0.0053	23626	0.01
76092	Southlake	0.0053	29462	0.01
76247	Justin	0.0053	14827	0.01
75204	Dallas	0.016	29085	0.02
76126	Fort Worth	0.0107	20793	0.02
76134	Fort Worth	0.0107	24227	0.02
76272	Valley View	0.0027	5050	0.02
75065	Lake Dallas	0.008	11201	0.03
76262	Roanoke	0.0214	28146	0.03
76208	Denton	0.0241	21658	0.04
76226	Argyle	0.0214	21295	0.04
76259	Ponder	0.0053	4911	0.04
76266	Sanger	0.016	14540	0.04
76227	Aubrey	0.0428	28441	0.06
76249	Krum	0.0214	8360	0.10
76210	Denton	0.1203	42741	0.11
76207	Denton	0.0481	11963	0.15
76205	Denton	0.0936	18430	0.19
76209	Denton	0.139	27371	0.19
76203	Denton	0.0348	3674	0.35
76201	Denton	0.2567	23310	0.41

As shown on Map 1, the greatest penetration is for zip codes within a 10-minute drive time. Zip codes 76201 and 76203 (UNT campus) had the greatest penetration rates. Other zip codes in Denton had high penetration rates.



Map 1: DCM Customer Market Penetration

ESRI Tapestry Segmentation data (geodemographic data) was utilized to determine the retail spending potential for the purchase of fruits and vegetables within 10-minute, 15-minute, and 20-minute drive times. Any number over 100 is greater than the national average. Within 10 minutes, there is the least potential for fruit and vegetable purchases. As shown in Table 2, the greatest potential is within 15 and 20 minutes, the most reasonable drive times for regular visitors. There is greater potential within one-hour, for food tourism or special event tourism and the occasional visitor or tourist to Denton.

Table 2: 2015 Tapestry Segments for Drive-Time Trade Areas for the DCM				
	Top 5 Tapestry Segments	**Median HH Income**	**Retail Spending Potential Index for Fruits and Vegetables**	**Used Organic Food in the Last 6 months**
10-Minute	Dorms to Diplomas (14C) College Towns (14B) Bright Young Professionals (8C) Young and Restless (11B) Soccer Moms (4A)	40,567	81	100
15-Minute	Up and Coming Families (7A) Dorms to Diplomas (14C) Soccer Moms (4A) Bright Young Professionals (8C) College Towns (14B)	56,510	102	102
20-Minute	Up and Coming Families (7A) Soccer Moms (4A) Bright Young Professionals (8C) Dorms to Diplomas (14C) Savvy Suburbanites (1D)	67,004	114	101
60-Minute	Young and Restless (11B) Up and Coming Families (7A) Barrios Urbanos (7D) Boomburbs (1C) Home Improvement (4B)	60,805	115	108

The Market Penetration results point to further need to advertise outside of Denton within the 15- and 20-minute drive-times, as well as at the regional level. There is great additional market potential to attract visitors who are interested in locally-grown produce and in local products.

Customer Counts: Opening Day on April 1, 2017 had 3,300 visitors counted but it is estimated that the actual count was 4,500 to 5,000. There were not sufficient volunteers to get a complete count. This chart shows 2016 counts over the year.

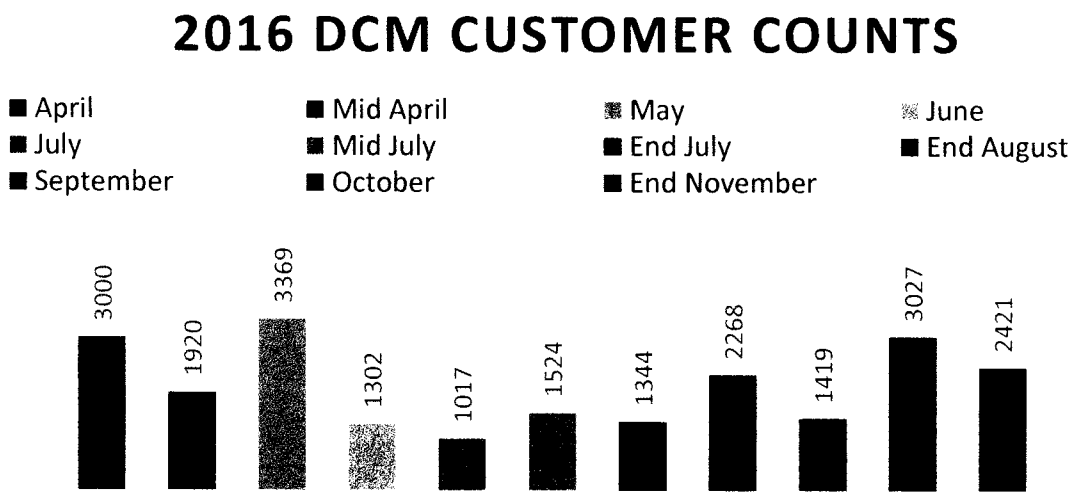


Exhibit B
Denton Community Market
Balance Sheet
December 31, 2016

Assets		
Cash		
Checking	$ 8,114	
Savings	2,018	
Hot Funds	2,036	
Payroll Savings	542	
Total Cash	$12,710	
Equipment	2,289	
Less Accum Depr	- 1,975	
Total Assets		**$13,024**
Liabilities		
Hot Funds	$ 0	
Equity		
Entity Equity	13,024	
Total Equity		**$13,024**

Denton Community Market

Balance Sheet

December 31, 2015

Assets	
Cash	
Checking	$ 741
Savings	188
Hot Funds	9,520
Payroll Savings	2,072
Total Cash	$12,521
Equipment	2,289
Less Accum Depr	- 1,487
Total Assets	**$13,322**
Liabilities	
Hot Funds	$ 5,913
Equity	
Entity Equity	7,409
Total Equity	**$13,322**

Exhibit C
Denton Community Market
Income Statement
For Year Ending December 31, 2016

Revenue (less COGS)		**$ 104,041**
Expenses		
Payroll	48,559	
Supplies	873	
Performers	6,438	
Rental Exp	847	
Advertising	7,328	
Prof Exp	2,400	
Legal Exp	3,657	
Office Exp	5,844	
Insurance	1,650	
Memberships/Permits	710	
Depr Exp	488	
Repairs/Maint	1,420	
Taxes	12,532	
Utilities	3,177	
Penalties	513	
Board Members	400	
Total Expense		**$ 96,836**
Net Income/(Loss)		**$ 7,205**

Denton Community Market

Income Statement

For Year Ending December 31, 2015

Revenue	$ 28,416.74
Expenses	30,687.87
Net Loss	$ 2,271.13

EXHIBIT D: Budget

24,500-

20%
68,070-

Exhibit D: Proposed Budget for Program Year 2018, Denton Community Market			
The Arts Funding: Weekly Local Music Performers, Sound, Live-Streaming, and Coordinators			
Performance Coordinator@150 per day	$5,250.00		
Music Sound Coordinator@$250 per day	$8,750.00		
Live Streaming Costs for DentonRadio.com	$3,500.00		$50/wk. for live streaming and $50/wk. for promotion
Performers@200 per day	$7,000.00		$50 per group or musician per hour
Marketing: Special Events, Promotion of DCM and Market Activities			
Executive Director and/or Vendor Coordinator Pay for Administration and Marketing	$34,320.00		$20 per hour and 10% fringe, 30 hours per week
Quarterly Ads in Regional Publications (DFW Child , Edible DFW, or other @3500 each)	$10,500.00		
Printed Matter (fliers, posters,and/ or cards)	$6,250.00		25 events X approximately $250. Opening Day and selected events may be more than $250
Website Updates for Saturday Market and Special Events *.	$4,000.00		
Flier Design for Special Market Events at Historical Park and Other Locations*	$4,000.00		
Production of videos and photography on Market highlights for social media and website	$4,000.00		
Social Media promotions, marketing, and design for Market Days and Special Events	$5,000.00		Facebook Ads, Yelp Ads, and other Social Media promotions
Total Budget Request	**$92,570.00**	✓	
*Selected Special Events, Subject to Change			
Opening Day April			
Spring Fling April			
Harvest Day June			
Harvest Day October			
Day of the Dead Festival October			
UNT Homecoming Day			
Greater Denton Arts Council (GDAC) Art Show June			
Spooky Market October			
Mayors Day of Concern and Food Drive			
Bingo Nights X 6			
Mulberry Street Cantina Markets X 6			
Holiday Market November			

EXHIBIT E: Letter of Determination

Already on file.

EXHIBIT F: W-9

Form **W-9**
(Rev. December 2014)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Denton Community Market

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only **one** of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☑ Other (see instructions) ▶ Federal NonProfit Corp

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any)
Exemption from FATCA reporting code (if any)
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
PO Box 3067

Requester's name and address (optional)

6 City, state, and ZIP code
Denton, TX 76202

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number
			–			–				

or

Employer identification number
2	7	–	1	8	3	3	3	8	2

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here | **Signature of U.S. person ▶** Tina Stawski | **Date ▶** 05/15/2017

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at *www.irs.gov/fw9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

EXHIBIT G: Texas Non-Profit Status

Franchise Tax Account Status

As of : 05/15/2017 13:28:53

This Page is Not Sufficient for Filings with the Secretary of State

DENTON COMMUNITY MARKET

Texas Taxpayer Number	32049316089
Mailing Address	PO BOX 3057 DENTON, TX 76202-3057
Right to Transact Business in Texas	ACTIVE
State of Formation	TX
Effective SOS Registration Date	10/22/2012
Texas SOS File Number	0801674120
Registered Agent Name	TINA L STAWSKI
Registered Office Street Address	1813 TYLER ST DENTON, TX 76209

EXHIBIT H:

Board of Directors Contact List

Vicki Oppenheim--President
600 Windfields Street
Denton, TX 76209
940-367-8029

Erin Tran--Secretary
5643 Hoehn Road,
Sanger, TX 76266.
408-724-5141

General Board Members

Kimberly Bien
5524 Woodland Hills Drive
Denton, TX 76208
469-865-8009

Craig Flory
2414 Oakridge St.
Denton, TX 76209
940- 367-5610

Jeffrey Rous
12938 Epps Field Rd.
Farmers Branch, TX 75234
214-280-5136

Matthew Sallack
2113 Brooklake Street
Denton, TX 76206
940-367-6440

EXHIBIT I

The Board of Directors of the Denton Community Market meets four times per year.

January

May

August

November

Exhibit J: Bylaws

Already on file.

EXHIBIT K

The Denton Community Market did not make any donations last year.

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 16 2017 ✓

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	Denton Community Theatre
Name of Event:	2017/18 Season
Website Address:	dentoncommunitytheatre.com
Mailing Address:	214 W. Hickory
	Denton, TX 76201
Physical Address:	214 W. Hickory Denton, TX 76201
Telephone #:	940-382-7014 Fax #: 940-891-1691

Primary Contact Name: (Project Director)	Mike Barrow
Mailing Address:	214 W. Hickory
	Denton, TX 76201
Telephone #:	940-382-7014 Fax #: 940-891-1691
Email Address:	mike.barrow@campustheatre.com

Secondary Contact Name: (Local Board Chairman)	Melissa Sims
Mailing Address:	214 W. Hickory
	Denton, TX 76201
Telephone #:	940-367-9062 Fax #: 940-891-1691
Email Address:	simsmelissa@gmail.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

X **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

_____ **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

_____ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

_____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

_____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

_____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
Denton Community Theatre is a non-profit theatre that has been in existence for over 40 years. The theatre supplies local actors, technicians and designers a place to perform in their community. The theatre also supplies the community with exceptional performance productions and entertainment without needing to drive into Dallas or Fort Worth. In addition, Denton Community Theatre operates 4 semester of theatre classes for youths aged 4-18. Denton Community Theatre also offers no cost outreach programs to the community such as Play Readers of Denton, Play Writers of Denton, and the DCT Roadshow an interactive performance group for children.

3) Does your organization have paid staff?
X Yes 3 # Full-time 4 # Part-time
_____ No

4) Does your organization use volunteers?
X Yes Approximately how many? 1500
_____ No

5) Does your organization _____ own or _____X Rent

6) Does your organization own a vehicle?

_____ Yes
X No

7) Is the event that the organization is requesting HOT funds for held on City property?

_____ Yes Name Location(s) _____
X No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

X Yes
_____ No

9) List ALL other sources of funding your organization receives and how much.

X Check here if information is attached.

Source	Please Circle One		Dollar Amount
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Sordid Lives	Ring of Fire
Richard III	A Christmas Story
Other Desert Cities	3 youth productions TBA
Porgy & Bess	
Calendar Girls	
Wizard of Oz	

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2016	16500	4620	50	Play Season
2015	16200	4536	50	Play Season
2014	16000	4480	50	Play Season

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

37% of all mailings from The Denton Community Theatre go outside the city of Denton. This includes monthly mailings of show announcement cards and brochurss. Our Web sites, dentoncommunitytheatre.com and campustheatre.com supply information that is available 24 hours a day from anywhere in the world. Our Facebook and Twitter accounts are also broadcast throughout the world. Billboard advertising will be done outside of Denton. Advertising on Denton Radio.com can also be heard throughout the world wide web. Denton Community Tl heatre also has a major impmact presence in Denton's new Visitor center on the square, where tickets to all performances are available.

13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

DCT will target those with moderate to high income who reside in a 200 mile radius of Denton We will specifically target those v with an interest in the arts.

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

Denton Community Theatre, performing at both the Texas state Historic Landmark Campus Theatre and the PointBank Black Box Theatre continue to attract large audiences from Denton, the surrounding area, and from national and international tourists. As Denton continues to grow as a destination city with it's primary attraction focused on the arts and culture scene, Denton Community Theatre plans to remain as one of the major draws to that scene. Each year we meet and visit with more and more people who have come to Denton for a weekend of dining and entertainment instead of just coming for a one day single event. Right now, we are in early stage talks with one of the countries largest service organizations about possible plans to bring their national convention to Denton and include a night of live theatre as one of their events. Denton Community Theatre also offers discounted tickets to theatre groups from across the country with our membership in the American Association of Community Theatres.

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
	2014/2015	150541	401267	376420	175388
	2015/2016	175388	402562	363354	214596

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

Over the next 3 to 5 years, DCT will continue on our path to become one of the top ranking community theatres in the country. With every production that we produce, we see more and more actors and directors from around the entire DFW region willing to make the trip to Denton night after night to be involved with this organization. We are also seeing a substantial increase from that same area in our audiences. Internet and social media have continually proved themselves as some of our most effective tools, and our plan is to continue to expand our audience and volunteer base with them. As the area around D area around Denton continues to grow, we will also increase our direct mail programs to match that growth. DCT recently signed a 15 year contract with the Greatyer Denton Arts Council to remain as the management company for the Campus Theatre/

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: Melissa Sims

(Print Name)

x Melissa Sims

Date: 5/16/2017

Project Director Mike Barrow

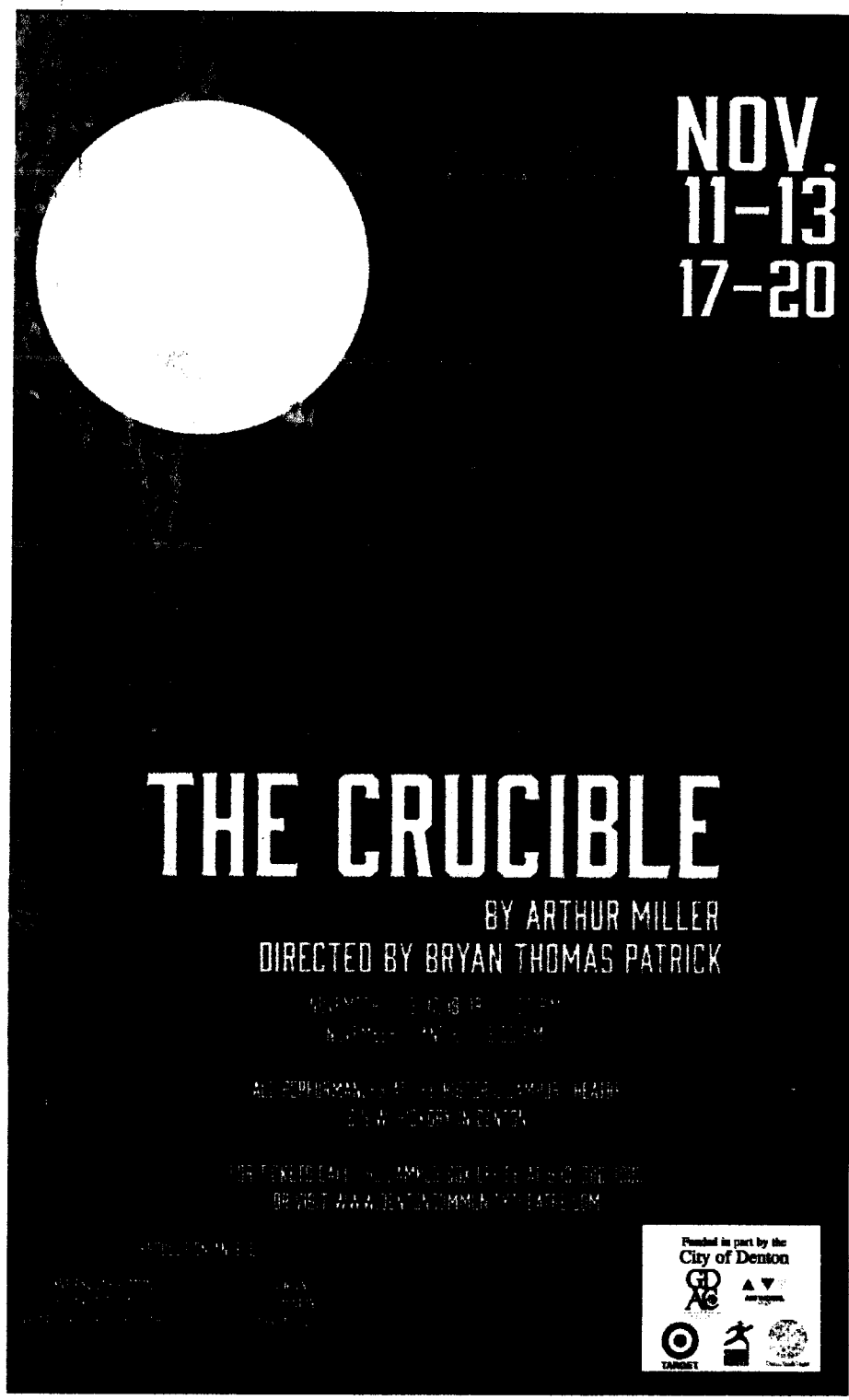
(Print Name)

x

Date: 05/16/2017

Late applications are subject to reduction or denial of funding.

Exhibit A


NOV.
11-13
17-20
THE CRUCIBLE
BY ARTHUR MILLER
DIRECTED BY BRYAN THOMAS PATRICK
Funded in part by the
City of Denton
TARGET

Denton Community Theatre

214 West Hickory Street
Denton, TX 76201

47 CONSECUTIVE YEARS OF *Community Theatre*

All proceeds benefiting
THE CAMPUS THEATRE

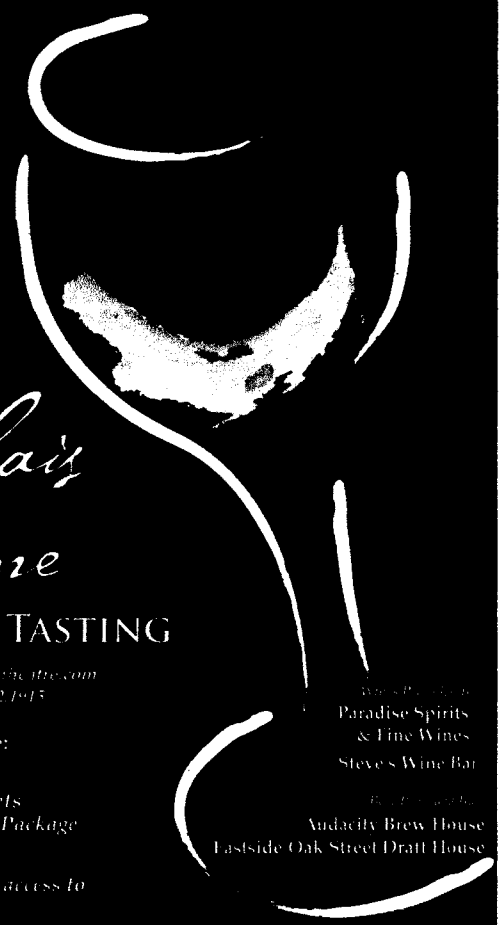
Thursday
November 17, 2016

•

Denton Civic Center
Corner of McKinney & Bell
Denton, Texas

•

5:30 pm – 7:30 pm
Donation of $25 per person
pre-purchased tickets
$30 at the door



Beaujolais and More

WINE, BEER & FOOD TASTING

Tickets available online at www.campustheatre.com
or call the Campus Theatre 940.382.1915

Paradise Spirits
& Fine Wines
Steve's Wine Bar
Audacity Brew House
Eastside Oak Street Draft House

Prize Drawing at 6:45 pm. Prizes include:

- *50" Visio Smart TV*
- *DCT Season Tickets • MTD Season Tickets*
- *Kwik Kar of Denton Oil Change & Detail Package*
- *Wine Refrigerator*
- *2 Thin Line Film Festival VIP passes with access to Green Room*
- *North Texas Fair Basket*
- *Wine Baskets*

Underwritten by the following sponsors:

Presenting Sponsors: First State Bank • NORTHSTAR BANK

Key Custom Homes • PointBank • Denton Record-Chronicle • Eagle & Wheeler

First United Bank • AccessBank Texas

Minor & Jester, P.C. • Property Search, LLC • James Wood Auto Park • Avion Commercial
Norman L. Pomerance, DDS • Rob and Peggy Hendek • David Gerstin and Pete Kamp

940's Kitchen and Cocktails • Abbey Inn • Agua Dulce Mexican Kitchen • Barley & Board
Bet the House BBQ • Beth Marie's Old Fashioned Ice Cream • BJ's Restaurant & Brewhouse
Boca 31 • Chestnut Tree • Denton Country Club • Fuzzy's Taco Shop
Gourmet Artistic Adventures • Hannah's Off the Square • Hoochie's Oyster House
Hypnotic Donuts • Lucy Pig Barbeque • Jupiter House/Royal's Bagels
Khao San Thai Kitchen • LSA Burger Co. • Mellow Mushroom • Nothing Bundt Cakes
Queenie's Steakhouse • Sidewalk Cafe • Thai Square • The Cupboard Cafe
World Famous MOMS

DENTON'S NINETEENTH ANNUAL

Beaujolais and More

WINE, BEER & FOOD TASTING

DENTON CIVIC CENTER
THURS. NOV. 17TH, 2016
5:30PM - 7:30PM
$25 IN ADVANCE | $30 AT THE DOOR

dentoncommunitytheatre.com | 940-202-1020

Denton Community Theatre
at the Campus Theatre
214 W. Hickory
Denton, TX
76201

Nonprofit Org.
U.S. Postage
PAID
Denton, TX
Permit No. 438

DENTON COMMUNITY THEATRE
AT THE CAMPUS THEATRE
OR CURRENT OCCUPANT
214 W HICKORY ST
DENTON TX 76201-4118

Exhibit B

Denton Community Theatre
Balance Sheet
As of August 31, 2015

	Aug 31, 15
ASSETS	
Current Assets	
Checking/Savings	
DATCU - Barrow Society	31,456.54
DATCU Business Savings	409.06
DATCU Scholarship CD	20,859.05
NorthStar-general operations	248,299.54
Northstar for Strecher Family	5,093.17
NorthStar H.O.T.	5,429.16
Petty cash	380.00
Point Bank	10,043.32
Total Checking/Savings	321,969.84
Accounts Receivable	
Accounts receivable	2,059.87
Total Accounts Receivable	2,059.87
Other Current Assets	
Prepaid Black Box Production Sc	380.25
prepaid events	107.00
Prepaid Royalities	10,789.60
Prepaid Season Brochure	2,316.60
Prepaid Season Brochure Postage	999.99
Prepaid Theat. Sch. Adv.	100.00
Total Other Current Assets	14,693.44
Total Current Assets	338,723.15
Fixed Assets	
Accumulated Depreciation	-293,189.71
Campus Theatre Properties	148,984.76
DCT properties	104,668.63
Leasehold Improvements-Blk Box	192,873.61
Total Fixed Assets	153,337.29
TOTAL ASSETS	**492,060.44**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Def Season Membership Revenue	875.00
Deferre Christmas at the Campus	1,390.00
Deferred 1st Nighter	1,134.00
Deferred Beaujolais	1,900.00
Deferred Black Box Season	2,162.21
Deferred Encore Gala	3,800.00
Deferred GDAC Grant	3,270.00
Deferred membership	11,013.16
Deferred Program ad	6,420.70
Deferred Season Tkt Revenue	21,397.52
Deferred Season Underwriter	3,691.30
Deferred show #1 Ticket Sales	623.16
Deferred T. SChool Fall Tuition	225.00
Deferred Theatre Sch. Donation	200.00
Nancy L Griffin Estate Fund	92,452.37
Payroll Liabilities	2,919.70
Strecher Fund	5,093.17
Total Other Current Liabilities	158,567.29
Total Current Liabilities	158,567.29
Total Liabilities	158,567.29
Equity	
Unreserved Fund Balance	93,322.95
Unrestrict (retained earnings)	215,322.86

Denton Community Theatre
Balance Sheet
As of August 31, 2015

	Aug 31, 15
Net Income	24,847.34
Total Equity	333,493.15
TOTAL LIABILITIES & EQUITY	492,060.44

Denton Community Theatre
Profit & Loss
September 2014 through August 2015

	Sep '14 - Aug 15	
Ordinary Income/Expense		
Income		
Campus		
Beaujolais and More		
raffle	1,650.62	
tickets	10,851.17	
underwriters	7,730.90	
Total Beaujolais and More		20,232.69
Office rent		4,500.00
Printer/Copier		817.97
Stage Rentals		8,229.80
Ticket surcharge		3,693.34
Campus - Other		1,050.00
Total Campus		38,523.80
DCT, INC		
AACT State		
Donations	802.93	
Total AACT State		802.93
Bank Interest		372.85
Black Box		
concession sales	387.00	
Donations	492.15	
Space Rental	4,355.00	
Ticket Sales	6,967.49	
Utilities Reimbursement-City	8,000.00	
Total Black Box		20,201.64
Donations		
dedicated donations		
NEA matching funds	2,600.00	
dedicated donations - Other	1,220.00	
Total dedicated donations	3,820.00	
memberships		
Donations	9.00	
memberships - Other	25,266.06	
Total memberships	25,275.06	
memorials		
Betty Ann Barrow	3,840.78	
memorials - Other	391.33	
Total memorials	4,232.11	
Donations - Other	25.00	
Total Donations		33,352.17
First Nighters		0.00
Fundraisers		
Christmas at the Campus		
Tickets	29,973.14	
Total Christmas at the Campus	29,973.14	
encore		
bronze	750.00	
friend	85.00	
gala Tickets	6,056.64	
gold	3,000.00	
governing Board AD	564.60	
patron	1,932.09	
performance tickets	9,022.58	
platinum	1,800.00	
raffle	1,920.46	
silver	1,980.90	

Denton Community Theatre
Profit & Loss
September 2014 through August 2015

		Sep '14 - Aug 15
Total encore		27,112.27
Total Fundraisers		57,085.41
Grants		
NEA	10,000.00	
Total Grants		10,000.00
Misc. Income		1.00
Nancy L. Griffin Estate		0.00
Playwright TCA Grant		1,250.00
Playwrite entry fee		300.00
Playwrite Sponsor		1,760.28
Playwrite tickets		744.51
Productions		
Show #1		
GDAC Grant	770.01	
Season Tickets	4,467.70	
TCA Grant	1,333.35	
ticket sales	7,909.63	
underwriter	822.00	
Total Show #1		15,302.69
Show #2		
GDAC Grant	769.99	
Season Tickets	4,467.67	
TCA Grant	1,333.33	
ticket sales	6,040.92	
underwriter	822.00	
Total Show #2		13,433.91
Show #3		
GDAC Grant	769.99	
Season Tickets	4,467.67	
TCA Grant	1,333.33	
ticket sales	14,824.34	
underwriter	822.00	
Total Show #3		22,217.33
Show #4		
GDAC Grant	769.99	
Season Tickets	4,467.67	
TCA Grant	1,333.33	
ticket sales	24,998.80	
underwriter	822.00	
Total Show #4		32,391.79
Show #5		
GDAC Grant	769.99	
Season Tickets	4,467.67	
TCA Grant	1,333.33	
ticket sales	7,691.88	
underwriter	822.00	
Total Show #5		15,084.87
Show #6		
GDAC Grant	770.03	
Season Tickets	4,468.77	
TCA Grant	1,333.33	
ticket sales	22,532.64	
underwriter	726.30	
Total Show #6		29,831.07
Total Productions		128,261.66
Program advertisers		13,883.72
Road Show		

Denton Community Theatre
Profit & Loss
September 2014 through August 2015

	Sep '14 - Aug 15	
Grants	3,000.00	
Total Road Show		3,000.00
Total DCT, INC		271,016.17
First Nighters		6.00
Theatre School		
donations		1,000.00
fall semester		
T-Shirts	25.00	
Ticket Sales	3,217.35	
Tuition	10,426.55	
Total fall semester		13,668.90
spring semester		
ticket sales	5,718.35	
tuition	10,061.13	
Total spring semester		15,779.48
summer camps		
T-Shirts	93.00	
ticket sales	11,916.78	
Tuition	13,441.97	
Total summer camps		25,451.75
winter semester		
t-shirts	-29.93	
Tuition	8,618.99	
Total winter semester		8,589.06
Total Theatre School		64,489.19
Total Income		374,035.16
Gross Profit		374,035.16
Expense		
Campus Exp.		
Beaujolais and More		
civic center rental	1,370.00	
general expenses	165.61	
license	231.00	
postage	388.74	
supplies	1,358.17	
wine	978.50	
Total Beaujolais and More		4,492.02
Box office supplies		990.87
Building Attendant		6,671.00
Computer		
tech support	23.48	
Computer - Other	227.40	
Total Computer		250.88
Copy Paper		120.47
Equipment		38.94
Lease		
copier	2,739.62	
Total Lease		2,739.62
Maintenance		
janitorial supplies	2,907.15	
Keys	56.00	
other	1,995.00	
Maintenance - Other	1,109.80	
Total Maintenance		6,067.95

Denton Community Theatre
Profit & Loss
September 2014 through August 2015

	Sep '14 - Aug 15	
Maintenance Supplies		200.18
Marquee Repair		418.61
Piano Tuning		320.00
Printing		
supplies	134.67	
Total Printing		134.67
Repairs		1,040.87
Stage supplies		
lighting	2,097.28	
lumber	1,030.93	
other	1,249.89	
paint	112.82	
Stage supplies - Other	248.35	
Total Stage supplies		4,739.27
Telephone		5,943.60
Telephone Campus		
DCT	5.00	
Total Telephone Campus		5.00
Total Campus Exp.		34,173.95
DCT		
AACT Regional		
Entry Fee	176.00	
Total AACT Regional		176.00
AACT State		
entry fee	550.00	
Royalties	160.00	
AACT State - Other	155.31	
Total AACT State		865.31
Administrative		
Scripts	-72.83	
Total Administrative		-72.83
Advertising		
Poster Delivery	425.00	
Advertising - Other	341.00	
Total Advertising		766.00
Bank Service charge		
checks	148.78	
Bank Service charge - Other	217.88	
Total Bank Service charge		366.66
Black Box		
Advertising	37.38	
Building Attendant	2,713.00	
Insurance	1,070.50	
Maintenance	104.85	
Printing	37.92	
Production Cost	2,296.03	
Security	1,103.54	
Supplies	261.66	
Telephone	1,200.00	
Utilities	6,872.22	
Total Black Box		15,697.10
Computer		
software	486.04	
Total Computer		486.04
Computer Repair		273.77
Events		315.73

Denton Community Theatre
Profit & Loss
September 2014 through August 2015

	Sep '14 - Aug 15	
Flowers / Gifts		1,304.56
Fundraisers		
Christmas at the Campus		
costumes	687.93	
Director	325.00	
Postage	935.66	
Printing	483.05	
Royalities	1,020.00	
Set	195.26	
Total Christmas at the Campus	3,646.90	
encore		
Costumes	9.26	
music	500.00	
post cards	72.86	
postage	1,049.87	
programs	513.12	
props	320.00	
set	916.41	
Total encore	3,381.52	
Total Fundraisers		7,028.42
Honorarium		50.00
Insurance		
Workers Comp	3,166.00	
Insurance - Other	8,599.00	
Total Insurance		11,765.00
Licenses		229.00
Membership/Dues		
AACT	335.00	
ASCAP	158.65	
Denton Chamber of Commerce	220.00	
Denton Main Street	150.00	
Greater Denton Arts Council	350.00	
Sam's Club	45.00	
Texans for the Arts	100.00	
Texas Non Profit Theatres	300.00	
Membership/Dues - Other	590.00	
Total Membership/Dues		2,248.65
Misc. Expenses		350.09
NEA Grant Field Trip		813.86
Office Supplies		390.62
Play Writing Festival		4,164.38
Postage/Freight		957.28
Printing		
Season Brochure	2,481.55	
Printing - Other	244.05	
Total Printing		2,725.60
Roadshow		
staff salary	2,345.00	
t-shirts	220.00	
Total Roadshow		2,565.00
Scripts		24.27
Storage		1,509.50
Travel & Meetings		
business meetings	310.87	
travel	145.00	
Travel & Meetings - Other	31.48	
Total Travel & Meetings		487.35
Total DCT		55,487.36

Denton Community Theatre
Profit & Loss
September 2014 through August 2015

	Sep '14 - Aug 15	
DCT Theatre School		
advertising	2,957.64	
Fall Semester		
Costumes	33.89	
Royalties/Scripts	755.73	
Sets	45.27	
Supplies	513.61	
T-Shirts	685.16	
Teachers	1,731.25	
Total Fall Semester	3,764.91	
Spring Semester		
Costumes	173.03	
Director	600.00	
Royalties/Scripts	592.13	
Set	201.48	
Supplies	220.94	
T-Shirts	871.53	
Teachers	802.50	
Total Spring Semester	3,461.61	
Summer Camp		
Choreographer	500.00	
Costumes	1,325.62	
Director	1,000.00	
Music Director	500.00	
Royalties/Scripts	2,369.00	
Set	669.60	
Supplies	1,120.07	
T-shirts	513.47	
Teachers	1,800.00	
Technical Director	700.00	
Total Summer Camp	10,497.76	
Winter Semester		
Supplies	216.51	
T-Shirts	402.21	
Teachers	1,530.00	
Total Winter Semester	2,148.72	
Total DCT Theatre School		22,830.64
NEA Grant Supplies		977.05
Payroll Expenses		
payroll taxes	12,299.32	
Payroll Expenses - Other	158,534.27	
Total Payroll Expenses		170,833.59
Show #1 Expenses		
Costumes	63.46	
Director	325.00	
Postage	671.74	
Programs	898.73	
Props	83.70	
Royalties	595.77	
Set	626.48	
Show Printing	478.90	
Total Show #1 Expenses		3,743.78
Show #2 Expenses		
Costumes	108.09	
Directors	325.00	
Photos	73.26	
Postage	935.62	
Programs	1,035.27	
Props	71.06	
Royalties	525.00	

Denton Community Theatre
Profit & Loss
September 2014 through August 2015

	Sep '14 - Aug 15
Script	398.49
Set	577.60
Show Printing	498.05
Total Show #2 Expenses	4,547.44
Show #3 Expenses	
Costumes	230.43
Directors	325.00
Other	56.15
Postage	935.86
Programs	855.42
Royalties	525.00
Scripts	232.85
Set	479.45
Show Printing	520.97
Total Show #3 Expenses	4,161.13
Show #4 Expenses	
Costumes	1,088.99
Director	325.00
Musical Director	325.00
Musician	2,650.00
Postage	935.76
Posters	483.05
Programs	1,335.45
Props	116.75
Royalties	5,183.11
Script	35.02
Set	279.84
Show Printing	75.84
Total Show #4 Expenses	12,833.81
Show #5 Expenses	
Costumes	445.97
Director	325.00
Other	397.00
Postage	1,009.68
Programs	814.99
Royalties	525.00
Scripts	164.98
Set	631.56
Show Printing	134.36
Total Show #5 Expenses	4,448.54
Show #6 Expenses	
Costumes	2,233.02
Director	325.00
Musical Director	335.00
Orchestra	3,990.00
Post Cards	458.27
postage	949.31
Programs	1,115.25
Props	141.17
Royalties	4,703.50
Set	1,167.12
Show Printing	37.92
Total Show #6 Expenses	15,455.56
Total Expense	329,492.85
Net Ordinary Income	44,542.31
Other Income/Expense	
Other Income	
DBL Grant	3,358.60
HOT Funds Income	23,873.25

Denton Community Theatre
Profit & Loss
September 2014 through August 2015

	Sep '14 - Aug 15
Total Other Income	27,231.85
Other Expense	
DBL Grant Purchases	3,358.60
Depreciation	21,511.67
HOT Fund Payments	19,856.55
Prior Year Expense Adjustment	200.00
Scholarship	2,000.00
Total Other Expense	46,926.82
Net Other Income	-19,694.97
Net Income	**24,847.34**

Denton Community Theatre
Balance Sheet
As of August 31, 2016

	Aug 31, 16
ASSETS	
Current Assets	
Checking/Savings	
Black Box-Access Bank	100.00
DATCU - Barrow Society	51,417.48
DATCU Business Savings	479.19
NorthStar-general operations	290,747.75
Northstar for Strecher Family	593.17
NorthStar H.O.T.	6,399.73
Petty cash	380.00
Point Bank	10,043.32
Total Checking/Savings	360,160.64
Accounts Receivable	
Accounts receivable	700.00
Total Accounts Receivable	700.00
Other Current Assets	
Prepaid expenses	13,030.00
Prepaid Royalities	2,744.09
Prepaid Season Brochure	4,728.42
Total Other Current Assets	20,502.51
Total Current Assets	381,363.15
Fixed Assets	
Accumulated Depreciation	-314,701.38
Campus Theatre Properties	148,984.76
DCT properties	104,668.63
Leasehold Improvements-Blk Box	192,873.61
Total Fixed Assets	131,825.62
TOTAL ASSETS	**513,188.77**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Def Season Membership Revenue	13,863.99
Defered Campus Stage Rental	195.00
Deferre Christmas at the Campus	1,290.00
Deferred 1st Nighter	1,764.00
Deferred Beaujolais	1,725.00
Deferred Black Box Season	1,448.08
Deferred Campus Donations	1,500.00
Deferred Encore Gala	3,450.00
Deferred GDAC Grant	3,100.00
Deferred Program ad	6,188.05
Deferred Season Tkt Revenue	20,142.66
Deferred Season Underwriter	8,917.69
Deferred show #1 Ticket Sales	1,874.76
Deferred T. SChool Fall Tuition	2,147.50
Nancy L Griffin Estate Fund	92,452.37
Payroll Liabilities	3,446.82
Strecher Fund	593.17
Total Other Current Liabilities	164,099.09
Total Current Liabilities	164,099.09
Total Liabilities	164,099.09
Equity	
Opening Bal Equity	100.00
Unreserved Fund Balance	93,322.95
Unrestrict (retained earnings)	240,170.20
Net Income	15,496.53

Denton Community Theatre
Balance Sheet
As of August 31, 2016

	Aug 31, 16
Total Equity	349,089.68
TOTAL LIABILITIES & EQUITY	513,188.77

Denton Community Theatre
Profit & Loss
September 2015 through August 2016

	Sep '15 - Aug 16
Ordinary Income/Expense	
Income	
Campus	
Beaujolais and More	
raffle	2,368.00
tickets	8,518.24
underwriters	9,780.28
Total Beaujolais and More	20,666.52
Insurance Dividend	2,363.42
Office rent	3,405.00
poster Printing	25.00
Printer/Copier	624.34
Stage Rentals	11,707.00
Ticket surcharge	6,398.10
Campus - Other	1,200.00
Total Campus	46,389.38
DCT, INC	
Bank Interest	118.47
Black Box	
concession sales	487.00
Donations	95.90
Shelly Carroll	1,605.48
Shelly Carroll Concessions	117.02
Space Rental	5,720.90
Ticket Sales	12,914.09
Utilities Reimbursement-City	10,200.00
Total Black Box	31,140.39
Deposit Refund Scripts/Scores	531.75
Donations	
dedicated donations	
Bernstein Circle	0.00
dedicated donations - Other	5,000.00
Total dedicated donations	5,000.00
memberships	
Donations	105.00
memberships - Other	20,354.14
Total memberships	20,459.14
memorials	
Betty Ann Barrow	100.00
Dan Creson	316.38
J.B. Smallwood	100.00
Tim Harbour	100.00
Total memorials	616.38
Donations - Other	5,795.90
Total Donations	31,871.42
Events	-60.00
Fundraisers	
Christmas at the Campus	
Tickets	26,770.76
Total Christmas at the Campus	26,770.76
encore	
bronze	740.28
gala Tickets	5,111.23
governing Board AD	315.00
patron	594.03
performance tickets	21,270.22
platinum	3,300.00
silver	1,730.90

Denton Community Theatre
Profit & Loss
September 2015 through August 2016

	Sep '15 - Aug 16
Total encore	33,061.66
Total Fundraisers	59,832.42
Productions	
Show #1	
GDAC Grant	708.33
Season Tickets	4,373.04
TCA Grant	1,083.33
ticket sales	10,020.76
underwriter	727.90
Total Show #1	16,913.36
Show #2	
GDAC Grant	708.33
Season Tickets	4,529.79
TCA Grant	1,083.33
ticket sales	30,317.09
underwriter	732.00
Total Show #2	37,370.54
Show #3	
GDAC Grant	708.33
Season Tickets	4,529.79
TCA Grant	1,083.33
ticket sales	11,251.09
underwriter	1,232.00
Total Show #3	18,804.54
Show #4	
GDAC Grant	708.33
Season Tickets	4,529.80
TCA Grant	1,083.33
ticket sales	28,281.94
underwriter	632.00
Total Show #4	35,235.40
Show #5	
GDAC Grant	708.33
Season Tickets	4,529.80
TCA Grant	1,083.33
ticket sales	10,849.51
underwriter	632.00
Total Show #5	17,802.97
Show #6	
GDAC Grant	708.35
Season Tickets	4,511.95
TCA Grant	1,083.35
ticket sales	29,236.61
underwriter	5,131.30
Total Show #6	40,671.56
Total Productions	166,798.37
Program advertisers	13,255.00
Road Show	
Grants	1,700.00
Total Road Show	1,700.00
Royalty Refund	282.81
Total DCT, INC	305,470.63
Memorials-Barrow Society	52.55
Theatre School	
donations	1,150.00
fall semester	

Denton Community Theatre
Profit & Loss
September 2015 through August 2016

	Sep '15 - Aug 16	
Ticket Sales	4,202.49	
Tuition	7,643.24	
Total fall semester		11,845.73
spring semester		
ticket sales	3,404.03	
tuition	7,309.35	
Total spring semester		10,713.38
summer camps		
T-Shirts	77.00	
ticket sales	7,272.20	
Tuition	12,978.19	
Total summer camps		20,327.39
winter semester		
Tuition	6,613.11	
Total winter semester		6,613.11
Total Theatre School		50,649.61
Total Income		402,562.17
Gross Profit		402,562.17
Expense		
Band charges		32.00
Campus Exp.		
advertising		
print advertising	150.00	
advertising - Other	175.00	
Total advertising		325.00
Beaujolais and More		
civic center rental	1,370.00	
general expenses	290.00	
license	250.00	
postage	434.70	
printing	222.50	
supplies	530.67	
wine	648.00	
Total Beaujolais and More		3,745.87
Box office supplies		1,373.91
Building Attendant		7,240.27
Computer		
tech support	37.65	
Computer - Other	347.39	
Total Computer		385.04
Computer Printer Service		1,450.00
Janitorial Services		47.77
Lease		
copier	2,413.89	
Total Lease		2,413.89
Licences		234.00
Maintenance		
janitorial supplies	2,481.72	
Keys	8.18	
other	41.30	
Maintenance - Other	6,268.25	
Total Maintenance		8,799.45
Maintenance Supplies		
Campus	28.56	
Maintenance Supplies - Other	347.62	

Denton Community Theatre
Profit & Loss
September 2015 through August 2016

	Sep '15 - Aug 16	
Total Maintenance Supplies		376.18
Marquee Repair		380.61
Postage		49.00
Repairs		211.90
Stage supplies		
lighting	797.33	
lumber	1,677.69	
other	1,176.80	
sound	1,156.95	
Stage supplies - Other	1,041.49	
Total Stage supplies		5,850.26
Telephone		3,399.93
Telephone Campus		2,722.85
Total Campus Exp.		39,005.93
DCT		
Administrative		
Scripts	75.00	
Total Administrative		75.00
Advertising		
Poster Delivery	400.00	
print ads	250.00	
Total Advertising		650.00
Bank Service charge		
checks	165.98	
Bank Service charge - Other	4.50	
Total Bank Service charge		170.48
Black Box		
Building Attendant	2,296.25	
Maintenance		
Lighting Supplies	545.00	
Plumbing	100.40	
Total Maintenance	645.40	
Production Cost	2,563.53	
Security	1,431.54	
Shelly Carrol	569.08	
Stage Supplies	737.90	
Supplies	280.63	
Telephone	1,300.00	
Utilities	6,875.29	
Total Black Box		16,699.62
Computer		
software	258.88	
Total Computer		258.88
Computer Repair		21.64
Computer Soiftware		550.99
Employee Recognition		83.32
Events		1,222.45
Flowers / Gifts		14.75
Fundraisers		
Black Box		
Concessions	27.45	
Total Black Box	27.45	
Christmas at the Campus		
Advertising	1,200.00	
costumes	299.00	
Director	325.00	
Postage	951.28	

Denton Community Theatre
Profit & Loss
September 2015 through August 2016

	Sep '15 - Aug 16	
Printing	494.63	
Royalities	1,064.34	
Set	451.73	
Total Christmas at the Campus	4,785.98	
encore		
Costumes	217.95	
Director	162.50	
Gala Supplies	12.00	
music	1,537.50	
post cards	480.43	
postage	217.08	
programs	973.84	
Royalities	3,625.00	
set	111.68	
Total encore	7,337.98	
Total Fundraisers		12,151.41
Insurance		
Workers Comp	3,030.00	
Insurance - Other	5,793.64	
Total Insurance		8,823.64
Membership/Dues		
AACT	345.00	
ASCAP	158.65	
Denton Chamber of Commerce	220.00	
Denton Main Street	150.00	
Greater Denton Arts Council	500.00	
Texans for the Arts	100.00	
Texas Non Profit Theatres	250.00	
Total Membership/Dues		1,723.65
Office Supplies		432.34
Postage/Freight		2,007.55
Printing		
artwork	107.00	
Total Printing		107.00
Roadshow		
costumes	190.00	
props	27.62	
staff salary	2,410.00	
Total Roadshow		2,627.62
Scripts		7.00
Season Brochure		2,798.60
Storage		1,338.00
Travel & Meetings		
business meetings	208.81	
Conference,convention,meeting	235.00	
travel	631.29	
Travel & Meetings - Other	146.43	
Total Travel & Meetings		1,221.53
Total DCT		52,985.47
DCT Theatre School		
advertising		774.11
Fall Semester		
Director	600.00	
Royalties/Scripts	512.42	
Sets	117.19	
Supplies	289.59	
T-Shirts	927.15	
Teachers	1,240.00	

Denton Community Theatre
Profit & Loss
September 2015 through August 2016

	Sep '15 - Aug 16
Total Fall Semester	3,686.35
Spring Semester	
Adverising	83.00
Costumes	104.42
Director	700.00
Set	111.42
Supplies	268.62
T-Shirts	347.64
Teachers	917.50
Total Spring Semester	2,532.60
Summer Camp	
Camp Director	500.00
Choreographer	450.00
Costumes	1,453.42
Director	1,000.00
Music Director	450.00
Printing	847.31
Royalties/Scripts	1,128.55
Set	449.04
Supplies	407.00
T-shirts	1,005.64
Teachers	3,600.00
Technical Director	450.00
Summer Camp - Other	-375.00
Total Summer Camp	11,365.96
summer show	
set	131.10
Total summer show	131.10
Theatre School Royalties	225.00
Winter Semester	
Supplies	91.66
T-Shirts	346.58
Teachers	1,465.00
Total Winter Semester	1,903.24
Total DCT Theatre School	20,618.36
Payroll Expenses	
payroll taxes	12,602.47
Theatre School Director	19,033.03
Wages-Campus	2,377.80
Wages-DCT	48,408.72
Payroll Expenses - Other	94,838.48
Total Payroll Expenses	177,260.50
Show #1 Expenses	
Costumes	611.93
Director	325.00
Postage	950.68
posters	165.98
Programs	1,081.65
Royalties	1,260.00
Script	166.24
Set	796.01
Show Printing	396.90
Total Show #1 Expenses	5,754.39
Show #2 Expenses	
Costumes	1,065.44
Directors	325.00
Musical Director	325.00
Orchestra	2,000.00
Postage	951.02

Denton Community Theatre
Profit & Loss
September 2015 through August 2016

	Sep '15 - Aug 16
Posters	50.00
Programs	1,528.00
Royalties	5,616.00
Script	465.97
Set	957.97
Show Printing	494.63
Total Show #2 Expenses	13,779.03
Show #3 Expenses	
Costumes	1,638.12
Postage	950.83
Programs	1,262.48
Props	201.09
Royalties	1,126.81
Set	618.50
Show Printing	727.73
Total Show #3 Expenses	6,525.56
Show #4 Expenses	
Costumes	1,504.63
Director	0.00
Musical Director	325.00
Musician	4,400.00
Postage	947.80
Postcards	396.90
Posters	40.00
Print Advertising	137.73
Programs	1,673.50
Props	348.08
Royalties	5,664.96
Script	189.95
Set	1,102.00
Show Printing	166.00
Total Show #4 Expenses	16,896.55
Show #5 Expenses	
Advertising	14.36
Costumes	265.34
Director	325.00
Postage	917.95
Postcards	396.90
Programs	1,147.40
Props	61.65
Royalties	1,645.00
Scripts	136.98
Set	547.93
Show Printing	137.73
Total Show #5 Expenses	5,596.24
Show #6 Expenses	
Costumes	1,103.79
Director	325.00
Musical Director	325.00
Orchestra	10,963.10
Post Cards	396.90
postage	945.95
Programs	1,778.84
Props	153.67
Royalties	5,580.00
Script	20.00
Set	3,307.36
Total Show #6 Expenses	24,899.61
Total Expense	363,353.64
Net Ordinary Income	39,208.53

Denton Community Theatre
Profit & Loss
September 2015 through August 2016

	Sep '15 - Aug 16
Other Income/Expense	
Other Income	
HOT Funds Income	24,790.25
Total Other Income	24,790.25
Other Expense	
Depreciation	21,511.67
HOT Fund Payments	24,002.62
Prior Year Expense Adjustment	1,987.96
Scholarship	1,000.00
Total Other Expense	48,502.25
Net Other Income	-23,712.00
Net Income	**15,496.53**

Exhibit C

Denton Community Theatre
Profit & Loss
September 2015 through August 2016

	Sep '15 - Aug 16
Ordinary Income/Expense	
Income	
DCT, INC	
Productions	
Show #1	
GDAC Grant	708.33
Season Tickets	4,373.04
TCA Grant	1,083.33
ticket sales	10,020.76
underwriter	727.90
Total Show #1	16,913.36
Show #2	
GDAC Grant	708.33
Season Tickets	4,529.79
TCA Grant	1,083.33
ticket sales	30,317.09
underwriter	732.00
Total Show #2	37,370.54
Show #3	
GDAC Grant	708.33
Season Tickets	4,529.79
TCA Grant	1,083.33
ticket sales	11,251.09
underwriter	1,232.00
Total Show #3	18,804.54
Show #4	
GDAC Grant	708.33
Season Tickets	4,529.80
TCA Grant	1,083.33
ticket sales	28,281.94
underwriter	632.00
Total Show #4	35,235.40
Show #5	
GDAC Grant	708.33
Season Tickets	4,529.80
TCA Grant	1,083.33
ticket sales	10,849.51
underwriter	632.00
Total Show #5	17,802.97
Show #6	
GDAC Grant	708.35
Season Tickets	4,511.95
TCA Grant	1,083.35
ticket sales	29,236.61
underwriter	5,131.30
Total Show #6	40,671.56
Total Productions	166,798.37
Total DCT, INC	166,798.37
Total Income	166,798.37
Gross Profit	166,798.37
Expense	
Show #1 Expenses	
Costumes	611.93
Director	325.00
Postage	950.68
posters	165.98
Programs	1,081.65

Denton Community Theatre
Profit & Loss
September 2015 through August 2016

	Sep '15 - Aug 16	
Royalties	1,260.00	
Script	166.24	
Set	796.01	
Show Printing	396.90	
Total Show #1 Expenses		5,754.39
Show #2 Expenses		
Directors	325.00	
Musical Director	325.00	
Orchestra	2,000.00	
Postage	951.02	
Posters	50.00	
Programs	1,528.00	
Royalties	5,616.00	
Script	465.97	
Set	957.97	
Show Printing	494.63	
Total Show #2 Expenses		12,713.59
Show #3 Expenses		
Costumes	1,638.12	
Programs	1,262.48	
Props	201.09	
Royalties	1,126.81	
Set	618.50	
Show Printing	727.73	
Total Show #3 Expenses		5,574.73
Show #4 Expenses		
Costumes	1,504.63	
Director	0.00	
Musical Director	325.00	
Musician	4,400.00	
Postage	947.80	
Postcards	396.90	
Posters	40.00	
Programs	1,673.50	
Props	348.08	
Royalties	5,664.96	
Script	189.95	
Set	1,102.00	
Show Printing	166.00	
Total Show #4 Expenses		16,758.82
Show #5 Expenses		
Costumes	265.34	
Director	325.00	
Postage	917.95	
Postcards	396.90	
Programs	1,147.40	
Props	61.65	
Royalties	1,645.00	
Scripts	136.98	
Set	547.93	
Total Show #5 Expenses		5,444.15
Show #6 Expenses		
Costumes	1,103.79	
Director	325.00	
Musical Director	325.00	
Orchestra	10,963.10	
Post Cards	396.90	
postage	945.95	
Programs	1,778.84	
Props	153.67	
Royalties	5,580.00	
Script	20.00	

Denton Community Theatre
Profit & Loss
September 2015 through August 2016

	Sep '15 - Aug 16
Set	3,307.36
Total Show #6 Expenses	24,899.61
Total Expense	71,145.29
Net Ordinary Income	95,653.08
Net Income	**95,653.08**

Denton Community Theatre
Profit & Loss
September 2014 through August 2015

	Sep '14 - Aug 15
Ordinary Income/Expense	
Income	
DCT, INC	
Productions	
Show #1	
GDAC Grant	770.01
Season Tickets	4,467.70
TCA Grant	1,333.35
ticket sales	7,909.63
underwriter	822.00
Total Show #1	15,302.69
Show #2	
GDAC Grant	769.99
Season Tickets	4,467.67
TCA Grant	1,333.33
ticket sales	6,040.92
underwriter	822.00
Total Show #2	13,433.91
Show #3	
GDAC Grant	769.99
Season Tickets	4,467.67
TCA Grant	1,333.33
ticket sales	14,824.34
underwriter	822.00
Total Show #3	22,217.33
Show #4	
GDAC Grant	769.99
Season Tickets	4,467.67
TCA Grant	1,333.33
ticket sales	24,998.80
underwriter	822.00
Total Show #4	32,391.79
Show #5	
GDAC Grant	769.99
Season Tickets	4,467.67
TCA Grant	1,333.33
ticket sales	7,691.88
underwriter	822.00
Total Show #5	15,084.87
Show #6	
GDAC Grant	770.03
Season Tickets	4,468.77
TCA Grant	1,333.33
ticket sales	22,532.64
underwriter	726.30
Total Show #6	29,831.07
Total Productions	128,261.66
Total DCT, INC	128,261.66
Total Income	128,261.66
Gross Profit	128,261.66
Expense	
Show #1 Expenses	
Costumes	63.46
Director	325.00
Postage	671.74
Programs	898.73
Props	83.70

Denton Community Theatre
Profit & Loss
September 2014 through August 2015

	Sep '14 - Aug 15	
Royalties	595.77	
Set	626.48	
Show Printing	478.90	
Total Show #1 Expenses		3,743.78
Show #2 Expenses		
Directors	325.00	
Postage	935.62	
Programs	1,035.27	
Props	71.06	
Royalties	525.00	
Script	398.49	
Set	577.60	
Show Printing	498.05	
Total Show #2 Expenses		4,366.09
Show #3 Expenses		
Costumes	230.43	
Directors	325.00	
Programs	855.42	
Royalties	525.00	
Scripts	232.85	
Set	479.45	
Show Printing	520.97	
Total Show #3 Expenses		3,169.12
Show #4 Expenses		
Costumes	1,088.99	
Director	325.00	
Musical Director	325.00	
Musician	2,650.00	
Postage	935.76	
Posters	483.05	
Programs	1,335.45	
Props	116.75	
Royalties	5,183.11	
Script	35.02	
Set	279.84	
Show Printing	75.84	
Total Show #4 Expenses		12,833.81
Show #5 Expenses		
Costumes	445.97	
Director	325.00	
Postage	1,009.68	
Programs	814.99	
Royalties	525.00	
Scripts	164.98	
Set	631.56	
Total Show #5 Expenses		3,917.18
Show #6 Expenses		
Costumes	2,233.02	
Director	325.00	
Musical Director	335.00	
Orchestra	3,990.00	
Post Cards	458.27	
postage	949.31	
Programs	1,115.25	
Props	141.17	
Royalties	4,703.50	
Set	1,167.12	
Show Printing	37.92	
Total Show #6 Expenses		15,455.56
Total Expense		43,485.54

Denton Community Theatre
Profit & Loss
September 2014 through August 2015

	Sep '14 - Aug 15
Net Ordinary Income	84,776.12
Net Income	**84,776.12**

All funding sources

Denton Community Theatre
Profit & Loss
September 2015 through August 2016

	Sep '15 - Aug 16
Ordinary Income/Expense	
Income	
Campus	
Beaujolais and More	
raffle	2,368.00
tickets	8,518.24
underwriters	9,780.28
Total Beaujolais and More	20,666.52
Insurance Dividend	2,363.42
Office rent	3,405.00
poster Printing	25.00
Printer/Copier	624.34
Stage Rentals	11,707.00
Ticket surcharge	6,398.10
Campus - Other	1,200.00
Total Campus	46,389.38
DCT, INC	
Bank Interest	118.47
Black Box	
concession sales	487.00
Donations	95.90
Shelly Carroll	1,605.48
Shelly Carroll Concessions	117.02
Space Rental	5,720.90
Ticket Sales	12,914.09
Utilities Reimbursement-City	10,200.00
Total Black Box	31,140.39
Deposit Refund Scripts/Scores	531.75
Donations	
dedicated donations	
Bernstein Circle	0.00
dedicated donations - Other	5,000.00
Total dedicated donations	5,000.00
memberships	
Donations	105.00
memberships - Other	20,354.14
Total memberships	20,459.14
memorials	
Betty Ann Barrow	100.00
Dan Creson	316.38
J.B. Smallwood	100.00
Tim Harbour	100.00
Total memorials	616.38
Donations - Other	5,795.90
Total Donations	31,871.42
Events	-60.00
Fundraisers	
Christmas at the Campus	
Tickets	26,770.76
Total Christmas at the Campus	26,770.76
encore	
bronze	740.28
gala Tickets	5,111.23
governing Board AD	315.00
patron	594.03
performance tickets	21,270.22
platinum	3,300.00
silver	1,730.90

Denton Community Theatre
Profit & Loss
September 2015 through August 2016

	Sep '15 - Aug 16
Total encore	33,061.66
Total Fundraisers	59,832.42
Productions	
Show #1	
GDAC Grant	708.33
Season Tickets	4,373.04
TCA Grant	1,083.33
ticket sales	10,020.76
underwriter	727.90
Total Show #1	16,913.36
Show #2	
GDAC Grant	708.33
Season Tickets	4,529.79
TCA Grant	1,083.33
ticket sales	30,317.09
underwriter	732.00
Total Show #2	37,370.54
Show #3	
GDAC Grant	708.33
Season Tickets	4,529.79
TCA Grant	1,083.33
ticket sales	11,251.09
underwriter	1,232.00
Total Show #3	18,804.54
Show #4	
GDAC Grant	708.33
Season Tickets	4,529.80
TCA Grant	1,083.33
ticket sales	28,281.94
underwriter	632.00
Total Show #4	35,235.40
Show #5	
GDAC Grant	708.33
Season Tickets	4,529.80
TCA Grant	1,083.33
ticket sales	10,849.51
underwriter	632.00
Total Show #5	17,802.97
Show #6	
GDAC Grant	708.35
Season Tickets	4,511.95
TCA Grant	1,083.35
ticket sales	29,236.61
underwriter	5,131.30
Total Show #6	40,671.56
Total Productions	166,798.37
Program advertisers	13,255.00
Road Show	
Grants	1,700.00
Total Road Show	1,700.00
Royalty Refund	282.81
Total DCT, INC	305,470.63
Memorials-Barrow Society	52.55
Theatre School	
donations	1,150.00
fall semester	

Denton Community Theatre
Profit & Loss
September 2015 through August 2016

	Sep '15 - Aug 16	
Ticket Sales	4,202.49	
Tuition	7,643.24	
Total fall semester		11,845.73
spring semester		
ticket sales	3,404.03	
tuition	7,309.35	
Total spring semester		10,713.38
summer camps		
T-Shirts	77.00	
ticket sales	7,272.20	
Tuition	12,978.19	
Total summer camps		20,327.39
winter semester		
Tuition	6,613.11	
Total winter semester		6,613.11
Total Theatre School		50,649.61
Total Income		402,562.17
Gross Profit		402,562.17
Net Ordinary Income		402,562.17
Net Income		**402,562.17**

Exhibit D

Denton Community Theatre, Inc. / Campus Theatre
Program Year 2018

BUDGET
City of Denton
HOTEL OCCUPANCY TAX (HOT)

REVENUE:

	TOTALS	DCT	CAMPUS
Hotel/Motes Tax – Hot Funds			
HOT for Denton Community Theatre	$25,000	$20000	$5,000.
	$25.000	**$20,000**	**$5,000**

EXPENSES:

Marketing & Promotion

Advertising for DCT (HOT)			
Visitor Center Co-op	$5000		
Brochures/Post Cards .	$6,500		
Web-Site/Internet	$7,500		
Print Ads	$1,000	**$20,000**	
Advertising for Campus Theatre (HOT)			
Web-Site/Internet	$5,000		**$5,000**
GRAND TOTALS	**$25,000**	**$20,000**	**$5,000**

Exhibit E
(On File)

Exhibit F

Form **W-9**
(Rev. December 2014)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
DENTON COMMUNITY THEATRE, INC.

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only one of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☑ Other (see instructions) ▶ 501 C3 NON PROFIT

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any)
Exemption from FATCA reporting code (if any)
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
214 W. HICKORY

Requester's name and address (optional)

6 City, state, and ZIP code
DENTON, TX 76201

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number
[ ][ ][ ] - [ ][ ] - [ ][ ][ ][ ]

or

Employer identification number
2 3 - 7 1 1 2 5 1 1

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here | **Signature of U.S. person** ▶ [signature] | **Date** ▶ 01/04/2017

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at *www.irs.gov/fw9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

Exhibit G

Franchise Tax Account Status

As of : 05/15/2017 14:33:12

This Page is Not Sufficient for Filings with the Secretary of State

DENTON COMMUNITY THEATRE, INC.

Texas Taxpayer Number	12371125118
Mailing Address	2717 SKIVUE DR ARGYLE, TX 76226-1514
Right to Transact Business in Texas	ACTIVE
State of Formation	TX
Effective SOS Registration Date	10/20/1969
Texas SOS File Number	0026763401
Registered Agent Name	RUDOLPH . MENN
Registered Office Street Address	2717 SKIVUE DR. ARGYLE, TX 76226

Exhibit H

GOVERNING BOARD OF DIRECTORS
DENTON COMMUNITY THEATRE, INC.

GOVERNING BOARD OF DIRECTORS
2016 - 2017

President	**Melissa Sims** 2nd Term August 2019	813 Liveoak Street Denton, TX 76209 Home: 940-898-1138 Cell: 940-368-6227 simsmelissa@gmail.com
President –Elect	**Doreen Collin** 1st Term August 2017	3933 Maggies Meadow Denton, TX 76210 Home: 940-566-8751 dacfjc@aol.com
Vice President Educational	**Doreen Collin** 1st Term August 2017	3933 Maggies Meadow Denton, TX 76210 Home: 940-566-8751 dacfjc@aol.com
Vice President Outreach	**Nanci Kimmey** 2nd Term August 2019	300 Matthew Ave. Denton, TX 76210 Cell: 940-231-6577 nkimmey@ntfair.com
Vice President Marketing	**Donna Trammell** 1st Term August 2019	2225 Jefferson Trail Denton, TX 76205 940-384-0465 donnatram@verizon.net
Vice President Resource Development -	**Theresa Buntain** 2nd Term August 2017	430 Hackworth Street Roanoke, TX 76262 817-995-5064 theresabuntain@gmail.com
President Production Board	**Kim Campbell**	730 Greenwood Drive Denton, TX 76209 940-206-6307 kcampbell@ldisd.net

Secretary	**Roni Beasley** 2nd Term August 2017	3808 Montecito Drive Denton, TX 76205 Home: 940-387-7062 rbeasley15@verizon.net
Treasurer	**Rudy Menn** 1st Term August 2019	2717 Skivue Drive Argyle, TX 76226 940-368-6733 rmenn@msn.com
Board Members	**Nina Nichols Austin** 1st Term August 2019	2514 Royal Lane Denton, TX 76209 214-336-5072 ninanaustin@gmail.com
	Aaron Benedict 1st Term August 2018	13861 Raceway Drive #128 Northlake, TX 76262 940-453-3268 abenedict@pointbank.com
	Danny Armitage 1st Term Replacement August 2018	daniel.armitage@unt.edu
	Robert Eames 2nd Term August 2017	2208 Stonegate Dr. Denton, TX 76205 Home: 940-382-8246 bob@eameslaw.com
	Rob Houdek 1st Term August 2018	619 W. Parkway Street Denton, TX 76201 678-591-9029 C rdhoudek@gmail.com
	Stacey Irish-Keffer 1st Term August 2018	Youth Services Librarian Denton Public Library 502 Oakland Street Denton, TX 76201 940-349-8718 W 940-594-9509 C Stacey.irish-keffer@cityofdenton.com
	Kay Lamb 2nd Term August 2018	1900 Highland Park Circle Denton, TX 76205 Home: 940-382-1308 Cell: 940-367-7816 kaylambalso@yahoo.com

Jeff Springer
1st Term Replacement
August 2018

P.O. Box 688
Sanger, TX 76266
940-453-2545 (c)
jeff@springer-lyle.com

Pat Reinke
2nd[t] term
August 2017

21 Timbergreen
Denton, Tx 76205
Cell: 940-231-0087
p.reinke@mac.com

Janet Shelton
1st Term
August 2019

4 Timbergreen Circle
Denton, TX 76205
940-300-4119 Cell
940-591-0410 Work
940-387-2412
jwshelton@verizon.net

Leigh Ann Stadt
1st Term
August 2019

2202 Kayewood
Denton, TX 76209
940-368-8652
leighanns@mckissackgroup.com

Olivia Walker
1st Term
August 2018

3100 Montecito Drive
Denton, TX 76205
940-243-4193
ojbwalker@verizon.net

Suzanne Weaver
1st Term
August 2017

1700 W. Oak Shores Drive
Crossroads, TX 76227
940-594-7534
suesbooks.sw@gmail.com

Date denotes when term ends

Exhibit I

Governing Board Meeting Schedule

The Denton Community Theatre Governing Board meets on the 2nd Tuesday of each month.

Exhibit J
(On File)

Exhibit K
(No Donations Made)

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 17 2017 ✓

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	Denton County Office of History and Culture
Name of Event:	Denton County Museums
Website Address:	www.dentoncounty.com/chos
Mailing Address:	110 W. Hickory Street
	Denton, Texas 76201
Physical Address:	same as mailing address
Telephone #:	940-349-2850 Fax #:

Primary Contact Name: (Project Director)	Peggy Riddle, Director, Office of History and Culture
Mailing Address:	110 W. Hickory Street
	Denton, Texas 76201
Telephone #:	940-349-2852 Fax #:
Email Address:	peggy.riddle@dentoncounty.com

Secondary Contact Name: (Local Board Chairman)	The Honorable Mary Horn, Denton County Judge
Mailing Address:	110 W. Hickory Street
	Denton, Texas 76201
Telephone #:	940-349-2820 Fax #: 940-349-2821
Email Address:	mary.horn@dentoncounty.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

X **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

_____ **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

X **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

_____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

_____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

_____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
The mission of the Denton County Office of History and Culture is to enhance the quality of life of residents and visitors through educational programs that acquire, preserve, protect promote and interpret the history and culture of Denton County. To accomplish our goal as being the premier Historical Commission in the State of Texas and the top County history museum, the OHC incorporates into our projects and programs cultural heritage tourism—the concept of visitors traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources.

3) Does your organization have paid staff?
X Yes 5 # Full-time 1 # Part-time
_____ No

4) Does your organization use volunteers?
X Yes Approximately how many? 70
_____ No

5) Does your organization ____X_____ own or _____ rent office space?

6) Does your organization own a vehicle?

_____ Yes
__X__ No

7) Is the event that the organization is requesting HOT funds for held on City property?

_____ Yes Name Location(s) _____
__X__ No Name Location(s) County Courthouse and Historical Park properties

8) Will the organization be able to provide insurance coverage for the event if held on City property?

n/a Yes
n/a No

9) List ALL other sources of funding your organization receives and how much.

_____ Check here if information is attached.

Source	Please Circle One		Dollar Amount
Public donations (to date)		Donated	$ 7,247.00
Sales (to date)	Earned		$ 274.08
County budget	Earned		$ 542,176.00
HOT Funds (2017)		Donated	$ 150,000.00
	Earned	Donated	$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

*Year-round programming/exhibits of Denton City/County History/genealogical research facility
*Year-round lectures and events in-house and outreach into the community
*Year-round programming/exhibits at the Courthouse and Historical Park
*Operation of the Museums (Courthouse and Historical Park)
*Relocation and restoration of a new facility (Taylor Farm and Woods Home).
*Numerous permanent and rotating exhibits created at the Courthouse, Courts Building and Historical Park
* Exhibits maintained in 6 satellite locations

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2014	76,019	est. 12,000	1013	year-round
2015	79,305	est. 14,000	1071	year-round
2016	81,636	est. 18,000	1,334	year-round

12) How do the requested budget expenditures meet the definition of the categories marked on page two?
(Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Our museums are part of the tourism-destination advertising package for the City of Denton. Museums are designated to receive historical restoration and preservation funding to attract cultural tourism visitors. The Office of History and Culture makes a concerted effort to cooperate with each of the other events/tourism activities which occur in the city to promote and enhance Denton as a tourist destination and to promote the hotel and convention industry. We also provide a historical research center, answer tourism-related questions and conduct tours. We provide multiple sites for tourism information. The Courthouse and Historical Park are the major historical and cultural tourism year-round sites in the City and County. The Office of History and Culture provide satellite facilities throughout the county for increased tourism exposure.

13) What specific market will you target with the organization's marketing plan?
Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

The Museums reach a world-wide tourism market through a variety of marketing and advertising venues. A contract with Certified Folder includes our brochures in over 3,000 markets. We mail our brochures to all State of Texas Official Tourist Sites and provide them to the Denton Chamber for distribution at sites such as DCTA stations. We target over 100 media outlets with press releases for all our events. We increased our presence on websites and targeted researchers, gardeners, senior groups, vacationing families, travel clubs, shoppers, and tourists from all over the world. We actively began marketing through our eNewsletter as well as our Facebook page and our own Denton County webpage. To meet the growing need of our audience, we have an exhibit at the Courthouse that provide a brief history of Texas with an emphasis on the founding of Denton County. The African-American Museum provides diversity and ethno-tourism opportunities. The Bayless-Selby House provides history of early families in the city of Denton as well as an exhibit on early practice of medicine in Denton County. By providing a variety of programs at all our sites, our goal is to have visitors return often.

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

1.) Our research library offers visitors from around the world historical information relating to genealogical research as well historical information.
2.) Changing exhibits and public programs are featured at the sites to encourage return visitation.
3.) New acquisitions such as the Taylor Farm Log Cabin and E.D. Woods House, a Quakertown House, will add a new dimension to the Historical Park.
4.) Advertising with Swash Labs, a creative agency that focus on digital and emerging media, social business and brand development, helped us developed a target campaign plan for our marketing needs. We also use Swash Labs for monthly media buys.
We will continue with the production and distribution of our brochures through state tourism Center. We actively promote programs on our Facebook pages aswell as our webpage.
5.) Our staff and Museum docents at sites provide tourists information about the City as well as historical interpretation.

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2015	2015	37,437,450	140,029,844	130,296,587	41,989,485
2016	2016	41,989,485	151,860,331	140,807,368	46,534,214

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

The Office of History and Culture plans to provide exhibits that reflect cultural events of our past as well as provide educational and entertaining programs to build repeat visitation. We have adopted a strategic plan to guide us through the next 3 years, but our high level commitment to providing exhibits and outreach lectures will remain the same.

The Office of History and Culture is a state-curatorial facilitiy and is a repository for state-owned, Denton-related artifacts.

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5) **ATTACHED**

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement. **ATTACHED**

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding. **ATTACHED**

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers. **ATTACHED**

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file. **ON FILE**

Exhibit F Current W-9. **ON FILE**

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State. **N/A**

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number. **ATTACHED**

Exhibit I Provide schedule of local governing body's meetings. **ATTACHED**

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred. **ON FILE**

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount. **NONE MADE**

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: Mary Horn

(Print Name)

X Mary Horn

Date: May 16, 2017

Project Director Peggy Riddle

(Print Name)

X Peggy Riddle

Date: May 3, 2017

Late applications are subject to reduction or denial of funding.

Exhibit A

Example of Marketing

Attached

18140
01.

Swash Labs
PO Box 2464
Denton, TX 76202
(940)8080071
Diana@swashlabs.com
www.swashlabs.com

swashlabs

INVOICE

BILL TO
Joe Duncan
Denton Co Office of History
and Culture
110 West Hickory
Tx
Denton, TX 76201

P.O. NUMBER
165550

INVOICE # Q6068
DATE ~~07/25/2016~~
DUE DATE 07/25/2016
TERMS Due on receipt

ACTIVITY	QTY	RATE	AMOUNT
Consulting Paid Media Campaign with E-Newsletter content, Ad management, and Reporting for mid June through mid July Development of Communications Plan & Content Calendar	1	1,500.00	1,500.00
Media Buy-Maint June/July Media Buy	1	500.00	500.00

We appreciate your business!

BALANCE DUE **$2,000.00**

ACCOUNTS PAYABLE
JUL 26 2016
DENTON CO. AUDITOR'S OFFICE

18140
(01)

Swash Labs
PO Box 2464
Denton, TX 76202
(940)8080071
Diana@swashlabs.com
www.swashlabs.com

swashlabs

INVOICE

BILL TO
Joe Duncan
Denton Co Office of History
and Culture
110 West Hickory
Tx
Denton, TX 76201

INVOICE # Q5947
DATE 02/18/2016
DUE DATE 03/01/2016
TERMS Due on receipt

PO 162679

ACTIVITY	QTY	RATE	AMOUNT
Consulting Swash Labs Advertising Services E Newsletter Campaign	1	2,125.00	2,125.00
Media Buy-Maint Media Buy (March, April, May)	1	900.00	900.00

We appreciate your business!

BALANCE DUE **$3,025.00**

ACCOUNTS PAYABLE
FEB 23 2016
DENTON CO. AUDITOR'S OFFICE

01 17593 2016

CERTIFIED FOLDER DISPLAY SERVICE, INC.
SINCE 1899

1120 Joshua Way • Vista, CA 92081
(760) 727-5100 fax (760) 727-1583 www.certifiedfolder.com

INVOICE

INVOICE NO.	515613
CONTRACT NO.	16-0097293
ADVERTISER NO.	126832
SALESPERSON	Jeff Yeley

For Billing Questions Call: **1-800-799-7373**

Kim Guertler
Denton County Office
110 W. Hickory
Denton, TX 76201

05/09/2016	164481	1

1-VM-11-SW/FW	06/01/16	05/31/17	Fort Worth (Super Cities) - Modified	1,200.00

ACCOUNTS PAYABLE
JUL - 8 2016
DENTON VISITORS BUREAU

Check out your brochure at Visitortips.com-our new travel information website!

TERMS: Payment is due within 30 days of invoice date. If unpaid, a late charge of 1½% per month or 18% annually will be added to the unpaid balance and monthly thereafter until paid.

1,200.00

CERTIFIED FOLDER DISPLAY SERVICE, INC.
SINCE 1899

1120 Joshua Way • Vista, CA 92081
(760) 727-5100 fax (760) 727-1583 www.certifiedfolder.com

Please detach and return this portion with your payment.
Make checks payable to **CERTIFIED FOLDER DISPLAY SERVICE, INC.**
Please include invoice number on your check to ensure proper credit.

AMOUNT ENCLOSED

$

05/09/2016	515613
126832	1,200.00

For Billing Questions Call: **1-800-799-7373**

We appreciate your business!

01

Quote

June 30, 2016

From:
Denton Main Street Association
P.O. Box 2017
Denton, TX 76202
info@dentonmainstreet.org

To:
Denton County Office of History & Culture
110 West Hickory St.
Denton, TX 76201

Ad in downtown Visitor Guide	$600.00
TOTAL:	**$600.00**

Please pay upon receipt or no later than July 30, 2016

Make checks payable to:
Denton Main Street Association
PO Box 2017
Denton, TX 76202

THANK YOU FOR ADVERTISING!

Acoustic Lawn Jam – May - October

Denton Community Market – April - November
dentoncommunitymarket.org

Farmers' Market – June - September
dentonfarmersmarket.com

First Friday – Every first Friday night of the month
firstfridaydenton.com

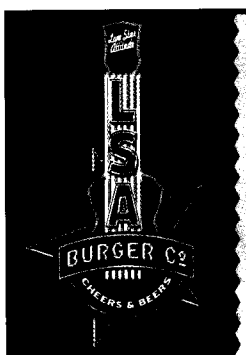
These are a few of the fun events that take place every month in the downtown Denton area. For a complete list visit of Denton events, **www.discoverdenton.com**

Beth Marie's
Ice Cream Soda Fountain
Old Fashioned
Good Taste Known No Season!
On Denton's Historic Courthouse Square
117 W. Hickory Street ~ Denton, Texas 76201
At Unicorn Lake by Cinemark
2900 Wind River Lane, #148 ~ Denton, Texas 76210
(940) 384-1818 ~ www.bethmaries.com

Step Back In Time
Homemade Ice Cream & Old Fashioned Fun
Soda Fountain Memories!
80+ Flavors ~ Fresh Waffle Cones
Sandwiches, Soup, Hot Dogs,
Chili, Baked Potatoes & Hot Cobbler
Lunch Served To 4pm
Open 7 Days a Week
Evenings Too!

THE CANDY STORE on the Square
Taste of North Texas Award Winner
Featuring Fine Gourmet Chocolates, Fresh Roasted Whole Bean Coffees – by the lb. or by the cup
110B W. Oak
Denton, TX 76201
Telephone
940-382-1001

MELLOW OUT WITH US
Dine-in, Delivery, To-Go & Catering
217 E. Hickory Street • Denton, TX 76201
940-323-1188
www.mellowmushroom.com/denton
mellow MUSHROOM PIZZA BAKERS



LONE STAR ATTITUDE
is more than just a motto... it's a way of life!
- The first -
GOURMET BURGER JOINT in TEXAS
to honor our state's MUSICAL LEGENDS *and* TRAILBLAZERS
LIVE MUSIC WEDNESDAY, FRIDAY AND SATURDAY
Who knows who you may meet on the LSB stage
113 W. HICKORY - DENTON, TX - 940.383.1022
www.lsaburger.com

DENTON'S PREMIER
LIVE PERFORMANCE COMPANIES
Check out our web sites for show dates and more!
Denton Community Theatre
www.dentoncommunitytheatre.com
mtd MUSIC THEATRE OF DENTON
www.musictheatreofdenton.com
CAMPUS
www.campustheatre.com

History Culture
THE DENTON COUNTY
MUSEUM

The Chestnut Tree
TEAHOUSE & BISTRO
BRUNCH & LUNCH
Desserts, Catering & Take-Out
107 W. Hickory | 940-591-9475
chestnuttearoom.com
/chestnuttearoom

Welcome to Downtown Denton

PsPrint
A DELUXE COMPANY

Question? You can reach us at **800.511.2009**

Invoice Number: 2653940

Date: 02/24/2016 Email

Billing Information

Joe Duncan
110 w hickory street
DENTON TX 76209

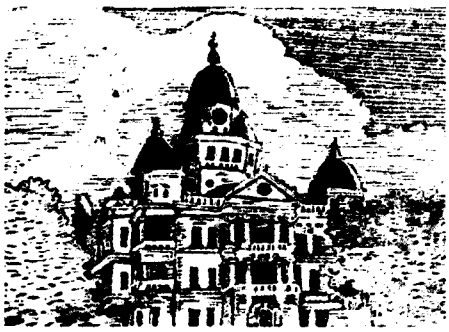
Order Summary

Printing Cost:	$1314.00
Shipping:	$87.84
Tax:	$0.00
Order Total:	$1401.84

Rack Cards

Job Number: 2653940-3471062

Job Name: Rack Cards



Denton County
Office of History & Culture

Courthouse-on-the-Square

Built in 1896, this structure is one of Denton County's most celebrated and iconic artifacts. It is the centerpiece of the downtown square. The building was restored in 2004 using the original blueprints of architect W.C. Dodson. It is constructed of limestone from Denton, pink granite from the Austin area, red sandstone from the Pecos region, and tan sandstone from Mineral Wells.

Today the courthouse serves as a reminder of Denton County's history. It is home to the Courthouse-on-the-Square Museum as well as the grave of John B. Denton. Lectures, exhibits, and community organized events are scheduled throughout the year keeping this local gem an active site for experiencing the past.

Product Details

Shipping address:	Joe Duncan Denton County 110 W Hickory St DENTON, TX 76201
Hardcopy Proof:	No Hardcopy Proof
Printed Side:	Full Color Both Sides
Perforation:	No
Production Time:	5 Business Days
Quantity:	3,000
Paper:	14 pt. C2S Gloss Cover

Printing Cost:	$657.00
Shipping:	$43.92
Tax:	$0.00
Job Total:	**$700.92**
Estimated Arrival:	03/04/2016

Rack Cards

Job Number: 2653940-3471056

Job Name: Rack Cards

Denton County
Office of History & Culture

Historical Park of Denton County

Owned by the citizens of Denton County, the Park is programmed by the Denton County Historical Commission as a hub for residents and visitors to grow and learn together. It is located on Mulberry Street just south of Denton's Historic Square, a short walk from the 1896 Courthouse on the Square.

The park is home to the Bayless-Selby House and the Quakertown Museums as well as our Welcome Center, each of which are historic Denton County structures. The park has plenty of open space and regularly hosts community events such as the Farmers' Market, the Community Market, live music, story-telling and more. Come visit Denton County's past right here in the present.

Product Details

Shipping address:	Joe Duncan Denton County 110 W Hickory St DENTON, TX 76201
Hardcopy Proof:	No Hardcopy Proof
Printed Side:	Full Color Both Sides
Perforation:	No
Production Time:	5 Business Days
Quantity:	3,000
Paper:	14 pt. C2S Gloss Cover

Printing Cost:	$657.00
Shipping:	$43.92
Tax:	$0.00
Job Total:	**$700.92**
Estimated Arrival:	03/04/2016

Printing Cost:	$1314.00
Shipping:	$87.84
Tax:	$0.00
Order Total:	$1401.84

Exhibit B

Audited Financial Statement

Attached

Denton County, Texas
COMBINING STATEMENT OF REVENUES, EXPENDITURES
AND CHANGES IN FUND BALANCES
GOVERNMENTAL FUNDS
For the Year Ended September 30, 2015

	General Fund	Debt Service	2010 PI Bond Project Fund	2012 PI Bond Project Fund	2013 PI Bond Project Fund	2014 PI Bond Project Fund	2015 PI & Ref Bond Project Fund	Nonmajor Governmental	Total Governmental Funds
REVENUES									
Taxes	$ 108,039,637	$ 46,140,705	$ -	$ -	$ -	$ -	$ -	$ 18,540,081	$ 174,720,422
Licenses and Permits	4,032,925	-	-	-	-	-	-	6,035,990	10,068,915
Intergovernmental	8,591,660	1,844,120	-	-	-	-	-	10,381,659	20,817,439
Fees of Office	14,138,814	-	-	-	-	-	-	5,154,355	19,293,169
Fines	2,947,238	-	-	-	-	-	-	-	2,947,238
Interest	116,007	18,264	62,421	67,677	67,634	41,686	6,925	82,428	463,042
Miscellaneous	2,163,564	-	-	-	-	-	-	4,220,186	6,383,750
TOTAL REVENUES	140,029,844	50,003,088	62,421	67,677	67,634	41,686	6,925	44,414,699	$ 234,693,974
EXPENDITURES									
Current									
General Government	19,184,015	-	-	-	-	-	-	3,162,991	22,347,006
Judicial	20,203,612	-	-	-	-	-	-	1,344,105	21,547,716
Legal	12,724,014	-	-	-	-	-	-	502,545	13,226,559
Financial	6,385,971	-	-	-	-	-	-	-	6,385,971
Public Facilities	9,006,153	-	-	-	-	-	-	-	9,006,153
Public Safety	59,185,631	-	-	-	-	-	-	13,643,832	72,829,463
Health and Welfare	73,359	-	-	-	-	-	-	10,942,280	11,015,639
Conservation	337,798	-	-	-	-	-	-	-	337,798
Contract Services	3,196,034	-	-	-	-	-	-	-	3,196,034
Roads	-	-	-	-	-	-	-	10,064,648	10,064,648
Intergovernmental	-	-	-	-	-	-	-	-	-
Capital Outlay	-	-	18,002,122	4,619,899	5,826,974	100,000	210,032	6,919,222	35,678,250
Debt Service									
Principal Retirement	-	24,080,000	-	-	-	-	-	-	24,080,000
Interest & Service Charges	-	25,436,037	-	-	-	-	-	-	25,436,037
TOTAL EXPENDITURES	130,296,587	49,516,037	18,002,122	4,619,899	5,826,974	100,000	210,032	46,579,623	255,151,275
Excess (Deficiency) of Revenues Over Expenditures	9,733,258	487,051	(17,939,702)	(4,552,222)	(5,759,341)	(58,314.00)	(203,107.53)	(2,164,924)	(20,457,300)
Other Financing Sources (Uses):									
Issuance of Debt	-	-	-	-	-	-	61,815,000	11,020,000	72,835,000
Bond Premium	-	4,611,543	-	-	-	-	3,993,162	995,609	9,600,314
Capital Lease Financing	-	-	-	-	-	-	-	334,893	334,893
Transfers In	243,201	-	-	-	-	-	-	5,510,702	5,753,903
Transfers Out	(5,424,423)	-	-	-	-	-	-	(329,480)	(5,753,903)
Refunding Bonds Issued	-	29,550,000	-	-	-	-	-	-	29,550,000
Refunding Bond Discount	-	-	-	-	-	-	-	-	-
Payments to Escrow Agent	-	(33,994,543)	-	-	-	-	(29,132,271)	-	(63,126,814)
Total Other Financing Sources (Uses)	(5,181,222)	167,000	-	-	-	-	36,675,891	17,531,724	49,193,393
NET CHANGE IN FUND BALANCES	4,552,036	654,051	(17,939,702)	(4,552,222)	(5,759,341)	(58,314)	36,472,783	15,366,800	28,736,093
FUND BALANCE - BEGINNING	37,437,450	2,763,689	51,896,382	56,481,981	47,870,616	29,696,946	-	61,145,747	287,292,810
FUND BALANCE - ENDING	$ 41,989,485	$ 3,417,739	$ 33,956,680	$ 51,929,759	$ 42,111,275	$ 29,638,632	$ 36,472,783	$ 76,512,548	$ 316,028,902

See the notes to the financial statements.

Denton County, Texas
COMBINING STATEMENT OF REVENUES, EXPENDITURES
AND CHANGES IN FUND BALANCES
GOVERNMENTAL FUNDS
For the Year Ended September 30, 2016

	General Fund	Debt Service	2010 PI Bond Project Fund	2012 PI Bond Project Fund	2013 PI Bond Project Fund	2014 PI Bond Project Fund	2015 PI & Ref Bond Project Fund	Nonmajor Governmental	Total Governmental Funds
REVENUES									
Taxes	$115,929,277	$ 50,273,886	$ -	$ -	$ -	$ -	$ -	$ 20,309,443	$ 186,512,606
Licenses and Permits	4,415,279	-	-	-	-	-	-	6,299,480	10,714,759
Intergovernmental	10,388,829	1,847,460	-	-	-	-	-	10,889,628	23,125,918
Fees of Office	14,660,936	-	-	-	-	-	-	5,269,599	19,930,535
Fines	3,228,593	-	-	-	-	-	-	-	3,228,593
Interest	267,990	74,696	76,232	217,030	116,247	107,762	169,021	363,323	1,392,301
Miscellaneous	2,969,427	-	-	29,962	-	-	-	695,988	3,695,378
TOTAL REVENUES	151,860,331	52,196,042	76,232	246,992	116,247	107,762	169,021	43,827,462	$ 248,600,090
EXPENDITURES									
Current:									
General Government	23,204,250	-	-	-	-	-	-	2,835,021	26,039,271
Judicial	22,019,473	-	-	-	-	-	-	1,447,375	23,466,849
Legal	13,328,481	-	-	-	-	-	-	148,643	13,477,124
Financial	6,800,904	-	-	-	-	-	-	1,443	6,802,348
Public Facilites	9,971,818	-	-	-	-	-	-	-	9,971,818
Public Safety	61,824,371	-	-	-	-	-	-	14,021,271	75,845,641
Health and Welfare	95,149	-	-	-	-	-	-	12,568,731	12,663,881
Conservation	443,455	-	-	-	-	-	-	-	443,455
Contract Services	3,119,467	-	-	-	-	-	-	-	3,119,467
Roads	-	-	-	-	-	-	-	10,522,726	10,522,726
Intergovernmental:	-	-	-	-	-	-	-	-	-
Capital Outlay	-	-	9,106,680	9,726,449	7,704,225	1,764,904	1,057,402	19,275,098	48,634,758
Debt Service:									
Principal Retirement	-	27,425,000	-	-	-	-	-	-	27,425,000
Interest & Service Charges	-	25,223,717	-	-	-	-	-	-	25,223,717
TOTAL EXPENDITURES	140,807,368	52,648,717	9,106,680	9,726,449	7,704,225	1,764,904	1,057,402	60,820,308	283,636,053
Excess (Deficiency) of Revenues Over Expenditures	11,052,963	(452,676)	(9,030,448)	(9,479,456)	(7,587,977)	##########	(888,380.81)	(16,992,846)	(35,035,963)
Other Financing Sources (Uses):									
Issuance of Debt	-	-	-	-	-	-	-	5,900,000	5,900,000
Bond Premium	-	13,757,590	-	-	-	-	-	154,370	13,911,960
Sale of Surplus Property								1,850,629	1,850,629
Capital Lease Financing	-	-	-	-	-	-	-	-	-
Transfers In	24,756	-	-	-	-	-	-	11,424,796	11,449,552
Transfers Out	(6,532,991)	-	-	-	-	-	-	(4,916,561)	(11,449,552)
Refunding Bonds Issued	-	120,845,000	-	-	-	-	-	-	120,845,000
Refunding Bond Discount	-	-	-	-	-	-	-	-	-
Payments to Escrow Agent	-	(134,197,590)	-	-	-	-	-	-	(134,197,590)
Total Other Financing Sources (Uses)	(6,508,235)	405,000	-	-	-	-	-	14,413,234	8,309,999
NET CHANGE IN FUND BALANCES	4,544,728	(47,676)	(9,030,448)	(9,479,456)	(7,587,977)	(1,657,142)	(888,381)	(2,579,611)	(26,725,964)
FUND BALANCE - BEGINNING	41,989,485	3,417,739	33,956,680	51,929,759	42,111,275	29,638,632	36,472,783	76,512,548	316,028,902
FUND BALANCE - ENDING	$ 46,534,214	$ 3,370,064	$ 24,926,232	$ 42,450,302	$ 34,523,298	$ 27,981,489	$ 35,584,403	$ 73,932,936	$ 289,302,938

See the notes to the financial statements.

Exhibit C

Itemized Income and Expenses

Attached

Profit & Loss Statement

For the Period Ended January 1, 2015 – December 31, 2015

Income	**$ Budget**	**$Actual**
HOT Funds Grant 2015	113,999	
Total Income		**113,999**
Expenses		
Advertising	19,999	21,572.79
Historical (Archival supplies, Exhibits & Relocation Taylor Farm & Barn)	62,000	60,245.04
Administration (Contract Labor)	32,000	33,001.60
Total Expenses		**114,819.43**
Profit/Loss		**-820.43**

Profit & Loss Statement

For the Period Ended January 1, 2016 – December 31, 2016

Income	**$ Budget**	**$Actual**
HOT Funds Grant 2016	150,000.00	
Total Income		**145,810.58**
Expenses		
Advertising	17,000.00	16,959.50
Historical:		
Archival Supplies, Exhibits, Restoration of Taylor Farm house/barn,	101,000.00	96,851.08
Woods home relocation		
Administration (Contract Labor)	32,000.00	32,000.00
Total Expenses		**145,810.58**
Profit/Loss		**4,189.42**

Exhibit D

Detailed HOT Proposed Budget
Denton County Museums
Program Year 2018

ADVERTISING	
Magazines, Newspapers and Digital Media	$10,000
Visitors Guides	$1,000
Brochures	$2,000
Total Advertising	**$13,000**
HISTORICAL RESTORATION/PRESERVATION	
Archival Supplies	$10,000
New Exhibits	$20,000
Restoration of Taylor Log Cabin & Reconstruction of Barn	$50,000
Restoration of the Woods Home (Quakertown House)	$50,000
Total Historical	**$130,000**
ADMINISTRATION	
Contract Labor	
Part-time staffing	$45,000
Total Administration	**$45,000**
GRAND TOTAL	**$188,000**

Exhibit E

Letter of Determination

Already on file.

Exhibit F

W-9 Form

Already on file

Exhibit G

Proof of Current Status as a Non-profit Texas Corporation

County government is not applicable

Exhibit H

Members of Governing Body

Denton County Commissioners Court:

The Honorable Mary Horn, County Judge, 110 West Hickory, Denton 76201, 940-349-2820, mary.horn@dentoncounty.com

The Honorable Hugh Coleman, County Commissioner Precinct 1, 1400 FM 428, Suite 139, Cross Roads 76227, 940-349-2810, hugh.coleman@dentoncounty.com

The Honorable Ron Marchant, County Commissioner Precinct 2, 1029 Rosemeade Parkway, Carrollton 75007, 972-434-7140, ron.marchant@dentoncounty.com

The Honorable Bobbie J. Mitchell, County Commissioner Precinct 3, 190 N. Valley Parkway, Lewisville 75067, 972-434-4780, bobbie.mitchell@dentoncounty.com

The Honorable Andy Eads, County Commissioner Precinct 4, 110 West Hickory, Denton 76201, 940-349-2801, andy.eads@dentoncounty.com

Denton County Office of History and Culture Staff:

Peggy Riddle, Director

Roslyn Shelton, Assistant Director

Kim Cupit, Curator of Collections

Joe Duncan, Curator of Exhibits

Kelsey Jistel, Curator of Educational Programs

Gretel L'Heureux, Volunteer and Tour Coordinator

Exhibit I

2017 Schedule of Board Meetings

January 24

February 28

March 28

April 25

May 23

June 27

July 25

August 22

September 26

October 27

November 28

Exhibit J

By-laws

Already on file

Exhibit K

Donations Made by Organization

None made.

April 4, 2017 Documents Following:

- Agenda Information Sheet
- Denton County Slide Presentation ($195,276 Request)
- City Council Minutes

File #: ID 17-305, **Version:** 1

Agenda Information Sheet

DEPARTMENT: **Community Affairs**

CM/ACM: **Todd Hileman**

DATE: **April 4, 2017**

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding any support for the Denton County Historical Park.

BACKGROUND

The Denton County Historical Commission's purpose is to preserve, protect, and promote the history of Denton County. The Commission directs the activities of the Denton County Historical Park, a hub for visitors to grow and learn together. The park is located on Mulberry Street, south of Denton's Historic Square. In 2015, approximately 11,958 people visited the park. In 2016, that number increased to 12,393. The Historical Commission does not track the number of visitors that visit the park when the buildings are closed.

The park regularly hosts community events, including the Community Market, every Saturday beginning in April and ending in November of each year. The mission of the Denton Community Market is to strengthen the Denton community by providing economic opportunities for local artists, businesses, food vendors, and food producers to contribute to the vitality and livability of Denton.

Staff from the County Office of History and Culture, the Denton Community Market, and the City began meeting in December 2016, to develop a plan to improve the quality of experiences for those that attend the Historical Park. The County has a master plan for the Historical Park and would like to share it with the Denton City Council. They are also interested in exploring the interest of the City to assist with the costs of some capital improvements to the Park. These include electrical improvements, the addition of an awning for vendors at the Community Market, and the addition of a fence to surround the park and protect against vandalism. With the improvements to the Park, the experience for visitors will be enhanced and possibly increase tourism for the City of Denton.

Denton County is requesting financial assistance to complete improvements to the Denton County Historical Park. The improvements will benefit all of the events held at the park, including the Denton Community Market. Denton County has obtained the following estimates for improvements:

Electrical Improvements	$ 93,466
Awning $101,810	$101,810
Total:	**$195,276**

OPTIONS

Direct staff to provide Denton County a specific dollar amount for the requested improvements.
Direct staff to take some other action.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

During the August 2, 2016, City Council Meeting, a Work Session item was presented to the Council from staff regarding the complications of utilizing the parking lot at 121 Exposition for an Event Center. After hearing concerns from staff, the general consensus of Council was to direct staff to identify other options and return a proposal.

FISCAL INFORMATION

As part of the FY 2015-16 Budget, Council approved $658,000 for the construction of an event center and parking lot at 121 Exposition. Of this amount, $253,000 was authorized for the event center, with $103,000 coming from the General Fund and $150,000 from Hotel Occupancy Tax (HOT) Funds. The City entered into a professional services agreement for design services with Pacheco Koch and approximately $21,000 has been spent so far. The community event center was going to be the new location for the Denton Community Market. Below is a breakdown of the funding for the Community Event Center and parking lot:

Exposition Parking Lot Improvements	-$405,000 (Funding April 2016 Certificates of Obligation)
Community Event Center -	103,000 (Funding from General Fund)
Community Event Center	150,000 (Funding - Tourist & Convention Fund)
Total Project Budget	**$658,000**

STRATEGIC PLAN RELATIONSHIP

The City of Denton's Strategic Plan is an action-oriented road map that will help the City achieve its vision. The foundation for the plan is the five long-term Key Focus Areas (KFA): Organizational Excellence; Public Infrastructure; Economic Development; Safe, Livable, and Family-Friendly Community; and Sustainability and Environmental Stewardship. While individual items may support multiple KFAs, this specific City Council agenda item contributes most directly to the following KFA and goal:

Related Key Focus Area: Safe, Livable & Family-Friendly Community
Related Goal: Provide and support outstanding leisure, cultural, and educational opportunities.

EXHIBITS

Denton County Historical Park Presentation

Respectfully submitted:
John Cabrales Jr.
Director of Community Affairs

Prepared by:
Vernell Dooley
Assistant Legislative and Media Relations Officer

Denton County Historical Park

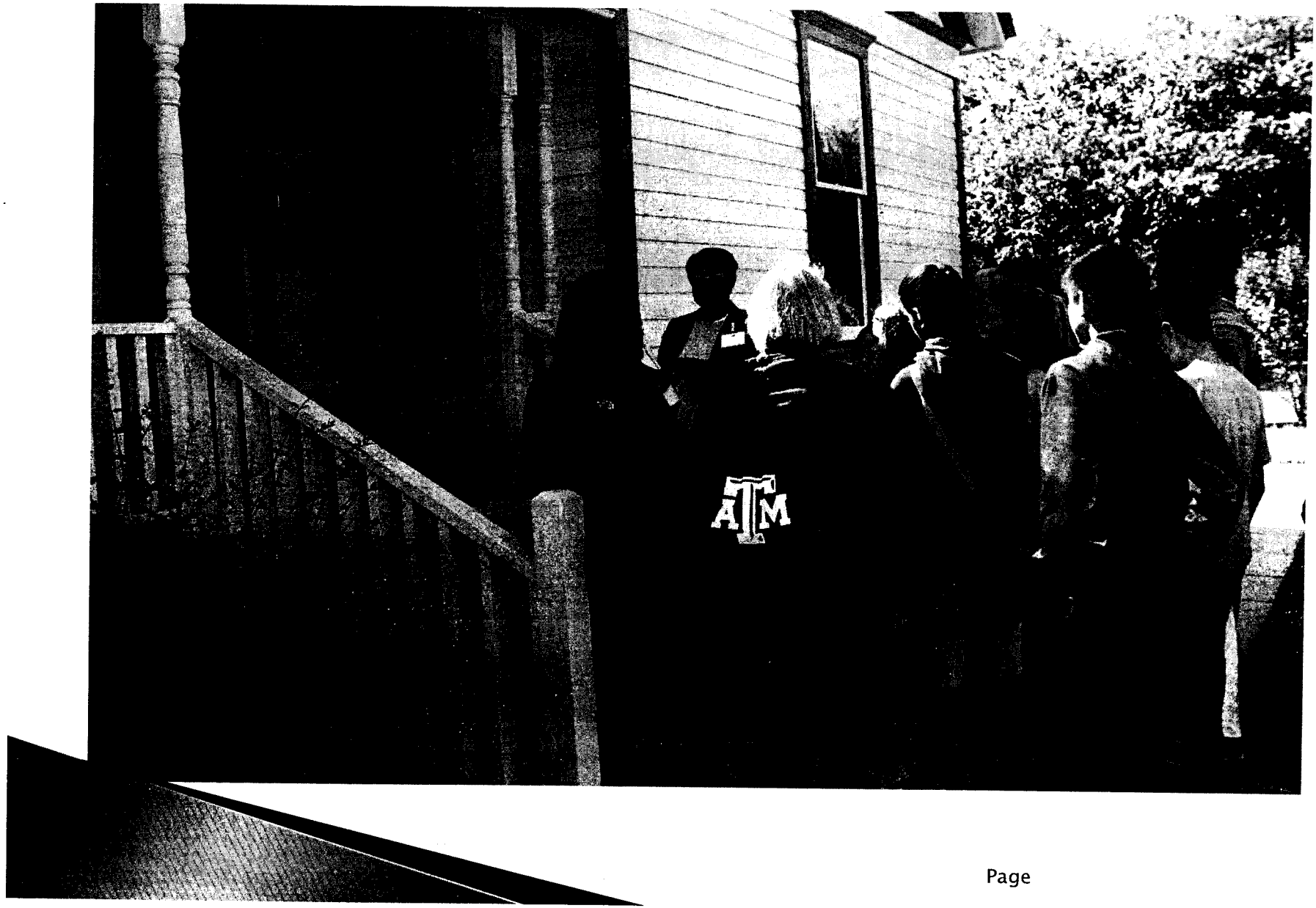
Presented to: Denton City Council
April 4, 2017

Commissioner Andy Eads

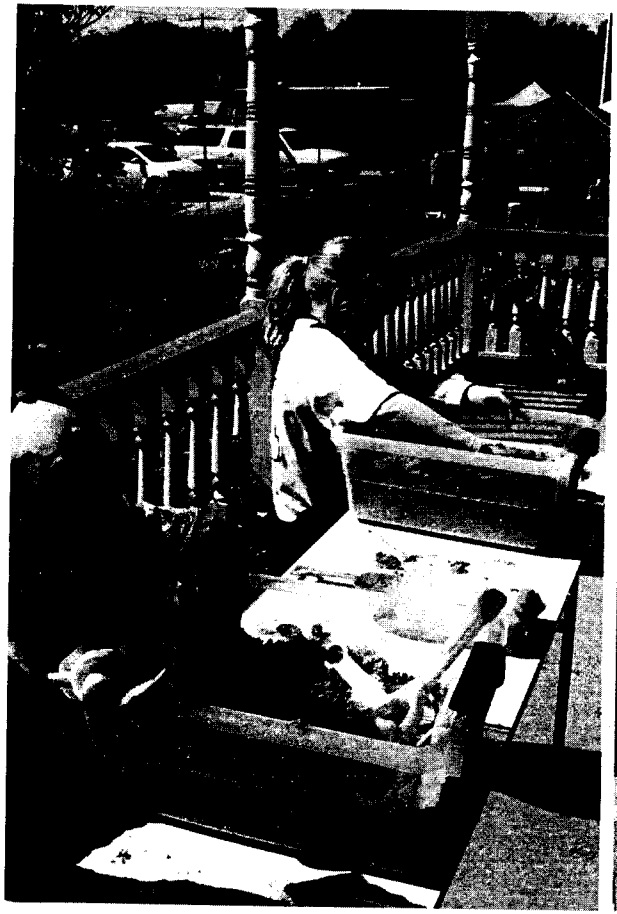
Tours

Juneteenth - 2015

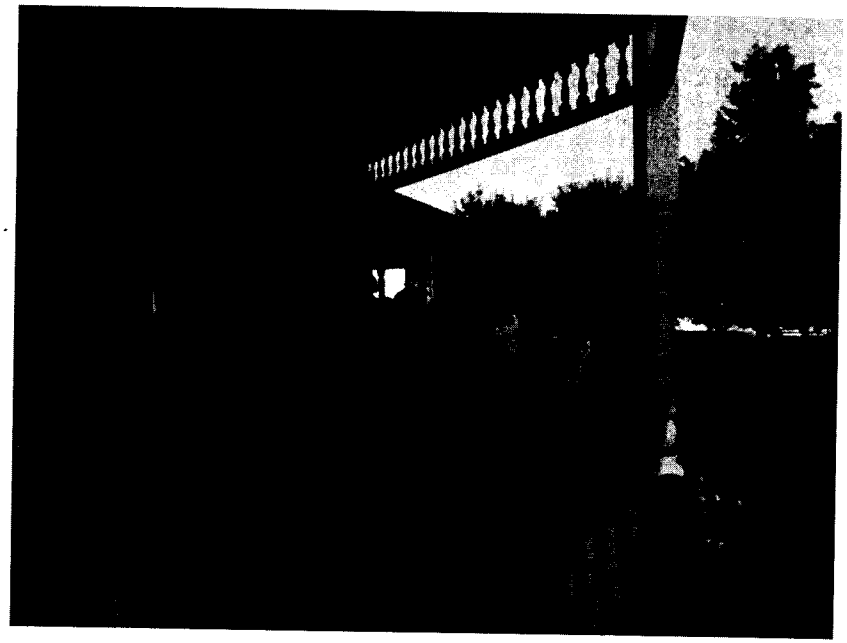
Quakertown House



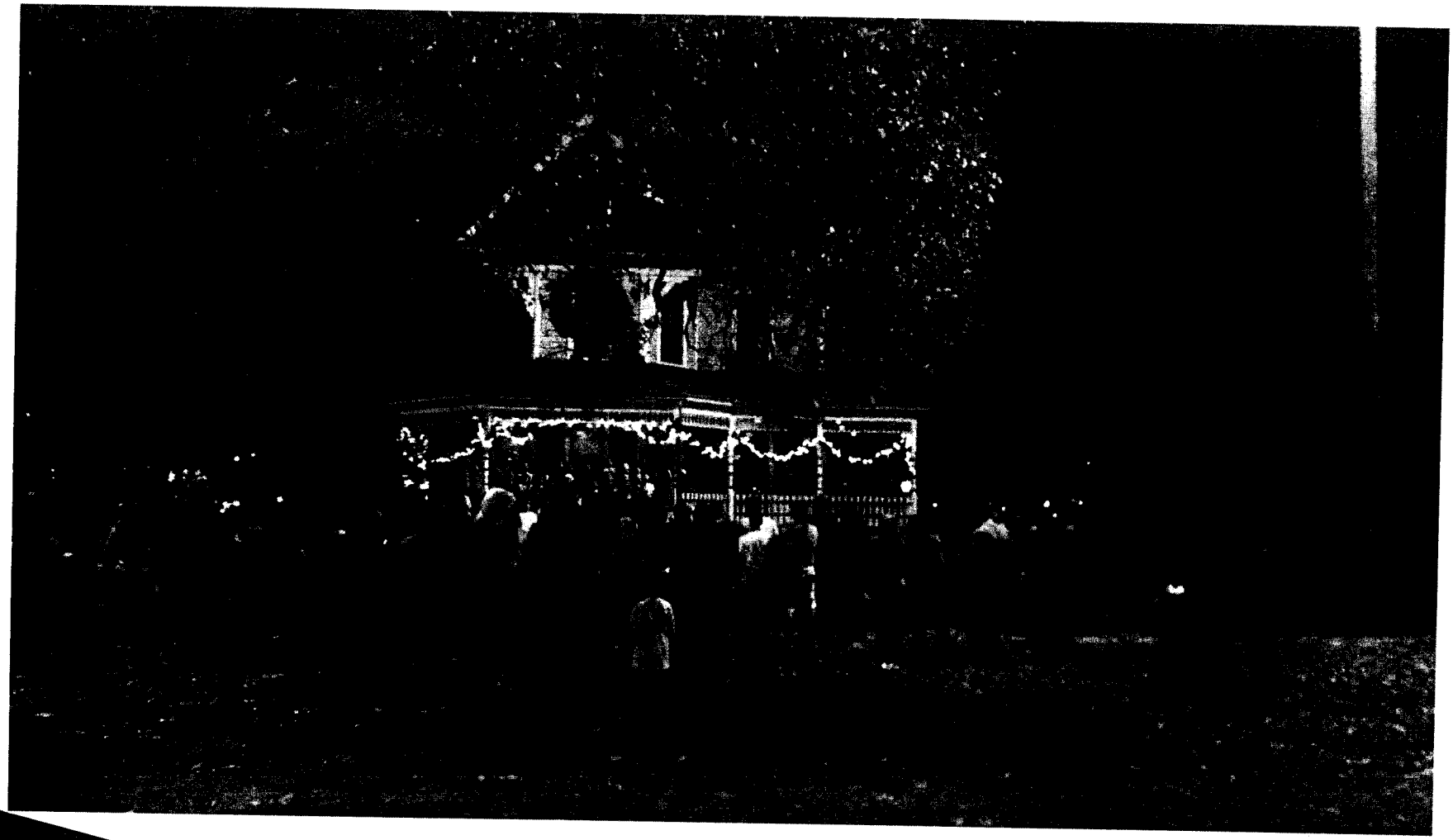
Archeology Day 2014



Park After Dark - 2016



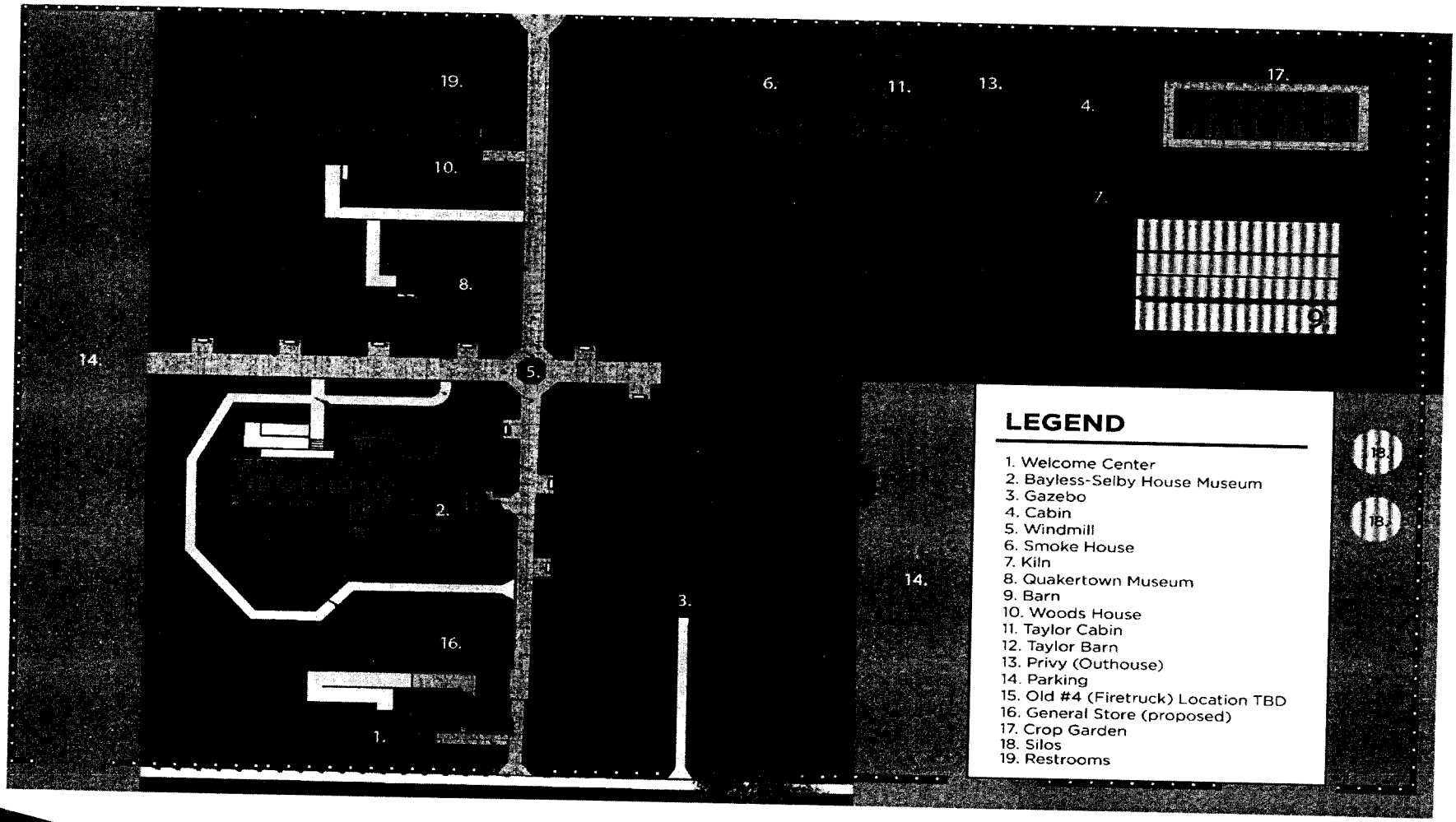
Holiday Lighting 2014



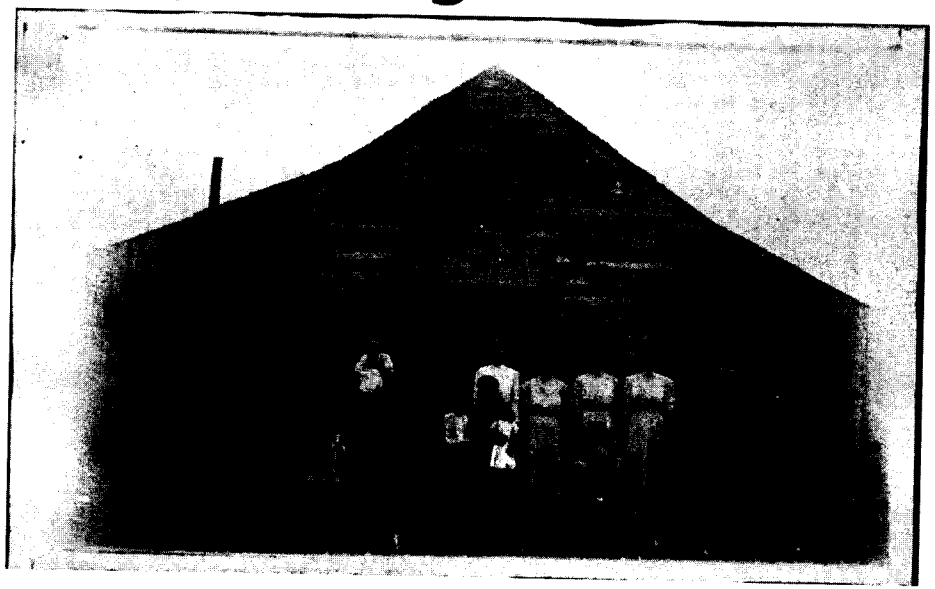
·DENTON·
COMMUNITY MARKET

·DENTON·
COMMUNITY MARKET

Structural Update

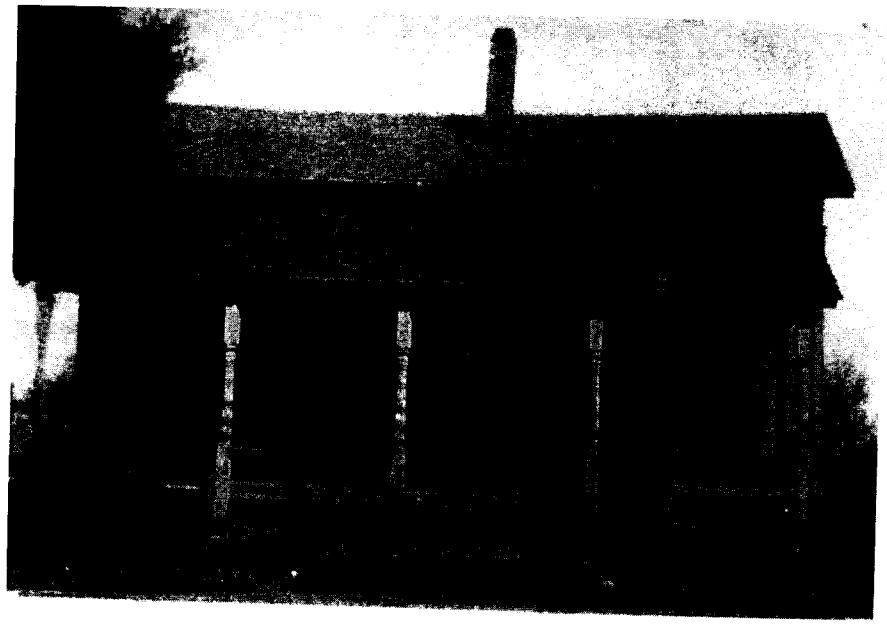


Taylor Log Cabin



Circa 1910

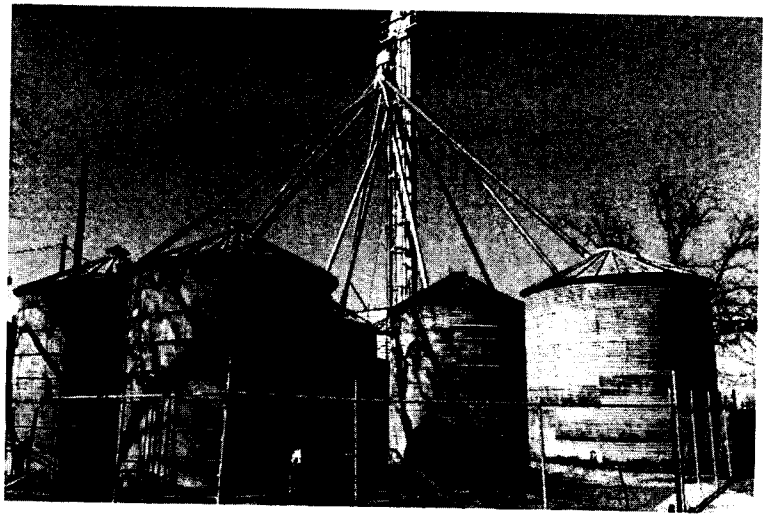
W. E. Woods House



Circa 1940

Privy and Smoke House

Wilson Kiln and Silos

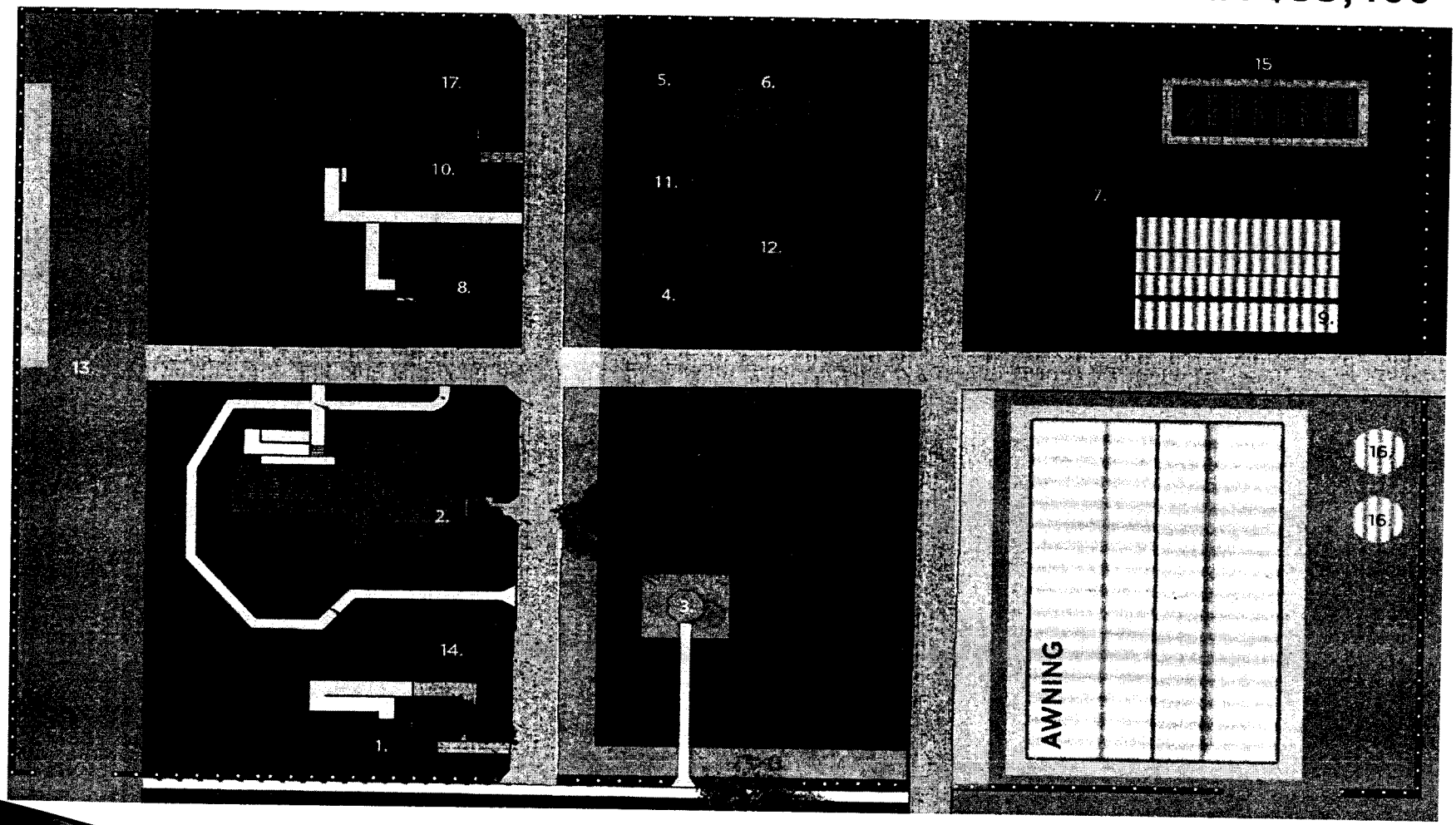


Denton County Investment

Project	Total
Historical Park	$113,736
Perimeter Fence	$600,000
Bayless-Selby House	$460,000
African American Museum	$259,830
Welcome Center	$100,000
Total over 3 years:	**$1,533,566**

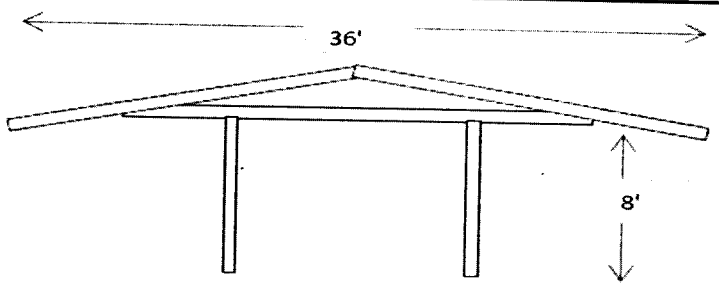
Required Electrical Improvements

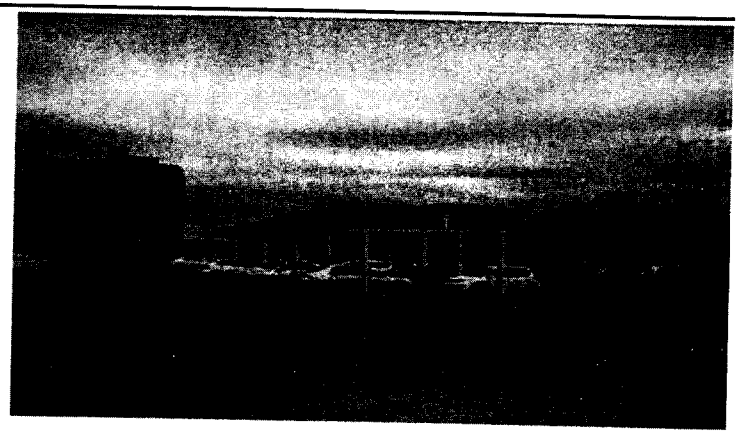
Estimate total: $93,466

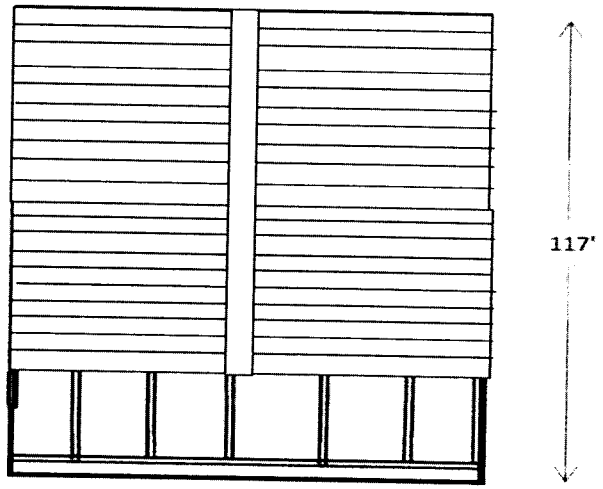


Covered Parking Area for Vendors

Estimate total: $101,810







PRICE DOES NOT INCLUDE PERMIT ,ENGINEERED DRAWINGS OR ANY PERMIT RELATED COSTS (IF REQUIRED). BLOCKING BY OTHERS

Awnings: $ 89,240.00
Paint: $ 3,570.00
Install: $ 9,000.00
Tax: $ 0.00

Denton County thanks the City of Denton for its partnership and consideration

CITY OF DENTON CITY COUNCIL MINUTES
April 4, 2017

After determining that a quorum was present, the City Council convened in a Work Session on Tuesday, April 4, 2017 at 1:00 p.m. in the Council Work Session Room at City Hall.

PRESENT: Mayor Pro Tem Roden, Council Member Wazny, Council Member Briggs, Council Member Hawkins, Council Member Gregory, Council Member Bagheri, and Mayor Watts.

ABSENT: None.

1. Citizen Comments on Consent Agenda Items

Willie Hudspeth spoke about how much he spoke at meetings and that he would continue until he received answers to his questions. He spoke off topic regarding no African American firefighters in the City of Denton.

2. Requests for clarification of agenda items listed on the agenda for April 4, 2017.

Staff responded to council requests for clarification of the following items:

Council Member Briggs - Consent Agenda Item A
Council Member Wazny - Consent Agenda Item D
Council Member Bagheri - Consent Agenda Item F - pull for separate consideration

3. Work Session Reports

A. ID 17-305 Receive a report, hold a discussion, and give staff direction regarding any support for the Denton County Historical Park.

County Commissioner Andy Eads presented information on the Denton County Historical Park in terms of tours, celebrations, events, and the Denton Community Market that happened in the Park. He reviewed the structural update on the buildings in the Park and the investments the County had expended on the structures and areas of the Park. The required electrical improvements were presented which were estimated to be $93,466 and $101,810 for a covered parking area for vendors.

Council discussed the estimated number of vendors that would be accommodated under the covered parking and what the request from the County was for funding.

Eads stated that the County was requesting the City provide the funding for the electrical improvements and awning structure.

Council discussed the annual vote by Commissioners Court on the contract with the Community Market and the uncertainty of whether it would be renewed after paying for those improvements; the parking situation for people attending the Market as some of the current parking was scheduled to be reclaimed as green space; consideration of a wayfinding plan from Downtown to the Historical Park; any interest in using tree funds to increase the tree canopy in the area; the

economic impact of the Community Market on other areas of the City and other future partnership opportunities with the County for the Park. Council also discussed the use of the funds previously set aside for the Exposition Parking Lot improvements and relocation of the Community Market.

Consensus of the Council was not to invest money for the specific purpose of the Community Market until they had a multi-year contract with the County. Staff was to move forward with the request and in the meantime the County would have discussions with the Market regarding continuation of the contracts. The amount of the Interlocal agreement would be the amount that the County was currently asking.

B. ID 17-384 Receive a report, hold a discussion, and provide direction regarding House Bill 2445 concerning the allocation of hotel occupancy tax funds to the purpose of enhancing and upgrading existing City-owned sports facilities.

Lindsey Baker, Intergovernmental Relations and PIO Officer, reviewed the details of the proposed bill. The City had been requested to approve a resolution of support for the bill which was on the later agenda for consideration.

C. ID 17-398 Receive a report, hold a discussion, and give staff direction regarding monument assessment and restoration/preservation services at Oakwood and IOOF cemeteries.

Emerson Vorel, Director of Parks and Recreation, provided the background information on the proposal for the assessment and restoration services at the cemeteries. Current challenges, assessment of the services needed, services to be provided, and staff recommendations/options were presented.

Council discussed the mapping system to be used; responsibility for maintenance; status for updating the fencing around the cemeteries; and consideration of limiting the amount of funding to the original $150,000 approved in the last budget process to be used for restoration.

Council Member Bagheri felt that $150,000 should be used for restoration and was not in favor of the consultant. She requested an analysis of what was being charged for the plots.

Mayor Pro Tem Roden felt that if the comprehensive study was not done it would not be known how much future funding might be needed.

Mayor Watts felt that solid decorative fencing was needed first. He suggested considering private funding to assist with the restoration.

Council Member Gregory stated that the original suggestion was to do restoration of some of the monuments that were in danger of falling.

Consensus of the Council was to return with a bid on the fencing and postpone direction until that bid was received. Staff was also requested to do a comparison of plot pricing.

D. ID 17-290 Receive a report, hold a discussion, and give staff direction regarding the acquisition of property for the purpose of tree preservation.

Lauren Barker, Program Manager-KDB, spoke on the criteria for evaluation of tree preservation. Topics of discussion included background and purpose, overview of property selection criteria and options for consideration.

Council discussed how the preservation of a natural area blended with a park as a park designation had different amenities than just a natural area; look at the fund in terms of funding projections for future years and associated goals; consider increasing the tree canopy through the planting of trees and not just purchasing current trees as they eventually die and thus reduced the canopy; and purchasing property in the City would be very expensive due to the real estate market. Council continued their discussion with riparian zones and why they were not included on the priority list as they were probably not developable and not in danger; whether there was a point for connectivity between park areas and trail development; and a fourth option might be considered of a conservation easement on properties.

Following the completion of the Work Session, the City Council convened in a Closed Meeting at 3:50 p.m. to consider the specific items listed below under the Closed Meeting section of this agenda.

1. Closed Meeting:

A. ID 17-302 Deliberations Regarding Real Property - Under Texas Government Code, Section 551.072; Consultation with Attorneys - Under Texas Government Code, Section 551.071.

Discuss, deliberate, and receive information from staff and provide staff with direction pertaining to the potential purchase of the following real property interests located within the City of Denton, Denton County, Texas in: (1) the N. Britton Survey, Abstract No. 51(generally south of 1400 block of E. Ryan Rd.); (2) the D. Hough Survey, Abstract No. 646 (generally west of the 1900 block of S. Mayhill Rd.); (3) the J. McGowan Survey, Abstract No. 797 (generally west of the 2500 block of S. I-35 East) (4) the G. Walker Survey, Abstract No. 1330 (generally west of the 4100 block of Swisher Rd.); and (5) the M. Austin Survey, Abstract No. A-4 (generally west of the 1200 block of S. Loop 288). The potential purchases are related to the City's tree preservation initiatives. Consultation with the City's attorneys regarding legal issues associated with the potential acquisition of the real property interests described above where a public discussion of these legal matters would conflict with the duty of the City's attorneys to the City of Denton and the Denton City Council under the Texas Rules of Professional Conduct of the State Bar of Texas.

Regular Meeting of the City of Denton City Council at 6:30 p.m. in the Council Chambers at City Hall, 215 E. McKinney Street, Denton, Texas.

1. PLEDGE OF ALLEGIANCE

The Council and members of the audience recited the Pledge of Allegiance to the U. S. and Texas flags.

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 19 2017

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	Denton Dog Days, Inc.
Name of Event:	Dog Days of Denton Celebration
Website Address:	www.dentondogdays.com
Mailing Address:	P. O. Box 1158
	Denton, TX 76202
Physical Address:	828 E. Sherman Drive, Denton, TX 76209
Telephone #:	940-218-1560 Fax #: 940-218-1560

Primary Contact Name: (Project Director)	Kevin Lechler
Mailing Address:	828 E. Sherman Drive
	Denton, TX 76209
Telephone #:	972-880-5470 Fax #: 940-218-1560
Email Address:	ktlechler@gmail.com

Secondary Contact Name: (Local Board Chairman)	Susan Curry-Langston
Mailing Address:	258 Bobcat Road
	Sanger, TX 76226
Telephone #:	940-390-9197 Fax #: 940-218-1560
Email Address:	scurry@nstarbank.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

X **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

_____ **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

_____ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

_____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

_____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

_____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
The purpose of Dog Days of Denton is to produce a festival of activities and enjoyment for pets and their people that is free and open to the public. Arts, crafts, canine education and talent contests are the primary focus of the event. Dog Days was the first and is the most copied event of its kind in Texas, making Denton a destination for dog lovers. Educational activities such as proper pet care, pet rescue efforts and providing the opportunity for area nonprofits to raise awareness and funds for their organizations are also a very important aspect of the programming.

3) Does your organization have paid staff?
X Yes _____ # Full-time 1 # Part-time
_____ No

4) Does your organization use volunteers?
X Yes Approximately how many? 25-30
_____ No

5) Does your organization _____ own or ____X_____ rent office space? (storage facility)

6) Does your organization own a vehicle?

_____ Yes
____X____ No

7) Is the event that the organization is requesting HOT funds for held on City property?

_____ Yes Name Location(s) _____
____X____ No Name Location(s) North Texas State Fairgrounds

8) Will the organization be able to provide insurance coverage for the event if held on City property?

____X____ Yes
_____ No

9) List ALL other sources of funding your organization receives and how much.

____X____ Check here if information is attached.

Source	Please Circle One		Dollar Amount
Corporate Sponsors	Earned	Donated	$ 8,475.00
Hotel Tax	Earned	Donated	$ 16,086.00
Booth Sales	Earned	Donated	$ 1,240.00
Vendor Space Rentals	Earned	Donated	$ 1110.00
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Marketing and promotions for the 2018 Dog Days of Denton Celebration

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size		# From Out of Town		Hotel Nights	Event
2014	Estimated	6500	Estimated	3,500	50	Dog Days of Denton
2015	Estimated	7250	Estimated	3575	75	Dog Days of Denton
2016	Estimated	7250	Estimated	3575	75	Dog Days of Denton

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Funds received will go directly to the promotion of the event with a focus on attracting more out of town vendors and attendees through print and online outlets in the DFW region and within a 3 hour driving radius of Denton. Will will again work with the Convention and Visitors Bureau to reach an already broad audience base with special attention targeted to creating increased attendance and room nights for the event utilizing google ads and creative social media postings and advertising.

13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

We willl target the DFW area and up to a 3 hour driving radius of Denton with print, online and social media advertising to increase the online presence for Dog Days and attendance at the event. Traditional print ads will continue and an increased number of online ads focusing on the event's 25 year history as an attraction and will promote Denton as the perfect place to travel with your pet. We will also continue working with the Denton CVB to create travel packages for the "Dog Days Experience" featuring travel packages during the event which will promote Denton as a pet-friendly city and enable us to better track hotel room night usage. A specific and targeted social media campaign will be developed specifically around the fact that this will be the 25th anniversary of the event and will feature "throw-back" pictures and moments from the past 25 years of Dog Days of Denton.

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

A local and regional destination for 25 years, Dog Days has capitalized on the growth of social media to increase attendance and awareness of the event. Funds received will enable us to increase this awareness as well as the scope of our targeted areas through social media and online ads while promoting Denton as a dog-friendly destination. These promotions will include cross-marketing with some of our sponsor partners (East Side Denton, Oak Street Draft House and Fetch! Dog Park and Bar) to showcase Denton as a truly unique and dog friendly place to visit. Package deals will again be created with the Denton CVB to enhance hotel night usage for the event. Dog Days staff and Board will continue targeting Corporate Sponsorships (Purina, Subaru, etc) looking to roll out national campaigns that continuously keep Denton in the spotlight as a pet-friendly destination.

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2015	2015	8055	23356.25	26970.66	4440.64
2016	2016	4440.64	26910.59	24746.95	6604.28

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

Dog Days of Denton is a signature event for Denton and is known for its originality throughout Texas and the nation. It continues to be a fun and educational outing for families and individuals with their pets. The long range plan is to continue to expand the educational aspects of our programming while maintaining the relaxed and entertaining environment. Performances and demonstrations will be added to the programming along with the continued partnerships with service organizations that help promote the well-being of animals, providing the format to raise awareness and much needed funds for their organizations.

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

___X___ Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: Susan Curry-Langston

(Print Name)

x Susan Curry-Langston

Date: 5/19/17

Project Director Kevin Lechler

(Print Name)

x Kevin Lechler

Date: 5/19/17

Late applications are subject to reduction or denial of funding.

Exhibit A - 1 of 5

It's a Dog-Meet-Dog World

Story by Jennifer Pache

Carefully walking onto the stage, their paces perfectly measured so as not to be too long or too short, the contestants nervously fidget with their frilly costumes. At their side follow their canine companions. In this competition, it's the humans who are being judged and the dogs that are just along for the ride. The closer the humans are to looking and acting like their dogs, the more likely they are to take home first place.

The Dog Owner Look-Alike Contest is part of the Dog Days of Denton Festival. Held every fall at the North Texas Fairgrounds, Dog Days celebrates all things dog, from their cuteness, intelligence and physical traits to their abilities to help humans. Dog lovers, enthusiasts, trainers, breeders, rescuers and many more gather for contests and demonstrations. Most contests are designed solely for dogs, and some vendors offer free treat samples and adorable costumes to pose for Glamfur shots available on site.

"I have to say the funniest thing is usually the dog singing contest," said Clay Riggs, a member of the Dog Days Board of Directors.

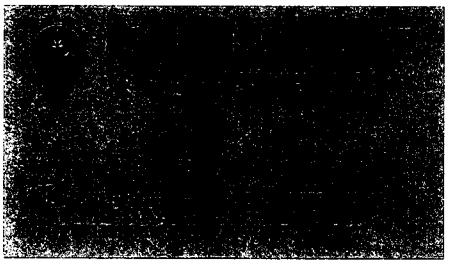
The Dog Sing-A-Long Contest has humans putting on their favorite tunes and hoping their best canine friends will join in like they do at home. Participation is easy – anyone who is interested lines up backstage shortly before the competition starts and waits their turn. Pair by pair, they take their places on the stage and sing their hearts out, while their canine companions either join in or just stare. Everyone has a good time and the crowd gets a laugh listening to the howling. Then the audience helps the judges choose the most harmonious pair.

Besides the look-alike and sing-along contests, there are competitions for Longest Ears, Shortest Ears, Longest Tongue, Shortest Hair, Longest Hair and many more. Judges do not always judge alone; many times the crowd helps make the tough choices by cheering their support.

But Dog Days of Denton is not just about entertainment. Many events throughout the day are also educational.

"One year we did a herding demonstration," recounted Kevin Lechler, director of the event, "and we had live ducks out there and dogs that were trained to herd them. They were showing all of the ways the animals can be trained. To me, that's very important."

Other kinds of demonstrations are held to show the true potential of dogs. For example, a group that adopts dogs from shelters trains



them to recognize signs of PTSD and calm people suffering from that condition. The dogs are then given to veterans. Other demonstrations have highlighted trained dogs' abilities to track and discover anything from food to drugs.

Everyone is welcome, with or without a dog. Shelters usually attend, either with dogs needing homes or photos of available animals, and many people have been able to adopt right at the festival – one more way that Dog Days of Denton helps to improve the conditions of down-on-their-luck dogs.

So whether you've got a mini look-alike, a singing sensation, or just a plain good dog, all dogs are welcome. Please don't forget the humans.

A trained border collie herds ducks during the Dog Days of Denton Festival. (Photo by Tammi Paul)

Exhibit A-245

Denton's top dogs

What city data says about residents and their best friends

By Lucinda Breeding
Features Editor
lbreeding@dentonrc.com

Denton is for crazy dog people. Serious dog lovers. Dog lovers who bring their pups to Oak Street Pranhouse and don't mind if their dogs meet local brewers. Bulldog Bank. Or you might get a butt-sniffed by a floppy Cocker Spaniel named Miss Piggy over a cup of tea during an hour at the Denton Arts & Jazz Festival — the biggest outdoor party Denton has every year, you'll see people steering their pit bulls, Shetland sheepdogs (also known as the merry, quiet Sheltie) or their kerchief-wearing Australian cattle dogs through the crowds, in defiance of festival rules.

The *Denton Record-Chronicle* did some research on the most popular dog breeds in Denton, just to see where local tastes run. Are we the French bulldog capital of Texas? (No, we aren't.) Are we nuts over the Rhodesian ridgeback? (Not quite.)

We looked at the Denton Animal Services license registry, where people list their dogs by breed, sex, age, weight and color. City officials know that not every resident registers their dogs according to city ordinance, so the registry is representative, not exact.

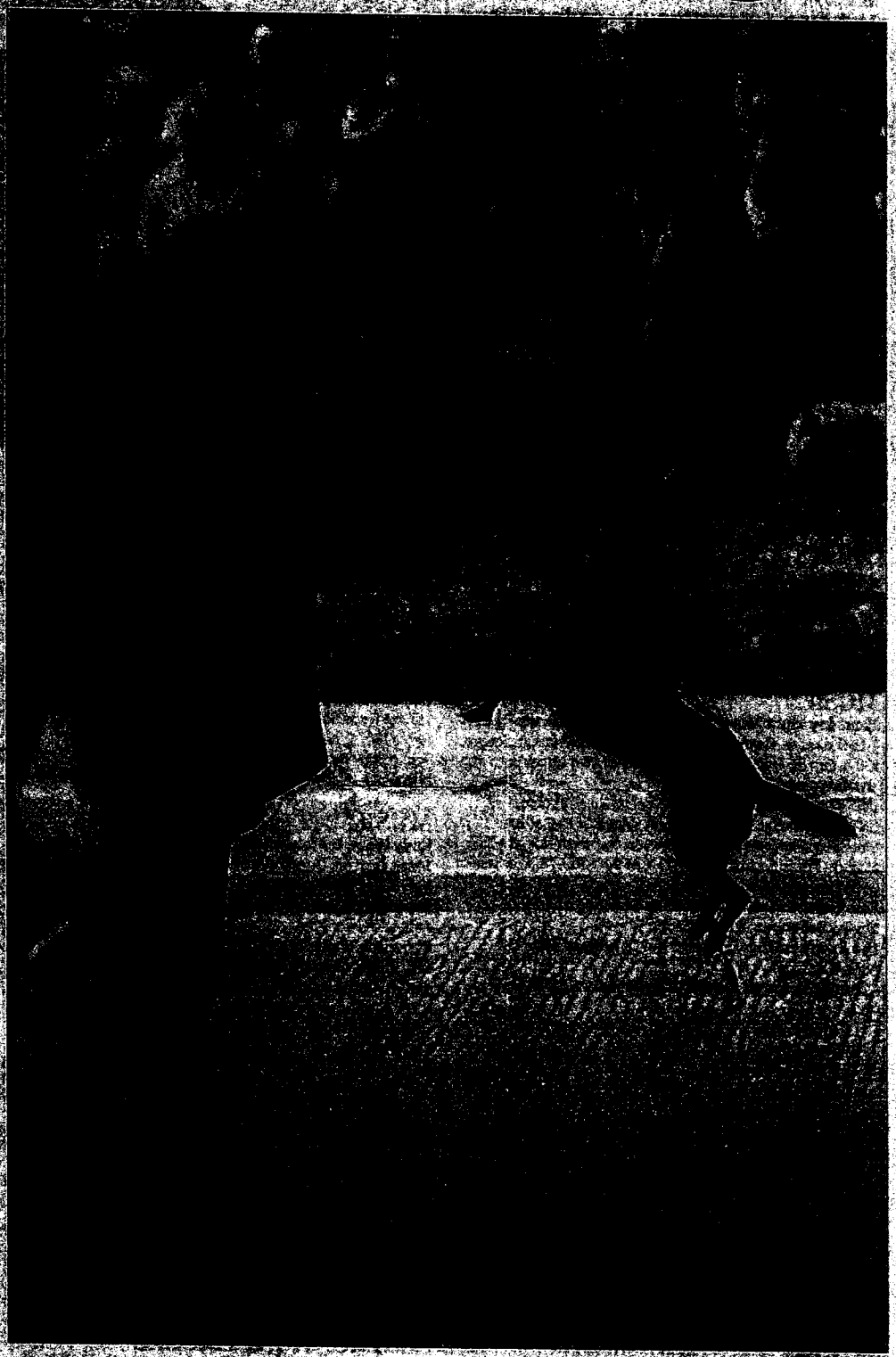
And here's what we found: Denton leans toward smaller breeds — like the Chihuahua, the Shih Tzu, schnauzer and a variety of small hunters. Three of the top 10 breeds would be considered medium-sized dogs. Only two of the top 10 breeds would be considered large dogs.

And, enthusiastic dog watchers should keep an eye out for unusual breeds when they're visiting Wiggly Field dog park, such as the treeing walker coonhound, Blue Lacy and Catahoula leopard dog.

We invited two local dog owners with pets in the top 10 breeds to share their love.

To register your dog with the city of Denton, mail or bring current vaccination records to Animal Services at 2717 N. Elm St., Denton, TX 76207. Include name, sex, age, weight, breed and color. Registration costs $4 per dog that is spayed or neutered, $25 per dog that is not sterilized. For more information, visit http://bit.ly/2cMuQ3. Cats and ferrets should be registered, too.

See DOGS on 4



DRC file photo
Gayla Hoofen Caskey high-fives her dog Otis Ray during the "Dancing with the Dogs" contest at the 2015 Dog Days of Denton festival. Otis Ray took home first place for his dance moves. This year's Dog Days is on Saturday at the North Texas Fairgrounds.

DOG DAYS OF DENTON

What: Denton's 23rd annual event for friendly dogs (on leashes and with current vaccinations) and people includes contests, demonstrations, live entertainment, rescue groups, agility course, "Glamfur" photos, vendors, food and more. Admission is free; some activities include a fee. Visit http://dentondogdays.com.
When: 9 a.m. to 6 p.m. Saturday
Where: North Texas Fairgrounds, 2217 N. Carroll Blvd.
Details: Admission is free. Some activities include a fee, and bring money if you plan to shop the vendor booths. Dogs should be on a leash, with up-to-date vaccination tags. Festival happens rain or shine.

Exhibit A
2 of 5 cont

Courtesy photo/Kelly Evans

Woody, a 12-year-old Labrador retriever, started to lose the use of his back legs over the past five years from a cancer-related neurological condition. He gets around fine with his cart and his helpful best friend, Kelly Evans of Denton. A survey of Denton's Animal License Registry shows the Labrador is the most popular dog breed in Denton.

DOG DAYS OF DENTON SCHEDULE

Schedule for Saturday's festival. Times are subject to change.

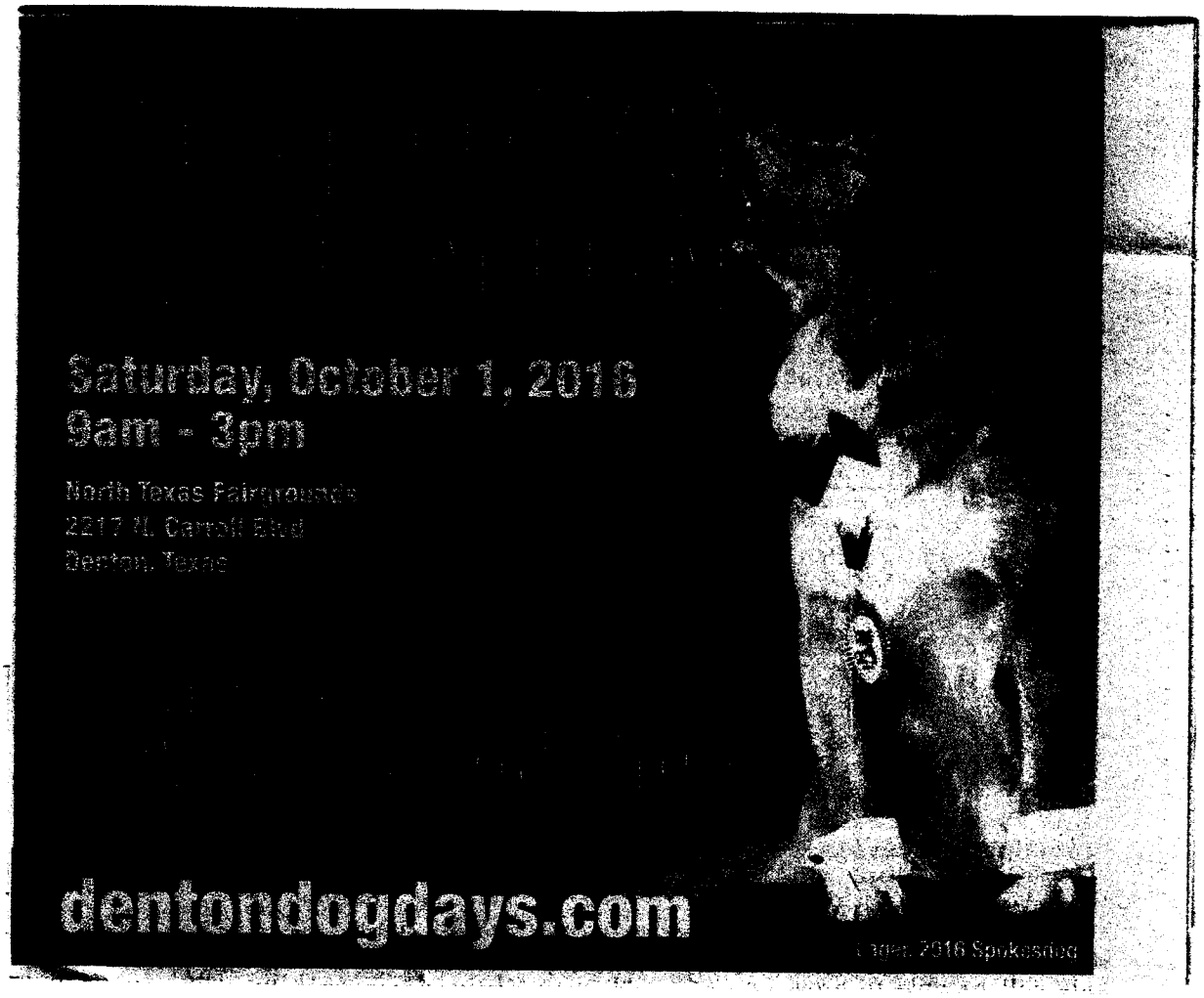
- 9 a.m. — All booths open
- 9:30 a.m. — Pet fashion couture contest
- 10 a.m. — Boots Cub Leader Dogs presentation
- 10:30 a.m. — Dance to Win the Dogs Contest
- 11 a.m. — Presentation on accumulating a rescue community by Anastasia's Angels Animal Rescue
- 11:45 a.m. — Mini spokesdog pageant; advance registration required
- 12:30 p.m. — Pet tricks contest
- 1 p.m. — How Obedient is Your Dog contest
- 1:30 p.m. — Dog singing contest
- 2 p.m. — Heinz 57 Dog Show

HEINZ 57 DOG SHOW CATEGORIES

- Most drool
- Longest ears and shortest ears
- Longest tongue and shortest tongue
- Longest legs and shortest legs
- Fluffiest hair and shortest hair
- Best dressed dog
- Dog and owner lookalike contest
- Dog Traveling the Farthest
- Best in Show

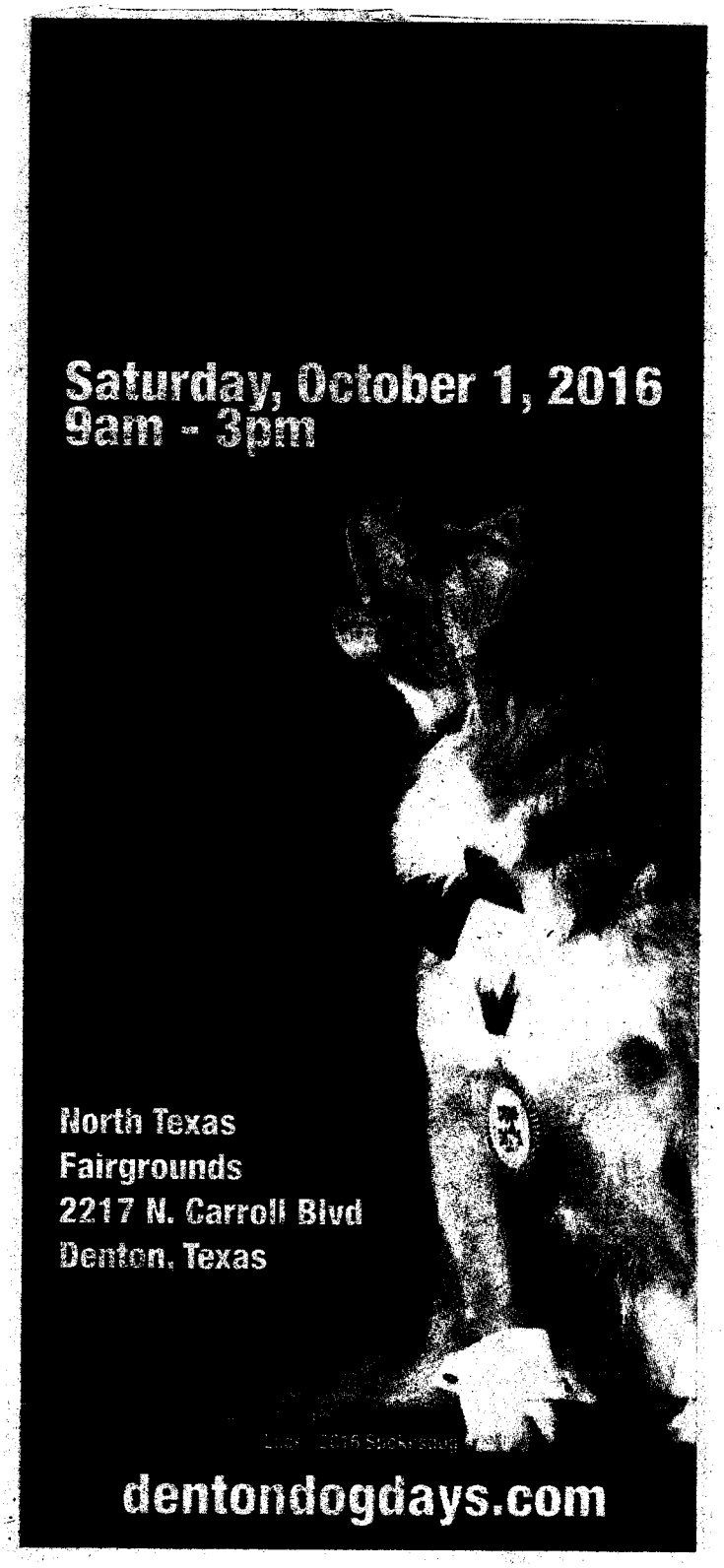
Courtesy photo/Ursula Williams

Denton resident Ursula Williams is pictured with her Chihuahuas, Lili, left, and Pip. Dog Days of Denton — a one-day festival for local dogs and the people who love them — takes place from 9 a.m. to 3 p.m. Saturday at the North Texas Fairgrounds.



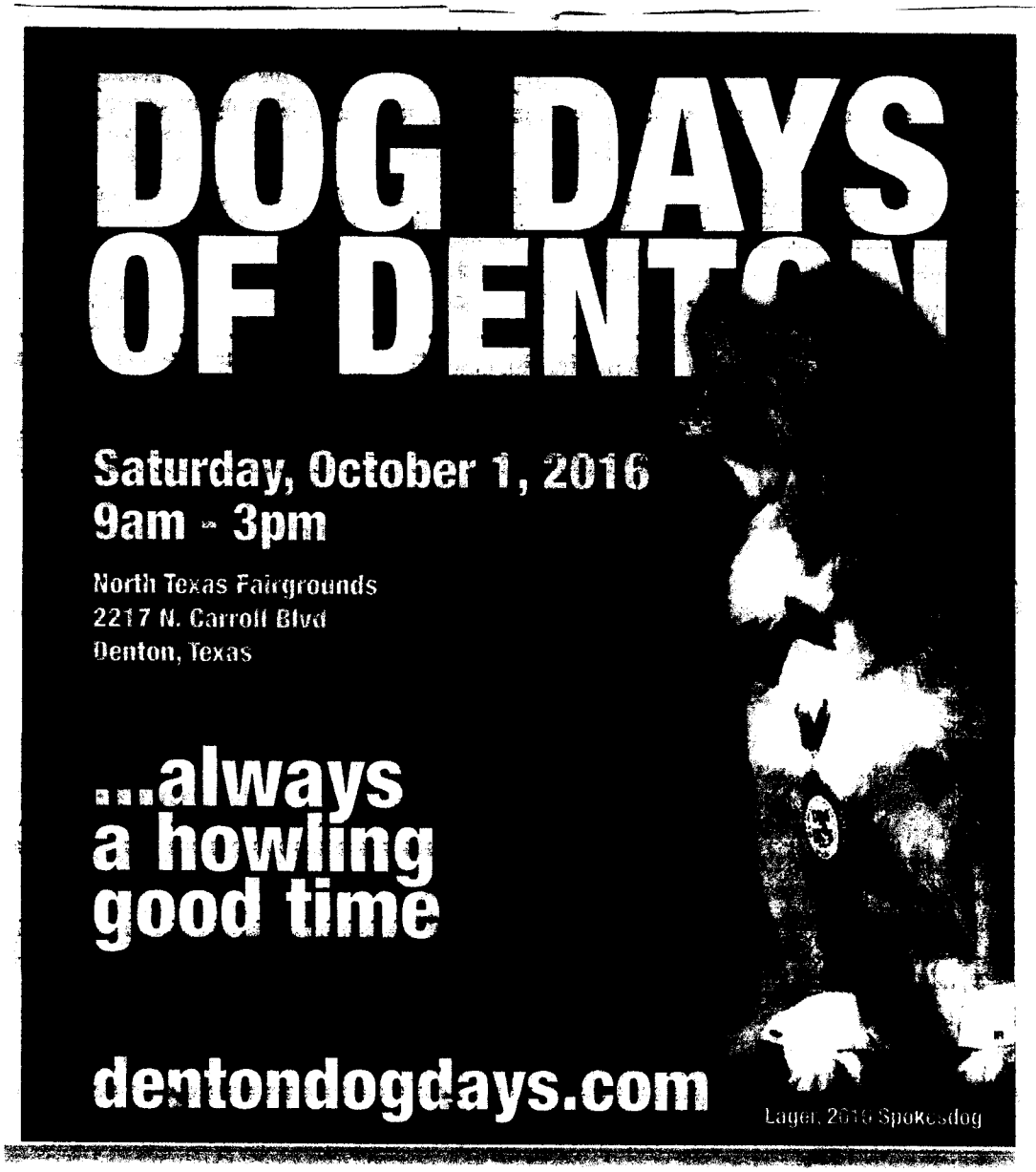
Wise County Messenger & All Around Wise
Cross Timbers Gazette - print & online
Gainesville Register - print & online

Exhibit A- 4of5



380 Guide/News - print & online

Exhibit A
5 of 5



Denton Record Chronicle - print & online

Exhibit B & C

DOG DAYS OF DENTON, INC.

Statement of Financial Position

as of Decemnber 31, 2016

ASSETS		
Cash - Checking Account		$ 1,325.38
Cash - Accounts Payable		$ 0
	TOTAL ASSETS	$ 1,325.38
LIABILITIES		
Current Liabilities		$ 0
Accounts Payable		$ 0
	TOTAL LIABILITIES	$ 0
	TOTAL NET ASSETS (Unrestricted)	$ 1,325.38

DOG DAYS OF DENTON, INC.
Statement of Activities
for the period of January 1, 2016 to December 31, 2016

INCOME

	2015 Actual	2016 Budget	Actual To-Date as of Dec 31, 2016
Sponsorships			
4001 Corporate	$4,475.00	$7,500.00	$8,475.00
4002 Individual	$600.00	$600.00	
4003 Hotel Tax	$15,320.00	$16,086.00	$16,086.00
4004 Donations/Refunds			
4005 Grants/Foundations	$101.35	$100.00	
Total	**$20,496.35**	**$24,286.00**	**$24,561.00**
Membership			
4010 Memberships Dues			
Total	**$0.00**	**$0.00**	**$0.00**
Dog Day Booths			
4020 Souvenirs	$383.40	$375.00	$158.00
4021 Beverages/Hot Dogs	$40.50	$0.00	$26.59
4022 Glamfur Shots	$450.00	$450.00	$520.00
4024 Donations	$411.00	$425.00	$535.00
4025 Entertainment		$0.00	$0.00
Total	**$1,284.90**	**$1,250.00**	**$1,239.59**
Vendor Space Fees			
4040 Business/Pet Related	$600.00	$600.00	$885.00
4041 Arts & Crafts	$300.00	$300.00	
4042 Food Truck Donations	$225.00	$225.00	
4044 Information	$450.00	$450.00	$225.00
Total	**$1,575.00**	**$1,575.00**	**$1,110.00**
TOTAL INCOME	**$23,356.25**	**$27,111.00**	**$26,910.59**

EXPENSES	Actual 2015	2016 Budget	Actual To-Date as of Dec 31, 2016
Salaries			
5001 Director	$7,000.00	$6,000.00	$6,000.00
5002 Contract Labor	$2,500.00	$2,000.00	
Total	**$9,500.00**	**$8,000.00**	**$6,000.00**
Office Expense			
5011 Printing	$0.00	$150.00	$150.98
5012 Postage	$140.25	$150.00	
5013 P.O. Box/Permit	$154.00	$160.00	$160.00
5014 Storage	$480.00	$500.00	$480.00
5015 Supplies/Stationery	$168.97	$200.00	$135.05
Total	**$943.22**	**$1,160.00**	**$926.03**
Insurance			
5020 Directors & Officers Insurance	$669.00	$700.00	$770.00
5021 Event Liability	$1,228.86	$1,250.00	$1,144.75
	$1,897.86	**$1,950.00**	**$1,914.75**
Organization Expense			
5022 Facility Rental	$1,000.00	$1,000.00	$1,000.00
5024 Security	$480.00	$500.00	$560.00
5025 Web Hosting	$300.00	$300.00	
5026 Contract Labor (Little Guys tips)	$120.00	$150.00	$120.00
5027 Other/Refunds/Permits	$235.00	$200.00	$455.62
5028 Telephone	$325.00	$325.00	$325.00
Total	**$2,460.00**	**$2,475.00**	**$2,460.62**
Advertising & Promotions			
5030 Print Advertising	$2,179.20	$2,500.00	$1,906.23
5031 Souvenirs	$1,575.10	$1,500.00	
5032 Brochures/Rack Cards	$394.64	$400.00	$380.01
5033 Internet	$5,132.36	$6,000.00	$9,208.48
5034 Billboards		$0.00	
5035 Posters	$94.00	$100.00	
Total	**$9,375.30**	**$10,500.00**	**$11,494.72**
Entertainment			
5041 Emcees/Entertainment	$150.00	$200.00	$250.00
5042 Other/Prizes	$50.75	$100.00	$109.75
Total	**$200.75**	**$300.00**	**$359.75**
TOTAL FOR PAGE 2	**$24,377.13**	**$24,385.00**	**$23,155.87**

		Actual 2015	2016 Budget	Actual To-Date as of Dec 31, 2016
Rentals				
5050	Stages/Sound	$500.00	$500.00	
5054	Fans/Carpet		$0.00	
5055	Booths/Tents	$450.00	$600.00	$279.00
5057	Tables/Chairs		$0.00	
	Total	**$950.00**	**$1,100.00**	**$279.00**
Banners/Signs				
5060	Banners	$179.99	$200.00	$179.99
5061	Signs	$177.00	$200.00	$170.00
	Total	**$356.99**	**$400.00**	**$349.99**
Dog Day Booths				
5070	Glamfur	$349.96	$325.00	$130.00
5071	Beverages/Hot Dogs	$30.70	$75.00	$21.54
5072	Supplies	$294.88	$300.00	$56.55
5074	Other	$50.00	$76.00	$69.00
	Total	**$725.54**	**$776.00**	**$277.09**
Donations				
5080	Leader Dog Program	$411.00	$300.00	$535.00
5081	Lions Club	$150.00	$150.00	$150.00
5082	Other			
	Total	**$561.00**	**$450.00**	**$685.00**
	TOTAL EXPENSES - PAGE 2	**$24,377.13**	**$24,385.00**	**$23,155.87**
	TOTAL EXPENSES - PAGE 3	**$2,593.53**	**$2,726.00**	**$1,591.08**
		$26,970.66	**$27,111.00**	**$24,746.95**
	TOTAL INCOME (PAGE 1)	**$23,356.25**	**$27,111.00**	**$26,910.59**
	VARIANCE	**-$3,614.41**	**$0.00**	**$2,163.64**

Exhibit B & C

Dog Days of Denton, Inc.
Statement of Financial Position
as of December 31, 2015

ASSETS	
Cash - Checking Account	$550.19
Cash - Accounts Receivable	$1,000.00
TOTAL ASSETS	$1,550.19
LIABILITIES	
Current Liabilities	$0.00
Accounts Payable	$0.00
TOTAL LIABILITIES	$0.00
TOTAL NET ASSETS (Unrestricted)	$1,550.19

DOG DAYS OF DENTON, INC.

Statement of Activities

for the period of January 1, 2015 to December 31, 2015

INCOME

	2014 Actual	2015 Budget	2015 Actual
Sponsorships			
4001 Corporate	$10,380.00	$11,000.00	$4,475.00
4002 Individual	$700.00	$700.00	$600.00
4003 Hotel Tax	$14,590.00	$15,320.00	$15,320.00
4004 Donations/Refunds	$1,571.43	$510.00	
4005 Grants/Foundations			$101.35
Total	**$27,241.43**	**$27,530.00**	**$20,496.35**
Membership			
4010 Memberships Dues	$75.00	$100.00	$0.00
Total	**$75.00**	**$100.00**	**$0.00**
Dog Day Booths			
4020 Souvenirs	$432.00	$500.00	$383.40
4021 Beverages/Hot Dogs	$67.00	$0.00	$40.50
4022 Glamfur Shots	$470.00	$500.00	$450.00
4024 Donations	$277.84	$0.00	$411.00
4025 Entertainment			
Total	**$1,246.84**	**$1,000.00**	**$1,284.90**
Vendor Space Fees			
4040 Business/Pet Related	$865.00	$900.00	$600.00
4041 Arts & Crafts	$615.00	$600.00	$300.00
4042 Food Truck Donations	$25.00	$50.00	$225.00
4044 Information	$545.00	$500.00	$450.00
Total	**$2,050.00**	**$2,050.00**	**$1,575.00**
TOTAL INCOME	**$30,613.27**	**$30,680.00**	**$23,356.25**

		Actual 2014	2015 Budget	2015 Actual
Rentals				
5050	Stages/Sound/Generators	$750.00	$750.00	$500.00
5054	Fans/Carpet		$500.00	
5055	Booths/Tents	$360.97	$100.00	$450.00
5057	Tables/Chairs		$0.00	
	Total	**$1,110.97**	**$1,350.00**	**$950.00**
Banners/Signs				
5060	Banners	$404.97	$500.00	$179.99
5061	Signs	$470.44	$500.00	$177.00
	Total	**$875.41**	**$1,000.00**	**$356.99**
Dog Day Booths				
5070	Glamfur	$308.70	$325.00	$349.96
5071	Beverages/Hot Dogs		$0.00	$30.70
5072	Supplies	$291.33	$300.00	$294.88
5074	Other	$63.58	$100.00	$50.00
	Total	**$663.61**	**$725.00**	**$725.54**
Donations				
5080	Leader Dog Program	$550.00	$500.00	$411.00
5081	Lions Club		$100.00	$150.00
5082	Other		$100.00	
	Total	**$550.00**	**$700.00**	**$561.00**
	TOTAL EXPENSES - PAGE 2	**$26,199.63**	**$26,905.00**	**$24,377.13**
	TOTAL EXPENSES - PAGE 3	**$3,199.99**	**$3,775.00**	**$2,593.53**
		$29,399.62	**$30,680.00**	**$26,970.66**
	TOTAL INCOME (PAGE 1)	**$30,613.27**	**$30,680.00**	**$23,356.25**
	VARIANCE	**$1,213.65**	**$0.00**	**-$3,614.41**

EXPENSES	Actual 2014	2015 Budget	2015 Actual
Salaries			
5001 Director	$7,000.00	$7,000.00	$7,000.00
5002 Assistant Director	$2,500.00	$2,500.00	$2,500.00
Total	**$9,500.00**	**$9,500.00**	**$9,500.00**
Office Expense			
5011 Printing	$448.16	$500.00	
5012 Postage	$314.40	$400.00	$140.25
5013 P.O. Box/Permit	$148.00	$150.00	$154.00
5014 Storage	$960.00	$500.00	$480.00
5015 Supplies/Stationery	$174.32	$170.00	$168.97
Total	**$2,044.88**	**$1,720.00**	**$943.22**
Insurance			
5020 Directors & Officers Insurance	$659.00	$750.00	$669.00
5021 Event Liability	$1,355.00	$1,900.00	$1,228.86
	$2,014.00	**$2,650.00**	**$1,897.86**
Organization Expense			
5022 Facility Rental	$2,000.00	$1,000.00	$1,000.00
5024 Security	$560.00	$600.00	$480.00
5025 Web Hosting	$300.00	$300.00	$300.00
5026 Contract Labor (Little Guys tips)	$120.00	$350.00	$120.00
5027 Other/Refunds/Permits	$205.00	$350.00	$235.00
5028 Telephone	$314.37	$400.00	$325.00
Total	**$3,499.37**	**$3,000.00**	**$2,460.00**
Advertising & Promotions			
5030 Print Advertising	$2,009.97	$2,500.00	$2,179.20
5031 Souvenirs	$1,238.68	$1,275.00	$1,575.10
5032 Brochures/Rack Cards	$581.48	$585.00	$394.64
5033 Internet	$3,660.50	$3,675.00	$5,132.36
5034 Billboards	$1,237.00	$1,300.00	
5035 Posters	$94.00	$100.00	$94.00
Total	**$8,821.63**	**$9,435.00**	**$9,375.30**
Entertainment			
5041 Emcees/Entertainment	$230.00	$500.00	$150.00
5042 Other/Prizes	$89.75	$100.00	$50.75
Total	**$319.75**	**$600.00**	**$200.75**
TOTAL FOR PAGE 2	**$26,199.63**	**$26,905.00**	**$24,377.13**

Exhibit D

DOG DAYS OF DENTON, INC.
Proposed Hotel Tax Budget
2018

ADVERTISING		
Printing		
Dog Days Rack Cards	$750.00	
Dog Days Brochure w.Event Schedule	$750.00	
Advertising		
Print Ads - within 3 hour drive time of Denton (Fort Worth, Dallas, Pilot Point, Gainesville, Decatur)	$2,675.00	
Online Advertising		
Dallas Morning News, Fort Worth Star Telegram, Texas Monthly, Festivals of Texas, Pilot Point, Gainesville, Wise County	$6,500.00	
SOCIAL MEDIA Sponsored (paid) advertising Facebook, Twitter, Google, etc)	$3,075.00	
WEBSITE Maintenance and Updates	$750.00	14,500
CONTRACT LABOR		
Event Director	$4,500.00	
Social Media Director development and implementation	$3,000.00	7,500
	$22,000.00	

Exhibit E

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: FEB 24 2009

DENTON DOG DAYS
C/O CAROL SHORT
319 PENNSYLVANIA DR
DENTON, TX 76205

Employer Identification Number:
26-2613979
DLN:
17053148021008
Contact Person:
JULIE Y. CHAN ID# 95051
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
May 12, 2008
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Publication 4221-PC

Letter 947 (DO/CG)

Exhibit F

Form **W-9**
(Rev. December 2014)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Denton Dog Days, Inc.

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only **one** of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☑ Other (see instructions) ▶ **501 (c) (3)**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any)
Exemption from FATCA reporting code (if any)
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
P. O. Box 1158

6 City, state, and ZIP code
Denton, TX 76202

Requester's name and address (optional)
City of Denton
215 East McKinney Street
Denton, TX 76201

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number
			–			–				

or

Employer identification number
2	6	–	2	6	1	3	9	7	9

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here Signature of U.S. person ▶ Kevin Lechler Date ▶ 5/16/17

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at *www.irs.gov/fw9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

Exhibit G

Franchise Tax Account Status

As of : 05/10/2017 09:25:46

This Page is Not Sufficient for Filings with the Secretary of State

DENTON DOG DAYS	
Texas Taxpayer Number	32037039040
Mailing Address	828 E SHERMAN DR DENTON, TX 76209-1927
Right to Transact Business in Texas	ACTIVE ✓
State of Formation	TX
Effective SOS Registration Date	05/12/2008
Texas SOS File Number	0800977527
Registered Agent Name	KEVIN LECHLER
Registered Office Street Address	828 E. SHERMAN DR. DENTON, TX 76209

Exhibits H & I

Dog Days of Denton, Inc.
Board of Trustees

Susan Curry-Langston, President
2258 Bobcat Road
Sanger, TX 76226
940-390-9197
scurry@nstarbank.com

Lori McLain, Secretary
2640 Cumberland Court
Denton, TX 76210
940-367-3911
lorimclain@gmail.com

Kathleen Duffy
2604 Oak Park Place
Denton, TX 76209
940-382-7196
kkduffy@verizon.net

Becky Petrusky
1390 Stoneway Drive East
Ponder, TX 76259
940.390.7770
petrusky@unt.edu

Clay Riggs
2812 Lake Country Dr
Denton, TX 76210
940.368.0665
riggs.clay@gmail.com

John Williams
605 North Austin St
Denton, TX 76201
940-395.1950
thekid1254@yahoo.com

Kevin Lechler
828 E. Sherman Drive
Denton, TX 76209
972-880-5470
ktlechler@gmail.com

The Board typically meets in January, March, June, July, August, September, October and November unless a special meeting is called. The board stays in touch via email in between meetings and as needed.

Exhibit K

Dog Days of Denton, Inc.
2016 Donations

Denton Noon Lions Club	$150.00
Lions Club Leader Dog Project (proceeds from Agility Course)	$535.00
TOTAL DONATIONS	$685.00

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 16 2017

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	**Denton Festival Foundation, Inc.**
Name of Event:	**Denton Arts & Jazz Festival**
Website Address:	**www.dentonjazzfest.com**
Mailing Address:	**P.O. Box 2104**
	Denton, Texas 76202
Physical Address:	**525 Fort Worth Drive - Suite 212 - Denton, Texas 76201**
Telephone #:	**(940) 565-0931** **Fax #: (940) 566-7007**
Primary Contact Name: (Project Director)	**Carol Short, Executive Director**
Mailing Address:	**P.O. Box 2104**
	Denton, Texas 76202
Telephone #:	**(940) 383-4418** **Fax #: (940) 566-7007**
Email Address:	**csjazz@charter.net**
Secondary Contact Name: (Local Board Chairman)	**Terry Nobles, President**
Mailing Address:	**4435 Old Thomas Road**
	Aubrey, Texas 76227
Telephone #:	**(940) 453-8680** **Fax #:**
Email Address:	**terrynobles@gmail.com**

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

X **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

X **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

____ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
The purpose of the Denton Festival Foundation, Inc. is to plan, promote and produce the annual Denton Arts & Jazz Festival with no admission charge. Educating and promoting public awareness in the performing and visual arts helps facilitate the growth and enrichment of the cultural environment in our community. The festival enhances the quality of life for all that attend and participate, attracting guests from the region and beyond. The Foundation strives to maintain a FREE event with the highest quality of music entertainment, fine arts/crafts, demonstrations, children's art activities and performances for the whole family. The event gives other non-profit groups opportunities to raise funds.

3) Does your organization have paid staff?
X Yes **2** # Full-time ____ # Part-time
____ No

4) Does your organization use volunteers?
X Yes Approximately how many? **400**
____ No

5) Does your organization _____ own or **X rent**

6) Does your organization own a vehicle?

_____ Yes
X No

7) Is the event that the organization is requesting HOT funds for held on City property?

X Yes Name Location(s) **Denton Quakertown Park**
_____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

X Yes
_____ No

9) List ALL other sources of funding your organization receives and how much.

X Check here if information is attached.

As of May 15, 2017 - Attachment 1 and 2 **Fiscal Year: July 1-June 30**

Source	Please Circle One		Dollar Amount
Sponsors/Contributions/Grants	Earned	Donated	$ **196,338.96**
HOT Funds	Earned	Donated	$ **95,654.50**
Concessions/Souvenirs	Earned	Donated	$ **65,020.93**
Memberships	Earned	Donated	$ **5,623.00**
Booth Space Fees	Earned	Donated	$ **90,687.00**
Vendor Permits	Earned	Donated	$ **14,975.00**
Vendor Donations	Earned	Donated	$ **11,519.89**
	Earned	Donated	$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Denton Arts & Jazz Festival - April 27, 28 & 29 - 2018

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2015	**215,000**	**100,000**	**2,900**	**Denton Arts & Jazz**
2016	**215,000**	**100,000**	**3,830**	**Denton Arts & Jazz**
2017	**200,000**	**90,000**	**2,100**	**Denton Arts & Jazz**

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

The request of $120,000 is just a little more than 1/5 of our total budget. The funds will be used to promote and market the event (advertising, web ads, social media, commercials, etc) as well as production expenses for site operations. Musicians' salaries and the infrastructure of stages, lighting, generators, etc., are important to the success of the festival. These expenses increase every year. The festival expenses in our art and advertising categories have increased 25%.

13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

Individuals and families, regardless of age, sex, race, disabilities or economic status are welcome. The guests are as diverse as the programming. Groups with disabilities also perform as well as intergenerational performers - age 3-80. Our marketing and promotions outreach spans the state, region and beyond. Artist and music periodicals, newspaper ads and stories, internet advertising, web page, social media, area chambers and tourist centers, hotels, motels, schools, universities, TV, radio and commercial spots are some of the resources used to advertise, promote and target potential guests and participants. State and regional magazine ads and stories have proven successful as well as banner advertising with the DRC, WFAA-TV and The Dallas Morning News web sites.

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

There were over 300 booth spaces or artists, crafters and other vendors. 80% came from out of town and out of state. The programming and headliners were nationally reknowned and this also attracted tourists. Over 2700 performers on 7 stages showcased quality performances. The event is FREE and it is estimated of the 200,000 in attendance, 90,000 were from out of town and 50% of those spent the night. Our vendors spend 2-3 nights, technicians stay 5 nights for setup and production week. Our headliners spend 1-2 nights before and after their performances. In addition to our marketing plan, our web page and internet advertising, as well as FaceBook, reach people all over the country and some foreign countries as well. We send all out of town participants a complete list of hotels and motels in Denton with contact information. The economic impact of our particpants and guests is substantial for our community, generating 5 million dollars during the weekend.

15) Provide the following financial information and attach the last two years' audited financials or balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2015	**2014/2015**	**16,227**	**517,615**	**563,769**	**-46,154**
2016	**2015/2016**	**-46,154**	**546,336**	**529,318**	**17,018**

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

The annual Denton Arts & Jazz Festival requires 12-18 months of planning, preparing and raising funds for the FREE event. The Denton Festival Foundation, Inc. produces one event annually. Each festival is evaluated by the Board of Trustees, vendors and volunteers. We receive comments and suggestions through random surveys thal also help in long range planning. The staff leads an active board with several committees. This includes sponsorship solicitation. The director writes grants, raises funds, promotes the event and coordinates the many facets of the festival. In addition to a full time Executive Director and a full time Assistant Director, we have 35 elected Board Members, 400 volunteer members and over 200 sponsors.

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

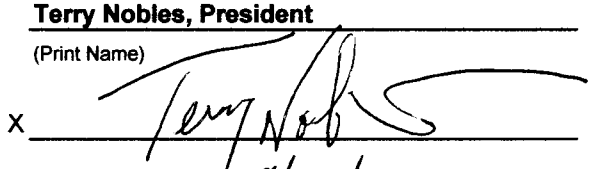
Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: **Terry Nobles, President**

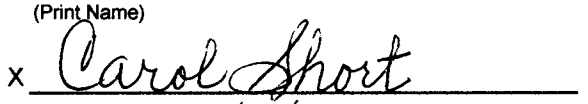
(Print Name)

X 

Date: 5/15/17

Project Director **Carol Short, Executive Director**

(Print Name)

X 

Date: 5/15/17

Late applications are subject to reduction or denial of funding.

Texas Monthly Magazine

M·I·C·H·E·L·S·O·N

The Michelson Museum of Art

Through May 27, 2017

The work of Stephen E. Strom, an internationally known astronomer and fine art photographer. The diptych, terrestrial images of Earth and Mars are drawn from Dr. Strom's unique landscape interpretations and invite the viewer to contemplate the role of air, earth, fire, and water in shaping their surfaces.

Texas Commission on the Arts
Investing in a Creative Texas

216 North Bolivar Street Marshall, TX 75670 michelsonmuseum.org
For Marshall hotel or bed & breakfast reservations or information click
www.VisitMarshallTexas.org.

Marshall, Texas
2015

DENTON ARTS & JAZZ FESTIVAL

Celebrate Your Spirit with Music & Art!

JACK DEJOHNETTE TRIO Friday • 9pm

AARON NEVILLE Saturday • 9pm

BRAVE COMBO Sunday • 7pm

7 STAGES • FINE ARTS • CRAFTS • ART TENT • FOOD • GAMES • FUN FOR THE ENTIRE FAMILY!

APRIL 28, 29 & 30, 2017 **FREE ADMISSION!**

Friday 5-11p.m. • Saturday 10 a.m. - 11 p.m. • Sunday 11 a.m. - 9 p.m.

Quakertown Park • 321 E. McKinney • 2 blocks NE of the Courthouse Square

No Coolers or Dogs! • A Litter-Free & Recycling Event! • Take the A-Train — an easy 3 block walk to the park!

ARTS & jazz

Denton Festival Foundation
P.O. Box 2104, Denton, Texas 76202
940 565 0931 • 1 940 566 7007 fax
www.dentonjazzfest.com

Denton Convention and Visitor Bureau
Accommodations: 1 888 381 1818
www.discoverdenton.com

ORIGINAL INDEPENDENT

SOUTH PADRE

With vivid sunsets and beaches on both sides, it's easy to fall into an island state of mind on South Padre.

SEE

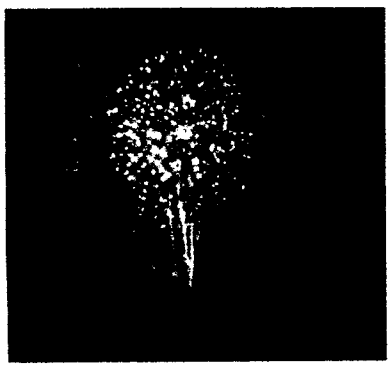
It doesn't get any better than an oceanside fireworks show set to live music. Happening every Friday and Saturday night from April to October, pull up a seat on the sand or book a sunset and fireworks cruise.

DO

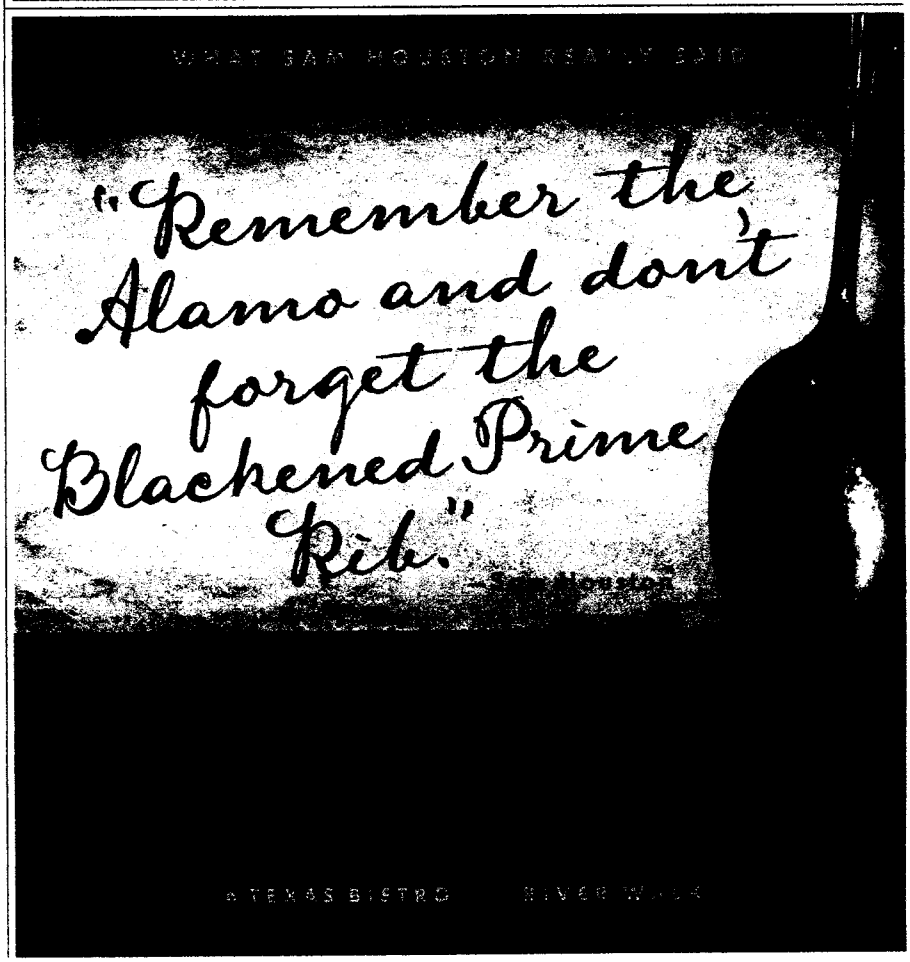
Can you say calf workout? The South Padre Island Sandcrab Beach Run on April 29 offers a kid's mile, and 5K and 10K nighttime beach runs. A portion of proceeds benefit Sea Turtle Inc., a local sea turtle research and rehabilitation center. After the run, reward yourself with a beer at Clayton's Beach Bar and Grill.

SAVOR

The island's newest waterfront restaurant and bar, The Painted Marlin Grille, specializes in fresh-from-the-Gulf seafood, including peel-and-eat shrimp, blackened red snapper, and even a "cook your catch" option.



The South Padre fireworks shows are a summertime favorite.



Attachment 1

DENTON FESTIVAL FOUNDATION, Inc. – 2017
SPONSORS

PRESENTING ($50,000+)
City of Denton

ENDOWMENT ($40,000+)
Denton Record-Chronicle

STAR (30,000+)
Ben E. Keith Co.
Wells Fargo Bank

BENEFACTOR ($20,000+)
American Federation of Musicians
& The Music Performance Trust Fund
KNTU FM 88.1

PROMOTER ($15,000+)
University of North Texas

ADVOCATE ($10,000+)
Denton Benefit League
Denton Convention & Visitor Bureau
Texas Commission on the Arts &
National Endowment for the Arts
WFAA TV

SUSTAINING ($5,000+)
First United Bank
Frontier Communications
Greater Denton Arts Council
Southern Journeys
Texas Woman's University
The Dallas Morning News

HEADLINER ($3,000+)
Backyard on Bell
Baja Smoothies
Honda of Denton
Northstar Bank of Texas
Queenie's Steak House
Sandone Productions
Tarleton State University-Global Campus
Texas Health Presbyterian Hospital Denton

MAJOR ($2,000+)
Coca Cola Bottling Co.
Denton Municipal Electric
GoVision
IMPress Graphics
Little Guys Movers
Southwest: The Magazine

PRODUCER ($1,000+)
Bpbby's Fajtias
Christopher Bancroft Operations
Denton City Federation of Women's Clubs
Denton Depot
Ray Hair
Jagoe Public Co.
Langston Paint & Handyman
Emma Perry
Ramey & King Insurance
Reddy Ice
Title Resources

PATRON ($500+)
Geri & John Aschenbrenner
BCI Mechanical
Roni & John Beasley
Christman Cable, Inc.
D & S Engineering Labs, LLC

DeBerry Funeral Directors
Denton County Transportation Authority
Fallmeadow Court
Gaylen Fickey, DDS
Foster's Western Wear
Fuzzy's Taco Shop
Groggy Dog Sportswear
Hayes, Berry, White & Vanzant
Metro Golf Cars
Ann & Ken Newman
Dena & Jeff Reecer
Diane & Murray Ricks
Daisy Rogers
Kathi & Richard Sale
Schlotzsky's on University
Karin & Gus Seligmann
Springbok Academy
Rhonda & Terry Tekell
UMB Bank
Wood, Thacker & Weatherly

SUPPORTING ($250+)
Adams Exterminating
Anderson, Spector & Co.
Al's Qwik-E Lube
Best Western Premier Hotel
Diane & Gordon Briggs
Cathy Bryce
Peggy & Lee Capps
Barbara Cox
Linda Creagh
Dane Construction
Kay Dane
Liz Seibt & Francois DesCotes
East Side Denton
Ehrhart's Jewelers
Allan Erickson

Jane & Carl Finch
Frenchy's Lawn & Tree Service
Pete Kamp & David Gosdin
Guaranty Bank & Trust
Kimberly Karl & Stan Haddock
Hannah's On the Square
Jan Hillman
Delta & Herbert Holl
Jupiter House
The Lacey Foundation
Curtis Langston
Lemons Publications, Inc.
Marie Lewis
Lori & Rod McLain
Lisa & Stan Miller
Deborah & Don Moore
Oak Street Draft House
Patsy & Fred Patterson
Christopher Pedigo
Norman Pomerance, DDS
Property Search, LLC
North Texas Foods
Carol & David Rowley
Betty & Joe Roy
Pat & Jay Saunders
Carol Short
Phil & Elmer Schenk
Joy & John Siegmund
Carrell Ann & Stan Simmons
Simmons Floor Covering
Springer & Lyle, LLP
Jean & David Stanley
Syracuse Sausage Co.
Virginia & Ed Williams
Rick Woolfolk

CONTRIBUTING ($100+)

All About Roofing
Alley Katz Bail Bonds
James Kelley & Mason Alves
Andy's Operations LLC
Carol & Frank Atkins
Bloomfield Knoble, Inc.
Bonduris Music School
Glenn Bull
Burgess Bail Bonds
Georgianne Burlage
Linda & Larry Burton
Lillia & Scott Bynum
Scott Campbell
Kathy & Chuck Carpenter
Nancy & Doug Chadwick
Nancy & Jim Cinnater
Coffey & Peace PC
Cool Beans Bar & Grill
Linda Polo & Charles Combs
Ruby & Bob Crouch
Myra Crownover
davanti salon.spa
Linda & Steve Deck
Linda DeGraffenreid
Mary Denny
Missy & Hank Dickenson
Jan & Ken Dickson
Drayovitch P.C.
Kathleen Duffy
Eagleton Photography
James Earp & Assoc.
Express Lane Exxon
Patrice Frisby
Gohlke Building Supplies
Gohlke Pool Supply
Gail & Finley Graves

Greenhouse Restaurant
Lareen & Fred Hamilton
Janette & Paul Haywood
Mary & Jim Horn
Sharon & Glenn Householder
J T Clothiers
Jackie & Greg Jackson
Kathy & Jeff Kellogg
KHA Accountants, PLLC
Judy Klein
Matt Krause
Jo Kuhn
Kay Lamb
Susan Curry-Langston
Dianne Larussa
Deanna & Zane Lemon
Beth Lewis
Little D Guitars
Loco Cafe
Brock McKnight
June & Perry McNeill
Lindsey Miller
Minor & Jester P.C.
Mulkey-Bowles-Montgomery Funeral Home
Bettye Myers
Marilyn Newland
Marlene & Terry Nobles
Nu-Art Printing
Jennifer & Kelly Peace
Barbara & Phil Philips
Carol & Ross Phillips
Sara & Joe Pinson
Helene & Kent Ramey
Jill Jester & Chris Rasmussen
Angela Reaves
Pat Reinke
Red Door Operations

Re/Max LEGACY
Rich Tone Chorus
Caryn & Clay Riggs
Edene & Charles Riggs
Sandra & Randy Robinson
Carol & Wayne Rogers
Sawko & Burroughs, PC
Janet & John Shelton
Pat & Jud Sherman
Glenda Brock & Gerald Simmons
Debbie Sims
Leigh Smith
Leigh Ann & Rob Stadt
Teague, Nall & Perkins
Mia Terry
Kimberly & Weston Thaggard
John Thomson
Donna & Dan Trammell
Tri-Tex Cabinets
Judy & Marshall Troxell
Debbie & David Vanderlaan
Bobbi & Gary Vickery
Paul Voertman
Polly Maynard Watson
Sonya & Henry Whidden
Katherine Woodward

<u>FRIEND ($50)</u>
Linda Benskin
Cheeps & Critters Pet Store
Deborah & Barney Cosimo
Betty Curry
Steven Curry
Elizabeth & Reid Ferring
Sue Fickey
Linda Hanley
Fran Hannah

Patricia Haynes
Terry Haynes
Jayne Howell
Monica Kelly
La Di Da Boutique
Pat Langa
Kevin Lechler
Marcia Merritt
Anne Middleton
Martha Len Nelson
Tammy Neu
Never A Dull Moment
Orbit Press
Marcy Pace
Marsha Parr
Kyle Peabody
Chuck Remley
Jennifer & Bill Roebken
Helen Schenk
Cindy & Larry Schleinat
Scribner Insurance
Short Productions
Short Stop
Sleeping Lizzards
Small Fry Children's Clothing
Kimberly Sprabary
Patsy Sprabary
Kristin & Jason Stewart
Kayla Swenson
Wild Bird Stop
Connie Valenti
Patricia & George Wright

Attachment 2

DENTON FESTIVAL FOUNDATION, INC.
Fiscal Year Budget – 2017-2018 (July 1 – June 30)
INCOME

Sponsorship	
4001 Ben E. Keith/Wells Fargo	$67,000.00
4002 Corporate	89,655.00
4003 Individual	23,800.00
4004 TCA	14,500.00
4005 GDAC	5,000.00
4006 DBL	10,000.00
4007 City Hotel Tax	100,000.00
4008 Contributions/Refunds	1,400.00
TOTAL	$311,355.00
Festival Foundation Membership	
4010 Top Hands	$ 6,500.00
TOTAL	$ 6,500.00
City Vendor Permits	
4012 Booth Vendor Permits	$16,600.00
Reserves/Interest	
4013 DFF Reserves/Interest	$ 0.00
Festival Foundation Booths	
4020 Food/Soft Drks/Water	$ 5,445.00
4022 Beer/Wine/Coffee	72,000.00
4023 Tips	5,000.00
4024 Souvenirs	10,000.00
4025 Ice	1,000.00
4026 Children's Art Tent	300.00
4027 Other	0.00
4028 Vendor Donations	14,000.00
4029 Coupon Sales	2,400.00
4030 ATM Percentage	2,800.00
4031 Other	0.00
TOTAL	$112,945.00
Booth Space Fees	
4040 Artists-Indoors CC	$12,400.00
4042 Artists-Outdoors South	14,000.00
4043 Artists-Outdoors North	21,000.00
4044 Food	43,500.00
4045 Beverage	670.00
4046 Activity/Games	5,500.00
4047 Information	1,000.00
TOTAL	$ 98,070.00
TOTAL INCOME	$545,470.00

	EXPENSES
Salaries & Benefits	
5000 Assistant Director	$45,000.00
5001 Executive Director	79,000.00
5002 Medical Benefits	4,560.00
TOTAL	$128,560.00
Office Expense	
5003 Office Equipment/Service	$ 3,600.00
5004 Supplies/Printing	2,300.00
5005 Telephone	2,300.00
5006 Postage	1,000.00
5007 P.O. Box/Permit	300.00
TOTAL	$ 9,500.00
Organizational Expense	
5008 Accountant	$ 1,800.00
5009 Membership Dues	370.00
5010 Insurance	16,000.00
5011 Store Rooms/Office/Utilities	8,100.00
5012 Workshops/Board Expense	500.00
5013 Contract Labor/Temporaries	2,500.00
5014 Credit Card Processing Fees	1,300.00
5015 Web Site	800.00
TOTAL	$ 31,370.00
Promotions	
5020 Souvenirs	$ 3,800.00
5021 Advertising/PR	38,400.00
5022 Printing	100.00
5023 Postage	2,500.00
5024 Rack Cards/Brochures	6,400.00
5025 Entry Brochures/Printing	927.00
5026 Posters/Printing	200.00
5027 Gen. Brochures/Newsletters	3,000.00
5028 Tabloid/Printing	1,000.00
5029 Commercials/Photography	10,000.00
TOTAL	$66,327.00
Entertainment	
5030 Professional Musicians	$22,000.00
5031 Headliners	46,800.00
5032 Technical/Equipment	75,000.00
5033 Hotel/Motel	2,500.00
5034 Airfare/Transportation	2,000.00
5035 Generators/Equip/Backline/Screens	44,000.00
5036 Security/EMS	25,720.00
5037 Children's Programming	6,800.00
TOTAL	$224,820.50
TOTAL EXPENSES for page 2	**$460,577.00**

Membership (Top Hands)	
5040 Buttons/Name Tags/Ribbons	$ 500.00
5041 Coupons	200.00
5042 Printing	300.00
5043 Postage	100.00
5044 Supplies/Brochure	0.00
TOTAL	$1,100.00
Rentals	
6049 DFF Vendor Space Fees	$ 1,100.00
6050 Booths/Tents	9,600.00
6051 City Permits/DFF	510.00
6052 Tables/Warmers	700.00
6053 Fencing	5,300.00
6054 Portable Restrooms	8,700.00
6055 City Permits/Other	17,100.00
6056 Radios	2,600.00
6057 Golf Cars	6,225.00
6058 Piano Rental/Tuning	1,873.00
TOTAL	$53,708.00
Festival Foundation Booths/Activities	
7061 Food Permits/Certifications	$ 100.00
7062 Booth Lights/Equipment	100.00
7065 Children's Art Tent	200.00
7066 Food	4,100.00
7067 Ice	7,700.00
7068 Soft Drinks/Juices/Water	5,000.00
7069 Supplies	1,600.00
7071 Refund	1,000.00
TOTAL	$19,800.00
Decorations	
8001 Signs	$ 500.00
8002 Banners	1,000.00
8003 Other/Sponsor Gifts/Plaques	200.00
TOTAL	$1,700.00
TOTAL EXPENSES for page 3	**$76,308.00**

Donations for Services Rendered

9085	Woman's Club Building (building use)	$ 300.00
9086	Denton Benefit League (food booth)	200.00
9087	SCRAP (Art Tent)	1,400.00
9088	Thin Line Film Festival (gates)	1,500.00
9089	Denton Public Library (library closing)	100.00
9090	TWU (beverage booth)	1,585.00
9091	Denton County Art Education Assoc. (art exhibit)	100.00
9092	UNT Jalisco Project (Reserved Parking)	500.00
9093	UNT Athletics (beverage booth)	2,900.00
	TOTAL	$8,585.00

TOTAL INCOME: **$545,470.00**

TOTAL EXPENSES: **$545,470.00**

Exhibit B

DENTON FESTIVAL FOUNDATION, INC.

STATEMENT OF ASSETS, LIABILITIES AND NET ASSETS
(MODIFIED CASH BASIS)
JUNE 30, 2015

ASSETS

Cash in Bank		$114,276
Certificates of Deposit		61,329
Fixed Assets:		
Office Equipment	$18,020	
Less: Accumulated depreciation	(15,909)	
Fixed Assets - Net		2,111
TOTAL ASSETS		$177,716

LIABILITIES AND NET ASSETS

Liabilities	$ -0-
Net Assets:	
Unrestricted	177,716
TOTAL LIABILITIES AND NET ASSETS	$177,716

See accountants review report and notes to the financial statements.

DENTON FESTIVAL FOUNDATION, INC.

STATEMENT OF RECEIPTS, DISBURSEMENTS AND CHANGES IN NET ASSETS (MODIFIED CASH BASIS) FOR THE YEAR ENDED JUNE 30, 2015

Receipts:		
Sponsorship	$302,842	
Membership	6,464	
Interest income	297	
Festival Foundation booths	107,058	
Booth space fees	100,954	
Total Receipts		$517,615
Disbursements:		
Contract labor	138,190	
Office expense	9,440	
Organization expense	30,558	
Promotions	66,390	
Entertainment	228,282	
Top hands	1,073	
Rentals	53,313	
Booths/Activities	23,596	
Decorations	3,635	
Donations	8,098	
Depreciation	1,194	
Total Disbursements		563,769
Excess Disbursements over Receipts		(46,154)
Net Assets, July 1, 2014		223,870
Net Assets, June 30, 2015		$177,716

See accountants review report and notes to the financial statements.

Exhibit B

DENTON FESTIVAL FOUNDATION, INC.

STATEMENT OF ASSETS, LIABILITIES AND NET ASSETS
(MODIFIED CASH BASIS)
JUNE 30, 2016

ASSETS

Cash in Bank		$132,648
Certificates of Deposit		60,785
Fixed Assets:		
Office Equipment	$18,020	
Less: Accumulated depreciation	(16,719)	
Fixed Assets - Net		1,301
TOTAL ASSETS		$194,734

LIABILITIES AND NET ASSETS

Liabilities	$ -0-
Net Assets:	
Unrestricted	194,734
TOTAL LIABILITIES AND NET ASSETS	$194,734

See accountants review report and notes to the financial statements.

DENTON FESTIVAL FOUNDATION, INC.

STATEMENT OF RECEIPTS, DISBURSEMENTS AND CHANGES IN NET ASSETS (MODIFIED CASH BASIS) FOR THE YEAR ENDED JUNE 30, 2016

Receipts:		
Sponsorship	$304,516	
Membership	6,344	
Interest income	239	
Festival Foundation booths	138,757	
Booth space fees	96,480	
Total Receipts		$546,336
Disbursements:		
Contract labor	116,930	
Office expense	9,028	
Organization expense	31,724	
Promotions	65,916	
Entertainment	218,720	
Top hands	1,133	
Rentals	52,354	
Booths/Activities	23,062	
Decorations	1,015	
Donations	8,626	
Depreciation	810	
Total Disbursements		529,318
Excess Receipts over Disbursements		17,018
Net Assets, July 1, 2015		177,716
Net Assets, June 30, 2016		$194,734

See accountants review report and notes to the financial statements.

Exhibit C

DENTON FESTIVAL FOUNDATION, INC.
FISCAL YEAR BUDGET 2015-2016 (JULY 1 - JUNE 30)

INCOME

	ACTUAL 2014-2015	BUDGET 2015-2016	TO-DATE 30-Jun-16
Sponsorship			
4001 Ben E. Keith/Wells Fargo	$67,000.00	$67,000.00	$67,000.00
4002 Corporate	$92,845.00	$89,000.00	$93,289.00
4003 Individual	$24,714.00	$24,576.00	$23,382.98
4004 TCA and Target	$17,500.00	$17,250.00	$15,325.00
4005 GDAC	$5,700.00	$5,000.00	$5,000.00
4006 DB L	$10,000.00	$10,000.00	$10,000.00
4007 City Hotel Tax	$84,890.50	$89,135.00	$89,135.00
4008 Contributions/Refunds/Deposits	$2,662.67	$2,200.00	$2,013.57
TOTAL	$305,312.17	$304,161.00	$305,145.55
Festival Foundation Membership			
4010 Top Hands	$6,385.00	$6,500.00	$6,344.00
4011 Other/Tips	$79.00	$0.00	$0.00
TOTAL	$6,464.00	$6,500.00	$6,344.00
City Vendor Permits			
4012 Booth Vendor Permits	$18,438.00	$18,000.00	$17,160.00
Reserves			
4013 DFF Reserves/Interest	$36,296.71	$0.00	$239.04
Festival Foundation Booths			
4020 Food/Soft Drinks/Water	$8,657.51	$14,500.00	$10,442.49
4021 Other/Johnsonville	$0.00	$0.00	$2,206.25
4022 Beer/Wine/Coffee	$51,000.00	$73,000.00	$68,000.00
4023 Tips	$3,440.31	$6,200.00	$4,556.35
4024 Souvenirs	$7,411.75	$10,000.00	$9,489.00
4025 Ice	$1,432.00	$1,155.00	$1,089.00
4026 Children's Art Tent	$440.95	$300.00	$283.44
4027 Other/Coca Cola Refund	$192.00	$1,000.00	$5,129.45
4028 Vendor Donations	$11,804.35	$14,245.00	$14,516.43
4029 Coupon Sales	$2,010.00	$2,300.00	$2,337.00
4030 ATM Percentage	$2,232.00	$2,800.00	$2,851.00
4031 Other/Petty Cash	$0.00	$0.00	$67.00
TOTAL	$88,620.87	$125,500.00	$120,967.41
Booth Space Fees			
4040 Artists - Indoor Civic Center	$12,445.00	$12,400.00	$12,080.00
4042 Artists - Outdoor Civic Center	$14,050.00	$14,000.00	$13,475.00
4043 Artists - Outdoor North	$21,787.00	$21,800.00	$20,220.00
4044 Food	$43,577.00	$43,600.00	$43,490.00
4045 Beverage	$675.00	$675.00	$670.00
4046 Activity/Games	$6,720.00	$6,700.00	$5,555.00
4047 Information	$1,700.00	$1,700.00	$990.00
4048 Other	$0.00	$0.00	$0.00
TOTAL	$100,954.00	$100,875.00	$96,480.00
TOTAL INCOME	$556,085.75	$555,036.00	$546,336.00

EXPENSES

	ACTUAL 2014-2015	BUDGET 2015-2016	TO-DATE 30-Jun-16
Salaries			
5000 Assistant Director	$44,000.00	$44,000.00	$44,000.00
5001 Executive Director	$79,000.00	$79,000.00	$79,000.00
5002 Medical Benefits	$4,560.00	$4,560.00	$4,560.00
TOTAL	$127,560.00	$127,560.00	$127,560.00
Office Expense			
5003 Office Equipment/Service	$3,560.21	$3,580.00	$3,557.32
5004 Supplies/Printing	$2,367.48	$2,300.00	$1,923.33
5005 Telephone/Internet	$2,247.69	$2,300.00	$2,497.93
5006 Postage	$980.47	$1,000.00	$772.43
5007 P O Box	$284.00	$300.00	$276.00
TOTAL	$9,439.85	$9,480.00	$9,027.01
Organizational Expense			
5008 Accountant	$1,700.00	$1,700.00	$1,800.00
5009 Membership Dues	$370.00	$370.00	$320.00
5010 Insurance	$15,500.47	$16,000.00	$15,588.00
5011 Storeroom/Office/Utilities	$7,808.07	$8,100.00	$7,576.55
5012 Board Expense/Petty Cash	$200.00	$250.00	$534.72
5013 Contract Labor/Miscellaneous	$3,283.90	$4,900.00	$2,391.00
5014 Credit Card & Pay Pal Fees	$1,695.96	$1,700.00	$1,718.70
5015 Web Site	$0.00	$0.00	$1,002.92
TOTAL	$30,558.40	$33,020.00	$30,931.89
Promotions			
5020 Souvenirs	$3,566.89	$4,000.00	$3,648.00
5021 Advertising/PR	$41,142.96	$41,000.00	$37,284.57
5022 Printing	$168.26	$1,000.00	$938.47
5023 Postage	$2,405.00	$2,500.00	$2,545.11
5024 Rack Cards / Brochures	$5,500.00	$6,000.00	$6,350.00
5025 Entry Brochures / Printing	$387.00	$820.00	$789.13
5026 Posters/Printing	$142.84	$200.00	$143.50
5027 General/Newsletters	$2,053.20	$3,000.00	$2,859.25
5028 Tabloid / Printing / Insertions	$700.00	$1,000.00	$1,000.00
5029 Commercials/Photography	$10,324.00	$10,000.00	$10,358.00
TOTAL	$66,390.15	$69,520.00	$65,916.03
Entertainment			
5030 Professional Musicians	$22,221.45	$23,000.00	$21,438.88
5031 Headliners	$54,000.00	$50,000.00	$42,500.00
5032 Technical / Stages/Sound	$73,935.54	$74,000.00	$74,625.03
5033 Hotel / Meals	$2,627.92	$2,500.00	$2,407.98
5034 Airfare / Transportation	$3,469.27	$2,283.00	$1,618.52
5035 Generators/Equipment/Backline/Screens	$40,500.00	$40,500.00	$43,864.53
5036 Security/EMS	$24,827.50	$25,000.00	$25,515.00
5037 Children's Programming	$6,700.00	$6,700.00	$6,750.00
TOTAL	$228,281.68	$223,983.00	$218,719.94
TOTAL EXPENSES FOR PAGE 2	$462,230.08	$463,563.00	$452,154.87

EXPENSES

	ACTUAL 2014-2015	BUDGET 2015-2016	TO-DATE 30-Jun-16
Top Hands			
5040 Buttons/Ribbons	$426.48	$500.00	$567.48
5041 Coupons	$188.00	$200.00	$188.00
5042 Printing	$332.63	$350.00	$283.84
5043 Postage	$98.00	$100.00	$94.00
5044 Supplies/Brochure	$28.12	$0.00	$0.00
TOTAL	$1,073.23	$1,150.00	$1,133.32
Rentals			
6049 DFF Vendor Space Fees	$1,125.00	$1,200.00	$1,050.00
6050 Booths/Tents	$9,780.00	$10,000.00	$9,580.00
6051 City Permits/DFF	$510.00	$510.00	$445.00
6052 Warmers/Tables	$687.51	$700.00	$687.51
6053 Fencing	$4,601.60	$4,600.00	$4,890.20
6054 Portable Restrooms	$8,709.00	$8,700.00	$8,709.00
6055 City Vendor Permits	$17,730.00	$17,895.00	$17,025.00
6056 Radios	$2,424.00	$2,400.00	$2,577.50
6057 Golf Cars	$5,739.56	$5,800.00	$5,585.00
6058 Piano Rental / Tuning	$2,006.66	$2,000.00	$1,805.10
TOTAL	$53,313.33	$53,805.00	$52,354.31
Festival Foundation Booths			
7061 Food Booth Permits/Certifications	$80.00	$100.00	$0.00
7062 Booth Lights / Equipment	$1,063.76	$100.00	$0.00
7065 Children' s Art Tent	$660.18	$500.00	$361.34
7066 Food	$6,864.10	$8,220.00	$3,590.27
7067 Ice	$6,195.15	$7,700.00	$6,562.00
7068 Soft Drinks/Water	$5,094.72	$8,000.00	$10,584.00
7069 Supplies	$2,032.84	$1,600.00	$1,184.90
7071 Refund	$1,605.00	$1,000.00	$770.00
TOTAL	$23,595.75	$27,220.00	$23,052.51
Decorations			
8001 Signs	$627.15	$500.00	$933.99
8002 Banners	$2,856.54	$500.00	$0.00
8003 Other / Plaques / Sponsor Gifts	$151.13	$200.00	$81.00
TOTAL	$3,634.82	$1,200.00	$1,014.99
DFF Funds			
8004 DFF Operating	$4,140.54	$0.00	
8005 DFF Reserves	$0.00	$0.00	$8,000.00
TOTAL	$4,140.54	$0.00	$8,000.00
TOTAL EXPENSES - PAGE 3	$85,757.67	$83,375.00	$85,555.13

EXPENSES

	ACTUAL 2014-2015	BUDGET 2015-2016	TO-DATE 30-Jun-16
Donations for Services Rendered			
9085 Woman's Club Building (building use)	$300.00	$300.00	$300.00
9086 Denton Sports Commission (beverage booth)	$1,972.00	$0.00	$0.00
9087 Denton Benefit League e (beverage booth)	$100.00	$200.00	$278.00
9088 SCRAP (Art Tent)	$1,000.00	$1,000.00	$1,000.00
9089 One Hundred Club of Denton	$100.00	$0.00	$0.00
9091 Thin Line Film Festival (gates)	$1,500.00	$1,500.00	$1,500.00
9092 Denton Public Library (library closing)	$100.00	$100.00	$100.00
9093 Texas Womans University (beverage booth)	$500.00	$1,926.00	$1,985.00
9094 UNT Jazz Studies Scholarships	$0.00	$0.00	$0.00
9096 Denton County Art Educ. Assoc. (art exhibit)	$100.00	$100.00	$100.00
9097 Jalisco Project (Parking)	$500.00	$500.00	$500.00
9098 UNT Athletics (beverage booth)	$1,926.00	$2,472.00	$2,863.00
9099	$0.00	$0.00	$0.00
TOTAL	$8,098.00	$8,098.00	$8,626.00
TOTAL EXPENSES - PAGE 2	$462,230.08	$463,563.00	$452,154.87
TOTAL EXPENSES - PAGE 3	$85,757.67	$83,375.00	$85,555.13
TOTAL EXPENSES - PAGE 4	$8,098.00	$8,098.00	$8,626.00
TOTAL	$556,085.75	$555,036.00	$546,336.00
TOTAL INCOME (PAGE 1)	$556,085.75	$555,036.00	$546,336.00
VARIANCE	$0.00	$0.00	$0.00

Exhibit D

DENTON FESTIVAL FOUNDATION, INC.

Denton Arts & Jazz Festival
April 27, 28 & 29, 2018

PROPOSED BUDGET FOR HOTEL TAX – 2018

I.	**ADVERTISING - $27,000**	
	A. Brochures	$6,000
	B. Magazines	6,000
	C. Newspapers/Internet Ads	5,000
	D. Commercials/Photography	10,000
	TOTAL	$27,000
II.	**ART - $93,000**	
	A. Musicians	$53,000
	B. Site Operations	40,000
	TOTAL	$93,000

GRAND TOTAL: $120,000

Exhibit F

Form **W-9**
(Rev. December 2014)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Denton Festival Foundation, Inc.

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only one of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☒ Other (see instructions) ▶ 501 (c) 3

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any) 5
Exemption from FATCA reporting code (if any) _____
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
P.O. Box 2104

Requester's name and address (optional)

6 City, state, and ZIP code
Denton, TX. 76202

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number
___ - ___ - ____

or

Employer identification number
75 - 1704906

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here Signature of U.S. person ▶ Carole Short Date ▶ 5/11/2017

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at *www.irs.gov/fw9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

Exhibit G

Franchise Tax Account Status

As of : 05/11/2017 08:26:48

This Page is Not Sufficient for Filings with the Secretary of State

DENTON FESTIVAL FOUNDATION, INC.

Texas Taxpayer Number	17517049064
Mailing Address	PO BOX 2104 DENTON, TX 76202-2104
Right to Transact Business in Texas	ACTIVE ✓
State of Formation	TX
Effective SOS Registration Date	12/06/1979
Texas SOS File Number	0049956901
Registered Agent Name	CAROL SHORT
Registered Office Street Address	319 PENNSYLVANIA DR DENTON, TX 76205

Exhibit H

Denton Festival Foundation, Inc.
Board of Trustees *(Board terms are 2 years and Trustees may be elected for consecutive terms)*
2016-2017

OFFICERS AND STAFF

President
Terry Nobles (2006-2018)
4435 Old Thomas Road
Aubrey, TX 76227
H 940-387-9102 C 940-453-8680
W 940-387-8182, Ext 234
terrynobles@gmail.com
terry@k-a-studio.com

Immediate Past President
Lisa Miller (2005-2017)
206 Royal Oaks Court
Denton, TX 76210
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C 940-391-7872
lisaraekat@aol.com

1st Vice President
Brock McKnight (2010 – 2018)
First United Bank
1517 Centre Place Drive, Suite 100
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W 940-349-5605 C 940-395-5110
bmcknight@firstunitedbank.com

2nd Vice President
Clay Riggs (2009 – 2017)
3812 Lake Country
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riggs.clay@gmail.com

3rd Vice President
Edene Riggs (1997 – 2017)
2017 Hollyhill
Denton, TX 76205
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edeneriggs@msn.com

4th Vice President
Debbie Sims (2012 – 2018)
611 E. University Drive
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debbie_roush@yahoo.com

Secretary
Richard Sale (2011 – 2017)
6904 Purbeck Trail
Denton, TX 76210
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Richard62sale@yahoo.com

Treasurer
Susan Curry-Langston (2001 – 2017)
258 Bobcat Road
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Executive Director
Carol Short
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Assistant Director
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Lindsey Miller (2014-2018)
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Kyle Peabody (2015-2017)
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Matt Krause (2013-2017)
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Lori McLain (1998-2018)
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Marcy Pace (2013-2017)
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Kelly Peace (2014-2018)
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Helene Ramey (2013-2017)
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Murray Ricks (1995-2017)
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Liz Seibt (2006-2018)
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C 940-367-9062
lizseibt@gmail.com

Rob Stadt (2016-2018)
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C (940) 465-3303
rcslas@verizon.net

Jason Stewart (2012-2017)
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Denton, TX 76210
C 940-391-9627
W 940-312-5753
jstewart@gnty.com

Gary Vickery (2015-2017)
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gvickery@hotmail.com

Emma Perry (2001-2017)
1329 Dartmouth Place
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emmaperry@aol.com

Angela Reaves (2015-2017)
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angelarwpi@gmail.com

Bill Roebken (2012-2018)
1100 Durango Circle
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C 972-965-9698
wjroebken@yahoo.com

Joy Siegmund (2000-2018)
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Denton, TX 76205
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jsiegmund@verizon.net

Jean Stanley (2003-2017)
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C 940-367-4230
jean.stanley@wellsfargo.com

Terry Tekell (2013-2017)
28 Royal Oaks Circle
Denton, TX 76210
C 940-453-4897
ttekell@bcimechanical.com

Denton Festival Foundation, Inc.
Ex-Officio Board of Trustees
2015-2016

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Randee Klingele, Treasury Services Specialist
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215 E. McKinney
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randee.klingele@cityofdenton.com

Exhibit I

DENTON FESTIVAL FOUNDATION, INC.
BOARD OF TRUSTEES
MEETINGS FOR THE FISCAL YEAR (2017-2018)

All meetings will take place at Ben E. Keith Co in their hospitality room on Wednesdays at 5:30 pm – 2801 I35 East, Denton, Texas

September 20, 2017 (3rd Wed)
October 18, 2017 (3rd Wed)
January 17, 2018 (3rd Wed)
February 21, 2018 (3rd Wed)
March 21, 2018 (3rd Wed)
April 18, 2018 (3rd Wed)
May 16, 2018 (3rd Wed)
June 27, 2018 (4th Wed)

Exhibit K

DENTON FESTIVAL FOUNDATION, INC.
2017 Denton Arts & Jazz Festival (April 28, 29 & 30)

2017 DONATIONS (for services rendered)

1. City Federation of Women's Clubs	**$**	**200.00**	**(3%)**
2. Denton Benefit League		**300.00**	**(4%)**
3. Texas Woman's University		**1,500.00**	**(22%)**
4. Denton Public Library		**100.00**	**(2%)**
5. Thin Line Film Festival		**1,500.00**	**(22%)**
6. Jalisco Project		**500.00**	**(7%)**
7. UNT Athletic Department		**1,400.00**	**(20%)**
8. SCRAP, Inc.		**1,400.00**	**(20%)**
TOTAL	**$**	**6,900.00**	**(100%)**

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

RECEIVED MAY 22 2017
Kate

MUST BE TYPED

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	Denton Firefighter Museum
Name of Event:	Denton Firefighter Museum
Website Address:	www.discoverdenton.com/firefighter-museum
Mailing Address:	332 E. Hickory St.
	Denton, TX 76201
Physical Address:	332 E. Hickory St., Denton TX 76201
Telephone #:	940-349-8840 Fax #: 940-349-8841
Primary Contact Name: (Project Director)	Michael Ventrca
Mailing Address:	332 E. Hickory St.
	Denton, TX 76201
Telephone #:	940-349-8840 Fax #: 940-349-8841
Email Address:	michael.ventrca@cityofdenton.com
Secondary Contact Name: (Local Board Chairman)	Shane Rutledge
Mailing Address:	332 E. Hickory St.
	Denton, TX 76201
Telephone #:	940-349-8840 Fax #: 940-349-8841
Email Address:	shane.rutledge@cityofdenton.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

X **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

_____ **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

X **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

_____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

_____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

_____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
The purpose of the Denton Firefighter Musuem is to create a quality exhibition of firefighting memorabilia for the citizens of Denton as well as tourist and vistors to the city.

3) Does your organization have paid staff?
_____ Yes _____ # Full-time _____ # Part-time
X No

4) Does your organization use volunteers?
X Yes Approximately how many? 20-Oct
_____ No

5) Does your organization ___X___ own or _____ rent office space?

6) Does your organization own a vehicle?

_____ Yes

___X___ No

7) Is the event that the organization is requesting HOT funds for held on City property?

___X___ Yes Name Location(s) Denton Central Fire Station

_____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

___X___ Yes

_____ No

9) List ALL other sources of funding your organization receives and how much.

___X___ Check here if information is attached.

Source	Please Circle One		Dollar Amount
Donations	Earned	Donated	$ 462
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Guided Tours	As scheduled or requested
Public Saftey Fair	September 9th, 2017
Permanet exhibit	public viewing (Monday-Friday, 0800-1700)
Parade Engine	Participate in all parades held in the City of Denton

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2014-2015	2500	2000		Tours/Walk-ins
2015-2016	3000	2500		Tours/Walk-ins
2016-2017	3000	2500		Tours/Walk-ins

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

The requested funding is used to acquire, restore, perserve and display historical firefighting memorabilia with articles spectic to Denton's history. The musuem exhibits the memorabilia for vistors and tourists. Advertising funds are used to place ads in publications spectifically targeting travelers and encouraging them to visit Denton.

13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

Denton Live

Tour Texas

discoverdenton.com

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

The profession of firefighting has always fasinated and interested people making it a natural attraction. The Denton Firefighter Musuem is in close proximity to the DCTA train station, Denton's Historic Downtown Square, the Center for Visual Arts and is located on the arts corridor, Hickory St. The musuem serves as an additional draw to the downtown area and is appropriate for vistors of all ages, kids- senior adults.

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2016	2015-2016	$ 5,000.00	$ -	$ 4,839.00	$ 161.00
2017	2016-2017	$ 21,000.00	$ 462.00	$ 21,462.00	$ -

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

The Denton Firefighter Musuem long term goal is to becom national reconized musuem who's visibility serves as an attraction to a developing downtown district. The musuem also plans to continue to aquire, perserve and display historic artifacts and equipment related to the profession and to Denton

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

__X__ Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

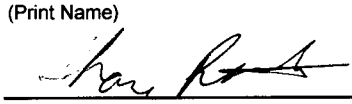
Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: Shane Rutledge

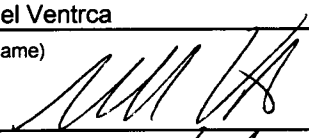
(Print Name)

X 

Date: 12 May 2017

Project Director Michael Ventrca

(Print Name)

X 

Date: 5/12/17

Late applications are subject to reduction or denial of funding.

Exhibit A

Advertisements

Denton: Firefighters' Museum

Delve into triumph, tragedy and true local heroes at the Firefighters' Museum in Denton, Texas. Two blocks east of the beautiful Courthouse-on-the-Square in the heart of Denton's entertainment district, the museum is located inside the Denton Fire Department Headquarters. Exhibits feature intriguing collections, firefighting gear, hoses and carts, and a genuine piece of 9/11. Kids will love trying on authentic firefighting garb and seeing fire trucks up-close. The museum is open Monday through Friday, 8 a.m. to 5 p.m. Admission is complimentary . Great local restaurants, other museums, shops, and the A-train are all within easy walking distance.

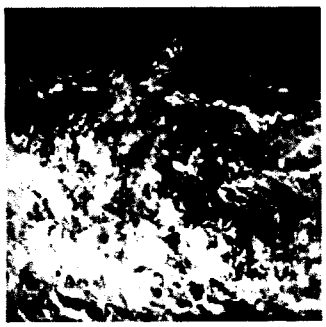
DETAILS ›› MORE INFO ››

Abilene: The Storybook Capital of Texas

MARCH 31 - APRIL 1: In Abilene, the "Official Storybook Capital of Texas," you'll meet characters of every kind! Listen to the best storytellers in authentic country music at the 7th Annual Outlaws & Legends Music Fest! Performers include Lee Ann Womack, Cody Johnson, Mark Chesnutt, and more! Continue on a storytelling adventure at Frontier Texas!, where stories are told by life-size holograms of real men & women who lived & died on the Texas frontier. Spend a few days scouting this legendary area where western heritage is both a birthright and a pastime. Your adventure begins at AbileneVisitors.com.

DETAILS ›› MORE INFO ››

Amarillo: The Collection of Montgomery Ritchie



NOW THROUGH MARCH 26: Visit the Amarillo Museum of Art to experience a once-in-a-lifetime exhibit - Achievement in Art: The Collection of Montgomery Ritchie. This collection features artworks from leading Impressionist and Post-Impressionist artists including Claude Monet, Pierre-Auguste Renoir, Georges Seurat, Eugene Boudin, Edgar Degas, and Picasso. The exhibit will be on display until March 26. Don't forget that there is never an admission fee to enjoy the artwork displayed at the Amarillo Museum of Art.

DETAILS ›› MORE INFO ››

The three-story Denton County Courthouse is built of quarried sandstone.

exhibits. Group tours of this museum and sites in the historical park are available by request (fee). Free. 110 W. Hickory. 940/349-2850. www.dentoncounty.com.

DENTON COUNTY HISTORICAL PARK–Includes two museums, a visitor center and a park. Group tours available by request (fee). 317 W. Mulberry St. 940/349-2865. www.dentoncounty.com.

Bayless-Selby House Museum–A Queen Anne-style Victorian house furnished to show turn-of-the-century Denton life. Free.

Quakertown House–A home in this historic African-American area. Photos and artifacts tell the stories of African-American communities in Denton County. Free.

DENTON FIREFIGHTERS MUSEUM–This museum features the history of firefighting since the 1800s. 332 E. Hickory St. in Denton's Fire Station No. 1. 940/349-8840.

DOWNTOWN SQUARE–Denton is a Main Street City and in the National Register of Historic Places. The area features music venues, antique shops, art galleries, boutiques, and restaurants. 940/349-8259. www.dentonmainstreet.org.

GOWNS OF THE FIRST LADIES OF TEXAS–Features inaugural gowns worn by the wives of presidents of the Republic of Texas and state governors, as well as other dresses worn by the wives of U.S. presidents and the wife of a vice president. On Texas Woman's University campus in the Administration Tower, Second Floor. 940/898-2669.

HANGAR 10 FLYING MUSEUM–The museum features several classic planes, including a Lockheed 10A, a Beechcraft Staggerwing, a PT-22 and a Piper L-4. 1945 Matt Wright Lane. on south side of Denton Enterprise Airport. 940/565-1945. www.hangar10.org.

HORSE COUNTRY TOURS–North Texas has hundreds of premier horse farms and ranches featuring a variety of breeds and disciplines. Guided tours and self-guided driving tours are available. 888/381-1818. www.horsecountrytours.com.

LITTLE CHAPEL IN THE WOODS–This small chapel, designed by Texas architect O'Neil Ford blends nature and art. Ten stained glass windows, designed by students, depict the theme "Woman Ministering to Human Needs." 415 Chapel Drive on Texas Woman's University campus. 940/898-3644. www.twu.edu/tour/little-chapel.asp.

OAK-HICKORY HISTORIC DISTRICT–The homes on West Oak Street are fine examples of Victorian cottages with jigsaw work and tall, narrow windows. West Hickory and Oak streets between Denton and Welsh.

RAY ROBERTS LAKE STATE PARK ISLE DU BOIS UNIT AND JOHNSON BRANCH UNIT–A Greenbelt Corridor runs from Ray Roberts Lake Dam to Lake Lewisville along the Elm Fork Branch of the Trinity River. tpwd.texas.gov/state-parks/ray-roberts-lake. See PILOT POINT.

SKY THEATER AT THE UNIVERSITY OF NORTH TEXAS–This domed theater features a projection system that can reproduce tonight's sky or the sky as it might have looked millions of years ago. Admission charge. 1704 W. Mulberry St. 940/565-3599 or 940/369-8213.

UNT ART PATH–This walking tour at the University of North Texas features contemporary, historical, modern and iconic artworks. Brochures are available at the University Union Information Center, the Office of the Dean in the Art Building, UNT on the Square and the Alumni Center at Gateway Center. 940/565-4001. northtexan.unt.edu/content/unt-art-path.

DESOTO

POP. 51,966 ALT. 666 MAP K18

DESOTO CHAMBER OF COMMERCE AND VISITOR CENTER: 2010 N. Hampton Road, Suite 200. 972/224-3565. www.desotochamber.org.

In the southwestern corner of Dallas County, this Metroplex city has a small-town feel. A network of parks and trails span the area, including the 3.4-mile Roy Orr Trail.

METROPLEX BMX–This covered BMX racing facility hosts several national and state championships each year, plus free BMX events on Fridays. 500 E. Centre Park Blvd. 972/224-6664. www.metroplexbmx.org.

DUBLIN

POP. 3,533 ALT. 1,493 MAP L-15

DUBLIN CHAMBER OF COMMERCE: 254/445-3422. www.dublintxchamber.com.

The town's name, originally spelled Doublin, is said to come from a practice by early settlers who "doubled in" their wagons to defend against attacks. Another version says the town was named after the capital of Ireland. Hunters take deer, duck, dove and quail in season.

BEN HOGAN MUSEUM–The life and career of professional golf great Ben Hogan–born and raised in Dublin, Texas–is chronicled in this museum. 121 E. Blackjack St. 254/445-4466.

DUBLIN BOTTLING WORKS & OLD DOC'S SODA SHOP–Tour this historic facility, which bottled "Dublin Dr Pepper" from 1891 until 2012 (they still produce other soft drinks). The W.P. Kloster Museum across the street features soda memorabilia. Tour fee. 105 E. Elm. 888/398-1024. www.dublinbottlingworks.com.

DUBLIN HISTORICAL MUSEUM–This museum features artifacts and historical items from small-town life. Includes technology and the military displays. 116 W. Blackjack St. 254/445-4550.

DUBLIN RODEO HERITAGE MUSEUM–Everett Colborn and cowboy singer Gene Autry put Dublin on the map with an annual rodeo in the 1940s and '50s. This museum recalls that rodeo history. 118 W. Blackjack St. 254/445-0200.

DUBLIN VETERANS MEMORIAL–Markers honor the men and women who served from the Civil War through modern times. 206 W. Blackjack St. on the grounds of the Dublin Public Library.

W.M. WRIGHT HISTORICAL PARK–Site includes a grist mill, built of native stone, and a log cabin built by early settlers. Picnic pavilion available. At Texas 6 West and Park Street. 254/445-4550.

DUNCANVILLE

POP. 39,840 ALT. 727 MAP K-18/VV-7

DUNCANVILLE CHAMBER OF COMMERCE: 300 E. Wheatland Road 972/780-4990. duncanvillechamber.org.

First known as Duncan Switch when a railroad company wanted to build a line from Dallas to Cleburne. Today, visitors find hiking and biking trails in the area, as well as antique shops and boutiques downtown.

CEDAR HILL STATE PARK–See CEDAR HILL.

DALLAS NATURE CENTER–This 360-acre park near Joe Pool Lake offers seven miles of hiking trails, picnic areas, a butterfly garden, visitor center and a gift shop. It is a habitat for black-capped vireo, and other wildlife. 7171 Mountain Creek Parkway. 972/296-1955.

INTERNATIONAL MUSEUM OF CULTURES–This anthropological museum explores peoples from around the world, including Africa, Asia, Oceania and the Americas. 411 U.S. 67 E. 972/572-0462. internationalmuseumofcultures.org.

EAGLE LAKE

POP. 3,849 ALT. 170 MAP R-19

EAGLE LAKE CHAMBER OF COMMERCE: 303 E. Main St. 979/234-2780. www.visiteaglelake.com.

Eagle Lake, "The Goose Hunting Capital of the World," is named for the lake where Stephen F. Austin and his explorers killed an eagle in 1821. The town is a Texas Main Street City and on the Texas Independence Trail (texasindependencetrail.com). The city is nestled on the central migratory flyway, making it possible to see more than 250 species of birds in the area.

ATTWATER PRAIRIE CHICKEN NATIONAL WILDLIFE REFUGE–This is home to one of the last populations of the endangered Attwater's prairie-chicken, a ground-dwelling grouse of the coastal prairie. A five-mile auto tour and two hiking trails offer pathways into the prairie and along Coushatta creek. The Attwater Prairie Chicken Festival is held in April. Monthly guided tours are available. Off F.M. 3013, 6.5 miles northeast of Eagle Lake. 979/234-2780. www.fws.gov/refuge/attwater_prairie_chicken.

EAGLE LAKE DEPOT MUSEUM–Exhibits and artifacts interpret the importance of the railroad for Eagle Lake and the region. 322 E. Main St.

PRAIRIE EDGE MUSEUM–This facility features natural history exhibits and cultural traditions of Colorado County, including fossils and Native American artifacts. 408 E. Main St. 979/234-7442. www.prairieedgemuseum.org.

PHOTO: WILL VAN OVERBEEK/TXDOT

Learn More

Denton's
FIREFIGHTERS'
MUSEUM

Take a tour through the history of our Denton firefighters!

Open Weekdays 8a.m. – 5p.m.

• • •

discoverdenton.com
Denton Convention & Visitors Bureau

Learn More

Enter Contest

EXPLORE MORE OF TEXAS...

See Texas' Largest Azalea Garden in Nacogdoches!

With mile after mile of hiking and biking trails and acres upon acres of cascading azaleas, Nacogdoches is the undisputed Garden Capital of Texas. From the sprawling Ruby M. Mize Azalea Gardens to the 20-mile residential tour, Nacogdoches puts on her best with blooms and foliage throughout the spring. The Azalea Trail runs March 15 - April 15. For peak bloom times and to learn more about the Azalea Trail or Texas' oldest town, call the Nacogdoches Convention and Visitors Bureau at 888.564.7351. If you're looking for just the right getaway, it all starts right here.

Learn More

Trending Texas Video

you hope Thin Line looks like?

[redacted] We're really on a 25-years-total-world-domination plan.

[redacted] *(laughs)* All the festivals merge and become one.

[redacted] *(jokes back)* One superfest. Dentopia.

Ed: There is a lot you can accomplish with money and with 10 years of hard work and talent by experienced people, dedicated to their own specific areas of interest.

[redacted] Absolutely, everything up until this point has been absolutely organic. Just natural growth coming from hard work and perseverance. Thin Line is a community festival. We're in it to have a good time, to promote local art, to bring art to this community, and that's it. I can't help but think that after 25 years, we'll get to a point where we have respect outside of this community. I think we are well on our way.

Ed: Thin Line has always found a way to include local and national talent and maintain integrity. That's not to say that the other festivals don't have integrity. There is just something about Thin Line. Like Josh said, we're all in it for our own particular passions, not for the love of money, not for the love of becoming the next SXSW, the next ACL, or the next what have you. We're in it for Thin Line.

Interviewer: Final question. Complete this sentence with one word: "I hope the 2017 festival is...."

Ed: Controversial. And I hope the 2017 festival redefines — from both the festival and attendee's perspectives — what is possible for a festival to be.

[redacted] If I had to sum it up in one word: memorable. I think that's the way I go into it every single year. We create something that is a real, lasting impression in the audiences' minds. I think it's extremely important that we keep reinventing ourselves, so that we never become predictable. That's what I feel like we've done and will continue to do going forward.

[redacted] We have some really big changes this year. The free festival is a big deal. The move to April is a big deal because it means we're going to move more to the outdoors and create a bigger downtown Denton experience.

> "I want there to be more critical thinking, more questioning of what's behind this source. Why are they communicating these things to me? Thin Line is a commentary on so many things. Every year it's a new bag, we never know what we're going to get.
>
> Josh Butler, Thin Line Fest director

2017 Jan-June 17 DentonLive

Take a tour through the storied history of Denton's heroic firefighters!

Learn about the amazing history of triumph, tragedy and true local heroes. Explore the museum as you honor our brave firefighters both past and present.

Open Weekdays ***8 a.m.–5 p.m.***

Located inside the ***Denton Fire Department Headquarters***

find out more at **firefightermuseum.com**

discoverdenton.com *Denton Convention & Visitors Bureau*

ORIGINAL DENTON INDEPENDENT

Spring-Summer 2017 DentonLive pg 21

Exhibit B

Selected Total

Statement of Revenues over Expenditures

For the Twelve Periods Ending September 30, 2017

Unaudited - Not for public distribution

		Prior Year Actuals		Current Annual Budget			Currrent Year to Date			
		Annual	YTD	Original	Modified	Avail Balance	Budget	Encumbrances	(Rev)/Expend	Total
6000	EXPENDITURES									
6099	PERSONNEL SERVICES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6100	SALARIES & WAGES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6101	SERVICE/MAINTENANCE	388,274.94	388,274.94	407,666.00	407,666.00	149,895.83	407,666.00	0.00	257,770.17	257,770.17
6101	TEMPORARY / SEASONAL	5,539.93	5,539.93	0.00	0.00	(548.94)	0.00	0.00	548.94	548.94
	SERVICE/MAINTENANCE	5,539.93	5,539.93	0.00	0.00	(548.94)	0.00	0.00	548.94	548.94
6107	CIVIL SERVICE	12,522,448.33	12,522,448.33	13,497,305.00	13,497,305.00	5,789,291.05	13,497,305.00	0.00	7,708,013.95	7,708,013.95
6109	OVERTIME-FLSA	1,511,336.49	1,511,336.49	1,542,717.00	1,542,717.00	607,648.85	1,542,717.00	0.00	935,068.15	935,068.15
6110	OVERTIME - REGULAR	(375.95)	(375.95)	3,873.00	3,873.00	3,805.03	3,873.00	0.00	67.97	67.97
	OVERTIME - REGULAR	(375.95)	(375.95)	3,873.00	3,873.00	3,805.03	3,873.00	0.00	67.97	67.97
6111	OVERTIME-CIVIL SERVICE	509,927.84	509,927.84	423,383.00	423,383.00	11,247.04	423,383.00	0.00	412,135.96	412,135.96
6112	LONGEVITY	2,016.00	2,016.00	2,304.00	2,304.00	0.00	2,304.00	0.00	2,304.00	2,304.00
6114	RANK DIFFERENTIAL	100,788.31	100,788.31	100,000.00	100,000.00	34,325.46	100,000.00	0.00	65,674.54	65,674.54
6115	INCENTIVE PAY	412,001.08	412,001.08	605,353.00	605,353.00	274,749.46	605,353.00	0.00	330,603.54	330,603.54
6116	LONGEVITY - CIVIL SERVICE	100,017.44	100,017.44	109,812.00	109,812.00	48,432.71	109,812.00	0.00	61,379.29	61,379.29
6117	OFFICER TRAINING	14,550.79	14,550.79	0.00	0.00	(11,354.91)	0.00	0.00	11,354.91	11,354.91
6118	ASSIGNMENT PAY	167,998.06	167,998.06	6,000.00	6,000.00	(95,774.57)	6,000.00	0.00	101,774.57	101,774.57
6119	CAR ALLOWANCE	5,800.00	5,800.00	6,000.00	6,000.00	2,375.00	6,000.00	0.00	3,625.00	3,625.00
6123	CELL PHONE ALLOWANCE	11,866.35	11,866.35	12,840.00	12,840.00	5,050.87	12,840.00	0.00	7,789.13	7,789.13
	SALARIES & WAGES	15,752,189.61	15,752,189.61	16,717,253.00	16,717,253.00	6,819,142.88	16,717,253.00	0.00	9,898,110.12	9,898,110.12
6130	EMPLOYEE BENEFITS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6142	FICA/MEDICARE	1,134,933.02	1,134,933.02	1,251,972.00	1,251,972.00	550,107.67	1,251,972.00	0.00	701,864.33	701,864.33
6142	FICA/MEDICARE - TEMPORARY/SEAS	423.81	423.81	0.00	0.00	(41.99)	0.00	0.00	41.99	41.99
	FICA/MEDICARE	423.81	423.81	0.00	0.00	(41.99)	0.00	0.00	41.99	41.99
6143	TMRS - CITY	130,567.65	130,567.65	135,610.00	135,610.00	52,050.70	135,610.00	0.00	83,559.30	83,559.30
	TMRS - CITY	130,567.65	130,567.65	135,610.00	135,610.00	52,050.70	135,610.00	0.00	83,559.30	83,559.30
6145	FIRE PENSION - CITY	2,631,959.83	2,631,959.83	2,760,167.00	2,760,167.00	1,120,863.98	2,760,167.00	0.00	1,639,303.02	1,639,303.02
6150	MEDICAL INSURANCE	2,405,973.18	2,405,973.18	2,646,360.00	2,646,360.00	1,127,010.30	2,646,360.00	0.00	1,519,349.70	1,519,349.70
	MEDICAL INSURANCE	2,405,973.18	2,405,973.18	2,646,360.00	2,646,360.00	1,127,010.30	2,646,360.00	0.00	1,519,349.70	1,519,349.70
6156	LIFE INSURANCE	11,478.54	11,478.54	9,353.00	9,353.00	4,782.97	9,353.00	0.00	4,570.03	4,570.03
	LIFE INSURANCE	11,478.54	11,478.54	9,353.00	9,353.00	4,782.97	9,353.00	0.00	4,570.03	4,570.03
6158	LONG TERM DISABILITY INS	20,907.56	20,907.56	21,875.00	21,875.00	11,363.82	21,875.00	0.00	10,511.18	10,511.18
	LONG TERM DISABILITY INS	20,907.56	20,907.56	21,875.00	21,875.00	11,363.82	21,875.00	0.00	10,511.18	10,511.18
6162	WORKERS COMPENSATION	167,949.00	167,949.00	178,977.00	178,977.00	74,224.08	178,977.00	0.00	104,752.92	104,752.92
	WORKERS COMPENSATION	167,949.00	167,949.00	178,977.00	178,977.00	74,224.08	178,977.00	0.00	104,752.92	104,752.92
	EMPLOYEE BENEFITS	6,504,192.59	6,504,192.59	7,004,314.00	7,004,314.00	2,940,361.53	7,004,314.00	0.00	4,063,952.47	4,063,952.47
	PERSONNEL SERVICES	**22,256,382.20**	**22,256,382.20**	**23,721,567.00**	**23,721,567.00**	**9,759,504.41**	**23,721,567.00**	**0.00**	**13,962,062.59**	**13,962,062.59**
6300	MATERIALS AND SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6301	OFFICE SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6302	OFFICE SUPPLIES	16,502.23	16,502.23	16,630.00	16,630.00	472.92	16,630.00	435.49	15,721.59	16,157.08
6304	COPY CHARGES	2,381.40	2,381.40	1,559.00	1,559.00	(659.42)	1,559.00	240.12	1,978.30	2,218.42
6305	REPROGRAPHICS COPY CHGS	1,041.26	1,041.26	10,000.00	10,000.00	8,521.38	10,000.00	0.00	1,478.62	1,478.62
	OFFICE SUPPLIES	19,924.89	19,924.89	28,189.00	28,189.00	8,334.88	28,189.00	675.61	19,178.51	19,854.12
6308	POSTAGE	1,562.73	1,562.73	1,850.00	1,850.00	1,238.63	1,850.00	0.00	611.37	611.37
6310	UNIFORMS & CLOTHING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6312	UNIFORMS	74,428.69	74,428.69	81,300.00	81,300.00	48,636.30	81,300.00	3,983.73	28,679.97	32,663.70
6314	PROTECTIVE CLOTHING	79,716.88	79,716.88	117,500.00	117,500.00	48,349.98	117,500.00	36,106.00	33,044.02	69,150.02
	UNIFORMS & CLOTHING	154,145.57	154,145.57	198,800.00	198,800.00	96,986.28	198,800.00	40,089.73	61,723.99	101,813.72
6320	COMPUTER SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6322	COMPUTER FORMS & SUPPLIES	730.40	730.40	5,250.00	5,250.00	1,548.75	5,250.00	0.00	3,701.25	3,701.25
	COMPUTER SUPPLIES	730.40	730.40	5,250.00	5,250.00	1,548.75	5,250.00	0.00	3,701.25	3,701.25
6330	BOOKS & MAGAZINES	7,125.27	7,125.27	7,550.00	7,550.00	4,057.50	7,550.00	0.00	3,492.50	3,492.50
6332	SMALL TOOLS & INSTRUMENTS	48,673.33	48,673.33	49,700.00	49,700.00	30,036.42	49,700.00	0.04	19,663.54	19,663.58
6334	CHEMICALS	27,591.12	27,591.12	25,600.00	25,600.00	13,484.59	25,600.00	7,774.50	4,340.91	12,115.41
6336	MEDICAL SUPPLIES	208,195.67	208,195.67	235,082.00	235,082.00	61,871.13	235,082.00	45,837.86	127,373.01	173,210.87
6340	FREIGHT	13.45	13.45	500.00	500.00	261.60	500.00	238.40	0.00	238.40
6342	JANITORIAL SUPPLIES	14,167.77	14,167.77	15,342.00	15,342.00	7,637.09	15,342.00	0.00	7,704.91	7,704.91
6344	FILM	51.90	51.90	400.00	400.00	400.00	400.00	0.00	0.00	0.00
6352	GENERATING PLANT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	GENERATING PLANT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6358	AMMUNITION	977.36	977.36	1,360.00	1,360.00	933.70	1,360.00	0.00	426.30	426.30
6366	FIRE REHAB SUPPLIES	2,070.04	2,070.04	2,000.00	2,000.00	865.56	2,000.00	0.00	1,134.44	1,134.44
6372	OUTSIDE SUPPLIES	19,364.21	19,364.21	13,492.00	13,492.00	7,363.58	13,492.00	0.00	6,128.42	6,128.42

Selected Total

Statement of Revenues over Expenditures

For the Twelve Periods Ending September 30, 2017

Unaudited - Not for public distribution

		Prior Year Actuals		Current Annual Budget			Currrent Year to Date			
		Annual	YTD	Original*	Modified	Avail Balance	Budget	Encumbrances	(Rev)/Expend	Total
6386	DOCUMENT PRINTING	2,502.76	2,502.76	4,288.00	4,288.00	3,737.40	4,288.00	0.00	550.60	550.60
6390	OTHER/MISC MATERIALS	0.00	0.00	0.00	0.00	(41.70)	0.00	0.00	41.70	41.70
6391	FURNITURE & FIXTURES	0.00	0.00	0.00	0.00	(1,925.98)	0.00	0.00	1,925.98	1,925.98
6393	MACHINES & EQUIP	0.00	0.00	0.00	0.00	(2,236.35)	0.00	0.00	2,236.35	2,236.35
6400	INVENTORY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6408	GASOLINE PURCHASES	205.00	205.00	0.00	0.00	(32.19)	0.00	0.00	32.19	32.19
6418	DIESEL FUEL PURCHASES	167.81	167.81	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6422	COST OF POSTAGE	0.00	0.00	0.00	0.00	(65.40)	0.00	0.00	65.40	65.40
	INVENTORY	372.81	372.81	0.00	0.00	(97.59)	0.00	0.00	97.59	97.59
	MATERIALS AND SUPPLIES	**507,469.28**	**507,469.28**	**589,403.00**	**589,403.00**	**234,455.49**	**589,403.00**	**94,616.14**	**260,331.37**	**354,947.51**
6500	MAINTENANCE & REPAIR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6502	FURNITURE & FIXTURES	4,345.57	4,345.57	7,500.00	7,500.00	6,149.20	7,500.00	0.00	1,350.80	1,350.80
6504	OFFICE MACHINES	265.26	265.26	1,500.00	1,500.00	1,500.00	1,500.00	0.00	0.00	0.00
6506	MACHINERY & EQUIPMENT	13,703.78	13,703.78	17,500.00	17,500.00	4,019.79	17,500.00	0.00	13,480.21	13,480.21
6508	OTHER	46,168.86	46,168.86	25,500.00	26,300.00	22,702.22	26,300.00	0.00	3,597.78	3,597.78
6512	BUILDING & EQUIPMENT	37,257.99	37,257.99	40,500.00	40,500.00	31,886.09	40,500.00	297.00	8,316.91	8,613.91
6514	SIDEWALKS & GROUNDS	11.12	11.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6526	ACCESSORY ELECTRIC EQUIPMENT	34,197.67	34,197.67	36,900.00	36,900.00	30,768.10	36,900.00	(0.08)	6,131.98	6,131.90
6536	RADIO EQUIPMENT	141,000.00	141,000.00	138,600.00	138,600.00	58,450.00	138,600.00	0.00	80,150.00	80,150.00
6545	OUTSIDE CONTRACTED SERVICES	0.00	0.00	8,000.00	8,000.00	8,000.00	8,000.00	0.00	0.00	0.00
	MAINTENANCE & REPAIR	**276,950.25**	**276,950.25**	**276,000.00**	**276,800.00**	**163,475.40**	**276,800.00**	**296.92**	**113,027.68**	**113,324.60**
6600	DEPRECIATION EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	DEPRECIATION EXPENSE	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
6700	INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6704	COMMERCIAL INSURANCE PREM	80,741.04	80,741.04	87,657.00	87,657.00	36,523.82	87,657.00	0.00	51,133.18	51,133.18
6706	SELF INSURANCE PREMIUM	160,794.12	160,794.12	145,274.00	145,274.00	60,530.88	145,274.00	0.00	84,743.12	84,743.12
	INSURANCE	**241,535.16**	**241,535.16**	**232,931.00**	**232,931.00**	**97,054.70**	**232,931.00**	**0.00**	**135,876.30**	**135,876.30**
6800	ADMINISTRATIVE COST	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	ADMINISTRATIVE COST	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
7700	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7702	AWARDS	1,328.32	1,328.32	2,000.00	2,000.00	918.25	2,000.00	0.00	1,081.75	1,081.75
7704	COUNCIL BOARD EXPENSES	0.00	0.00	0.00	0.00	(342.00)	0.00	0.00	342.00	342.00
7718	EMPLOYEE PICNIC	28.63	28.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7726	PHYSICAL ASSESSMENT	90,630.00	90,630.00	20,885.00	20,885.00	(80,080.00)	20,885.00	99,230.00	1,735.00	100,965.00
7740	COUNCIL CONTINGENCY FUNDS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	COUNCIL CONTINGENCY FUNDS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7760	MISC COMMUNITY SERVICE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7762	MISC COMMUNITY SERVICE	160.95	160.95	21,000.00	21,000.00	21,000.00	21,000.00	0.00	0.00	0.00
	MISC COMMUNITY SERVICE	160.95	160.95	21,000.00	21,000.00	21,000.00	21,000.00	0.00	0.00	0.00
7764	PUBLIC EDUCATION-FIRE	28,373.12	28,373.12	33,600.00	33,600.00	20,017.08	33,600.00	20.73	13,562.19	13,582.92
	MISCELLANEOUS	**120,521.02**	**120,521.02**	**77,485.00**	**77,485.00**	**(38,486.67)**	**77,485.00**	**99,250.73**	**16,720.94**	**115,971.67**
7800	OPERATIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7802	HIRE OF EQUIPMENT	1,137.00	1,137.00	2,500.00	2,500.00	1,855.00	2,500.00	0.00	645.00	645.00
7804	LICENSES	16,542.16	16,542.16	21,100.00	21,100.00	4,373.96	21,100.00	0.00	16,726.04	16,726.04
7806	DUES	13,602.00	13,602.00	6,550.00	6,550.00	3,546.96	6,550.00	0.00	3,003.04	3,003.04
7818	EMPLOYEE RECRUITMENT	658.38	658.38	674.00	674.00	645.37	674.00	0.00	28.63	28.63
7820	EMPLOYEE TRAINING	79,044.97	79,044.97	95,416.00	95,416.00	49,470.02	95,416.00	2,091.85	43,854.13	45,945.98
7826	WORKFORCE DIVERSITY TRAIN	19,997.14	19,997.14	20,000.00	20,000.00	7,968.23	20,000.00	4,550.00	7,481.77	12,031.77
7840	VEHICLE OPERATIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7842	GAS & OIL	124,307.70	124,307.70	113,885.00	113,885.00	32,136.06	113,885.00	0.00	81,748.94	81,748.94
7844	VEHICLE MAINTENANCE	435,140.33	435,140.33	350,695.00	350,695.00	82,768.30	350,695.00	0.00	267,926.70	267,926.70
	VEHICLE OPERATIONS	559,448.03	559,448.03	464,580.00	464,580.00	114,904.36	464,580.00	0.00	349,675.64	349,675.64
7850	PROFESSIONAL SVCS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7854	CONSULTANT FEES	24,936.04	24,936.04	2,100.00	2,100.00	(22,777.50)	2,100.00	0.00	24,877.50	24,877.50
7855	ENVIRONMENTAL COMPLIANCE	25,038.29	25,038.29	24,000.00	24,000.00	23,194.74	24,000.00	0.00	805.26	805.26
7862	CONS TESTING	0.00	0.00	1,297.00	1,297.00	997.00	1,297.00	300.00	0.00	300.00
7866	COLLECTION EXPENSE	223,149.27	223,149.27	176,034.00	176,034.00	58,402.25	176,034.00	53,820.99	63,810.76	117,631.75
7868	TEMPORARY PERSONNEL SVCS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7879	OUTSIDE CONTRACT SERVICES	13,734.70	13,734.70	17,200.00	17,200.00	4,660.00	17,200.00	0.00	12,540.00	12,540.00
	PROFESSIONAL SVCS	286,858.30	286,858.30	220,631.00	220,631.00	64,476.49	220,631.00	54,120.99	102,033.52	156,154.51
7880	OUTSIDE SERVICES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7886	MOWING EXPENSE	14,700.00	14,700.00	16,800.00	16,800.00	(16,690.00)	16,800.00	26,155.00	7,335.00	33,490.00

Selected Total

Statement of Revenues over Expenditures

For the Twelve Periods Ending September 30, 2017

Unaudited - Not for public distribution

		Prior Year Actuals		Current Annual Budget			Current Year to Date			
		Annual	YTD	Original*	Modified	Avail Balance	Budget	Encumbrances	(Rev)/Expend	Total
7888	DRUG SCREEN	172.50	172.50	0.00	0.00	(11.50)	0.00	0.00	11.50	11.50
7890	MEDICAL SERVICES	46,555.00	46,555.00	52,500.00	52,500.00	(22,797.80)	52,500.00	63,500.00	11,797.80	75,297.80
7894	K-9 EXPENSES	4,275.18	4,275.18	2,788.00	2,788.00	855.21	2,788.00	0.00	1,932.79	1,932.79
7899	OUTSIDE CONTRACT SERVICE	101.27	101.27	2,513.00	2,513.00	2,513.00	2,513.00	0.00	0.00	0.00
	OUTSIDE SERVICES	65,803.95	65,803.95	74,601.00	74,601.00	(36,131.09)	74,601.00	89,655.00	21,077.09	110,732.09
7900	TRAVEL & CONFERENCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7902	TRAVEL EXPENSE	16,541.98	16,541.98	18,500.00	18,500.00	2,430.66	18,500.00	0.00	16,069.34	16,069.34
7908	SCHOOLS & SEMINARS	11,747.23	11,747.23	27,000.00	27,000.00	10,755.36	27,000.00	3,000.00	13,244.64	16,244.64
	TRAVEL & CONFERENCE	28,289.21	28,289.21	45,500.00	45,500.00	13,186.02	45,500.00	3,000.00	29,313.98	32,313.98
7910	ADVERTISING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	ADVERTISING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7920	RENTS & LEASES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7922	RENT OF BUILDING	0.00	0.00	21,465.00	21,465.00	5,465.00	21,465.00	8,069.87	7,930.13	16,000.00
	RENTS & LEASES	0.00	0.00	21,465.00	21,465.00	5,465.00	21,465.00	8,069.87	7,930.13	16,000.00
7930	UTILITIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7932	GAS SERVICE	17,822.23	17,822.23	22,100.00	22,100.00	5,853.73	22,100.00	0.00	16,246.27	16,246.27
7934	ELECTRICAL SERVICES	127,293.80	127,293.80	124,100.00	124,100.00	48,951.60	124,100.00	0.00	75,148.40	75,148.40
7936	WATER & WASTEWATER SERVI	24,856.05	24,856.05	22,000.00	22,000.00	4,425.05	22,000.00	0.00	17,574.95	17,574.95
7938	SOLID WASTE COLLECTION S	9,104.60	9,104.60	8,200.00	8,200.00	3,207.06	8,200.00	0.00	4,992.94	4,992.94
7940	TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7944	TELEPHONE - LONG DISTANCE	0.00	0.00	1,100.00	1,100.00	1,100.00	1,100.00	0.00	0.00	0.00
7946	TELEPHONE/MOBILE/PAGER	19,196.25	19,196.25	25,121.00	25,121.00	12,758.23	25,121.00	0.00	12,362.77	12,362.77
	TELEPHONE	19,196.25	19,196.25	26,221.00	26,221.00	13,858.23	26,221.00	0.00	12,362.77	12,362.77
	UTILITIES	198,272.93	198,272.93	202,621.00	202,621.00	76,295.67	202,621.00	0.00	126,325.33	126,325.33
	OPERATIONS	**1,269,654.07**	**1,269,654.07**	**1,175,638.00**	**1,175,638.00**	**306,055.99**	**1,175,638.00**	**161,487.71**	**708,094.30**	**869,582.01**
8100	INTEREST EXPENSES & FISCAL CHA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8102	INTEREST EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	INTEREST EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8104	BOND PRINCIPAL PAID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	BOND PRINCIPAL PAID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	INTEREST EXPENSES & FISCAL CHA	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
8300	DEBT SERVICE TRANSFER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	DEBT SERVICE TRANSFER	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
8400	INTERFUND TRANSFERS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8411	TRSFR TO CAPITAL PROJECTS	201,800.00	201,800.00	315,329.00	383,489.46	0.00	383,489.46	0.00	383,489.46	383,489.46
	TRSFR TO CAPITAL PROJECTS	201,800.00	201,800.00	315,329.00	383,489.46	0.00	383,489.46	0.00	383,489.46	383,489.46
8412	TRSF TO FLEET SERVICES FUND	15,249.96	15,249.96	14,000.00	14,000.00	5,833.31	14,000.00	0.00	8,166.69	8,166.69
8416	TRSF TO TECH SVCS FUND	673,848.96	673,848.96	829,699.00	829,699.00	345,707.94	829,699.00	0.00	483,991.06	483,991.06
8419	TRANSFER TO SPEC REV FUNDS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	TRANSFER TO SPEC REV FUNDS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8420	INTERNAL UTILITY TRANSFERS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	INTERNAL UTILITY TRANSFERS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	INTERFUND TRANSFERS	**890,898.92**	**890,898.92**	**1,159,028.00**	**1,227,188.46**	**351,541.25**	**1,227,188.46**	**0.00**	**875,647.21**	**875,647.21**
8500	FIXED ASSETS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8535	MACHINERY & EQUIPMENT	59,050.04	59,050.04	80,000.00	80,000.00	(0.01)	80,000.00	0.01	80,000.00	80,000.01
8537	VEHICLES	0.00	0.00	82,508.00	14,347.54	9,264.54	14,347.54	0.00	5,083.00	5,083.00
	FIXED ASSETS	**59,050.04**	**59,050.04**	**162,508.00**	**94,347.54**	**9,264.53**	**94,347.54**	**0.01**	**85,083.00**	**85,083.01**
	EXPENDITURES	25,622,460.94	25,622,460.94	27,394,560.00	27,395,360.00	10,882,865.10	27,395,360.00	355,651.51	16,156,843.39	16,512,494.90
	Net(Income)/Loss	***$25,622,460.94***	***$25,622,460.94***	***$27,394,560.00***	***$27,395,360.00***	***$10,882,865.10***	***$27,395,360.00***	***$355,651.51***	***$16,156,843.39***	***$16,512,494.90***

*NOTE: If a company - or all business units within a company - is selected, a Net Loss in the original budget indicates fund balance utilization.

Selected Total

Statement of Revenues over Expenditures

For the Twelve Periods Ending September 30, 2016

Unaudited - Not for public distribution

		Prior Year Actuals		Current Annual Budget			Currrent Year to Date			
		Annual	YTD	Original*	Modified	Avail Balance	Budget	Encumbrances	(Rev)/Expend	Total
6000	EXPENDITURES									
6099	PERSONNEL SERVICES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6100	SALARIES & WAGES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6101	SERVICE/MAINTENANCE	351,477.08	351,477.08	397,561.00	397,561.00	9,286.06	397,561.00	0.00	388,274.94	388,274.94
6101	TEMPORARY / SEASONAL	3,755.78	3,755.78	0.00	0.00	(5,539.93)	0.00	0.00	5,539.93	5,539.93
	SERVICE/MAINTENANCE	3,755.78	3,755.78	0.00	0.00	(5,539.93)	0.00	0.00	5,539.93	5,539.93
6107	CIVIL SERVICE	11,509,460.23	11,509,460.23	12,717,909.00	12,717,909.00	195,460.67	12,717,909.00	0.00	12,522,448.33	12,522,448.33
6109	OVERTIME-FLSA	1,433,005.64	1,433,005.64	1,494,367.00	1,494,367.00	(16,969.49)	1,494,367.00	0.00	1,511,336.49	1,511,336.49
6110	OVERTIME - REGULAR	0.00	0.00	3,727.00	3,727.00	4,102.95	3,727.00	0.00	(375.95)	(375.95)
	OVERTIME - REGULAR	0.00	0.00	3,727.00	3,727.00	4,102.95	3,727.00	0.00	(375.95)	(375.95)
6111	OVERTIME-CIVIL SERVICE	346,243.42	346,243.42	392,363.00	392,363.00	(117,564.84)	392,363.00	0.00	509,927.84	509,927.84
6112	LONGEVITY	1,512.00	1,512.00	2,016.00	2,016.00	0.00	2,016.00	0.00	2,016.00	2,016.00
6114	RANK DIFFERENTIAL	75,196.55	75,196.55	100,000.00	100,000.00	(788.31)	100,000.00	0.00	100,788.31	100,788.31
6115	INCENTIVE PAY	367,166.22	367,166.22	545,523.00	545,523.00	133,521.92	545,523.00	0.00	412,001.08	412,001.08
6116	LONGEVITY - CIVIL SERVICE	95,297.09	95,297.09	106,816.00	106,816.00	6,798.56	106,816.00	0.00	100,017.44	100,017.44
6117	OFFICER TRAINING	18,448.57	18,448.57	0.00	0.00	(14,550.79)	0.00	0.00	14,550.79	14,550.79
6118	ASSIGNMENT PAY	139,893.42	139,893.42	0.00	0.00	(167,998.06)	0.00	0.00	167,998.06	167,998.06
6119	CAR ALLOWANCE	6,325.00	6,325.00	6,000.00	6,000.00	200.00	6,000.00	0.00	5,800.00	5,800.00
6123	CELL PHONE ALLOWANCE	10,878.43	10,878.43	12,826.00	12,826.00	959.65	12,826.00	0.00	11,866.35	11,866.35
	SALARIES & WAGES	14,358,659.43	14,358,659.43	15,779,108.00	15,779,108.00	26,918.39	15,779,108.00	0.00	15,752,189.61	15,752,189.61
6130	EMPLOYEE BENEFITS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6142	FICA/MEDICARE	1,037,515.51	1,037,515.51	1,184,903.00	1,184,903.00	49,969.98	1,184,903.00	0.00	1,134,933.02	1,134,933.02
6142	FICA/MEDICARE - TEMPORARY/SEAS	56.38	56.38	0.00	0.00	(423.81)	0.00	0.00	423.81	423.81
	FICA/MEDICARE	56.38	56.38	0.00	0.00	(423.81)	0.00	0.00	423.81	423.81
6143	TMRS - CITY	137,992.10	137,992.10	131,878.00	131,878.00	1,310.35	131,878.00	0.00	130,567.65	130,567.65
	TMRS - CITY	137,992.10	137,992.10	131,878.00	131,878.00	1,310.35	131,878.00	0.00	130,567.65	130,567.65
6145	FIRE PENSION - CITY	2,456,073.47	2,456,073.47	2,620,756.00	2,620,756.00	(11,203.83)	2,620,756.00	0.00	2,631,959.83	2,631,959.83
6150	MEDICAL INSURANCE	2,182,689.69	2,182,689.69	2,405,961.00	2,405,961.00	(12.18)	2,405,961.00	0.00	2,405,973.18	2,405,973.18
	MEDICAL INSURANCE	2,182,689.69	2,182,689.69	2,405,961.00	2,405,961.00	(12.18)	2,405,961.00	0.00	2,405,973.18	2,405,973.18
6156	LIFE INSURANCE	28,536.49	28,536.49	23,517.00	23,517.00	12,038.46	23,517.00	0.00	11,478.54	11,478.54
	LIFE INSURANCE	28,536.49	28,536.49	23,517.00	23,517.00	12,038.46	23,517.00	0.00	11,478.54	11,478.54
6158	LONG TERM DISABILITY INS	38,838.89	38,838.89	31,353.00	31,353.00	10,445.44	31,353.00	0.00	20,907.56	20,907.56
	LONG TERM DISABILITY INS	38,838.89	38,838.89	31,353.00	31,353.00	10,445.44	31,353.00	0.00	20,907.56	20,907.56
6162	WORKERS COMPENSATION	108,687.96	108,687.96	157,105.00	157,105.00	(10,844.00)	157,105.00	0.00	167,949.00	167,949.00
	WORKERS COMPENSATION	108,687.96	108,687.96	157,105.00	157,105.00	(10,844.00)	157,105.00	0.00	167,949.00	167,949.00
	EMPLOYEE BENEFITS	5,990,390.49	5,990,390.49	6,555,473.00	6,555,473.00	51,280.41	6,555,473.00	0.00	6,504,192.59	6,504,192.59
	PERSONNEL SERVICES	**20,349,049.92**	**20,349,049.92**	**22,334,581.00**	**22,334,581.00**	**78,198.80**	**22,334,581.00**	**0.00**	**22,256,382.20**	**22,256,382.20**
6300	MATERIALS AND SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6301	OFFICE SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6302	OFFICE SUPPLIES	15,458.53	15,458.53	17,330.00	17,330.00	392.28	17,330.00	435.49	16,502.23	16,937.72
6304	COPY CHARGES	1,393.25	1,393.25	1,859.00	1,859.00	(762.52)	1,859.00	240.12	2,381.40	2,621.52
6305	REPROGRAPHICS COPY CHGS	2,331.68	2,331.68	10,000.00	10,000.00	8,958.74	10,000.00	0.00	1,041.26	1,041.26
	OFFICE SUPPLIES	19,183.46	19,183.46	29,189.00	29,189.00	8,588.50	29,189.00	675.61	19,924.89	20,600.50
6308	POSTAGE	566.54	566.54	2,350.00	2,350.00	787.27	2,350.00	0.00	1,562.73	1,562.73
6310	UNIFORMS & CLOTHING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6312	UNIFORMS	54,384.39	54,384.39	79,200.00	79,200.00	2,088.80	79,200.00	2,682.51	74,428.69	77,111.20
6314	PROTECTIVE CLOTHING	93,505.79	93,505.79	112,750.00	86,750.00	10,908.12	86,750.00	(3,875.00)	79,716.88	75,841.88
	UNIFORMS & CLOTHING	147,890.18	147,890.18	191,950.00	165,950.00	12,996.92	165,950.00	(1,192.49)	154,145.57	152,953.08
6320	COMPUTER SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6322	COMPUTER FORMS & SUPPLIES	773.46	773.46	6,000.00	6,000.00	3,775.16	6,000.00	1,494.44	730.40	2,224.84
	COMPUTER SUPPLIES	773.46	773.46	6,000.00	6,000.00	3,775.16	6,000.00	1,494.44	730.40	2,224.84
6330	BOOKS & MAGAZINES	5,374.88	5,374.88	6,550.00	6,550.00	(575.27)	6,550.00	0.00	7,125.27	7,125.27
6332	SMALL TOOLS & INSTRUMENTS	46,953.64	46,953.64	50,950.00	41,950.00	(6,723.37)	41,950.00	0.04	48,673.33	48,673.37
6334	CHEMICALS	26,085.72	26,085.72	25,600.00	25,600.00	(1,991.12)	25,600.00	0.00	27,591.12	27,591.12
6336	MEDICAL SUPPLIES	173,377.23	173,377.23	207,082.00	207,082.00	(1,941.07)	207,082.00	827.40	208,195.67	209,023.07
6340	FREIGHT	0.00	0.00	500.00	500.00	248.15	500.00	238.40	13.45	251.85
6342	JANITORIAL SUPPLIES	15,618.35	15,618.35	14,784.00	14,784.00	616.23	14,784.00	0.00	14,167.77	14,167.77
6344	FILM	0.00	0.00	400.00	400.00	348.10	400.00	0.00	51.90	51.90
6352	GENERATING PLANT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	GENERATING PLANT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6358	AMMUNITION	1,339.55	1,339.55	1,360.00	1,360.00	382.64	1,360.00	0.00	977.36	977.36
6366	FIRE REHAB SUPPLIES	2,987.15	2,987.15	2,000.00	2,000.00	(70.04)	2,000.00	0.00	2,070.04	2,070.04
6372	OUTSIDE SUPPLIES	12,202.64	12,202.64	13,150.00	13,150.00	(6,214.21)	13,150.00	0.00	19,364.21	19,364.21

Selected Total

Statement of Revenues over Expenditures

For the Twelve Periods Ending September 30, 2016

Unaudited - Not for public distribution

		Prior Year Actuals		Current Annual Budget			Current Year to Date			
		Annual	YTD	Original*	Modified	Avail Balance	Budget	Encumbrances	(Rev)/Expend	Total
6386	DOCUMENT PRINTING	3,648.28	3,648.28	3,788.00	3,788.00	1,285.24	3,788.00	0.00	2,502.76	2,502.76
6389	RECREATION PROGRAM	14.67	14.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6390	OTHER/MISC MATERIALS	50.00	50.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6394	MISCELLANEOUS EQUIP	31.98	31.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6400	INVENTORY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6408	GASOLINE PURCHASES	11.50	11.50	0.00	0.00	(205.00)	0.00	0.00	205.00	205.00
6418	DIESEL FUEL PURCHASES	211.99	211.99	0.00	0.00	(167.81)	0.00	0.00	167.81	167.81
	INVENTORY	223.49	223.49	0.00	0.00	(372.81)	0.00	0.00	372.81	372.81
	MATERIALS AND SUPPLIES	**456,321.22**	**456,321.22**	**555,653.00**	**520,653.00**	**11,140.32**	**520,653.00**	**2,043.40**	**507,469.28**	**509,512.68**
6500	MAINTENANCE & REPAIR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6502	FURNITURE & FIXTURES	2,201.22	2,201.22	7,500.00	3,878.00	(467.57)	3,878.00	0.00	4,345.57	4,345.57
6504	OFFICE MACHINES	376.05	376.05	1,500.00	1,500.00	1,234.74	1,500.00	0.00	265.26	265.26
6506	MACHINERY & EQUIPMENT	6,941.52	6,941.52	17,500.00	17,500.00	3,796.22	17,500.00	0.00	13,703.78	13,703.78
6508	OTHER	23,991.97	23,991.97	25,500.00	42,092.00	(4,076.86)	42,092.00	0.00	46,168.86	46,168.86
6512	BUILDING & EQUIPMENT	37,415.93	37,415.93	38,000.00	20,576.00	(16,978.99)	20,576.00	297.00	37,257.99	37,554.99
6514	SIDEWALKS & GROUNDS	0.00	0.00	0.00	0.00	(11.12)	0.00	0.00	11.12	11.12
6526	ACCESSORY ELECTRIC EQUIPMENT	30,494.99	30,494.99	36,900.00	36,900.00	2,702.41	36,900.00	(0.08)	34,197.67	34,197.59
6536	RADIO EQUIPMENT	135,360.00	135,360.00	141,000.00	141,000.00	0.00	141,000.00	0.00	141,000.00	141,000.00
6545	OUTSIDE CONTRACTED SERVICES	36.00	36.00	8,000.00	0.00	0.00	0.00	0.00	0.00	0.00
	MAINTENANCE & REPAIR	**236,817.68**	**236,817.68**	**275,900.00**	**263,446.00**	**(13,801.17)**	**263,446.00**	**296.92**	**276,950.25**	**277,247.17**
6600	DEPRECIATION EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	DEPRECIATION EXPENSE	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
6700	INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6704	COMMERCIAL INSURANCE PREM	85,920.00	85,920.00	80,741.00	80,741.00	(0.04)	80,741.00	0.00	80,741.04	80,741.04
6706	SELF INSURANCE PREMIUM	148,011.00	148,011.00	160,794.00	160,794.00	(0.12)	160,794.00	0.00	160,794.12	160,794.12
	INSURANCE	**233,931.00**	**233,931.00**	**241,535.00**	**241,535.00**	**(0.16)**	**241,535.00**	**0.00**	**241,535.16**	**241,535.16**
6800	ADMINISTRATIVE COST	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	ADMINISTRATIVE COST	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
7700	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7702	AWARDS	1,735.42	1,735.42	1,500.00	1,500.00	171.68	1,500.00	0.00	1,328.32	1,328.32
7718	EMPLOYEE PICNIC	0.00	0.00	0.00	0.00	(28.63)	0.00	0.00	28.63	28.63
7726	PHYSICAL ASSESSMENT	14,000.00	14,000.00	17,600.00	97,260.00	6,630.00	97,260.00	0.00	90,630.00	90,630.00
7740	COUNCIL CONTINGENCY FUNDS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	COUNCIL CONTINGENCY FUNDS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7760	MISC COMMUNITY SERVICE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7762	MISC COMMUNITY SERVICE	189.34	189.34	5,000.00	5,000.00	4,839.05	5,000.00	0.00	160.95	160.95
	MISC COMMUNITY SERVICE	189.34	189.34	5,000.00	5,000.00	4,839.05	5,000.00	0.00	160.95	160.95
7764	PUBLIC EDUCATION-FIRE	27,410.22	27,410.22	34,100.00	34,100.00	5,706.15	34,100.00	20.73	28,373.12	28,393.85
	MISCELLANEOUS	**43,334.98**	**43,334.98**	**58,200.00**	**137,860.00**	**17,318.25**	**137,860.00**	**20.73**	**120,521.02**	**120,541.75**
7800	OPERATIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7802	HIRE OF EQUIPMENT	1,200.92	1,200.92	2,500.00	2,500.00	1,363.00	2,500.00	0.00	1,137.00	1,137.00
7804	LICENSES	15,662.71	15,662.71	16,250.00	16,250.00	(292.16)	16,250.00	0.00	16,542.16	16,542.16
7806	DUES	7,747.95	7,747.95	10,200.00	10,200.00	(3,402.00)	10,200.00	0.00	13,602.00	13,602.00
7818	EMPLOYEE RECRUITMENT	213.55	213.55	674.00	674.00	15.62	674.00	0.00	658.38	658.38
7820	EMPLOYEE TRAINING	84,364.10	84,364.10	87,416.00	87,416.00	8,371.03	87,416.00	0.00	79,044.97	79,044.97
7826	WORKFORCE DIVERSITY TRAIN	17,399.24	17,399.24	20,000.00	20,000.00	2.86	20,000.00	0.00	19,997.14	19,997.14
7840	VEHICLE OPERATIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7842	GAS & OIL	151,655.49	151,655.49	253,064.00	253,064.00	128,756.30	253,064.00	0.00	124,307.70	124,307.70
7844	VEHICLE MAINTENANCE	413,293.92	413,293.92	350,695.00	350,695.00	(84,445.33)	350,695.00	0.00	435,140.33	435,140.33
	VEHICLE OPERATIONS	564,949.41	564,949.41	603,759.00	603,759.00	44,310.97	603,759.00	0.00	559,448.03	559,448.03
7850	PROFESSIONAL SVCS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7854	CONSULTANT FEES	4,831.78	4,831.78	2,100.00	2,100.00	(22,836.04)	2,100.00	0.00	24,936.04	24,936.04
7855	ENVIRONMENTAL COMPLIANCE	19,966.64	19,966.64	24,000.00	24,000.00	(1,038.29)	24,000.00	0.00	25,038.29	25,038.29
7862	CONS TESTING	0.00	0.00	2,197.00	2,197.00	1,897.00	2,197.00	300.00	0.00	300.00
7866	COLLECTION EXPENSE	145,648.60	145,648.60	192,034.00	173,888.00	(49,261.67)	173,888.00	0.40	223,149.27	223,149.67
7879	OUTSIDE CONTRACT SERVICES	15,886.15	15,886.15	17,200.00	17,200.00	3,465.30	17,200.00	0.00	13,734.70	13,734.70
	PROFESSIONAL SVCS	186,333.17	186,333.17	237,531.00	219,385.00	(67,773.70)	219,385.00	300.40	286,858.30	287,158.70
7880	OUTSIDE SERVICES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7886	MOWING EXPENSE	16,400.00	16,400.00	16,800.00	16,800.00	2,100.00	16,800.00	0.00	14,700.00	14,700.00
7888	DRUG SCREEN	1,680.10	1,680.10	100.00	100.00	(72.50)	100.00	0.00	172.50	172.50
7890	MEDICAL SERVICES	50,800.00	50,800.00	52,500.00	52,500.00	5,945.00	52,500.00	0.00	46,555.00	46,555.00
7894	K-9 EXPENSES	2,998.41	2,998.41	2,788.00	2,788.00	(1,487.18)	2,788.00	0.00	4,275.18	4,275.18

Selected Total

Statement of Revenues over Expenditures

For the Twelve Periods Ending September 30, 2016

Unaudited - Not for public distribution

		Prior Year Actuals		Current Annual Budget			Currrent Year to Date			
		Annual	YTD	Original*	Modified	Avail Balance	Budget	Encumbrances	(Rev)/Expend	Total
7899	OUTSIDE CONTRACT SERVICE	1,189.94	1,189.94	2,513.00	2,513.00	2,411.73	2,513.00	0.00	101.27	101.27
	OUTSIDE SERVICES	73,068.45	73,068.45	74,701.00	74,701.00	8,897.05	74,701.00	0.00	65,803.95	65,803.95
7900	TRAVEL & CONFERENCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7902	TRAVEL EXPENSE	20,122.54	20,122.54	18,000.00	18,000.00	1,458.02	18,000.00	0.00	16,541.98	16,541.98
7908	SCHOOLS & SEMINARS	7,216.58	7,216.58	19,000.00	19,000.00	7,252.77	19,000.00	0.00	11,747.23	11,747.23
	TRAVEL & CONFERENCE	27,339.12	27,339.12	37,000.00	37,000.00	8,710.79	37,000.00	0.00	28,289.21	28,289.21
7910	ADVERTISING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	ADVERTISING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7920	RENTS & LEASES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7922	RENT OF BUILDING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	RENTS & LEASES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7930	UTILITIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7932	GAS SERVICE	19,709.81	19,709.81	22,100.00	22,100.00	4,277.77	22,100.00	0.00	17,822.23	17,822.23
7934	ELECTRICAL SERVICES	123,709.06	123,709.06	107,100.00	107,100.00	(20,193.80)	107,100.00	0.00	127,293.80	127,293.80
7936	WATER & WASTEWATER SERVI	21,768.57	21,768.57	20,000.00	20,000.00	(4,856.05)	20,000.00	0.00	24,856.05	24,856.05
7938	SOLID WASTE COLLECTION S	8,192.61	8,192.61	7,500.00	7,500.00	(1,604.60)	7,500.00	0.00	9,104.60	9,104.60
7940	TELEPHONE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7942	TELEPHONE - FIXED COST	32,831.04	32,831.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7944	TELEPHONE - LONG DISTANCE	115.54	115.54	1,600.00	1,600.00	1,600.00	1,600.00	0.00	0.00	0.00
7946	TELEPHONE/MOBILE/PAGER	14,681.11	14,681.11	24,121.00	24,121.00	4,924.75	24,121.00	0.00	19,196.25	19,196.25
	TELEPHONE	47,627.69	47,627.69	25,721.00	25,721.00	6,524.75	25,721.00	0.00	19,196.25	19,196.25
	UTILITIES	221,007.74	221,007.74	182,421.00	182,421.00	(15,851.93)	182,421.00	0.00	198,272.93	198,272.93
	OPERATIONS	**1,199,286.36**	**1,199,286.36**	**1,272,452.00**	**1,254,306.00**	**(15,648.47)**	**1,254,306.00**	**300.40**	**1,269,654.07**	**1,269,954.47**
8100	INTEREST EXPENSES & FISCAL CHA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8102	INTEREST EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	INTEREST EXPENSE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8104	BOND PRINCIPAL PAID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	BOND PRINCIPAL PAID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	INTEREST EXPENSES & FISCAL CHA	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
8300	DEBT SERVICE TRANSFER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	DEBT SERVICE TRANSFER	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
8400	INTERFUND TRANSFERS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8411	TRSFR TO CAPITAL PROJECTS	482,738.00	482,738.00	114,000.00	201,800.00	0.00	201,800.00	0.00	201,800.00	201,800.00
	TRSFR TO CAPITAL PROJECTS	482,738.00	482,738.00	114,000.00	201,800.00	0.00	201,800.00	0.00	201,800.00	201,800.00
8412	TRSF TO FLEET SERVICES FUND	19,824.96	19,824.96	15,250.00	15,250.00	0.04	15,250.00	0.00	15,249.96	15,249.96
8416	TRSF TO TECH SVCS FUND	704,664.96	704,664.96	673,849.00	673,849.00	0.04	673,849.00	0.00	673,848.96	673,848.96
8419	TRANSFER TO SPEC REV FUNDS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	TRANSFER TO SPEC REV FUNDS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8420	INTERNAL UTILITY TRANSFERS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	INTERNAL UTILITY TRANSFERS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	INTERFUND TRANSFERS	**1,207,227.92**	**1,207,227.92**	**803,099.00**	**890,899.00**	**0.08**	**890,899.00**	**0.00**	**890,898.92**	**890,898.92**
8500	FIXED ASSETS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8535	MACHINERY & EQUIPMENT	80,000.00	80,000.00	80,000.00	59,050.00	(0.04)	59,050.00	0.00	59,050.04	59,050.04
8537	VEHICLES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	FIXED ASSETS	**80,000.00**	**80,000.00**	**80,000.00**	**59,050.00**	**(0.04)**	**59,050.00**	**0.00**	**59,050.04**	**59,050.04**
	EXPENDITURES	23,805,969.08	23,805,969.08	25,621,420.00	25,702,330.00	77,207.61	25,702,330.00	2,661.45	25,622,460.94	25,625,122.39
	Net(Income)/Loss	***$23,805,969.08***	***$23,805,969.08***	***$25,621,420.00***	***$25,702,330.00***	***$77,207.61***	***$25,702,330.00***	***$2,661.45***	***$25,622,460.94***	***$25,625,122.39***

*NOTE: If a company - or all business units within a company - is selected, a Net Loss in the original budget indicates fund balance utilization.

Selected Total

Statement of Revenues over Expenditures

For the Twelve Periods Ending September 30, 2016

Unaudited - Not for public distribution

		Current Period				Proposed
		Budget	Encumbrances	(Rev)/Expend	Total	Budget
6000	EXPENDITURES					
6099	PERSONNEL SERVICES	0.00	0.00	0.00	0.00	0.00
6100	SALARIES & WAGES	0.00	0.00	0.00	0.00	0.00
6101	SERVICE/MAINTENANCE	33,116.00	0.00	37,574.81	37,574.81	407,666.00
6101	TEMPORARY / SEASONAL	0.00	0.00	413.07	413.07	0.00
	SERVICE/MAINTENANCE	0.00	0.00	413.07	413.07	0.00
6107	CIVIL SERVICE	1,059,400.00	0.00	1,194,121.73	1,194,121.73	13,497,305.00
6109	OVERTIME-FLSA	124,480.00	0.00	146,627.59	146,627.59	1,542,717.00
6110	OVERTIME - REGULAR	310.00	0.00	0.00	0.00	3,873.00
	OVERTIME - REGULAR	310.00	0.00	0.00	0.00	3,873.00
6111	OVERTIME-CIVIL SERVICE	32,682.00	0.00	57,677.51	57,677.51	423,383.00
6112	LONGEVITY	168.00	0.00	0.00	0.00	2,304.00
6114	RANK DIFFERENTIAL	8,330.00	0.00	7,487.03	7,487.03	100,000.00
6115	INCENTIVE PAY	45,440.00	0.00	39,875.55	39,875.55	605,353.00
6116	LONGEVITY - CIVIL SERVICE	8,896.00	0.00	9,583.29	9,583.29	109,812.00
6117	OFFICER TRAINING	0.00	0.00	1,350.18	1,350.18	0.00
6118	ASSIGNMENT PAY	0.00	0.00	16,385.49	16,385.49	6,000.00
6119	CAR ALLOWANCE	499.00	0.00	375.00	375.00	6,000.00
6123	CELL PHONE ALLOWANCE	1,068.00	0.00	1,200.46	1,200.46	12,840.00
	SALARIES & WAGES	1,314,389.00	0.00	1,512,671.71	1,512,671.71	16,717,253.00
6130	EMPLOYEE BENEFITS	0.00	0.00	0.00	0.00	0.00
6142	FICA/MEDICARE	98,700.00	0.00	112,160.41	112,160.41	1,251,972.00
6142	FICA/MEDICARE - TEMPORARY/SEAS	0.00	0.00	31.60	31.60	0.00
	FICA/MEDICARE	0.00	0.00	31.60	31.60	0.00
6143	TMRS - CITY	10,985.00	0.00	12,749.12	12,749.12	135,610.00
	TMRS - CITY	10,985.00	0.00	12,749.12	12,749.12	135,610.00
6145	FIRE PENSION - CITY	218,307.00	0.00	269,030.95	269,030.95	2,760,167.00
6150	MEDICAL INSURANCE	200,415.00	0.00	228,676.78	228,676.78	2,646,360.00
	MEDICAL INSURANCE	200,415.00	0.00	228,676.78	228,676.78	2,646,360.00
6156	LIFE INSURANCE	1,957.00	0.00	457.80	457.80	9,353.00
	LIFE INSURANCE	1,957.00	0.00	457.80	457.80	9,353.00
6158	LONG TERM DISABILITY INS	2,610.00	0.00	1,058.09	1,058.09	21,875.00
	LONG TERM DISABILITY INS	2,610.00	0.00	1,058.09	1,058.09	21,875.00
6162	WORKERS COMPENSATION	13,086.00	0.00	13,995.75	13,995.75	178,977.00
	WORKERS COMPENSATION	13,086.00	0.00	13,995.75	13,995.75	178,977.00
	EMPLOYEE BENEFITS	546,060.00	0.00	638,160.50	638,160.50	7,004,314.00
	PERSONNEL SERVICES	**1,860,449.00**	**0.00**	**2,150,832.21**	**2,150,832.21**	**23,721,567.00**
6300	MATERIALS AND SUPPLIES	0.00	0.00	0.00	0.00	0.00
6301	OFFICE SUPPLIES	0.00	0.00	0.00	0.00	0.00
6302	OFFICE SUPPLIES	1,443.00	0.00	871.77	871.77	16,630.00
6304	COPY CHARGES	154.00	0.00	374.08	374.08	1,559.00
6305	REPROGRAPHICS COPY CHGS	832.00	0.00	0.00	0.00	10,000.00
	OFFICE SUPPLIES	2,429.00	0.00	1,245.85	1,245.85	28,189.00
6308	POSTAGE	195.00	0.00	906.28	906.28	1,850.00
6310	UNIFORMS & CLOTHING	0.00	0.00	0.00	0.00	0.00
6312	UNIFORMS	6,596.00	(15,703.29)	9,916.26	(5,787.03)	81,300.00
6314	PROTECTIVE CLOTHING	(16,609.00)	(12,477.55)	31,248.93	18,771.38	117,500.00
	UNIFORMS & CLOTHING	(10,013.00)	(28,180.84)	41,165.19	12,984.35	198,800.00
6320	COMPUTER SUPPLIES	0.00	0.00	0.00	0.00	0.00
6322	COMPUTER FORMS & SUPPLIES	499.00	1,494.44	0.00	1,494.44	5,250.00
	COMPUTER SUPPLIES	499.00	1,494.44	0.00	1,494.44	5,250.00
6330	BOOKS & MAGAZINES	545.00	0.00	1,574.80	1,574.80	7,550.00
6332	SMALL TOOLS & INSTRUMENTS	(4,757.00)	(7,490.80)	16,442.29	8,951.49	49,700.00
6334	CHEMICALS	2,132.00	(2,600.00)	12,231.31	9,631.31	25,600.00
6336	MEDICAL SUPPLIES	17,249.00	(35,922.67)	39,971.56	4,048.89	235,082.00
6340	FREIGHT	41.00	0.00	0.00	0.00	500.00
6342	JANITORIAL SUPPLIES	1,231.00	0.00	2,457.98	2,457.98	15,342.00
6344	FILM	33.00	0.00	51.90	51.90	400.00
6352	GENERATING PLANT	0.00	0.00	0.00	0.00	0.00
	GENERATING PLANT	0.00	0.00	0.00	0.00	0.00
6358	AMMUNITION	113.00	0.00	188.36	188.36	1,360.00
6366	FIRE REHAB SUPPLIES	166.00	0.00	351.30	351.30	2,000.00
6372	OUTSIDE SUPPLIES	1,094.00	0.00	8,243.32	8,243.32	13,492.00

Selected Total

Statement of Revenues over Expenditures

For the Twelve Periods Ending September 30, 2016

Unaudited - Not for public distribution

		Current Period				Proposed
		Budget	Encumbrances	(Rev)/Expend	Total	Budget
6386	DOCUMENT PRINTING	314.00	(262.80)	516.14	253.34	4,288.00
6389	RECREATION PROGRAM	0.00	0.00	0.00	0.00	0.00
6390	OTHER/MISC MATERIALS	0.00	0.00	0.00	0.00	0.00
6394	MISCELLANEOUS EQUIP	0.00	0.00	0.00	0.00	0.00
6400	INVENTORY	0.00	0.00	0.00	0.00	0.00
6408	GASOLINE PURCHASES	0.00	0.00	0.00	0.00	0.00
6418	DIESEL FUEL PURCHASES	0.00	0.00	0.00	0.00	0.00
	INVENTORY	0.00	0.00	0.00	0.00	0.00
	MATERIALS AND SUPPLIES	**11,271.00**	**(72,962.67)**	**125,346.28**	**52,383.61**	**589,403.00**
6500	MAINTENANCE & REPAIR	0.00	0.00	0.00	0.00	0.00
6502	FURNITURE & FIXTURES	(2,998.00)	(2,388.67)	2,941.44	552.77	7,500.00
6504	OFFICE MACHINES	124.00	0.00	0.00	0.00	1,500.00
6506	MACHINERY & EQUIPMENT	1,457.00	(5,695.00)	6,200.77	505.77	17,500.00
6508	OTHER	17,466.00	0.00	25,466.65	25,466.65	25,500.00
6512	BUILDING & EQUIPMENT	(14,259.00)	(5,495.00)	18,421.81	12,926.81	40,500.00
6514	SIDEWALKS & GROUNDS	0.00	0.00	11.12	11.12	0.00
6526	ACCESSORY ELECTRIC EQUIPMENT	3,073.00	(416.58)	1,182.25	765.67	36,900.00
6536	RADIO EQUIPMENT	11,744.00	0.00	11,750.00	11,750.00	138,600.00
6545	OUTSIDE CONTRACTED SERVICES	(7,334.00)	0.00	0.00	0.00	8,000.00
	MAINTENANCE & REPAIR	**9,273.00**	**(13,995.25)**	**65,974.04**	**51,978.79**	**276,000.00**
6600	DEPRECIATION EXPENSE	0.00	0.00	0.00	0.00	0.00
	DEPRECIATION EXPENSE	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
6700	INSURANCE	0.00	0.00	0.00	0.00	0.00
6704	COMMERCIAL INSURANCE PREM	6,725.00	0.00	6,728.42	6,728.42	87,657.00
6706	SELF INSURANCE PREMIUM	13,393.00	0.00	13,399.51	13,399.51	145,274.00
	INSURANCE	**20,118.00**	**0.00**	**20,127.93**	**20,127.93**	**232,931.00**
6800	ADMINISTRATIVE COST	0.00	0.00	0.00	0.00	0.00
	ADMINISTRATIVE COST	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
7700	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
7702	AWARDS	125.00	0.00	0.00	0.00	2,000.00
7718	EMPLOYEE PICNIC	0.00	0.00	0.00	0.00	0.00
7726	PHYSICAL ASSESSMENT	1,466.00	(2,275.00)	2,275.00	0.00	20,885.00
7740	COUNCIL CONTINGENCY FUNDS	0.00	0.00	0.00	0.00	0.00
	COUNCIL CONTINGENCY FUNDS	0.00	0.00	0.00	0.00	0.00
7760	MISC COMMUNITY SERVICE	0.00	0.00	0.00	0.00	0.00
7762	MISC COMMUNITY SERVICE	416.00	0.00	85.94	85.94	21,000.00
	MISC COMMUNITY SERVICE	416.00	0.00	85.94	85.94	21,000.00
7764	PUBLIC EDUCATION-FIRE	2,840.00	0.00	12,652.32	12,652.32	33,600.00
	MISCELLANEOUS	**4,847.00**	**(2,275.00)**	**15,013.26**	**12,738.26**	**77,485.00**
7800	OPERATIONS	0.00	0.00	0.00	0.00	0.00
7802	HIRE OF EQUIPMENT	208.00	0.00	317.00	317.00	2,500.00
7804	LICENSES	1,352.00	0.00	278.84	278.84	21,100.00
7806	DUES	848.00	0.00	2,564.00	2,564.00	6,550.00
7818	EMPLOYEE RECRUITMENT	56.00	0.00	600.00	600.00	674.00
7820	EMPLOYEE TRAINING	7,280.00	(600.00)	40,408.32	39,808.32	95,416.00
7826	WORKFORCE DIVERSITY TRAIN	1,666.00	0.00	1,417.00	1,417.00	20,000.00
7840	VEHICLE OPERATIONS	0.00	0.00	0.00	0.00	0.00
7842	GAS & OIL	21,079.00	0.00	12,268.42	12,268.42	113,885.00
7844	VEHICLE MAINTENANCE	29,212.00	0.00	40,394.36	40,394.36	350,695.00
	VEHICLE OPERATIONS	50,291.00	0.00	52,662.78	52,662.78	464,580.00
7850	PROFESSIONAL SVCS	0.00	0.00	0.00	0.00	0.00
7854	CONSULTANT FEES	174.00	0.00	75.00	75.00	2,100.00
7855	ENVIRONMENTAL COMPLIANCE	1,999.00	0.00	4,527.44	4,527.44	24,000.00
7862	CONS TESTING	182.00	0.00	0.00	0.00	1,297.00
7866	COLLECTION EXPENSE	(2,150.00)	(32,695.04)	80,844.31	48,149.27	176,034.00
7879	OUTSIDE CONTRACT SERVICES	1,432.00	0.00	106.25	106.25	17,200.00
	PROFESSIONAL SVCS	1,637.00	(32,695.04)	85,553.00	52,857.96	220,631.00
7880	OUTSIDE SERVICES	0.00	0.00	0.00	0.00	0.00
7886	MOWING EXPENSE	1,399.00	0.00	0.00	0.00	16,800.00
7888	DRUG SCREEN	8.00	0.00	0.00	0.00	0.00
7890	MEDICAL SERVICES	4,373.00	0.00	0.00	0.00	52,500.00
7894	K-9 EXPENSES	232.00	0.00	149.85	149.85	2,788.00

Selected Total

Statement of Revenues over Expenditures

For the Twelve Periods Ending September 30, 2016

Unaudited - Not for public distribution

		Current Period				Proposed
		Budget	Encumbrances	(Rev)/Expend	Total	Budget
7899	OUTSIDE CONTRACT SERVICE	209.00	0.00	0.00	0.00	2,513.00
	OUTSIDE SERVICES	6,221.00	0.00	149.85	149.85	74,601.00
7900	TRAVEL & CONFERENCE	0.00	0.00	0.00	0.00	0.00
7902	TRAVEL EXPENSE	1,499.00	0.00	(2,953.35)	(2,953.35)	18,500.00
7908	SCHOOLS & SEMINARS	1,582.00	0.00	1,984.15	1,984.15	27,000.00
	TRAVEL & CONFERENCE	3,081.00	0.00	(969.20)	(969.20)	45,500.00
7910	ADVERTISING	0.00	0.00	0.00	0.00	0.00
	ADVERTISING	0.00	0.00	0.00	0.00	0.00
7920	RENTS & LEASES	0.00	0.00	0.00	0.00	0.00
7922	RENT OF BUILDING	0.00	0.00	0.00	0.00	21,465.00
	RENTS & LEASES	0.00	0.00	0.00	0.00	21,465.00
7930	UTILITIES	0.00	0.00	0.00	0.00	0.00
7932	GAS SERVICE	1,841.00	0.00	406.07	406.07	22,100.00
7934	ELECTRICAL SERVICES	8,921.00	0.00	14,872.42	14,872.42	124,100.00
7936	WATER & WASTEWATER SERVI	1,666.00	0.00	2,915.07	2,915.07	22,000.00
7938	SOLID WASTE COLLECTION S	624.00	0.00	767.90	767.90	8,200.00
7940	TELEPHONE	0.00	0.00	0.00	0.00	0.00
7942	TELEPHONE - FIXED COST	0.00	0.00	0.00	0.00	0.00
7944	TELEPHONE - LONG DISTANCE	132.00	0.00	0.00	0.00	1,100.00
7946	TELEPHONE/MOBILE/PAGER	2,009.00	0.00	1,569.05	1,569.05	25,121.00
	TELEPHONE	2,141.00	0.00	1,569.05	1,569.05	26,221.00
	UTILITIES	15,193.00	0.00	20,530.51	20,530.51	202,621.00
	OPERATIONS	**87,833.00**	**(33,295.04)**	**203,512.10**	**170,217.06**	**1,175,638.00**
8100	INTEREST EXPENSES & FISCAL CHA	0.00	0.00	0.00	0.00	0.00
8102	INTEREST EXPENSE	0.00	0.00	0.00	0.00	0.00
	INTEREST EXPENSE	0.00	0.00	0.00	0.00	0.00
8104	BOND PRINCIPAL PAID	0.00	0.00	0.00	0.00	0.00
	BOND PRINCIPAL PAID	0.00	0.00	0.00	0.00	0.00
	INTEREST EXPENSES & FISCAL CHA	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
8300	DEBT SERVICE TRANSFER	0.00	0.00	0.00	0.00	0.00
	DEBT SERVICE TRANSFER	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
8400	INTERFUND TRANSFERS	0.00	0.00	0.00	0.00	0.00
8411	TRSFR TO CAPITAL PROJECTS	97,296.00	0.00	87,800.00	87,800.00	315,329.00
	TRSFR TO CAPITAL PROJECTS	97,296.00	0.00	87,800.00	87,800.00	315,329.00
8412	TRSF TO FLEET SERVICES FUND	1,268.00	0.00	1,270.83	1,270.83	14,000.00
8416	TRSF TO TECH SVCS FUND	56,131.00	0.00	56,154.08	56,154.08	829,699.00
8419	TRANSFER TO SPEC REV FUNDS	0.00	0.00	0.00	0.00	0.00
	TRANSFER TO SPEC REV FUNDS	0.00	0.00	0.00	0.00	0.00
8420	INTERNAL UTILITY TRANSFERS	0.00	0.00	0.00	0.00	0.00
	INTERNAL UTILITY TRANSFERS	0.00	0.00	0.00	0.00	0.00
	INTERFUND TRANSFERS	**154,695.00**	**0.00**	**145,224.91**	**145,224.91**	**1,159,028.00**
8500	FIXED ASSETS	0.00	0.00	0.00	0.00	0.00
8535	MACHINERY & EQUIPMENT	(14,286.00)	0.00	(20,816.06)	(20,816.06)	80,000.00
8537	VEHICLES	0.00	0.00	0.00	0.00	82,508.00
	FIXED ASSETS	**(14,286.00)**	**0.00**	**(20,816.06)**	**(20,816.06)**	**162,508.00**
	EXPENDITURES	2,134,200.00	(122,527.96)	2,705,214.67	2,582,686.71	27,394,560.00
	Net(Income)/Loss	***$2,134,200.00***	***($122,527.96)***	***$2,705,214.67***	***$2,582,686.71***	***$27,394,560.00***

RECEIVED MAY 22 2017

Late

Exhibit C

Proposed Project	Description	Funding Request
Advertising Denton Visitors Bureau	Various ads placed in tourism publications	$15,000
Historical Items		$5,000
Historical Preservation / Display Materials	Supplies to preserve and document historical items / events	$1,500
Total		**$21,500**

Exhibit D

Letter of Determination certifying tax-exempt status.

Already on file.

TIN# 75-6000514

Exhibit E

Form **W-9**
(Rev. December 2014)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
City of Denton

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only **one** of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☑ Other (see instructions) ▶ **Municipality**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any)
Exemption from FATCA reporting code (if any)
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
215 East McKinney Street

Requester's name and address (optional)

6 City, state, and ZIP code
Denton, TX 76201

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number
			-			-				

or

Employer identification number
7	5	-	6	0	0	0	5	1	4

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here | **Signature of U.S. person ▶** [signature] **Date ▶** 1/1/2017

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at *www.irs.gov/fw9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

Exhibit F

Current Status as Non-profit

Proof of good standing to be verified n/a

Exhibit G
Governing Body

Project Director: (Board Member)	Michael Ventrca 332 E. Hickory St. Denton, TX 76201 (940)349-8840 michael.ventrca@cityofdenton.com
Board Chairman: (Board Member)	Shane Rutledge 332 E. Hickory St. Denton, TX 76201 (940)349-8840 shane.rutledge@cityofdenton.com
Retiree Representatives: (Board Members)	Blake McConnell 3104 Broken Bow Denton, TX 76209 kbmcconnell@verizon.net Mike Harral PO Box 972 Argyle, TX 76226 mwharral@hotmail.com
Fire Chief:	Robin Paulsgrove 332 E. Hickory St. Denton, TX 76201 (940)349-8840 robin.paulsgrove@cityofdenton.com

Deputy Chief: Kenneth Hedges
332 E. Hickory St.
Denton, TX 76201
(940)349-8840
Kenneth.Hedges@cityofdenton.com

Exhibit H
Meeting Schedule

The meeting schedule of the governing body of the Denton Firefighter Museum will be as follows:

Beginning October 1, 2017
Quarterly meetings
First Monday of December / March / June / September
9:00 am
Central Fire Station
332 E. Hickory St.
Denton, TX 76201

The December meeting will be open to the public.

Exhibit I
Constitution and By-laws

Board Members
The Deputy Chief, with the approval of the Fire Chief, appoints the Project Director and Board Chairman. All other board member positions are filled on a voluntary basis. There will be no more than five board members, including the Project Director and the Board Chairman, serving at one time.

Length of Service
There will be no restrictions placed on the length of service by a board member.

There is no Constitution or written By-laws. All projects will require the approval of the bard members as well as the Fire Chief and Deputy Fire Chief.

Exhibit J
Donations

The Denton Firefighter Museum has not made any donations to other organizations.

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

RECEIVED MAY 19 2017 ✓

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	Denton Holiday Festival Association, Inc.
Name of Event:	Denton Holiday Lighting Festival 2018
Website Address:	www.dentonholidaylighting.com
Mailing Address:	PO Box 2765
	Denton, TX 76202
Physical Address:	NA
Telephone #:	NA Fax #: NA
Primary Contact Name: (Project Director)	Warren Dane
Mailing Address:	222 E. McKinney, Suite 100
	Denton, TX 76201
Telephone #:	940-566-0512 Fax #: 940-382-6993
Email Address:	warrendane@andersonspector.com
Secondary Contact Name: (Local Board Chairman)	Kate Lynass
Mailing Address:	110 W. Hickory
	Denton, TX 76201
Telephone #:	940-395-3581 (cell) Fax #: NA
Email Address:	Kate.Lynass@dentoncounty.com or krlynass@aol.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

___X___ **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

___X___ **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

_____ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

_____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

_____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

_____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
Incorporated as a 501.3(c) non-profit in 1988, the mission of the Denton Holiday Festival Association, Inc. (DHFA) is to provide a family-friendly festival held in the Historic downtown including the Denton County Courthouse-on-the-Square & Historical Park to start the holiday season and celebrate our community and historic downtown. The all-volunteer board hosts the tree-lighting, provides muscial and arts/crafts entertainment, and organizes non-profit and for-profit food and children's activities, carriage rides, and other activities. The Festival coordinates with local toy drives and collects donations for the event to remain free to the public.

3) Does your organization have paid staff?
_____ Yes _____ # Full-time _____ # Part-time
___X___ No

4) Does your organization use volunteers?
___X___ Yes Approximately how many? 50
_____ No

5) Does your organization _____NA_____ own or _____NA_____ rent office space?

6) Does your organization own a vehicle?

_____ Yes
__X__ No

7) Is the event that the organization is requesting HOT funds for held on City property?

__X__ Yes Name Location(s) City sidewalks and streets around historic Square
_____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

__X__ Yes
_____ No

9) List ALL other sources of funding your organization receives and how much.

__X__ Check here if information is attached.

Source	Please Circle One		Dollar Amount
Large Sponsors	Earned	Donated X	$ 13000.00
Contributions under $500	Earned	Donated X	$ 4765.00
Individuals	Earned	Donated X	$ 3887.00
City HOT$/Advertising	Earned	Donated X	$ 7700.00
City Contingency	Earned	Donated X	$ 500.00
Vendor Booth/Ticket sales	Earned X	Donated	$ 3738.00
Promotional Item Sales	Earned X	Donated	$ 4018.40
Interest Income	Earned X	Donated	$ 143.13

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Costs for print and digital advertising for Festival (outside City of Denton through CVB coop and through social media, calendars, and news sources in Dallas, North Texas, and elsewhere). Costs for site operations, including costs of two stage rentals, generators, paying muscians for Holiday Spectacular (local artists and orchestra, arrangments by David Pierce), and other costs (stage covers, portapotties, fencing, etc).

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2016	5000 - 6000*	2500 - 3000	Unknown**	Holiday Lighting Festival
2015	15,000+	5000 - 6000	Unknown	Holiday Lighting Festival
2014	15,000 - 16,000	5000 - 6000	Unknown	Holiday Lighting Festival

* outside stages entertainment ended early due to rain but vendors continued through evening
** Denton CVB visitor numbers indicated significant increase during Festival, including visitors from Pakistan, France, UK, New York, WI, AZ, all over Texas and DFW area in December

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Part of the requested advertising budget will be used outside the city of Denton through co-op advertising with the Denton CVB, which maximizes funds to draw daily and overnight visitors from across the state and nation. Additional parts of the advertising budget would be used by DHFA Inc. for digital and print advertising (social media, etc) that reaches additional 1000s of visitors travelling to Denton for the annual event. The site operations budget will pay for rental of two covered stages, generators for stages and vendors, paying musicians/orchestra for Holiday Spetacular, costs involved in providing lights/sounds for vendors offering family-friendly arts/crafts and activities, to extend the festival from the DCTA station to Carroll Blvd via the Oak/Hickory & Hwy377 corridor of the Square.

13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

(1) Areas surrounding Denton will be reached by distributing event brochures to hotels, schools, tourism sites, Texas events calendars, DCTA, and other community distribution sites.

(2) Metroplex and North Texas markets will be reached through the metroplex regional newspapers and state-wide publications. In 2016, we partnered with NBC Channel 5 and paid for advertising in addition to receiving wide same day news coverage from NBC, FOX, Univision21, and others.

(3) DHFA will use cooperative advertising with the CVB to reach north regional areas of the state, as well as social media advertising to reach a larger area through Facebook, Twitter, and other advertising.

(4) DHFA has an active website, Facebook, and Twitter presence it will use to increase visibility for the event and for Denton throughout the year by linking to other Denton based events and organizations. In 2016 we hit over 10,000 likes on Facebook

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

DHFA, Inc. prides itself on making its signature Holiday Lighting Festival event a family-friendly event, suitable for all ages. As word of the event has spread over the years, it has attracted a large following who anticipate the holiday tree lighting and associated activities. The event change to a Friday night, with the exception of inclement weather in 2013 & 2016, increased visitors by thousands. Attendance has continued to grow each year and expands throughout downtown. The change to a Friday evening has encouraged out-of-town visitors to stay longer that evening and attend weekend events held by Main Street Merchants, with the expectation of increasing businesses at local hotels and retail entertainment establishments throughout December. Also, by working with DCTA we had 189 riders who used Gingerbread password on ATrain and buses. Advertising with the CVB Co-op and developing partnerships with DCTA and others expands the Festival and encourages visitors to attend the annual event and to "shop local" at small businesses and come to Denton from across the Metroplex throughout the month of December.

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2016	03/01/2016-02/28/2017	64,261.37	37,841.53	47,828.78	54,274.12
2015	03/01/2015-02/28/2016	50,198.31	47,766.45	33,703.39	64,261.37

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

The Holiday Lighting Festival has been a Denton tradition for over 28 years. A goal of the Board is to keep the family-friendly event and tradition alive, fresh, and anticipated by the community. An emphasis on local performers, children's music, and dance groups with a main stage finale of a "Musical Spectacular" comprised of several local bands and artists with an orchestra, arranged & conducted by David Pierce. Local merchants and retail establishments contribute to the festive mood with specials, decorations, and a weekend long Wassail Fest hosted by the Main Street Association. The committee sells an annual tree ornament and other items to help celebrate the holiday spirit. In 2016, Denton County Commissioners Court took over the costs and contract for eco-friendly LED lights on the CHOS lawn & Lee Walker Christmas tree, creating the opportunity for the DHFA Board to expand footprint of event beyond the Square.

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

__X__ Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2017. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include

organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: Kate Lynass, DHFA, Inc. Chair

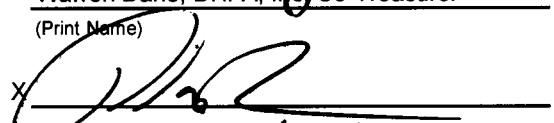
(Print Name)

X

Date: May 19, 2017

Project Director Warren Dane, DHFA, Inc. Co-Treasurer

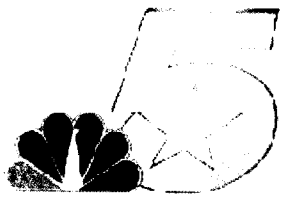
(Print Name)

X 

Date: 05/19/17

Late applications are subject to reduction or denial of funding.

Exhibit A:



Denton Holiday Lighting 2016

Author: Jamie Fitzgerald

Proposal ID: 73258
Schedule Date: 11/22/2016 - 12/3/2016
Spot Length(s): :15,:30

Acct. Exec: Jamie Fitzgerald
Phone #: 214-303-5107
Email: jamie.fitzgerald@nbcuni.com

Flight Dates: 11/22/2016-12/3/2016

Program / Time	Spot Length	NO 22	NO 28	DMA P25-54 RTG	DMA P18+ RTG	DMA P18+ 000	Wks	Rate / Spots
KXAS								
DAYTIME ROTATOR	:15	5	5	0.7	1.0	51.6	2	$160.00
GRPs/Impressions				7	10	516		10
Mo-Fr 11:00a-3:00p								
NBC5 1ST at 4PM	:15	1	1	1.4	2.0	106.5	2	$0.00
GRPs/Impressions				2.8	4	213		2
Mo-Fr 4:00p-5:00p								
NBC LATE NIGHT ROTATION	:15	8	8	0.2	0.2	10.2	2	$0.00
GRPs/Impressions				3.2	3.2	163.2		16
Mo-Su 1:05a-5:00a								
Digital Display, Desktop and M	:30	--	1	1.0	1.0	52.8	1	$1,235.00
GRPs/Impressions				1	1	52.8		1
Mon 6:00a-6:01a								
Digital Homepage TO	:15	--	1	1.0	1.0	52.8	1	$1,765.00
GRPs/Impressions				1	1	52.8		1
Mon 6:00a-6:01a								
SA/SU 5-10A	:30	2	2	0.8	1.0	55.3	2	$0.00
GRPs/Impressions				3.2	4	221.2		4
Sa-Su 5:00a-10:00a								

Total Cost: **$4,600.00** **Signature**_____

General Summary (DMA P25-54 D.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq
KXAS	34	$4,600.00	18.2	528.2	$252.75	$8.71	8.9	2.0

Data © Nielsen Company

AJR MEDIA GROUP
an integrated media company

2016 Enews & Online Results
as of January 6, 2017

Denton CVB | 2016 E-newsletter Results | Sep - Oct - Nov - Dec

Date	Position	Sends	Deliverability	Opens	Impressions	Click-Thrus	Click-Thru %	
Sep	Hot & Happening Event	100,000	99.0%	16,369	N/A	72	0.44%	TourTexas
Oct	Hot & Happening Event	100,000	99.5%	14,124	N/A	171	1.21%	TourTexas
Nov	Hot & Happening Event	100,000	99.0%	14,859	N/A	111	0.75%	TourTexas
Dec	Hot & Happening Event	100,000	99.0%	17,617	N/A	25	0.14%	TourTexas
Nov	Enews Excl Banner | 1st Send	100,000	99.5%	11,193	N/A	23	0.21%	TourTexas
Nov	Exclusive Banner | 1st Send	102,957	N/A	28,957	N/A	43	0.15%	TexasHighways.com
Total	**Total**			**86,750**		**373**	**0.43%**	

Denton CVB | 2016 Online Results | Sep - Oct - Nov - Dec

Date	Position	Sends	Deliverability	Opens	Impressions	Click-Thrus	Click-Thru %	
Nov	Half-Page Banner	N/A	N/A	N/A	46,768	4	0.01%	TourTexas.com
Nov	Half-Page Banner	N/A	N/A	N/A	29,641	94	0.32%	TexasHighways.com
Total	**Total**				**76,409**	**98**	**0.13%**	

TourTexas.com AND TexasHighways.com | Half-Page Banner | Nov 1-30

PINEY WOODS

CENTER: November 4-5 Pinecone & Mistletoe Christmas Market Features 40 vendor booths showcasing Christmas decor and holiday artisan gifts. John D. Windham Civic Center. **www.shelbycountychamber.com 936/488-1601**

CENTER: November 4 Taste of the Holidays Offers an eclectic culinary sampling and dining experience featuring chamber member restaurants, caterers and florists. It is held in conjunction with the Christmas market. Hours are 5-7 p.m. John D. Windham Civic Center. **www.shelbycountychamber.com 936/598-3982**

CROCKETT: November 26 "Miracle on 34th Street" Enjoy this popular Broadway musical. Crockett Civic Center, 1100 Edmiston. **www.pwfaa.org 936/544-4276**

GLADEWATER: November 12 Holiday Open House Begin the celebration of Christmas with the Gladewater Antique District Open House. Includes seasonal entertainment and Texas-style hospitality. Downtown Gladewater Antique District. **www.gladewaterchamber.org 903/845-5501**

HENDERSON: November 12 Heritage Syrup Festival This 28th annual festival features the old-fashioned cane, syrup-making process using mule-driven equipment to grind sugar. Enjoy folk artists, antique tractors, storytelling, musical entertainment and food in a village of 11 historic structures. Take the hayride shuttle downtown to find more than 250 shopping vendors, antique and classic cars, cloggers, square dancers, children's activities, music and food. Hours are 9 a.m.-5 p.m. Depot Museum and Downtown, 514 N. High Street. **www.visithendersontx.com 866/650-5529**

JACKSONVILLE: November 10-13 Mudaholic Convention River Run ATV Park, 2001 C.R. 3315. **www.riverrunpark.com 903/724-4100**

JEFFERSON: November 4-5, 18-19 Jefferson Flea Market Shop for new and antique items, arts and crafts, garage-sale items, furniture, fixtures, books, dishes, office supplies and more. 213 W. Broadway. **www.jeffersonfleamarket.net 903/431-0043**

JEFFERSON: November 24-26 Rail of Lights Christmas Train Enjoy lighted vignettes along the Cypress Bayou River as you hear the story of Christmas around the world, aboard a live steam train. Historic Jefferson Railway, 400 E. Austin. **www.Jefferson Railway.com 866/398-2038**

JEFFERSON: November 26 Old-Fashioned Christmas Parade Lions Park. **www.jefferson-texas.com** or **www.visitjeffersontexas.com 903/665-2672**

LUFKIN: November 7 The Pines Presents: Angela Primm The Pines Theater, 113 S. First Street. **www.thepineslufkin.com 936/633-0359**

PALESTINE: November 11-13, 18-20, 25-27; December 2-4, 9-11, 16-18, 23 Curious Exhibit A hands-on exhibit—based on the Exploratorium in San Francisco—explores the world through science, art and human perception. Designed for individuals, families and for anyone who has ever been curious. It will engage preschoolers through adults in an engaging and educational format. Open 10 a.m.-3 p.m. Friday and 10 a.m.-5 p.m. Saturday-Sunday. Curious Building, 201 W. Oak Street. **exhibitcurious.org 903/727-0204**

NACOGDOCHES: November 17-19 Holiday In The Pines A collection of more than 60 specialty stores and shops from coast-to-coast gather for holiday shopping in a festive atmosphere. Nacogdoches County Civic Center, 3805 NW Stallings Drive. **www.nacjrforum.org 936/564-7351**

NACOGDOCHES: November 17-December 10 Nine Flags Festival Nine different events spread over nearly a month will give visitors a wonderful variety of fun activities to enjoy and help Nacogdoches celebrate the holiday season East-Texas style. Nacogdoches Convention & Visitors Bureau, 200 E. Main Street. **nineflags.visitnacogdoches.org 936/564-7351**

PALESTINE: November 18-20, 25-27; December 2-4, 9-11, 16-18, 23 The Polar Express Train Ride Read along with the story as the historic steam train makes its magical round-trip journey from the Palestine Depot to the North Pole. Meet Santa and enjoy caroling, hot cocoa, a treat and a special gift for each child. Texas State Railroad Palestine Depot, Park Road 70 off of Texas 84. **www.texasstaterr.com 877/726-7245**

THE WOODLANDS: November 12-13 21st Annual Children's Festival Hours are 10 a.m.-5 p.m. Saturday and noon-5 p.m. Sunday. The Cynthia Woods Mitchell Pavilion, 2005 Lake Robbins Drive. **www.woodlandscenter.org 281/364-3010**

TYLER: November 1-December 31 Rose City Christmas Enjoy the sights and sounds of the holiday season with an annual Christmas parade and tree lighting, holiday in the park and a multitude of shopping events. Various Locations. **www.visittyler.com 903/592-1661**

TYLER: November 9-12 Mistletoe & Magic A collection of specialty boutiques and merchants from all over the country showcases antiques, artwork, gourmet foods, jewelry, seasonal decorations, housewares and more. The weekend-long event includes brunches, style shows, musical entertainment and children's events. Harvey Convention Center, 2000 W. Front Street. **www.juniorleagueoftyler.org/?nd=mistletoe_and_magic 903/593-1080**

TYLER: November 17 Bill Blagg the Science of Magic Students will discover firsthand how magicians use science to create the impossible. Bill's comedy-filled, action-packed presentation is highly interactive and makes science fun and exciting. R. Don Cowan Fine & Performing Arts Center, 3900 University Blvd. **www.cowancenter.org** or **www.billblagg.com 903/566-7424**

WINNSBORO: November 11-12 Winnsboro Art and Wine Festival Tents along three streets house a variety of vineyards and art—ranging from traditional to abstract, painting to pottery, and glass to silk. Downtown Winnsboro, Market, Elm and Franklin streets. **winnsboroonlineguide.com/WFAM_fineartmarket.htm 903/342-7772**

PRAIRIES AND LAKES

ADDISON: November 25 "Vitruvian Lights: A Magical Night of Lights" The park transforms into a magical holiday wonderland with nightly display of millions of lights plus holiday entertainment on Saturdays in December. The fun starts the Friday after Thanksgiving with a live concert, food trucks, delicious desserts, beer/wine, photos with Santa, holiday characters, an elf balloon artist and a Holiday Shopping Village. Vitruvian Park, 3966 Vitruvian Way. **www.vitruvianpark.com 214/526-6262**

BASTROP: September 1-December 31 WWII/Camp Swift Exhibit The exhibit highlights the "war at home" and German POWs who were imprisoned at the camp. Enjoy 10 permanent exhibits installed at the museum. Bastrop County Historical Center, 904 Pine. **www.bastropcountyhistoricalsociety.com 512/303-0057**

DENTON

HOLIDAY LIGHTING festival

THANK YOU

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Mellow Mushroom
Cartwright's Ranch House

Pat Cheek
Office of History and Culture
David & Carol Rowley
Swash Labs
Betty and Joe Roy
Rick and Reba Burgess
Bob & Joanne Moses
Low Voltage Solutions, Inc.
Micah & Tri Pazoureck
Bill & Susan Cooksey
Jason and Peyton Swick
Jack Bell Property Management
Kelley Pound & Eric Koger
Finley Chapel and Event Center
Suzanne Fickey
Patricia Reinke
Aaron & Jessie Newquist
Beth Marie's Old Fashioned Ice Cream and Soda Fountain

Texas Health Presbyterian Hospital Denton
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AIA Insurance
DCTA
Palm Tree Boutique

Produce Results
The Candy Store
Thai Square
Red Door Operations

Glenda Brock Simmons & Gerald Simmons
Roni & John Beasley
Massage on the Square
Jean & Herb Schaake
J.T. Clothiers
Fuzzy's Taco Shop
Northwestern Mutual
Recycled Books
Edible Arrangements
Jeff & Marybeth Doyle
Property Search LLC
A Hart For Pet Sitting
Atomic Candy
Oak Street Drafthouse
East Side Denton
Jessica DeLeon
Sonic of Denton
Everyday Nectar Juice Bar
Komodo Loco

Wendy's Denton
West Oak Coffee Bar
First United Bank
AccessBank
Little Guys Movers
Texas Woman's University

Team Tiller Realty Group
Davanti Salon Spa
Tutor Doctor North Texas
Mad World Records

Kathy & Tom Haenszel
Shine It Auto Detail
David E. & Ellen M. Painter
Sarah & Jamie Adams
Andaman Thai Restaurant
Stan & Carrell Ann Simmons
Jupiter House
The Loophole
Hoochies
Scott & Melissa Polseno
Mason McFarling
St. Andrew Presbyterian Church
The Chestnut Tree
Agua Dulce
Anderson, Spector & Co., PC
Brad & Frances Shelton
Mulberry St. Cantina
Lynn Yeargain

DENTON HOLIDAY LIGHTING festival

FRIDAY, DECEMBER 2nd

BROUGHT TO YOU BY

First State Bank

Community Toy Drive

Drop off your donations for the Elves Shelves at the intersection of Locust and Oak (northeast corner of the Square) from 5:30 pm to 8:30 pm.

FREE PARKING in the Wells Fargo Bank, Bayless-Selby, St. Andrew Presbyterian & DATCU parking lots. Ride the A-Train for free with the code word "gingerbread".

Santa Claus Photographs ($7/photo, no fur babies)

Horse-Drawn Wagon Rides ($5/rider, 2 & under free)

Schedule of Events

5:30 - 5:45	**Denton Community Band & Sing-Along**
5:30 - 8:30	**Toy Drive Drop-Off**
5:45 - 6:00	**Greetings from the Dignitaries** **Christmas Tree Lighting**
6:00 - 8:30	**Entertainment on Stages, in the Courthouse, Historic Park, Wells Fargo & around the Square** **Wassail Fest at participating merchants (Fri. & Sat.)** **Children's Arts and Crafts Booths**
8:00 - 9:30	**Denton Holiday Spectacular - Performance Stage**

Denton's Historic Courthouse-on-the-Square

DentonHolidayLighting.com

A SPECIAL THANK YOU TO OUR GENEROUS SPONSORS

First State Bank
Denton County
NBC 5 DFW

City of Denton

Denton Municipal Electric
Denton Record-Chronicle

Exhibit B
Provide the last two years' audited financials or balance sheets.

Unaudited statement of Net Assets

ASSETS	FY 2016	FY 2015	
GENERAL FUNDS in Checking	$ 23,217.08	$ 26,347.46	
D/R $ City of Denton HOT Funds: Lighting Maint	5,250.00	8,750.00	
D/R $ Denton County: Lighting Maint	5,250.00	8,750.00	
D/R $ Denton Benefit League	-	-	
Total D/R & General Funds in Checking	**33,717.08**	**43,847.46**	
GENERAL FUNDS in Savings	20,557.04	20,413.91	
Total D/R & General Funds in all Bank Accts	**54,274.12**	**64,261.37**	
Accounts Receivable	-	-	
Decorations Street/Est Replace Cost	32,547.44	32,547.44	
Less accumulated depreciation	(32,547.44)	(32,547.44)	*Depreciation was overstated in the prior year's application.
Trailer Recycle Site/Est Replace Cost	10,000.00	10,000.00	This was fixed by WPD and is reflected in this application.
Less accumulated depreciation	(10,000.00)	(9,500.00)	
VMD Recording Costs	7,281.80	7,281.80	
Less accumulated amortization	(2,340.63)	(1,300.35)	
Supply of ornaments (Est FMV)	11,849.15	8,550.89	
Supply of CD's (Cost)	973.70	1,028.78	
Total Fixed Assets	**17,764.02**	**16,061.12**	
Total Assets	**$ 72,038.14**	**$ 80,322.49**	

LIABILITIES AND NET ASSETS			
Accounts payable	$ -	$ -	
Sales Taxes/Fees payable	2.50	5.85	
Total Liabilities	**2.50**	**5.85**	
Unrestricted	65,035.64	73,316.64	
Temporarily Restricted	7,000.00	7,000.00	
Total Net Assets	**72,035.64**	**80,316.64**	
Total of Liabilities & Net Assets	**$ 72,038.14**	**$ 80,322.49**	

Exhibit C

Provide the last two years' itemized income and expenses.

Unaudited Profit and Loss

	FY 2016	FY 2015
	Mar '16 - Feb 17	Mar '15 - Feb 16
Ordinary Income/Expense		
Income		
102 · Contributors		
Companies (<$500)	4,765.00	4,350.00
Individuals (<$500)	3,887.00	2,321.00
101 · Sponsors (=/>$500)	13,000.00	13,000.00
Total 102 · Contributors	21,652.00	19,671.00
103 · Interest Inc	143.13	81.40
104 · Vendor Booths	2,470.00	2,350.00
105 · Ornament Sales & Info Booth		
Shipping Charges	52.26	228.00
110 · CD Sales	53.53	217.54
105 · Ornament Sales & Info Booth - Other	3,912.61	4,312.51
105 · Ornament Sales & Info Booth	4,018.40	4,758.05
109 · Horse Carriage & Santa Sales		
106 · T-shirt Sales	90.00	0.00
107.1 · Horse Carriage Sales	695.00	1,735.00
107.2 · Santa Sales	573.00	971.00
Total 109 · Horse Carriage & Santa Sales	1,358.00	2,706.00
400 · Grants/Funds		
Uncategorized Income		
806 · City Contingency Funds	500.00	0.00
Total Uncategorized Income	500.00	0.00
801 · HOT Funds City Advertising	7,700.00	7,700.00
802 · HOT Funds City Light Mainten	0.00	5,250.00
803 · HOT Funds County Light Mainten	0.00	5,250.00
Total 400 · Grants/Funds	8,200.00	18,200.00
Total Income	37,841.53	47,766.45
Expense		
200 · Event Expenses		
220 · Entertainment	3,300.00	3,000.00
221 · Hanging Fee for Banners (DME)	320.00	0.00
222 · City Fees	200.00	230.00
223 · Vendor booths	170.53	0.00
225 · Craft Supplies	0.00	162.73
227 · Sound & Lighting	2,909.43	2,801.53
228 · Potties & Stage Fence	2,651.60	1,235.00
229 · Printing (Alpha Graphics)	1,278.34	1,512.70
230 · Horse Carriage Rides	1,800.00	1,800.00
231 · Insurance	2,254.00	842.00
232 · Santa & Art Teacher & Costume	493.50	100.00
233 · Stages	7,770.00	3,419.00
234 · Signs	938.44	1,396.90
236 · Addl Police Protection	945.00	280.00

Total 200 · Event Expenses	25,030.84	16,779.86
201 · Bank Charges	449.08	435.03
202 · Administrative	490.96	215.84
204 · D&O Insurance	770.00	770.00
206 · Fundraising (letters/stamps)	351.79	434.48
207 · Street Decoration	516.67	143.80
208 · Gen Fund Advertising (DRC/DCTA)	-813.62	2,175.33
210 · Current Year Ornament Purchases	5,467.79	1,306.66
211 · Chamber of Commerce Dues	232.00	220.00
237 · Waste Disposal	633.27	0.00
299 · Miscellaneous	0.00	22.39
Total 200-300 Misc Expenses	8,097.94	5,723.53
799 · Grant Fund Expenses		
810 · City HOT_Advertising		
MagazinesCalendarsGuides	4,350.00	2,050.00
Newspapers	0.00	4,840.00
Television	3,350.00	0.00
810 · City HOT_Advertising - Other	0.00	810.00
Total 810 · City HOT_Advertising	7,700.00	7,700.00
811 · City HOT_Light Main	3,500.00	1,750.00
813 · Lts County Res Funds	3,500.00	1,750.00
Total 799 · Grant Fund Expenses	14,700.00	11,200.00
Total Expense	47,828.78	33,703.39
Net Income	-9,987.25	14,063.06

Exhibit D
Detailed HOT Proposed Budget for Denton Holiday Festival Association, Inc. Program Year 2018

ADVERTISING	**DHFA**	**CVB match**
Magazines:		
Festivals of Texas and Texas Highways (statewide reach)	$2200.00	$2200.00
Denton Live Magazine (regional)	$ 0.00	$3,500.
Digital Media:		
Social Media/Internet: Enews, Facebook/ Twitter, Email Marketing *Digital Marketing*: Texashighways.com, TourTexas.com, Goodle Ad Words, Event website, Community partnerships, Event Listings and directories.	$1175.00	partial of $ 1950
Enews, Facebook/Twitter		
Newspapers/Radio:		
Denton Record Chronicle, Dallas Morning News, and *The Weekly News of Cooke* County (Zoned editions and Weekend Entertainment editions)		
Radio Spots on regional radio Weekly	$4325.00	No
Total Advertising	**$7,700.00**	

SITE OPERATIONS	
Stage/Stage cover rental (two stages)	$5,900.00
Sound, Lighting, Generators	$3,000.00
Musician one-time payment (orchestra)	$3,000.00
Light pole/Street decorations	$2,000.00
Port-a-Potties & Stage Fencing	$1,100.00
Total Site Operations	**$15,000.00**

GRAND TOTAL	**$22,700.00**

Exhibit E
Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code.

Note:
This certification is on file from the Denton Holiday Festival Association Inc. applications of previous years.

Franchise Tax Account Status

As of : 05/15/2017 18:31:55

This Page is Not Sufficient for Filings with the Secretary of State

DENTON HOLIDAY FESTIVAL ASSOCIATION, INC.

Texas Taxpayer Number	30114732958
Mailing Address	PO BOX 2765 DENTON, TX 76202-2765
Right to Transact Business in Texas	ACTIVE
State of Formation	TX
Effective SOS Registration Date	06/21/1991
Texas SOS File Number	0119669501
Registered Agent Name	GREG SAWKO
Registered Office Street Address	1172 BENT OAKS DR DENTON, TX 76210

	A	B	C	D	E	F
1	**Last Name**	**First Name**	**Dir. Type**	**Re-electionTerm**	**Office**	**Committee 2017**
2	**Regular Directors**					
3	Anderson	Thom	Reg. Dir.	2019		Vendors
4	Bender	Ashley	Reg. Dir	2018		Programming
5	Blumenshine	Chris	Reg.Dir.	2019		Promotions - Photographer/Santa
6	Boerst	Michelle	Reg. Dir.	2019		Vendors
7	Campbell	Wally	Reg.Dir.	2019		Site & Logistics - Chair
8	Charles	Dionna				Printing
9	Crocker	Amanda	Reg.Dir.	2019		
10	Dane	Warren	Reg.Dir.	2019	Co-Treas	Administrative/Co-Treasurer
11	DeLeon	Jessica	Reg. Dir.	2019		Information Booth
12	Eichhorn	Janel	Reg. Dir.	2020		Promotions
13	Haenszel	Kathy	Reg.Dir.	2020	Secy	Administrative/Toy Drive
14	Hawkins	Amy	Reg.Dir.	2019		Fundraising/Sponsorships
15	Little	Michael				Shirts
16	Lynass	Kate	Reg.Dir.	2020	Chair	Administrative/Ornaments
17	Maddox	Meredith				Santa Booth
18	McClesky	Brandon	Reg. Dir.	2020		
19	Moore	Brooke	Reg. Dir	2018		Toy Drive
20	Pierce	David	Reg.Dir.	2018		Programming
21	Poliseno	Scott	Reg.Dir.	2019	Vice-Chair	Promotions - Co-Chair
22	Pound	Kelley	Reg.Dir.	2019	Past Chair	Administrative
23	Reinke	MaryBeth	Reg. Dir	2018		Fundraising/Sponsorships
24	Shelton	Frances	Reg.Dir.	2018	Co-Treas	Administrative/Co-Treasurer
25	Williams	John	Reg.Dir.	2020		
26	**Representative Directors**					
27	Burrell	Fred	Rep.Dir			Denton County Buildings
28	Connors	Chalese	Rep.Dir.			Volunteer Athletes
29	Glasschroeder	Kathy	Rep.Dir.			Main Street/Wassail Fest
30	Glover	Julie	Rep.Dir.			Programming - Vendors
31	Kizer	Shane	Rep.Dir.			Security
32	Naylor	Danielle	Rep.Dir.			Arts & Crafts

	A	B	C	D	E	F
33	Patterson	Rowdy	Rep.Dir.			Site & Logistics
34	Riddle	Peggy	Rep.Dir.		Kelsey Jistel	Museums/Historical Park
35	Taylor	Christine	Rep.Dir.			Logistics/Tables & Chairs
36	**Advisory Directors**					
37	Watts	Chris	Adv.Dir.			
38	Hillman	Tony	Adv.Dir.			
39	Horn	Judge Mary	Adv.Dir.			
40	Moses	Bob	Adv.Dir.			Community Member
41	Painter	Ellen	Adv.Dir.			Community Member
42	Patterson	Fred	Adv.Dir.			
43	Pazoureck	Micah	Adv.Dir.		Past Chair	Administrative
44	Sawko	Greg	Adv.Dir.			Legal Counsel
45	Steiger	Brad	Adv.Dir.			Logistics: set up/tear down
46	**Committee Workers**					
47	Sweeten	David				Santa
48	**Volunteers/other**					
49	Belt	Brittnee				Programming
50	Bowerman	Jeff				Santa Booth
51	Eisenmann	Eric				Logistics: set up/tear down
52	Flemmons	Chris				Logistics: set-up/tear down
53	Gossett	Christine				Wassail
54	Harper	Priscilla				Fundraising/Sponsorships
55	Maldonado	Veronica				Advertising
56	Mars	Matt				
57	McGee	Wendy				Audit Committee
58	Munson	Sarah				Advertising
59	Phillips	Kim				Advertising
60	Recker	Natalie				Advertising
61	Webber	Nick				Shirts
62						
63						

Exhibit I
Provide schedule of local governing body's meetings.

The Board of Directors of Denton Holiday Festival Association Inc. meet on the first Wednesday each month at 8:30 AM.

The exception is that a specially called meeting for December following the event may be called at the discretion of the directors.

Unless pressing business requires it, the group does not meet in January.

Meetings are held in the conference room of the Denton Convention and Visitor Bureau. That location is 414 W. Parkway, Denton, TX 76201.

The December meeting may be held at a different location and time depending on availability of directors.

Exhibit J

Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

The by-laws of the Denton Holiday Festival Association are on file with the city of Denton and the HOT Funds Selection Committee. The by-laws accompanied the application filled out May 2010 for Denton city HOT Funds for 2011.

These by-laws have not been amended or changed since last filed with the city in May 2010.

Exhibit K

Provide list of all donations made by your organization last year. Include organization and dollar amount.

In Fiscal Year 2016 (3/1/2016 to 2/28/2017), Denton Holiday Festival Association, Inc., did not make a donation to any organization or individual.

DHFA Inc. does work with local holiday toy collection to raise awareness and toys for Denton Families. In FY2016 we coordinated with Elves Shelves through First Baptst Denton to collect over 130 toys to hand out to Denton families. Per email from Doug with FBD:

Thank you so much for supporting our Elves Shelves ministry. You and your team did a great job of promoting the event and even with the rain there were a lot of gifts that were given. I tried to get a count as we were putting them out and I believe there were around 130 gifts and the quality of the gifts we very good and much better than last year. So I commend you for the great job. We had 1269 children registered this year. There were 20 families totaling 42 kids that did not show up to pick up their gifts. So far we have given out gifts to 451 families and 1227 children. I will probably get calls from families who did not show up. I have already given out gifts to 8 families this week. I have also had a few calls from families who were not registered that we have been able to help this week. I expect I will get some more calls before Christmas and we will continue to help as long as we have gifts left.

Let me know if you need anything else and hope to partner again with you next year.

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 19 2017

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	City of Denton Public Art Committee
Name of Event:	Commission, placing and installing of public art
Website Address:	Cityofdenton.com
Mailing Address:	601 E. Hickory St. Suite B
	Denton, TX 76205
Physical Address:	Same
Telephone #:	(940) 349-8272 Fax #: (940) 349-8166

Primary Contact Name: (Project Director)	Janie McLeod
Mailing Address:	601 E. Hickory St., Suite B
	Denton, TX 76205
Telephone #:	(940) 349-8272 Fax #: (940) 349-8166
Email Address:	janie.mcleod@cityofdenton.com

Secondary Contact Name: (Local Board Chairman)	Guy Bruggeman
Mailing Address:	1924 Liverpool Dr.
	Plano, TX
Telephone #:	(972) 367-4614 Fax #: N/A
Email Address:	guy.bruggeman@dallascityhall.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

_____ **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton

X **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

_____ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

_____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

_____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

_____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
The Public Art Policy was adopted by resolution of the City Council in 2006 to provide for the creation of quality public art locations or prominent stature and foster community education and enjoyment of public art, by integrating public art into the daily lives of its citizens. The Public Art Committee, appointed by City Council will implement this policy by commissioning, placing and installing public art under the guidelines of the Public Art Policy.
This applications being filed to fulfill the funding specifications of the policy.

3) Does your organization have paid staff?
_____ Yes _____ # Full-time _____ # Part-time
X No

4) Does your organization use volunteers?
X Yes Approximately how many? 10
_____ No

5) Does your organization _____ own or _____ rent office space?
N/A

6) Does your organization own a vehicle?
_____ Yes
__X__ No

7) Is the event that the organization is requesting HOT funds for held on City property?
_____ Yes Name Location(s) _____
_____ No Name Location(s) _____
N/A

8) Will the organization be able to provide insurance coverage for the event if held on City property?
__X__ Yes City of Denton
_____ No

9) List ALL other sources of funding your organization receives and how much.
_____ Check here if information is attached.

Source	Circle One	2014 CIP Allocated Dollar Amount	2012 CIP Allocated	2017 Committed
Streets - CIP	Earned	$400,000	$30,000	$ 75,000
Public Safety - CIP	Earned		$325,000	$ 226,195
Parks - CIP	Earned		$100,000	$ 100,000
HOT Funds 2014-15	Earned		$20,000	$ 20,000
HOT funds 2016 -17	Earned		$55,781	$ 55,781

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Project 1

The Public Art Committee proposes to commission outdoor art to enhance Denton. The artwork will be three-dimensional and located at the MLK Jr. Rec Center.

Project 2 Requested on behalf of the Police Department

The Police Dept. proposes to commission two brick sculptures for the entranceway to the Station. The Police lobby area has been remodeled and they would like to have brick sculptures filling the area where windows had been previously. The artwork will complement the "Woman of Justice" brick sculpture currently located in the entranceway of the Station.

11) Provide three years attendance history for the events listed above in question 10.
N/A

Year	Audience Size	# From Out of Town	Event

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

The implementation of public art will encourage collaboration between

artists and the community; promote a community environment that attracts artists to live and work, businesses to invest and locate, and residents to thrive; foster community education and enjoyment of public art; create distinct, attractive, and inviting public space by including public art as an integral part of the design of spaces in and around developments.
Funding to implement public art will allow for the application of art in the Denton community, encouraging further investment of public and private funds.

13) What specific market will you target with the organization's marketing plan? Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

The target market for the Public Art Policy is very broad and is expected to reach a wide and diverse spectrum of the population. Because this policy was adopted by the City Council and is being administered by the City of Denton, the expectation is that the public, in general, will receive benefit from this policy, and that the art placed will be highly visible and accessible and on City property.
The City of Denton will work in collaboration with the Greater Denton Arts Council and members of the Public Art Committee to develop strategies to educate and promote this program to the Denton community.
Generally, programs initiated by the City of Denton are marketed to the general public through a variety of medias, including television and print materials.

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

The display of attractive and significant public art will add to Denton's appeal as a destination that will attract visitors. Public art will create distinct, attractive, and inviting public spaces; celebrate Denton's cultural heritage and diversity; and therefore, distinguish Denton's image in the metroplex.

As a result, the implementation of the Public Art Policy will further expand the City's diversity and heritage related to the arts and broaden its recognition as an arts center.

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2014	Oct-Sept	$ 42,999		$ 40,790	$ 2,209
2015	Oct - Sept	$ 51,482		$ 29,734	$ 21,748

NOTE: $20,000 was carried forward for the 2016 - 17 HOT fund project.

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.
The Public Art Committee, under the direction of the Denton Parks and Recreation Department, will administer the HOT funds and any other funding received through donations or other means in accordance with the terms of the Public Art Policy.
The Public Art Master Plan will assist in developing goals and objectives outlining future direction for the program.

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax

authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

__X__ Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: Guy Bruggeman

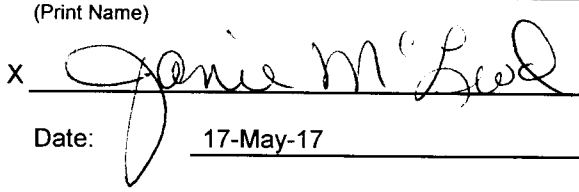
(Print Name)

X _____

Date: 5/16/17

Project Director

Janie McLeod
(Print Name)

X 

Date: 17-May-17

ect to reduction or denial of funding.

Attachment C

CITY OF DENTON
TAX OFFICE

2015-16

HOTEL OCCUPANCY TAX GRANT PROGRAM
PUBLIC ART

413001.7762

1493601 A

Expenditure Detail Worksheet

4th Quarter

DATE	Check / PO #	VENDOR	BUDGET LINE ITEM	DESCRIPTION	DOLLAR
					$ 51,482.00
1/25/2016		Planet Signs	Art	plaques - Walk of Fame	$ 1,014.00
3/7/2016	175871	Floyd Smith Concrete, Inc.	Art - Base	Base for poems (2)	$ 3,294.70
4/21/2016	176399	Mick Burson	Art	Mural on PAAC	$ 2,000.00
8/11/2016	177141	Tom Judd	Advertising	photographs	1,946.16
8/11/2016	177426	Bolivar Bronze	Maintenance	Maintenance	$ 5,350.00
8/26/2016		Fernando Pena	Art	Engineering for base	$ 1,620.00
9/2/2016		Café	Advertising	bids	$ 525.00
9/15/2016		Sign A Rama	Art	Plaque for art	$ 402.00
9/18/2016	178202	Floyd Smith Concrete, Inc.	Art	Concrete for base	$ 8,787.91
9/23/2016		Trophy House	Maintenance	Plaques for art	$ 69.60
9/28/2016		Noles Enterprise	Art	Rocks for Moroles art	$ 250.00
9/29/2016	178298	Displays Unlimited	Art	installation of Moroles	3,937.50
9/29/2016		Sign A Rama	Art	Plaque for art	$ 537.00
				TOTAL	$ 29,733.87

CITY OF DENTON
TAX OFFICE

2014-15

HOTEL OCCUPANCY TAX GRANT PROGRAM
PUBLIC ART

$42,999

413001.7762

1493601 A

Expenditure Detail Worksheet

DATE	Check / PO	VENDOR	BUDGET LINE	DESCRIPTION	DOLLAR
					$ 42,999.00
10/13/2014	170011	Thomas Judd Photography	Marketing	Photography of artworks	$ 343.73
12/8/2014	170630	Karmien Bowman	Art	Artist	$ 9,000.00
3/27/2015	170630	Karmien Bowman	Art	Artist	$ 9,000.00
7/29/2015	173067	National Powder Coating	Maintenance - Art	Maintenance	$ 935.00
8/25/2015	170630	Karmien Bowman	Art	Artist	8,000.00
8/17/2015	173335	Bob Wade	Art	Artist	$ 4,500.00
9/8/2015	173236	Karla Morton	Art	Artist	$ 3,500.00
9/8/2015		Michaels	Art	Framing	562.54
9/8/2015		Sign A Rama	Art	Plaque	$ 356.00
9/29/2015		Reprographic	Advertising	invitations for dedication	$ 25.50
9/21/2015	173714	Expert Imaging	Art		$ 2,092.60
9/24/2015	173973	Ridout Framing	Art	Framing	$ 1,976.50
9/22/2015	170011	Thomas Judd Photography	Advertising	Photography of artworks	$ 394.93
9/29/2017		WalMart	Advertising	Supplies for dedication	$ 86.54
9/29/2017		Davis Bakery	Advertising	supplies for dedication	$ 16.20
				TOTAL	$ 40,789.54

Attachment D

Exhibit D

Public Art Program
2016-17 Program Years
Hotel/Motel Occupancy Tax (HOT) Fund

REVENUE DESCRIPTION

Hotel Occupancy Tax	$55,000
Police Request	$45,000*

EXPENSE DESCRIPTION

Commissioning/Purchase Art (commission artists, materials, and installation)	
MLK Recreation Center	$51,000
Maintenance of Art in Inventory	$ 2,000
Geo Technical Soil Testing and Analysis	$ 1,000
Contingency/Promotion Expenses	$ 1,000
	$55,000

POLICE BUDGET IS ATTACHED

* Police Department is requesting their public art project be kept separate from the Public Art Committee's projects. The Public Art Committee agreed to submit the Police request with this request so they would not need to submit a separate request.

Denton Police Department
Budget

May 19, 2017

R o u g h P r o p o s a l

To: David Mays
Janie McLeod
City of Denton: Denton Police station

Description of work: Two bas relief panels of the history of the policemen in Denton to be placed in existing niches east of main entry on East Hickory St Denton, TX. Approved artwork and brick.

Dimension of sculpture	2 panels to measure 20' x 4' for a total of 160 square feet
Size of brick units	Triple mod solids: 7 5/8" x 7 5/8" x 3.75"deep
Location for installation	Denton Police station existing niches east of main entry on East Hickory St Denton, TX
Engobes (fired on color)	yes
Glaze?	no
Bed depth	normal

Cost estimate:

Artist fee	30,000
Cost of Materials, burning packaging Acme Brick Perla Arkansas plant	*10,000*
Travel expenses for the carving and or to get materials from Perla plant	$700
Travel expenses for the installation	00
Very rough installation estimate	$4,000
Shipping estimate	$300
Total cost for the work (estimated)	$45,000

THE ABOVE PROPOSAL TO INCLUDE THE FOLLOWING:

1- Art work, including research, to be approved by _client___. Artwork is to be drawn to scale for final approval, including up to5 revisions.
2- Color samples (up to three) for approval, if fired on color is specified for the work.
3- Labor in stacking the brick in proper bond. Actual labor in carving the work. Formulation and application of color slips if specified.
4- Photographing work for client approval prior to firing the work.

5- Code-numbering each piece for installation, supervision of firing, remakes if they are the fault of the artist.
6- Packaging the work for shipping in order to simplify the installation process.
7- Supervision of the installation of the work at the job site.
8- Cost of materials, manufacturing, special handling and burning of the brick used for the work.
9- Travel expenses to the brick plant to do the carving, and to return to reassemble the work for shipping.
10- Cost of labor and materials for the brick mason to install and clean the work.
11- Shipping the work to the job site

THE ABOVE PROPOSAL DOES NOT INCLUDE:

1- Drawing revisions in excess of 5.
2- Travel expenses for additional design meetings if required.

In order to get started on the project, I will require a retainer in the amount of $_____. Further details and schedule to be included in the ***written agreement.***

By:_____
Paula Blincoe Collins, Artist Date

The above and foregoing is agreed to and accepted this_____ day of_____, _____ by

_____
Client Date

paula blincoe collins

1223 highland park road
denton, texas 76205
cell 940-383-3384
paula.blincoe.collins@gmail.com

Attachment H

Exhibit H

PUBLIC ART COMMITTEE
2016-2017

Council Place	Member	Home Address	Home Telephone	Office Telephone	Original Appointment	Present Term
1	Susan Vaughan	1330 Phoenix Court, 76205 susanvaughan33@gmail.com	----	409/771-4438 [C]	8/2016	2015-17
2	Joe Duncan	203 E. Sherman Dr., 76209 joeduncandesign@gmail.com	270/836-7921	----	8/2016	2016-18
3	Erin Clegg	5405 Dolores Place, 76208 erin.clegg@yahoo.com	----	395-2006 [C] 972/353-4600 [W]	8/2016	2016-18
4	Frank Mayhew	2100 Greenway Drive, 76207 wfmayhew@verizon.net	591-6840	391-0162 [C] 972/548-6548 [W]	8/2015	2016-18
5	Brian Wheeler	1823 N. Bell Avenue, 76209 btw@unt.edu	565-1650	940/368-1810 [C] 565-4912 [W]	12/2013	2015-17
6	Ed Steele	2225 Pembrooke Place, 76205 edsteele@edsteelephotography.com	972/712-6388	214/228-5624	6/2016	2015-17
7	Gerry Veeder	1721 Wisteria St., 76205 gkv0001@unt.edu	382-2040	----	9/2014	2016-18
GDAC	Millie Giles	1701 Greenwood Dr., 76209 millie.giles@verizon.net	----	367-4156	08/2014	2015-17
GDAC	Guy Bruggeman	1924 Liverpool Dr., 76210 bisonboy1969@gmail.com	----	453-9455	3/2014	2014-16

Staff Liaison – Emerson Vorel

* Chair ** Vice Chair
Members appointed for 2-year terms
Two members are nominated by and represent the Greater Denton Arts Council Advisory Board

Rev. August 19, 2016

Attachment I

Exhibit I

Public Art Meeting Dates

2017-2018

The Public Art Committee meets on the first Thursday of each month.

October 5

November 2

December 7

January 4

February 1

March 1

April 5

May 3

June 7

July 5

August 2

September 6

Attachment J

RESOLUTION NO. R2013-021

A RESOLUTION REPEALING RESOLUTION NO. R2006-014 WHICH ESTABLISHED A PUBLIC ART POLICY FOR THE CITY OF DENTON; ESTABLISHING A REVISED PUBLIC ART POLICY FOR THE CITYOF DENTON, TEXAS; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of Denton established a Public Art Policy in April of 2006; and

WHEREAS, the City Council wishes to enhance the role of art in the community; and

WHEREAS, the City Council wants to revise the Public Art Policy to provide a more predictable, reliable, and flexible funding plan for public art projects; and

WHEREAS, the revised policy establishes the Public Art Committee to serve as an advisory board to the City Council; and

WHEREAS, the City Council finds it is in the public interest to repeal Resolution No. R2006-014 which approved the original Public Art Policy; NOW, THEREFORE;

THE CITY COUNCIL OF THE CITYOF DENTON HEREBY RESOLVES:

SECTION 1. Resolution No. R2006-014 is hereby repealed.

SECTION 2. The revised City of Denton, Public Art Policy, attached hereto, is hereby adopted and approved.

SECTION 3. This resolution shall become effective immediately upon its passage and approval.

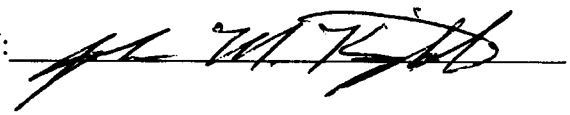
PASSED AND APPROVED this 20th day of August, 2013.

MARK A. BURROUGHS, MAYOR

ATTEST:
JENNIFER WALTERS, CITY SECRETARY

BY: Jennifer Walters

APPROVED AS TO LEGAL FORM:
ANITA BURGESS, CITY ATTORNEY

BY: 

City of Denton
Public Art Policy

I. Intent and Purpose

The City of Denton's Public Art Policy confirms the commitment that the Denton community has for sustaining and promoting its unique, creative identity. Art enhances the cultural, physical, and psychological environment by enlivening and humanizing public spaces. As stated in The Denton Plan:[1] "Public art provides a number of benefits to the city. It can create interest, create local distinctiveness, provide a memorable image associated with the city or certain districts within the city, lend character to urban spaces, and make the urban environment more attractive."

Denton has experienced a rich tradition of promoting the arts for over a century. The first art course was taught at the University of North Texas (Texas Normal College and Teacher Training Institute) in 1894 and at Texas Woman's University (Girls Industrial College) in 1901. Both art programs have had a significant impact on Denton, which continues today, making it a home for hundreds of professional artists and influencing Denton's visual heritage.

In recognition of the role that public art already plays in Denton, by interpreting its history, character, and aspirations, and of the importance of integrating public art into the daily lives of its citizens, the City of Denton's Public Art Policy is established to achieve the following goals:

- Create distinct, attractive, and inviting public space by including public art as an integral part of the design of spaces and around development.
- Celebrate Denton's cultural heritage and diversity by encouraging collaboration between artists and the community.
- Distinguish Denton's image in the metroplex by providing for the creation of quality public art in locations of prominent stature.
- Foster community education and enjoyment of public art.
- Promote a community environment that attracts artists to live and work, businesses to invest and locate, and residents to thrive.
- Encourage participation in the provision of public art through public and private investment.
- Advance collaboration between the City of Denton and the Greater Denton Arts Council (GDAC) in achieving the goals of this policy.

II. Definition of Public Art

Public art, as defined by this policy, encompasses the broadest definition of visual art including all artistic disciplines. Public art governed by this policy shall be art that is visually or physically accessible to the public and that is acquired by, donated to, and approved by the City of Denton. Public art that is neither paid for with public funds, nor

---

[1] Denton Plan 1999-2020 Comprehensive Plan of the City of Denton, Texas Policies, Goals, Strategies & Implementation.

created through special conditions by approval of the City of Denton, is not governed by this policy.

III. Policy Administration

The City Council shall establish and appoint a Public Art Committee that will serve in an advisory capacity to the City Council. This Public Art Committee, established by separate ordinance, will make recommendations on the:

- Commissioning, placing, and installing of public art
- Implementation of funding mechanism(s) for public art
- Effective and efficient management of public art
- Ongoing maintenance of public art
- Accessioning, deaccessioning and resiting of public art

The Public Art Committee will provide as appropriate an annual report detailing its goals and accomplishments related to the implementation of this policy.

The Director of Parks and Recreation will serve as the staff liaison to the Public Art Committee for the City of Denton. The Denton City Council will appoint two members representing the GDAC to the Public Arts Committee. The GDAC Board of Directors will nominate these members. The GDAC Executive Director and the Parks and Recreation Director will serve as ex-officio members on the Public Art Committee. The Public Art Committee will develop detailed guidelines outlining all aspects involved with the implementation of this policy.

IV. Community Involvement

The City Council seeks to ensure citizen involvement through the establishment of the Public Art Committee and the review and approval of each public art project. In addition, the Public Art Committee will work with the GDAC and local educational institutions to educate and inform citizens about projects and the process for involvement.

V. Funding

Funding for public art should be realized from both public and private sources to insure a broad and balanced program.

Public Funding

- The City Council will consider placing a standalone bond proposition on future general purpose capital improvement bond authorization elections that, if approved by the voters, will fund public art projects. The amount of each public art bond proposition will be determined by the City Council within a range, if existing priorities so permit, of between 2% and 4% of those portions of the capital improvement bond program authorization election that do not apply to streets, drainage, traffic control, and other related infrastructure. The bond funding to be dedicated to public art is solely contingent upon voter approval of the public art proposition submitted to the voters. This provision only applies to voter approved General Obligation bond issuances.

- The City will establish a separate fund for public art projects. The City will strive to develop resources, and/or contribute funding, for public art projects, approved annually by the City Council, including, but not limited to, projects identified in the public art master plan as amended from time to time. The source of these funds may include proceeds from any funding source deemed appropriate by the City Council including, but not limited to, voter approved Capital Improvement Bond Program Authorization Elections, Certificates of Obligation, or allocations from the City of Denton's operating budget.

- Annually, commencing with program year 2007, at least 2.4% of the total Hotel Occupancy Tax (HOT) revenues will be allocated for public arts projects as allowed under Texas Tax Code 351.103 (c). This represents 16.01% of the 15% maximum that is allowed for the arts category, and allows for sustained funding of existing agencies in the arts category and provides a balance for potentially new agencies. Funding eligibility will be contingent on fulfillment of financial, reporting, and use requirements as outlined by the Hotel Occupancy Tax Program Guidelines.

- Tax abatements to developers that include publicly accessible art as a significant component of the development are outlined in the Denton Policy for Tax Abatement. Under this policy, the City may consider granting an additional 5% tax abatement for projects provided that at least 50% of the additional tax abatement is committed to public art by the applicant.

Private Funding
The City Council, Public Art Committee, and GDAC will actively pursue public and private sources to fund public art initiatives.

- Individuals, businesses and organizations will also be encouraged to make contributions.

With the exception of HOT funds, all other public art funding will be deposited into a separate Public Art Fund established by the City of Denton. These funds will be used to support public art projects as approved by the City Council.

The Public Art Committee will have responsibility for making recommendations for allowable uses of these funds with final approval by the City Council.

VI. Site Selection

As established in The Denton Plan:

- The provision of public art will normally be expected as part of any large development scheme.
- Public art should be considered as an integral part of the design of space in and around development.

- The Public Art Committee should adopt standards to guide the placement of art in public places such as landmarks, view corridors, pockets, traffic circles, and other locations of prominent stature.

Site locations for public art will be identified and recommended by the Public Art Committee to the City Council. As requested by the City Council, the Public Art Committee will make its recommendations to:

- Complement and supplement other planning documents and adopted masterplans.
- Insure visual and physical access by the public.
- Insure suitability and appropriateness of art to the site.
- Provide a balanced and equitable distribution of art in the city.
- Allow for efficient management and maintenance of the art at the site location.

VII. Eligible Projects

The Public Art Committee will be responsible for the development of specific guidelines in making recommendations for eligible projects. In general, eligible projects will include:

- The commissioning of permanent works designed for specific public sites in Denton
- The loan, purchase, or donation of art works
- The installation of short-term projects that result in the creation of temporary or permanent public art

VIII. Art and Artist Selection

The Public Art Committee will develop and adopt specific criteria for the selection of artists and artwork with final approval from the City Council. Methods used for artist selection may include open competition, invitational competition, or direct selection and must comply with all laws, regulations, and city policies governing purchasing.

IX. Ownership and Copyright

Permanent pieces of public art shall be the property of the City of Denton. The City shall own the physical work, with unlimited reproduction rights allowed the City for appropriate promotional and educational purposes. Legal title and copyrights in any work of public art will be spelled out contractually between the City and the artist/owner.

X. Maintenance

Prior to acceptance of any piece of artwork by the Public Art Committee, a recommendation should be developed for its short and long-term maintenance, including a budget for each project. All permanent public art projects must have a maintenance plan that projects both staff time and funding required to properly maintain the work. The City of Denton shall be responsible for the maintenance and management of public art projects approved by the City Council.

XI. Accessioning, Deaccessioning, and Resiting of Public Art

Gift acceptance and placement of public art should be in accordance with historic use and in keeping with the City of Denton general public art goals. The quality, scale, and

character of the gift should be appropriate to the particular setting. Donations of works that require the City of Denton to pay installation, framing, restoration, or repair are not encouraged. The City of Denton will evaluate such expenditures at the time the gift is considered. Works of art requiring high or excessive maintenance may be declined. All donations of art must be approved by the City Council with due consideration given to any Public Art Committee recommendations.

In accordance with the guidelines established by Public Art Committee, the City of Denton shall deaccession and dispose of works of art in its collection only when it finds such action to be in the public interest or as a means of improving the quality of the collection or public safety. Works of public art may be relocated or removed if a gift or commissioned piece becomes a hazard or liability or if the approved terms of acceptance are not fulfilled. Works of art that meet the definition for public art covered by this policy but which came into existence prior to the adoption of the policy will be subject to this same deaccessioning procedure.

XII. Temporary Exhibits

Public art projects may include installations, artist-in-residence programs, and other short-term projects that result in the creation of temporary public art.

XIII. Lending Policy

Artwork may be loaned to other agencies or entities if deemed appropriate by the City Council with due consideration given to any Public Art Committee recommendations. The Public Art Committee will be responsible for recommending criteria for establishing a lending policy.

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 18 2017 ✓

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	City of Denton PARD Maintenance
Name of Event:	Denton Downtown Square
Website Address:	http://www.cityofdenton.com
Mailing Address:	601 E. Hickory, Suite B
	Denton, Texas 76205
Physical Address:	Same as above
Telephone #:	940-349-7460 Fax #: 940-349-8166

Primary Contact Name: (Project Director)	Emerson Vorel
Mailing Address:	601 E. Hickory, Suite B
	Denton, Texas 76205
Telephone #:	940-349-7460 Fax #: 940-349-8166
Email Address:	emerson.vorel@cityofdenton.com

Secondary Contact Name: (Local Board Chairman)	John Schubert
Mailing Address:	901 B Texas Street
	Denton, Texas 76209
Telephone #:	940-349-7464 Fax #: 940-349-8429
Email Address:	john.schubert@cityofdenton.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

_____ **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

_____ **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

__X__ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

_____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

_____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

_____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
The City of Denton PARD maintains the area surrounding the historic downtown square and landscaping on Hickory Street from Elm to Railroad in order to promote a warm, friendly atmosphere. By maintaining a clean friendly atmosphere we make this area much more aesthetically pleasing to visitors to the many historic downtown buildings, the courthouse on the square museum and the Bayless/Selby house.

3) Does your organization have paid staff?
__X__ Yes __45__ # Full-time __5__ # Part-time
_____ No

4) Does your organization use volunteers?
__X__ Yes Approximately how many? __25__
_____ No

5) Does your organization _____ own or _____ rent office space?

6) Does your organization own a vehicle?

___X___ Yes

_____ No

7) Is the event that the organization is requesting HOT funds for held on City property?

___X___ Yes Name Location(s) Oak, Hickory, Elm and Locust Streets

_____ No Name Location(s) and Common Areas

8) Will the organization be able to provide insurance coverage for the event if held on City property?

___X___ Yes

_____ No

9) List ALL other sources of funding your organization receives and how much.

_____ Check here if information is attached.

Source	Please Circle One		Dollar Amount
General Fund Budget	Earned	Donated	$ 5,907,806
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Cleaning the Downtown Square	$69,064.00
and Cedar Street three times	
each week	
Quarterly Pressure Washing of	$15,936.00
stains and high traffic areas	
We are requesting partial funding	$40,000.00

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2016	102,000	N A		Courthouse Visitors
2016	16,008	N A		Holiday Lighting
2015	12,130	N A		July 4th Parade
2014	6,640(830/WkX 8 Wks)	N A		Twilight Tunes
2014	4,620	N A		July 4th Parade
	2016 Events	71,400	449,986	(#s from Denton CVB)

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Providing a clean, safe, and well maintained area for visitors who come to Denton in order to visit the 1896 historic Denton Courthouse on the Square, our unique circa 1900 era buildings surrounding the courthouse and the Bayless / Selby house museum only a few blocks away is necessary to continue and encourage tourists to travel to Denton and enjoy our heritage and participate in the many events that are held at this location.

13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

N/A

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

Promotion of the area as a well maintained, friendly and enjoyable area with shopping amenities mixed with historic buildings, common areas and beautiful landscaping that encourages tourists to come to Denton and enjoy our wonderful amenities while learning about our historic past.

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

As the areas around the courthouse are renovated such as Hickory Street the Parks and Recreation Department intends to expand the maintenance program in order to further encourage tourism in these areas.

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

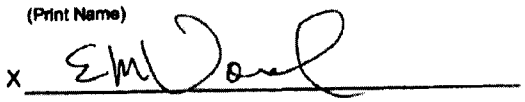
Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

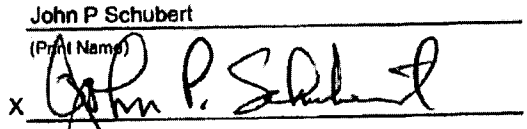
Exhibit K Provide list of all donations made by your organization last year. Include

organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: Emerson Vorel
(Print Name)
X 

Date: 5/16/2017

Project Director John P Schubert
(Print Name)
X 

Date: 5/16/2017

Late applications are subject to reduction or denial of funding.

Exhibit D

Exhibit D

Cleaning of Historic Downtown Square

2018 Program Year

Hotel / Motel Occupancy Tax (HOT) Fund

Budget

Revenue Description

$0.00

Expense Description

Cleaning on the Square three times per week	$69,064.00
Quarterly pressure wash of stains / high traffic areas	$15,936.00
Total	$85,000.00

Exhibit E

TEXAS SALES TAX EXEMPTION CERTIFICATE	VENDOR
NAME OF PURCHASER, FIRM OR AGENCY CITY OF DENTON	
ADDRESS (STREET & NUMBER, P.O. BOX OR ROUTE NUMBER) 215 E. MCKINNEY STREET	PHONE (940) 349-7100
CITY, STATE, ZIP CODE DENTON, TEXAS 76201	

******* TIN # 75-6000514 *******

I, the purchaser named above, claim an exemption from payment of sales tax for the purchase of taxable items described below or on the attached order or invoice:

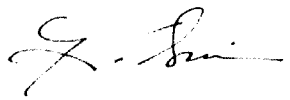
Description of items to be purchased, or on the attached order or invoice:

Purchaser claims this exemption for the following reason:

MUNICIPAL GOVERNMENT AND UTILITY

I understand that I will be liable for payment of Sales Tax which may become due for failure to comply with the provisions of the State, City and/or Metropolitan Transit Authority Sales and Use Tax Laws and Comptroller rules regarding exempt purchases. Liability for the tax will be determined by the price paid for the taxable items purchased or the fair market rental value for the period of time used.

I understand that it is a misdemeanor to give an Exemption Certificate to the seller for taxable items which I know, at the time for purchase, will be used in a manner other than that expressed in this certificate and that upon conviction may be fined not more than $500.00 per offense.

PURCHASER	TITLE	DATE
	Interim Purchasing Manager	4/12/17

NOTE: This certificate cannot be issued for the purchase, lease or rental of a motor vehicle.

THIS CERTIFICATE DOES NOT REQUIRE A NUMBER TO BE VALID

Sales and Use Tax *EXEMPTION NUMBERS* or "TAX EXEMPT" Numbers do not exist

This certificate should be furnished to the supplier. DO NOT send the completed certificate to the Comptroller of Public Accounts

Exhibit F

Form **W-9**
(Rev. December 2014)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
City of Denton

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only one of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☑ Other (see instructions) ▶ **Municipality**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any) _____
Exemption from FATCA reporting code (if any) _____
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
215 East McKinney Street

Requester's name and address (optional)

6 City, state, and ZIP code
Denton, TX 76201

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number
[ ][ ][ ] - [ ][ ] - [ ][ ][ ][ ]

or

Employer identification number
7 5 - 6 0 0 0 5 1 4

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here | **Signature of U.S. person ▶** [signature] C.I.M. **Date ▶** 1/1/2017

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at *www.irs.gov/fw9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

Exhibit H

City of Denton
City Council Contact Information

Mailing Address for the City Council:
City of Denton
215 E. McKinney
Denton, TX 76201

Voice Mail: 349-7717
Fax: 349-8596

Mayor
Chris Watts
2216 S. Bonnie Brae
Denton, TX 76207
E-mail: chris.watts@cityofdenton.com

Office: 349-7717
Cell: 594-6604

Council Member – District 1
Gerard Hudspeth (Diane)
606 Wilson Street
Denton, TX 76205
E-mail: gerard.hudspeth@cityofdenton.com

Cell: 214/543-9091

Council Member – District 2
Keely G. Briggs (Chris)
3108 Broken Bow
Denton, TX 76209
E-mail: keely.briggs@cityofdenton.com

Cell: 453-8377

Council Member– District 3
Kathleen Wazny (Raymond)
9117 Perimeter Street
Denton, TX 76207
E-mail: kathleen.wazny@cityofdenton.com

Cell: 367-0171

Council Member – District 4
John Ryan (Carol)
43 Wellington Oaks Circle
Denton, TX 76210
E-mail: john.ryan@cityofdenton.com

Cell: 940/206-7213

Council Member – At Large Place 5
Dalton Gregory (Donna)
2408 Emerson Lane
Denton, TX 76209
E-mail: dalton.gregory@cityofdenton.com

Home: 565-9331

Mayor Pro Tem – At Large Place 6
Sara Bagheri (Chris Robles)
3201 Westgate Drive
Denton, TX 76207
E-mail: sara.bagheri@cityofdenton.com

Cell: 230-1601

Revised 05/17/17

Exhibit I

2017 CITY COUNCIL MEETING DATES AND DEADLINES

Meeting Date	Type Of Meeting	Due Date Legal Request	Captions Due To Purchasing (Bids/Purchases)	Captions Due In Legistar by Noon	Backup 'Agenda Ready' in Legistar by 10 AM
January 2	**No Luncheon**				
January 3	**No Meeting**				
January 10	Special Called Session	December 16	December 20	December 22*	January 6
January 17	**No Meeting**				
January 24	4th Tuesday Session	December 30		January 9	January 20
January 31	**No Meeting**				
February 6	Luncheon	January 13		January 23	February 2**
February 7	Work/Regular Session	January 13	January 17	January 23	February 3
February 14	2nd Tuesday Session	January 20		January 30	February 10
February 21	Work/Regular Session	January 27	January 31	February 6	February 17
February 28	**No Meeting**				
March 6	**No Luncheon**				
March 7	Work/Regular Session	February 10	February 14	February 20	March 3
March 14	**No Meeting**				
March 21	Work/Regular Session	February 24	February 28	March 6	March 17
March 28	4th Tuesday Session	March 3		March 13	March 24
April 3	Luncheon	March 10		March 20	March 30**
April 4	Work/Regular Session	March 10	March 14	March 20	March 31
April 11	2nd Tuesday Session	March 17		March 27	April 7
April 18	Work/Regular Session	March 24	March 28	April 3	April 14
April 25	4th Tuesday Session	March 31		April 10	April 21
May 1	Luncheon	April 7		April 17	April 27**
May 2	Work/Regular Session	April 7	April 11	April 17	April 28
May 9	2nd Tuesday Session	April 14		April 24	May 5
May 16	Work/Regular Session	April 21	April 25	May 1	May 12
May 23	Election Meeting	April 28		May 8	May 19
May 30	**No Meeting**				
June 5	Luncheon	May 12		May 22	June 1**
June 6	Work/Regular Session	May 12	May 16	May 22	June 2
June 13	2nd Tuesday Session	May 19		May 26*	June 9
June 20	Work/Regular Session	May 26	May 30	June 5	June 16
June 27	4th Tuesday Session	June 2		June 12	June 23
July 3	**No Luncheon**				
July 4	**No Meeting**				
July 11	**No Meeting**				

2017 CITY COUNCIL MEETING DATES AND DEADLINES

MEETING DATE	TYPE OF MEETING	DUE DATE LEGAL REQUEST	CAPTIONS DUE TO PURCHASING (BIDS/PURCHASES)	CAPTIONS DUE IN LEGISTAR BY NOON	BACKUP 'AGENDA READY' IN LEGISTAR BY 10 AM
July 18	Work/Regular Session	June 23	June 27	July 3	July 14
July 25	4th Tuesday Session	June 30		July 10	July 21
August 1	Work/Regular Session	July 7	July 11	July 17	July 28
August 3	Budget Workshop	July 7		July 17	July 28
August 7	Luncheon	July 14		July 24	August 3**
August 8	2nd Tuesday Session	July 14		July 24	August 4
August 15	Work/Regular Session	July 21	July 25	July 31	August 11
August 22	4th Tuesday Session	July 28		August 7	August 18
August 29	**No Meeting**				
September 4	**No Luncheon**				
September 5	**No Meeting**				
September 12	Special Called Session	August 18	August 22	August 28	September 8
September 19	Work/Regular Session	August 25	August 29	September 1*	September 15
September 26	4th Tuesday Session	September 1		September 11	September 22
October 2	Luncheon	September 8		September 18	September 28**
October 3	**No Meeting**				
October 10	2nd Tuesday Session	September 15		September 25	October 6
October 17	Work/Regular Session	September 22	September 26	October 2	October 13
October 24	4th Tuesday Session	September 29		October 9	October 20
October 31	**No Meeting**				
November 6	Luncheon	October 13		October 23	November 2**
November 7	Work/Regular Session	October 13	October 17	October 23	November 3
November 14	2nd Tuesday Session	October 20		October 30	November 10
November 21	**No Meeting**				
November 28	4th Tuesday Session	November 3		November 13	November 21**
December 4	Luncheon	November 10		November 20	November 30**
December 5	Work/Regular Session	November 17	November 14	November 20	December 1
December 12	2nd Tuesday Session	November 22*		November 27	December 8
December 19	**No Meeting**				
December 26	**No Meeting**				

* Denotes earlier due date because of holiday

** Denotes earlier due date / Backup 'Agenda Ready' in Legistar by 5 PM

[11/15/2016]

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

RECEIVED MAY 19 2017 ✓

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	Greater Denton Arts Council
Name of Event:	Year-Round Facilities and Programs
Website Address:	www.dentonarts.com
Mailing Address:	400 E. Hickory St.
	Denton, TX 76201
Physical Address:	400 E. Hickory St. Denton, TX 7
Telephone #:	940-382-2787 Fax #: 940-382-1467
Primary Contact Name: (Project Director)	Tracy Bays-Boothe, Executive Director
Mailing Address:	400 E. Hickory St.
	Denton, TX 76201
Telephone #:	940-382-2787 Fax #: 940-382-1467
Email Address:	exdir@dentonarts.com
Secondary Contact Name: (Local Board Chairman)	Linda Eaddy, Board President
Mailing Address:	29 Wellington Oaks Circle
	Denton, TX 76210
Telephone #:	940-566-2810 Fax #:
Email Address:	lindaegdac@gmail.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

X **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

X **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

____ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

X **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
The Greater Denton Arts Council (GDAC) is a catalyst for creativity, advocacy, and collaboration. The Patterson-Appleton Arts Center (PAAC) is our home where we celebrate the arts, inspire innovation, and engage with the community. We celebrate the arts through publicity, educational programs, and diverse and dynamic events for visitors of all ages. We are a resource for leadership, funding, and facility space for established and emerging artists and cultural organizations. The Arts Council strives to serve as a liaison and trusted advocate for the arts in our community, working with area agencies and government to promote the creativity of our city throughout the region and beyond.

3) Does your organization have paid staff?
X Yes 4 # Full-time 6 # Part-time
____ No

4) Does your organization use volunteers?
X Yes Approximately how many? 325
____ No

5) Does your organization ___X___ own or ___X___ rent office space?

6) Does your organization own a vehicle?

___ Yes
___X___ No

7) Is the event that the organization is requesting HOT funds for held on City property?

___X___ Yes Name Location(s) Patterson-Appleton Arts Center
___ No Name Location(s) ___

8) Will the organization be able to provide insurance coverage for the event if held on City property?

___X___ Yes
___ No

9) List ALL other sources of funding your organization receives and how much.

___X___ Check here if information is attached.

Source	Please Circle One		Dollar Amount
Rental Income	Earned	Donated	$ 54374
Government Monies	Earned	Donated	$ 13000
Interest	Earned	Donated	$ 751
Grants, Sponorships, Gifts	Earned	Donated	$ 187936
Hot Funds (and Interest)	Earned	Donated	$ 129861
Memberships	Earned	Donated	$ 35895
Gallery Admissions	Earned	Donated	$ 1675
Program Income	Earned	Donated	$ 79468

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Exhibitions

Materials: Hard + Soft International Craft Exhibition
VAST: 125 Mile Exhibition
Youth Art Month
High School Art Show
Greater Denton Arts Council: Celebrating 50 Years
Day of the Dead Exhibition
Thin Line Photography Gallery

Programs

Arts After School
Summer Arts Camp
Spring Break Camp
Day of the Dead
Artist Workshops
Thursday Nights @ The PAAC
We Create: Parent + Child Classes
First Fridays at the Arts Center

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2016	86,527	20,766	Unknown	Art Council Events
2015	82,522	19,805	Unknown	Art Council Events
2014	73,569	18,392	Unknown	Art Council Events

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

See Attached Supplemental Questions

13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

See Attached Supplemental Questions

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

See Attached Supplemental Questions

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2015	2014-2015	904,075	470,032	450,728	923,379

2015	June - Dec 2015 (short year)	923,379	247,188	215,890	858,889
2016	2015-2016	858,889	436,628	424,920	855,808

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

See Attached Supplemental Questions

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A	Provide examples and evidence of marketing area and readership. (limit 5)
Exhibit B	Provide the last two years' audited financials or balance sheets and income and expense statement.
Exhibit C	Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.
Exhibit D	Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.
Exhibit E	Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.
Exhibit F	Current W-9.
Exhibit G	Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.
Exhibit H	List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I	Provide schedule of local governing body's meetings.
Exhibit J	Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.
Exhibit K	Provide list of all donations made by your organization last year. Include

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: Linda J. Eaddy

(Print Name)

X Linda J. Eaddy

Date: 5/19/17

Project Director TRACY BAYS-BOOTHE

(Print Name)

X

Date: 5.19.17

Late applications are subject to reduction or denial of funding.

Supplemental Questions

Supplemental Questions

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Building on a long history of presenting quality art exhibitions and educational programming, the Arts Council continues to expand its reach and impact within the community and beyond in innovative and dynamic ways. Popular exhibitions such as the now international craft competition and exhibition *Materials: Hard & Soft* (which drew over 1400 applicants this year from 21 countries) will continue to bring international talent to Denton as well as export the reputation of Denton's vibrant arts community across the globe. New programs such as Arts After School, Family Days, and additional funding provided for docent and tours for DISD and university students have increased attendance in education efforts. In 2017, the Arts Center also expanded our hours to include additional weekly evening and weekend hours for Denton residents as well as tourists and residents of DFW and the region. In service to the community, financial analysis has shown that the Arts Council provides almost $100,000 in annual in-kind rental discounts to area arts organizations as a low-cost facility/ venue space for community events, meetings, rehearsals, and auditions. In addition, the Council launched its new website in partnership with KERA/Art & Seek that actively promotes and advertises efforts of its almost 40 arts member organizations through increased PR and marketing efforts.

13) What specific market will you target with the organization's marketing plan?

Over the past year, the Arts Council has developed new signature events and marketing plans designed to increase diversity and multigenerational audiences, as well as drive regional, national, and international recognition for the arts of Denton. In support of expanded after-hours programs, new marketing and promotional partnership have been secured with *The Fort Worth Weekly* and *The Dentonite* for Thursday Nights @ PAAC, as well as promotional partnerships with the *Dallas Observer* and *We Denton Do It* in support of First Fridays at the Arts Center. In partnership with KERA, the council now provides a simple, user friendly web portal and centralized online arts calendar on its website for all member and arts organization of Denton. In addition, new partnerships with regional Hispanic leadership (Denton Hispanic chamber of Commerce, Hispanic Heritage Month Committee), the Denton Black Film Festival, and targeted young adult markets such as Thin Line, Oaktopia, Dr. Sketchy's Anti-Art Club, and Denton Independent Motorcycle Show have drawn new and diverse audiences from across the region and state. Family friendly programming will be presented to celebrate and cultivate multigenerational audiences. The Council will continue to expand marketing efforts in national publications and online markets, grow its regional mailing lists, and provide extensive press and media efforts with the *Denton Record Chronicle, Dallas Morning News, Dallas Observer, Texas Monthly, Fort Worth Weekly, Juxtapose Magazine,* and regional and national publications. Information will also be publicized in Information Centers and event calendars across Texas, Oklahoma, and Louisiana, and calls for artists for exhibitions will now reach thousands of arts organizations, museums, and universities

across the world. In addition, continued social media initiatives allow us to reach and attract new potential visitors daily.

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

As the leading arts organization in Denton, the Arts Council provides high quality arts programming that enhances the quality of life for those in Denton and celebrates and drives tourism for the leisure industry in the region. In addition, we provide a variety of innovative and dynamic after-hours events and programs at the PAAC, Campus Theatre, and Murchison Performing Arts Center such as An Evening with Kevin Smith (actor, director, and star of AMC's Comic Book Men) that will have broad regional appeal and raise national attention for Denton. The Arts Council, in increasing partnership with the CVB, will work to expand support and partnerships with area businesses and regional art organizations that celebrate and raise awareness for the growing creative class of Denton. Arts Council staff and board will continue to serve on the CVB's Advisory Committee, Downtown Task Force, Public Art Committee, Denton Benefit League, among others. This year, in partnership with city wide festival organizations, the Arts Council will provide arts and crafts activities at the Holiday Lighting Event, present exhibitions, and family programs during the Day of the Dead Festival, and continue to reach over 550,000 visitors annually through sponsorship of programs such as the Denton Arts & Jazz Festival and other arts events.

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

While celebrating and honoring its history and legacy, the Arts Council has revitalized its mission, brand, and strategic plan to elevate the organization and the arts of Denton to new levels of local, regional, and national, and international prominence. Community and regional engagement is a continued priority to showcase and stimulate advocacy for the arts while driving increased access, awareness, and attendance to local events, business, and community partners. For example, in 2017, the Arts Center will feature multiple national and international exhibitions including *Materials: Hard + Soft, The Texas Watercolor Society: 68th Annual National Exhibit, Recent Works by Amahigueré Dolo,* a noted African artist presented in partnership with the respected Menil Collection of Houston, the international touring exhibition *The AIDS Memorial Quilt* presented in partnership with UT Dallas and The NAMES Project. In 2018, the Arts Council will celebrate its 50th Anniversary with a year dedicated to celebrating its history and future with dynamic exhibitions, programs, and community events that celebrate and reflect the breadth and quality of the arts of Denton with events ranging from the visual arts, music, theatre, dance, poetry, and beyond. We also will continue to expand our role as a true advocate for the arts and artists, both established and emerging, with ever increasing marketing and media efforts to raise awareness for the remarkable creative capital of our city.

Exhibit A

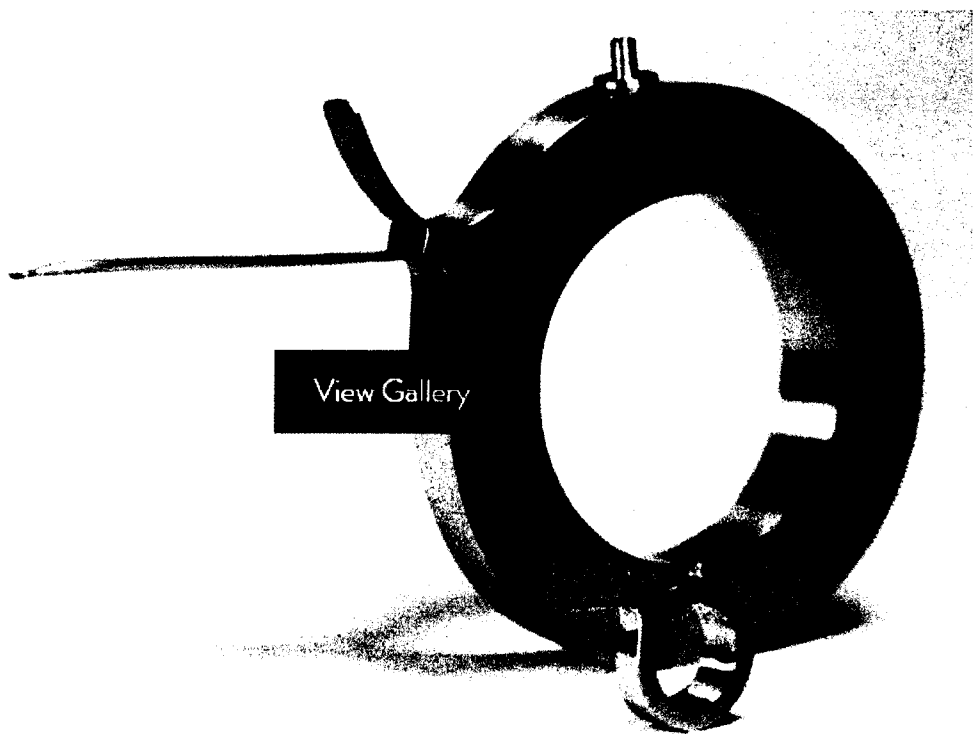
Banner and online ads featured in Dallas Observer in promotion of *An Evening with Kevin Smith: The Art of Comics*

DESIGN

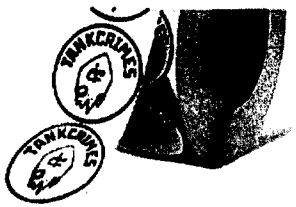
CALL FOR ENTRIES: CONTEMPORARY CRAFT COMPETITION AND EXHIBITION

[illegible] is expanding its call for entries for the 30th annual *Materials: Hard + Soft Contemporary Craft Competition and Exhibition* to now include international artists, thanks to a partnership with the NEA. Recognized as one of the premier craft exhibitions in the country, Materials celebrates the evolving field of contemporary craft and the innovation of artists who push the boundaries of their chosen media.

Read more below...



The 2017 juror will be JoAnn Edwards, Executive Director of the Museum of Craft and Design in San Francisco, California. Submit your work online by September 30th. Learn more

SAVE $50!

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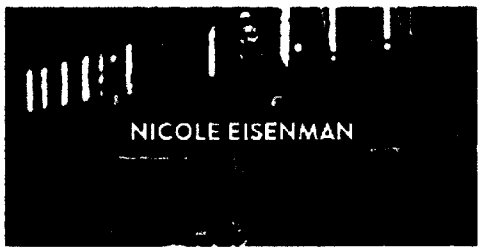

MOST POPULAR

ILLUSTRATION
PSYCHEDELIC POCKET KNIVES FROM JOSEPH MELHUISH
September 13, 2017

GRAFFITI
THE WORK OF AWE2
September 13, 2017

SCULPTURE
BANJO & FRIENDS "SACRAMENTAL VESSELS" @ GREGORIO ESCALANTE

GREATER DENTON **ARTS COUNCIL**
PATTERSON-APPLETON **ARTS CENTER**

9th Annual National Contemporary Craft Competition + Exhibition

MATERIALS HARD+SOFT

FEBRUARY 5 - APRIL 1, 2016

OPENING RECEPTION | Friday, February 5, 6:00 - 8:00 PM
rtists + Members Mixer, 5:00 - 6:00 PM | Juror Awards with Curator Elizabeth Kozlowski, 6:45 PM
his special exhibition is FREE for GDAC members, children under 12, and students
eneral Public $5

PCOMING EXHIBITIONS AT THE ARTS CENTER
AST'S 10th ANNUAL 125-MILE EXHIBITION | January 15 - February 20
HIN LINE PHOTOGRAPHY FESTIVAL | February 17 - 21
RTS OPEN CALL | March 4 - April 16

or more information on exhibitions and programs
elebrating the exhibitions, visit **dentonarts.com**

Texas Commission on the Arts
ART WORKS. arts.gov
FUNDED IN PART BY THE CITY OF DENTON

ont Image: Ivonne Acero, *Points of Attachment*, 2015

Exhibit B

GREATER DENTON ARTS COUNCIL

FINANCIAL STATEMENTS
AND
INDEPENDENT AUDITORS' REPORT

JUNE 30, 2015

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Members:
AMERICAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS
TEXAS SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

HANKINS, EASTUP, DEATON, TONN & SEAY
A PROFESSIONAL CORPORATION
CERTIFIED PUBLIC ACCOUNTANTS

902 NORTH LOCUST
P.O. BOX 977
DENTON, TX 76202-0977

TEL. (940) 387-8563
FAX (940) 383-4746

INDEPENDENT AUDITORS' REPORT

Board of Directors
Greater Denton Arts Council
Denton, Texas

We have audited the accompanying financial statements of the Greater Denton Arts Council (a nonprofit organization), which comprise the statement of assets, liabilities, and fund balances - modified cash basis as of June 30, 2015, and the related statement of receipts, disbursements and changes in fund balances - modified cash basis for the year then ended, and the related notes to the financial statements, which collectively comprise the Organization's basic financial statements as listed in the table of contents.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with the modified cash basis of accounting as described in the notes to the financial statements; this includes determining that the modified cash basis of accounting is an acceptable basis for the preparation of the financial statements in the circumstances. Management is also responsible for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinions.

Opinions

In our opinion, the financial statements referred to above present fairly, in all material respects, the assets, liabilities, and fund balances of the Greater Denton Arts Council as of June 30, 2015, and receipts, disbursements and changes in fund balances for the year then ended in accordance with the modified cash basis of accounting as described in the notes to the financial statements.

Basis of Accounting

We draw attention to the notes of the financial statements, which described the basis of accounting. The financial statements are prepared on the modified cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America. Our opinion is not modified with respect to that matter.

Other Matters

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The statements of receipts and disbursements (modified cash basis) of the Arts Guild and the Museum of Texas Art & Culture on pages 10 and 11 are presented for purposes of additional analysis and are not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves.

Hankins, Eastup, Deaton, Tonn & Seay

Hankins, Eastup, Deaton, Tonn & Seay, PC
Denton, Texas

October 20, 2015

GREATER DENTON ARTS COUNCIL

STATEMENT OF ASSETS, LIABILITIES AND FUND BALANCES
(MODIFIED CASH BASIS)
JUNE 30, 2015

	General Fund	Fixed Assets Fund	TOTAL
ASSETS			
Cash in banks - GDAC	$ 4,440	$ -	$ 4,440
Cash in bank - TAG	1,836	-	1,836
Cash in bank - Museum	1,648	-	1,648
Investments - GDAC	377,090	-	377,090
Investments - Museum	546,901	-	546,901
Petty cash - Museum	100	-	100
Petty cash - GDAC	164	-	164
Land, buildings & equipment at cost, less accumulated depreciation of $1,972,132	-	1,621,721	1,621,721
TOTAL ASSETS	$ 932,179	$ 1,621,721	$ 2,553,900
LIABILITIES AND FUND BALANCES			
Liabilities:			
Rental Deposits	$ 8,800	$ -	$ 8,800
Total Liabilities	8,800	-	8,800
Fund balances:			
Investment in Fixed Assets	-	1,621,721	1,621,721
Designated for TAG	1,836	-	1,836
Designated for Museum	629,770	-	629,770
Designated by Donor	54,316	-	54,316
Designated by Board	16,956	-	16,956
Undesignated	220,501	-	220,501
Total Fund Balances	923,379	1,621,721	2,545,100
TOTAL LIABILITIES AND FUND BALANCES	$ 932,179	$ 1,621,721	$ 2,553,900

The accompanying notes are an integral part of this statement.

GREATER DENTON ARTS COUNCIL

STATEMENT OF RECEIPTS, DISBURSEMENTS AND CHANGES IN FUND BALANCES (MODIFIED CASH BASIS) FOR THE YEAR ENDED JUNE 30, 2015

	General Fund	Fixed Assets Fund	TOTAL
Receipts:			
Membership support - dues	$ 38,395	$ -	$ 38,395
Other contributions	19,651	-	19,651
Hotel/Motel tax	120,724	-	120,724
Grants	41,539	-	41,539
Rental of facilities	50,089	-	50,089
Program receipts	33,363	-	33,363
Fundraising	43,485	-	43,485
Commission on sale of art	101	-	101
Capital campaign contributions	107,337	-	107,337
Interest and dividends on investments	10,988	-	10,988
Gain on sale of investments	3,656	-	3,656
Other receipts	704	-	704
Total Receipts	470,032	-	470,032
Disbursements:			
Grants	40,003	-	40,003
Program expense	42,535	-	42,535
Fundraising	17,425	-	17,425
Salaries	219,030	-	219,030
Payroll tax	16,673	-	16,673
Employee benefits	9,354	-	9,354
Mileage reimbursement	208	-	208
Training	700	-	700
Membership and newsletter	40	-	40
Board and volunteer expense	663	-	663
Insurance	11,984	-	11,984
Rental security and expense	1,676	-	1,676
Maintenance and repairs	11,111	-	11,111
Telephone	5,546	-	5,546
Professional fees	5,000	-	5,000
Postage	1,306	-	1,306
Office supplies	7,035	-	7,035
Dues and subscriptions	1,303	-	1,303
Miscellaneous	183	-	183
Meeting expense	677	-	677
Campus Theatre expenses	24,697	-	24,697
Bank and investment fees	8,180	-	8,180
Center for the Visual Arts	982	-	982
Capital campaign expenses	10,734	-	10,734
Exec. Director expenses	1,183	-	1,183
Depreciation	-	100,589	100,589
Total Disbursements	438,228	100,589	538,817

The accompanying notes are an integral part of this statement.

GREATER DENTON ARTS COUNCIL

STATEMENT OF RECEIPTS, DISBURSEMENTS AND CHANGES
IN FUND BALANCES (MODIFIED CASH BASIS) (CONTINUED)
FOR THE YEAR ENDED JUNE 30, 2015

	General Fund	Fixed Assets Fund	TOTAL
Receipts over (under) Disbursements	$ 31,804	$ (100,589)	$ (68,785)
Fund Balances, July 1, 2014	904,075	1,709,810	2,613,885
Fixed Assets Additions (Deletions)	(12,500)	12,500	-
Fund Balances, June 30, 2015	$ 923,379	$ 1,621,721	$ 2,545,100

The accompanying notes are an integral part of this statement.

NATURE OF ORGANIZATION

The Greater Denton Arts Council serves to develop the creative awareness of the community, through participation, encouragement and support of the arts. The goal of the Arts Council is to establish long-range solutions to community needs, to establish and promote private and public support of the arts, and to provide services and assistance to arts organizations, artists, and the community.

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The financial statements of the Greater Denton Arts Council (GDAC) have been prepared on the modified cash basis of accounting which include a provision for depreciation of fixed assets. Consequently, certain revenues are recognized when received rather than when earned, and certain expenses and purchases of assets are recognized when cash is disbursed rather than when the obligation is incurred. Financial statements prepared on this basis of accounting are not intended to present financial position and results of operations in accordance with generally accepted accounting principles.

The accounts of the Council are maintained in accordance with the principles of fund accounting. This is the procedure by which resources for various purposes are classified for accounting and reporting purposes into funds established according to their nature and purposes.

The assets and fund balances of the Council are reported in two self-balancing fund groups as follows:

- General fund, representing the portion of resources available for support of operations;
- Fixed assets fund, accounting for the cost of all capital-related expenditures, major donated capital items, and depreciation.

The financial statements of the Greater Denton Arts Council include the activity of The Arts Guild (TAG) and The Museum of Texas Art & Culture which are member organizations. An auction held annually by TAG provides the primary source of fundraising for the Arts Council. Transactions between the three entities have been eliminated for presentation in the basic financial statements. The activity of TAG and The Museum of Texas Art & Culture (including transactions with the Arts Council) is presented separately in the supplementary information section of this report.

The organization is exempt from federal income taxes under Section 501(c)(3) of the Internal Revenue Code, and has not been classified as a private foundation.

INVESTMENTS

The Council's investments consist of money market accounts and certificates of deposit, as follows:

Maturity	Type	Interest Rate	Fund-Group	Cost	Fair Value
Investments - GDAC					
N/A	Money Market	.20%	GDAC	$ 162,301	$ 162,301
N/A	Money Market	.10%	GDAC	892	892
N/A	Money Market	.10%	GDAC	16,956	16,956
N/A	Money Market	.35%	GDAC	96,704	96,704
11-06-15	C.D.	.20%	GDAC	31,324	31,324
04-05-16	C.D.	.40%	GDAC	12,631	12,631
07-17-15	C.D.	.65%	GDAC	56,282	56,282
Total Investments – GDAC				$ 377,090	$ 377,090
Investments – Museum					
N/A	Money Market	.15%	Museum	15,931	15,931
N/A	The Dallas Foundation	N/A	Museum	530,970	562,484
Total Investments - Museum				$ 546,901	$ 578,415

Financial instruments are considered Level 1 when their values are determined using quoted prices in active markets for identical assets that the reporting entity has the ability to access at the measurement date. Level 2 inputs are other than quoted prices included within Level 1, such as quoted prices for similar assets in active or inactive markets, inputs other than quoted prices that are observable for the asset, or inputs that are derived principally from or corroborated by observable market data by correlation or other means.

The Investments above are using Level 2 measurements for fair value, however since the modified cash basis of accounting is being used, the investments are reported on the cost basis.

FIXED ASSETS

Following is a summary of the Council's fixed assets:

Buildings and improvements	$3,201,378
Furniture and equipment	287,095
Permanent art collection	105,380
	3,593,853
Less: Accumulated depreciation	(1,972,132)
	$1,621,721

Fixed assets exceeding $250 in value are capitalized and recorded at cost. Depreciation of fixed assets is recorded in the financial statements, using the straight line method over the estimated useful life. The permanent art collection is not depreciated.

The cost of the buildings and improvements includes expenditures of the Council to renovate the Center for the Visual Arts. This building currently houses two art galleries, rehearsal hall, reception hall and studios. In 1990 the Council purchased the Campus Theatre at a cost of $100,778 which is also included in buildings and improvements. In June of 1995 the Campus Theatre renovations were completed at a cost of $1,743,445.

The art collection is valued at the approximate market value of the donated items at the date they were given. The collection consists primarily of works valued at $600 or less. However, the collection also includes sculptures donated to the Council by various donors. These items comprise approximately three-fourths of the value of the collection.

COMMITMENTS

On September 1, 2006, the Council entered into a 25-year lease agreement with the City of Denton for the present Center of the Visual Arts. The Council pays a minimum of $1 a year for the use of the building. The City also pays a portion of the operational expenses.

SUBSEQUENT EVENTS

Management evaluates subsequent events through the date of the report, which is the date the financial statements were available to be issued.

SUPPLEMENTARY INFORMATION

GREATER DENTON ARTS COUNCIL

STATEMENT OF RECEIPTS AND DISBURSEMENTS (MODIFIED CASH BASIS): THE ARTS GUILD FOR THE YEAR ENDED JUNE 30, 2015

Receipts:		
Membership support - dues	$ 250	
Fundraising – auction & other events	13,600	
Total Receipts		$ 13,850
Disbursements:		
Grants - GDAC	15,000	
Fundraising – auction & other events	2,580	
P.O. box rental	100	
Office supplies	140	
Bank charges	5	
Membership expense	677	
Total Disbursements		18,502
Excess of Disbursements over Receipts		$ (4,652)

See Report on Supplementary Information

GREATER DENTON ARTS COUNCIL

STATEMENT OF RECEIPTS AND DISBURSEMENTS (MODIFIED CASH BASIS): THE MUSEUM OF TEXAS ART & CULTURE FOR THE YEAR ENDED JUNE 30, 2015

Receipts:		
Interest and Dividends on Investments	$ 9,991	
Gain on Sale of Investments	3,656	
Total Receipts		$13,647
Disbursements:		
Investment fees	6,067	
Total Disbursements		6,067
Excess of Receipts over Disbursements		$ 7,580

See Report on Supplementary Information

Greater Denton Arts Council
Statement of Financial Position
As of February 29, 2016

	Feb 29, 16	Jan 31, 16	$ Change
ASSETS			
Current Assets			
Checking/Savings			
100.5 · Access Bank (TAG)	12,479.00	11,262.65	1,216.35
101 · Compass Bank MM (Lalor)	12,696.57	233.56	12,463.01
106 · First State Bank Checking	30,467.52	31,560.40	-1,092.88
107 · First State Bank MM	142,493.06	142,471.20	21.86
Total Checking/Savings	198,136.15	185,527.81	12,608.34
Other Current Assets			
110 · Endowment Fund			
FSB CD#70834-Scionti Ed. Endow.	31,350.13	31,350.13	0.00
FSB CD#72538-Scionti Ed./GDAC	51,893.00	51,893.00	0.00
FUB CD #15702-Unrestricted	12,630.70	12,630.70	0.00
Total 110 · Endowment Fund	95,873.83	95,873.83	0.00
121 · Northstar Campus Cont	8,388.27	9,478.67	-1,090.40
130 · Petty Cash	200.00	200.00	0.00
Total Other Current Assets	104,462.10	105,552.50	-1,090.40
Total Current Assets	302,598.25	291,080.31	11,517.94
TOTAL ASSETS	**302,598.25**	**291,080.31**	**11,517.94**
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Other Current Liabilities			
212 · Deposits Held - CVA	7,400.00	7,900.00	-500.00
225 · MTAC - Line of Credit	81,220.00	81,220.00	0.00
Total Other Current Liabilities	88,620.00	89,120.00	-500.00
Total Current Liabilities	88,620.00	89,120.00	-500.00
Total Liabilities	88,620.00	89,120.00	-500.00
Equity			
3300 · Temporarily restricted assets			
3310 · Campus Theater Contingency Fund	8,388.27	9,478.67	-1,090.40
3360 · Designated for TAG	12,479.00	11,262.65	1,216.35
Total 3300 · Temporarily restricted assets	20,867.27	20,741.32	125.95
3500 · Dallas Foundation Designated	22,750.00	22,750.00	0.00
3600 · Permanently restricted assets			
3610 · Scionti Endowment	51,327.62	51,327.62	0.00

	Feb 29, 16	Jan 31, 16	$ Change
Total 3600 · Permanently restricted assets	51,327.62	51,327.62	0.00
3900 · Unrestricted net assets	117,625.06	117,751.01	-125.95
Net Income	1,408.30	-10,609.64	12,017.94
Total Equity	213,978.25	201,960.31	12,017.94
TOTAL LIABILITIES & EQUITY	**302,598.25**	**291,080.31**	**11,517.94**

Greater Denton Arts Council
Statement of Activities Detail-February 2016

	Current Mo Feb 16	Y-T-D Feb 16	Annual Budget	Positive equals under budget Variance to Budget
Ordinary Income/Expense				
Income				
43000 · Operations				
43100 · Arts Center Rental Income	4,201.00	9,213.00	60,000.00	50,787.00
43300 · Campus Theatre Rental Income	0.00	0.00	3,000.00	3,000.00
43500 · Government Monies (other city)	0.00	0.00	13,000.00	13,000.00
43700 · Operations Misc Income	0.00	0.00	2,500.00	2,500.00
43800 · Interest / Dividend Income	21.86	76.14	0.00	(76.14)
Total 43000 · Operations	4,222.86	9,289.14	78,500.00	69,210.86
45000 · Development				
45100 · Hot Funds	32,463.01	32,464.18	129,852.00	97,387.82
45200 · TCA Operational Funds	0.00	0.00	12,500.00	12,500.00
45210 · TCA Arts Respond Ed Grants	0.00	0.00	3,000.00	3,000.00
45290 · Rayzor Endowment Interest	0.00	0.00	21,850.00	21,850.00
45300 · Rayzor Endowment	0.00	0.00	22,750.00	22,750.00
45400 · Foundation Grants	0.00	12,774.78	0.00	(12,774.78)
45500 · Corporate Matching Grants	0.00	500.00	100.00	(400.00)
45600 · Corporate Sponsorship/Donations	0.00	0.00	21,550.00	21,550.00
45700 · North Texas Giving Day	0.00	0.00	10,000.00	10,000.00
45800 · Individual Gifts	50.00	179.40	0.00	(179.40)
45900 · Development Misc Income	0.00	0.00	0.00	0.00
Total 45000 · Development	32,513.01	45,918.36	221,602.00	175,683.64
47000 · Membership				
47110 · Membership Individual	1,835.00	6,840.00		(6,840.00)
47120 · Membership Organizational	350.00	1,300.00		(1,300.00)
47130 · Membership Business	100.00	1,200.00		(1,200.00)
47140 · Membership -T-Shirt/Merch Sales	0.00	0.00	100.00	100.00
47000 · Membership - Budget	0.00	0.00	40,000.00	40,000.00
Total 47000 · Membership	2,285.00	9,340.00	40,100.00	30,760.00
49000 · Exhibitions/Programs				
49100 · Gallery Admissions/Donations	97.25	136.05	2,000.00	1,863.95
49300 · Program Income	0.00	3,788.30	30,550.00	26,761.70
49500 · Exhibition Inc/Application Fees	-30.00	990.00	23,200.00	22,210.00
49800 · Exhibition/Program Sponsorships	0.00	0.00	0.00	0.00
Total 49000 · Exhibitions/Programs	67.25	4,914.35	55,750.00	50,835.65
Total Income	39,088.12	69,461.85	395,952.00	326,490.15
Expense				
60000 · Payroll/Staffing				
60100 · Salaries				
60110 · Salaries Full-Time	13,518.33	28,703.33	182,220.00	153,516.67
60130 · Salary-Part Time	2,886.25	5,321.75	50,360.00	45,038.25
60150 · Work Crew	651.00	1,067.50	0.00	(1,067.50)
Total 60100 · Salaries	17,055.58	35,092.58	232,580.00	197,487.42
60200 · Payroll Taxes				
60210 · FICA/Medicare (Employee share)	1,304.75	2,684.58	17,870.00	15,185.42
60230 · State Unemployment	0.00	55.22	392.00	336.78
60200 · Payroll Taxes - Other	0.00	0.00	0.00	0.00
Total 60200 · Payroll Taxes	1,304.75	2,739.80	18,262.00	15,522.20
60300 · Employee Benefits/Medical	832.35	1,831.33	12,000.00	10,168.67
60400 · Miscellaneous Staff Costs	81.72	81.72	100.00	18.28
Total 60000 · Payroll/Staffing	19,274.40	39,745.43	262,942.00	223,196.57
61000 · Administration-Other				
61001 · Contract Labor-1	565.00	1,450.00	0.00	(1,450.00)
61002 · Entertainment-1	0.00	0.00	1,000.00	1,000.00
61003 · Marketing & PR-1	192.69	343.46	250.00	(93.46)
61004 · Miscellaneous-1	180.91	268.20	300.00	31.80
61005 · Postage-1	3.38	150.38	1,500.00	1,349.62
61006 · Print Materials-1	0.00	0.00	200.00	200.00
61008 · Supplies-1	86.84	188.08	3,000.00	2,811.92
61050 · Audit	0.00	0.00	5,000.00	5,000.00
61150 · Banking Charges/Merchant Fees	118.38	357.80	3,500.00	3,142.20
61250 · Board & Volunteer Expenses	9.00	9.00	200.00	191.00
61350 · Contingency Funds	0.00	0.00	8,185.00	8,185.00
61500 · GDAC Organizational Memberships	75.30	75.30	600.00	524.70

Greater Denton Arts Council
Statement of Activities Detail-February 2016

	Current Mo Feb 16	Y-T-D Feb 16	Annual Budget	Positive equals under budget Variance to Budget
61650 · Insurance (Non-Medical) Campus	818.32	1,636.64	9,200.00	7,563.36
61750 · Insurance (Non-Medical) CVA	717.20	1,434.41	8,045.00	6,610.59
Total 61000 · Administration-Other	2,767.02	5,913.27	40,980.00	35,066.73
63000 · Operations Expenses				
63001 · Contract Labor-3	0.00	106.40	2,000.00	1,893.60
63002 · Entertainment-3	0.00	0.00	400.00	400.00
63003 · Marketing & PR-3	0.00	0.00	500.00	500.00
63004 · Miscellaneous-3	19.95	340.47	500.00	159.53
63005 · Postage-3	0.00	0.00	100.00	100.00
63006 · Print Materials-3	0.00	0.00	200.00	200.00
63007 · Rental Equipment-3	0.00	0.00	2,500.00	2,500.00
63008 · Supplies-3	130.61	367.66	3,000.00	2,632.34
63100 · Building Renovation/Repair	0.00	0.00	2,000.00	2,000.00
63100.1 · Building Renovation-CVA	0.00	12,774.78	0.00	(12,774.78)
63250 · Building Security	55.51	166.62	630.00	463.38
63400 · Communications	834.20	1,279.48	10,500.00	9,220.52
63550 · GroundsKeeping	0.00	32.91	2,000.00	1,967.09
63700 · Office Electronics	128.81	967.71	7,000.00	6,032.29
63850 · Piano Tuning	0.00	0.00	200.00	200.00
Total 63000 · Operations Expenses	1,169.08	16,036.03	31,530.00	15,493.97
67000 · Development & Membership				
67001 · Contract Labor-7	0.00	0.00	200.00	200.00
67002 · Entertainment-7	0.00	0.00	1,800.00	1,800.00
67003 · Marketing & PR-7	0.00	0.00	300.00	300.00
67004 · Miscellaneous-7	0.00	0.00	1,000.00	1,000.00
67005 · Postage-7	98.00	148.92	1,500.00	1,351.08
67006 · Print Materials-7	0.00	32.29	500.00	467.71
67008 · Supplies-7	0.00	0.00	800.00	800.00
Total 67000 · Development & Membership	98.00	181.21	6,100.00	5,918.79
69100 · Exhibition Expenses				
69110 · Arts Open Call	0.00	0.00	500.00	500.00
69130 · Day of the Dead	0.00	0.00	500.00	500.00
69140 · Light Space & Beauty-C Breslaw	270.66	270.66	300.00	29.34
69150 · Materials Hard & Soft	3,608.05	3,721.87	3,700.00	(21.87)
69160 · Murchison	0.00	0.00	0.00	0.00
69410 · High School Art Show	0.00	0.00	100.00	100.00
69420 · Youth Art Month	0.00	0.00	100.00	100.00
69500 · Rotating Exhibitions	105.00	105.00	5,750.00	5,645.00
Total 69100 · Exhibition Expenses	3,983.71	4,097.53	10,950.00	6,852.47
69200 · Program Expenses				
69210 · Classes & Workshops	0.00	0.00	8,200.00	8,200.00
69220 · Family Programs	0.00	0.00	1,900.00	1,900.00
69230 · Getting Started with the Arts	0.00	-41.70	14,000.00	14,041.70
69250 · Lectures & Gallery Talks	0.00	0.00	150.00	150.00
69260 · Outreach Programs	0.00	0.00	150.00	150.00
69270 · Performances & Concerts	0.00	0.00	6,000.00	6,000.00
69280 · Special Events	0.00	0.00	6,450.00	6,450.00
Total 69200 · Program Expenses	0.00	-41.70	36,850.00	36,891.70
69300 · Other Exhibit Expenses				
69303 · Marketing & PR-9	0.00	0.00	4,000.00	4,000.00
69305 · Postage-9	0.00	0.00	1,000.00	1,000.00
69306 · Print Materials-9	0.00	278.13	1,400.00	1,121.87
69308 · Supplies-9	17.57	17.57	200.00	182.43
Total 69300 · Other Exhibit Expenses	17.57	295.70	6,600.00	6,304.30
Total Expense	27,309.78	66,227.47	395,952.00	329,724.53
Net Ordinary Income	11,778.34	3,234.38	0.00	(3,234.38)

GREATER DENTON ARTS COUNCIL

FINANCIAL STATEMENTS
AND
INDEPENDENT AUDITORS' REPORT

DECEMBER 31, 2015

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Members:
AMERICAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS
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INDEPENDENT AUDITORS' REPORT

Board of Directors
Greater Denton Arts Council
Denton, Texas

We have audited the accompanying financial statements of the Greater Denton Arts Council (a nonprofit organization), which comprise the statement of assets, liabilities, and fund balances - modified cash basis as of December 31, 2015, and the related statement of receipts, disbursements and changes in fund balances - modified cash basis for the six months then ended, and the related notes to the financial statements, which collectively comprise the Organization's basic financial statements as listed in the table of contents.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with the modified cash basis of accounting as described in the notes to the financial statements; this includes determining that the modified cash basis of accounting is an acceptable basis for the preparation of the financial statements in the circumstances. Management is also responsible for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinions.

Opinions

In our opinion, the financial statements referred to above present fairly, in all material respects, the assets, liabilities, and fund balances of the Greater Denton Arts Council as of December 31, 2015, and receipts, disbursements and changes in fund balances for the six months then ended in accordance with the modified cash basis of accounting as described in the notes to the financial statements.

Basis of Accounting

We draw attention to the notes of the financial statements, which described the basis of accounting. The financial statements are prepared on the modified cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America. Our opinion is not modified with respect to that matter.

Hankins, Eastup, Deaton, Tonn & Seay, PC
Denton, Texas

July 29, 2016

GREATER DENTON ARTS COUNCIL

STATEMENT OF ASSETS, LIABILITIES AND FUND BALANCES
(MODIFIED CASH BASIS)
DECEMBER 31, 2015

	General Fund	Fixed Assets Fund	TOTAL
ASSETS			
Cash in banks - GDAC	$ 46,177	$ -	$ 46,177
Cash in bank - TAG	3,939	-	3,939
Investments - GDAC	814,273	-	814,273
Petty cash - GDAC	300	-	300
Land, buildings & equipment at cost, less accumulated depreciation of $2,024,394	-	1,665,247	1,665,247
TOTAL ASSETS	$ 864,689	$ 1,665,247	$ 2,529,936
LIABILITIES AND FUND BALANCES			
Liabilities:			
Rental Deposits	$ 5,800	$ -	$ 5,800
Total Liabilities	5,800	-	5,800
Fund balances:			
Investment in Fixed Assets	-	1,665,247	1,665,247
Designated for TAG	3,939	-	3,939
Designated for Endowment	638,743	-	638,743
Designated by Donor	51,328	-	51,328
Designated by Board	12,368	-	12,368
Undesignated	152,511	-	152,511
Total Fund Balances	858,889	1,665,247	2,524,136
TOTAL LIABILITIES AND FUND BALANCES	$ 864,689	$ 1,665,247	$ 2,529,936

The accompanying notes are an integral part of this statement.

GREATER DENTON ARTS COUNCIL

STATEMENT OF RECEIPTS, DISBURSEMENTS AND CHANGES IN FUND BALANCES (MODIFIED CASH BASIS) FOR THE SIX MONTHS ENDED DECEMBER 31, 2015

	General Fund	Fixed Assets Fund	TOTAL
Receipts:			
Membership support - dues	$ 27,225	$ -	$ 27,225
Other contributions	13,221	-	13,221
Hotel/Motel tax	61,835	-	61,835
Grants	41,049	-	41,049
Rental of facilities	32,963	-	32,963
Program receipts	17,394	-	17,394
Fundraising	10,917	-	10,917
Capital campaign contributions	4,504	-	4,504
Interest and dividends on investments	5,672	-	5,672
Gain on sale of investments	29,626	-	29,626
Other receipts	2,782	-	2,782
Total Receipts	247,188	-	247,188
Disbursements:			
Grants	22,740	-	22,740
Program expense	6,555	-	6,555
Fundraising	992	-	992
Salaries	106,951	-	106,951
Payroll tax	8,275	-	8,275
Employee benefits	4,709	-	4,709
Contract labor	5,534	-	5,534
Marketing	5,050	-	5,050
Membership and newsletter	477	-	477
Board and volunteer expense	103	-	103
Insurance	6,420	-	6,420
Rental security and expense	316	-	316
Maintenance and repairs	1,134	-	1,134
Telephone	3,560	-	3,560
Professional fees	5,000	-	5,000
Postage	163	-	163
Office supplies	3,804	-	3,804
Development/membership	2,136	-	2,136
Miscellaneous	1,825	-	1,825
Meeting expense	79	-	79
Campus Theatre expenses	20,341	-	20,341
Bank and investment fees	4,593	-	4,593
Patterson-Appleton Arts Center	102	-	102
Exhibit expenses	4,631	-	4,631
Capital campaign expenses	400	-	400
Depreciation	-	52,262	52,262
Total Disbursements	215,890	52,262	268,152

The accompanying notes are an integral part of this statement.

GREATER DENTON ARTS COUNCIL

STATEMENT OF RECEIPTS, DISBURSEMENTS AND CHANGES
IN FUND BALANCES (MODIFIED CASH BASIS) (CONTINUED)
FOR THE SIX MONTHS ENDED DECEMBER 31, 2015

	General Fund	Fixed Assets Fund	TOTAL
Receipts over (under) Disbursements	$ 31,298	$ (52,262)	$ (20,964)
Fund Balances, July 1, 2015	923,379	1,621,721	2,545,100
Fixed Assets Additions (Deletions)	(95,788)	95,788	-
Fund Balances, December 31, 2015	$ 858,889	$ 1,665,247	$ 2,524,136

The accompanying notes are an integral part of this statement.

NATURE OF ORGANIZATION

The Greater Denton Arts Council serves to develop the creative awareness of the community, through participation, encouragement and support of the arts. The goal of the Arts Council is to establish long-range solutions to community needs, to establish and promote private and public support of the arts, and to provide services and assistance to arts organizations, artists, and the community.

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The financial statements of the Greater Denton Arts Council (GDAC) have been prepared on the modified cash basis of accounting which includes a provision for depreciation of fixed assets. Consequently, certain revenues are recognized when received rather than when earned, and certain expenses and purchases of assets are recognized when cash is disbursed rather than when the obligation is incurred. Financial statements prepared on this basis of accounting are not intended to present financial position and results of operations in accordance with generally accepted accounting principles.

The accounts of the Council are maintained in accordance with the principles of fund accounting. This is the procedure by which resources for various purposes are classified for accounting and reporting purposes into funds established according to their nature and purposes.

The assets and fund balances of the Council are reported in two self-balancing fund groups as follows:

- General fund, representing the portion of resources available for support of operations;

- Fixed assets fund, accounting for the cost of all capital-related expenditures, major donated capital items, and depreciation.

The organization is exempt from federal income taxes under Section 501(c)(3) of the Internal Revenue Code, and has not been classified as a private foundation.

On June 23, 2015 the Board of Directors approved changing the Council's year end from June 30, to December 31. The Statement of Receipts, Disbursements and Changes in Fund Balances (Modified Cash Basis) are for the six months ended December 31, 2015.

INVESTMENTS

The Council's investments consist of money market accounts and certificates of deposit, as follows:

Maturity	Type	Interest Rate	Fund-Group	Cost	Fair Value
Investments - GDAC					
N/A	Money Market	.20%	GDAC	$ 142,448	$ 142,448
N/A	Money Market	.05%	GDAC	233	233
N/A	Money Market	.10%	GDAC	12,368	12,368
N/A	Money Market	.35%	GDAC	7,366	7,366
N/A	Money Market	.15%	GDAC	15,944	15,944
N/A	The Dallas Foundation	N/A	GDAC	539,931	539,931
05-06-16	C.D.	.20%	GDAC	31,355	31,355
04-05-16	C.D.	.45%	GDAC	12,659	12,659
07-17-16	C.D.	.35%	GDAC	51,969	51,969
Total Investments – GDAC				$ 814,273	$ 814,273

Financial instruments are considered Level 1 when their values are determined using quoted prices in active markets for identical assets that the reporting entity has the ability to access at the measurement date. Level 2 inputs are other than quoted prices included within Level 1, such as quoted prices for similar assets in active or inactive markets, inputs other than quoted prices that are observable for the asset, or inputs that are derived principally from or corroborated by observable market data by correlation or other means.

The Investments above are using Level 2 measurements for fair value, however since the modified cash basis of accounting is being used, the investments are reported on the cost basis.

FIXED ASSETS

Following is a summary of the Council's fixed assets:

Buildings and improvements	$3,272,293
Furniture and equipment	311,968
Permanent art collection	105,380
	3,689,641
Less: Accumulated depreciation	(2,024,394)
	$1,665,247

Fixed assets exceeding $250 in value are capitalized and recorded at cost. Depreciation of fixed assets is recorded in the financial statements, using the straight line method over the estimated useful life. The permanent art collection is not depreciated.

The cost of the buildings and improvements includes expenditures of the Council to renovate the Patterson-Appleton Arts Center. This building currently houses two art galleries, rehearsal hall, reception hall and studios. In 1990 the Council purchased the Campus Theatre at a cost of $100,778 which is also included in buildings and improvements. In June of 1995 the Campus Theatre renovations were completed at a cost of $1,743,445.

The art collection is valued at the approximate market value of the donated items at the date they were given. The collection consists primarily of works valued at $600 or less. However, the collection also includes sculptures donated to the Council by various donors. These items comprise approximately three-fourths of the value of the collection.

COMMITMENTS

On September 1, 2006, the Council entered into a 25-year lease agreement with the City of Denton for the present Patterson-Appleton Arts Center. The Council pays a minimum of $1 a year for the use of the building. The City also pays a portion of the operational expenses.

SUBSEQUENT EVENTS

Management evaluates subsequent events through the date of the report, which is the date the financial statements were available to be issued.

GREATER DENTON ARTS COUNCIL

REVIEWED FINANCIAL STATEMENTS

DECEMBER 31, 2016

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DRAFT

Members:
AMERICAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS
TEXAS SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

HANKINS, EASTUP, DEATON, TONN & SEAY
A PROFESSIONAL CORPORATION
CERTIFIED PUBLIC ACCOUNTANTS

902 NORTH LOCUST
P.O. BOX 977
DENTON, TX 76202-0977

TEL. (940) 387-8563
FAX (940) 383-4746

INDEPENDENT ACCOUNTANTS' REVIEW REPORT

Greater Denton Arts Council

Members of the Board:

We have reviewed the accompanying financial statements of the Greater Denton Arts Council (a nonprofit organization), which comprise the statement of assets, liabilities, and fund balances – modified cash basis as of December 31, 2016, and the related statement of receipts, disbursements and changes in fund balances – modified cash basis for the year then ended, and the related notes to the financial statements. A review includes primarily applying analytical procedures to management's financial data and making inquiries of organization management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express such an opinion.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the modified cash basis of accounting; this includes determining that the modified cash basis of accounting is an acceptable basis for the preparation of financial statements in the circumstances. Management is also responsible for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement whether due to fraud or error.

Accountant's Responsibility

Our responsibility is to conduct the review engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. Those standards require us to perform procedures to obtain limited assurance as a basis for reporting whether we are aware of any material modifications that should be made to the financial statements for them to be in accordance with the modified cash basis of accounting. We believe that the results of our procedures provide a reasonable basis for our conclusion.

Accountant's Conclusion

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in accordance with the modified cash basis of accounting.

Basis of Accounting

We draw attention to the notes of the financial statements, which describes the basis of accounting under Summary of Significant Accounting Policies. The financial statements are prepared in accordance with the modified cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America. Our conclusion is not modified with respect to this matter.

DRAFT

Hankins, Eastup, Deaton, Tonn & Seay
A Professional Corporation
Certified Public Accountants

May 4, 2017

GREATER DENTON ARTS COUNCIL

STATEMENT OF ASSETS, LIABILITIES AND FUND BALANCES
(MODIFIED CASH BASIS)
DECEMBER 31, 2016

DRAFT

	General Fund	Fixed Assets Fund	TOTAL
ASSETS			
Cash in banks	$ 64,944	$ -	$ 64,944
Investments	800,411	-	800,411
Petty cash	172	-	172
Land, buildings & equipment at cost, less accumulated depreciation of $2,135,513	-	1,568,917	1,568,917
TOTAL ASSETS	$ 865,527	$ 1,568,917	$ 2,434,444
LIABILITIES AND FUND BALANCES			
Liabilities:			
Rental Deposits	$ 2,800	$ -	$ 2,800
DIM Pass-Thru Payable	419	-	419
Prepaid Income	6,500	-	6,500
Total Liabilities	9,719	-	9,719
Fund balances:			
Investment in Fixed Assets	-	1,568,917	1,568,917
Designated for Endowment	512,143	-	512,143
Designated by Donor	51,969	-	51,969
Designated by Board	42,372	-	42,372
Undesignated	249,324	-	249,324
Total Fund Balances	855,808	1,568,917	2,424,725
TOTAL LIABILITIES AND FUND BALANCES	$ 865,527	$ 1,568,917	$ 2,434,444

The accompanying notes are an integral part of this statement.

GREATER DENTON ARTS COUNCIL

STATEMENT OF RECEIPTS, DISBURSEMENTS AND CHANGES IN FUND BALANCES (MODIFIED CASH BASIS) FOR THE TWELVE MONTHS ENDED DECEMBER 31, 2016

DRAFT

	General Fund	Fixed Assets Fund	TOTAL
Receipts:			
Membership support - dues	$ 35,895	$ -	$ 35,895
Other contributions	12,026	-	12,026
Hotel/Motel tax	129,862	-	129,862
Grants	69,706	-	69,706
Rental of facilities	53,353	-	53,353
Program receipts	81,145	-	81,145
Fundraising	1,500	-	1,500
Capital campaign contributions	27,344	-	27,344
Interest and dividends on investments	12,317	-	12,317
Gain on sale of investments	9,226	-	9,226
Other receipts	4,254	-	4,254
Total Receipts	436,628	-	436,628
Disbursements:			
Grants	24,700	-	24,700
Program expense	24,721	-	24,721
Fundraising	1,555	-	1,555
Salaries	233,277	-	233,277
Payroll tax	18,454	-	18,454
Employee benefits	9,322	-	9,322
Contract labor	5,567	-	5,567
Marketing	596	-	596
Printing	116	-	116
Board and volunteer expense	252	-	252
Insurance	22,536	-	22,536
Rental security and expense	732	-	732
Maintenance and repairs	1,478	-	1,478
Telephone	8,972	-	8,972
Professional fees	5,486	-	5,486
Postage	750	-	750
Office supplies	8,013	-	8,013
Development/membership	2,475	-	2,475
Miscellaneous	3,178	-	3,178
Entertainment	488	-	488
Campus Theatre expenses	13,266	-	13,266
Bank and investment fees	8,540	-	8,540
Patterson-Appleton Arts Center	-	-	-
Exhibit expenses	27,161	-	27,161
Capital campaign expenses	3,285	-	3,285
Depreciation	-	111,119	111,119
Total Disbursements	424,920	111,119	536,039

The accompanying notes are an integral part of this statement.

GREATER DENTON ARTS COUNCIL

STATEMENT OF RECEIPTS, DISBURSEMENTS AND CHANGES
IN FUND BALANCES (MODIFIED CASH BASIS) (CONTINUED)
FOR THE TWELVE MONTHS ENDED DECEMBER 31, 2016

DRAFT

	General Fund	Fixed Assets Fund	TOTAL
Receipts over (under) Disbursements	$ 11,708	$ (111,119)	$ (99,411)
Fund Balances, January 1, 2016	858,889	1,665,247	2,524,136
Fixed Assets Additions (Deletions)	(14,789)	14,789	-
Fund Balances, December 31, 2016	$ 855,808	$ 1,568,917	$ 2,424,725

The accompanying notes are an integral part of this statement.

NATURE OF ORGANIZATION

The Greater Denton Arts Council serves to develop the creative awareness of the community, through participation, encouragement and support of the arts. The goal of the Arts Council is to establish long-range solutions to community needs, to establish and promote private and public support of the arts, and to provide services and assistance to arts organizations, artists, and the community..

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The financial statements of the Greater Denton Arts Council (GDAC) have been prepared on the modified cash basis of accounting which includes a provision for depreciation of fixed assets. Consequently, certain revenues are recognized when received rather than when earned, and certain expenses and purchases of assets are recognized when cash is disbursed rather than when the obligation is incurred. Financial statements prepared on this basis of accounting are not intended to present financial position and results of operations in accordance with generally accepted accounting principles.

The accounts of the Council are maintained in accordance with the principles of fund accounting. This is the procedure by which resources for various purposes are classified for accounting and reporting purposes into funds established according to their nature and purposes.

The assets and fund balances of the Council are reported in two self-balancing fund groups as follows:

- General fund, representing the portion of resources available for support of operations;

- Fixed assets fund, accounting for the cost of all capital-related expenditures, major donated capital items, and depreciation.

The organization is exempt from federal income taxes under Section 501(c)(3) of the Internal Revenue Code, and has not been classified as a private foundation.

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INVESTMENTS

The Council's investments consist of money market accounts and certificates of deposit, as follows:

Maturity	Type	Interest Rate	Fund-Group	Cost	Fair Value
Investments - GDAC					
N/A	Money Market	.20%	GDAC	$ 182,247	$ 182,247
N/A	Money Market	.05%	GDAC	1	1
N/A	Money Market	.10%	GDAC	31,489	31,489
N/A	Money Market	.35%	GDAC	9,858	9,858
N/A	Money Market	.00%	GDAC	596	596
N/A	The Dallas Foundation	N/A	GDAC	512,143	512,143
04-05-17	C.D.	.45%	GDAC	12,707	12,707
11-28-17	C.D.	1.00%	GDAC	51,370	51,370
Total Investments – GDAC				$ 800,411	$ 800,411

Financial instruments are considered Level 1 when their values are determined using quoted prices in active markets for identical assets that the reporting entity has the ability to access at the measurement date. Level 2 inputs are other than quoted prices included within Level 1, such as quoted prices for similar assets in active or inactive markets, inputs other than quoted prices that are observable for the asset, or inputs that are derived principally from or corroborated by observable market data by correlation or other means.

The Investments above are using Level 2 measurements for fair value, however since the modified cash basis of accounting is being used, the investments are reported on the cost basis.

FIXED ASSETS

DRAFT

Following is a summary of the Council's fixed assets:

Buildings and improvements	$3,272,293
Furniture and equipment	326,757
Permanent art collection	105,380
	3,704,430
Less: Accumulated depreciation	(2,135,513)
	$1,568,917

Fixed assets exceeding $250 in value are capitalized and recorded at cost. Depreciation of fixed assets is recorded in the financial statements, using the straight line method over the estimated useful life. The permanent art collection is not depreciated.

The cost of the buildings and improvements includes expenditures of the Council to renovate the Patterson-Appleton Arts Center. This building currently houses two art galleries, rehearsal hall, reception hall and studios. In 1990 the Council purchased the Campus Theatre at a cost of $100,778 which is also included in buildings and improvements. In June of 1995 the Campus Theatre renovations were completed at a cost of $1,743,445.

The art collection is valued at the approximate market value of the donated items at the date they were given. The collection consists primarily of works valued at $600 or less. However, the collection also includes sculptures donated to the Council by various donors. These items comprise approximately three-fourths of the value of the collection.

COMMITMENTS

On September 1, 2006, the Council entered into a 25-year lease agreement with the City of Denton for the present Patterson-Appleton Arts Center. The Council pays a minimum of $1 a year for the use of the building. The City also pays a portion of the operational expenses.

SUBSEQUENT EVENTS

Management evaluates subsequent events through the date of the report, which is the date the financial statements were available to be issued.

DRAFT

GREATER DENTON ARTS COUNCIL
BOARD OF DIRECTORS 2016-2017

Last	First	Address	City	State	Zip	Cell	Home	Work	Email	Add'l Email
Eaddy	Linda	29 Wellington Oaks Circle	Denton	TX	76210	940.390.3584			lindaegdac@gmail.com	
Edwards	Don	2308 Crestwood Place	Denton	TX	76209	940.312.3975	340.387.1576	940.898.3275	dedwards@twu.edu	
Booth	John	8 Forrest Circle	Denton	TX	76210	940.368.9498	940.382.3956		booth@unt.edu	
Hyten	Bellann	1118 Oakhollow Drive	Corinth	TX	76210		940.321.4906		Bhyten@wradvisors.com	
Kerley	Cathy	3421 Nottingham Drive	Denton	TX	76209	940.206.5199		940.898.3864	nativetexan@hotmail.com	ckerley@twu.edu
Abasalo	Daniel	907 W Congress	Denton	TX	76201	210.508.5492		940.536.3605	dabasolo@gmail.com	
Upshaw	Mike	P.O. Box 2352	Denton	TX	76202	940.206.8659		940.323.0151	mike@butexas.com	
Beasley	Roni	3808 Montecito Drive	Denton	TX	76205		940.387.7062		rbeasley15@verizon.net	
Button	Sara	2225 Denison Street	Denton	TX	76201	940.594.6559			saradbutton@gmail.com	
Farris	Glen	108 W Oak Street, Suite D	Denton	TX	76201		940.300.6743		glenfarris@gmail.com	
Hillman	Jan	4608 Baytree Avenue	Denton	TX	76208	940.206.6980	940.381.3052		jhillman3@verizon.net	
Karl	Kimberly	1614 Post Oak Drive	Corinth	TX	76210	940.391.0031			lkkarl1122@gmail.com	
Laughlin	Jake	2311 Stella Street #119	Denton	TX	76210	940.206.4720		940.218.1815	jake@discoverdenton.com	
Lee	Jason	9334 Jim Christal Road	Denton	TX	76249			818.247.1007	o470@mac.com	
McCullar	David	3212 Saint Claire Drive	Denton	TX	76210		940.395.0770		macs50@verizon.net	dmccullar@dentonisd.org
Mohair	Carolyn	1713 Castle Creek Dr	Little Elm	TX	75068	940.783.1487	940.783.1487		cmmohair@gmail.com	
Moses	Joanne	1702 Pine Hills Lane	Corinth	TX	76210	972.333.0645	940.387.9388		zzula33@gmail.com	
Odom	Andy	1208 Piping Rock	Denton	TX	76205		940.594.5439	940.220.9948	todom7@gmail.com	
Pullido	Eric	1209 Piping Rock	Denton	TX	76205		940.368.1264		NYCpulido@hotmail.com	
Smith	Derek	11609 Marion Road	Sanger	TX	76266	512.569.7794			smith@turtlecreekfinancial.com	
Trammell	Donna	2225 Jefferson Trail	Denton	TX	76205		940.384.0465		donnatram@verizon.net	
Willis	Judy	3116 Broken Bow	Denton	TX	76209	940.453.2488	940.383.8488		jwillis12@verizon.net	

Exhibit C

Greater Denton Arts Council
FINANCIAL REPORT
Program Year 2015

APPROVED BUDGET		1ST QUARTER *(JAN - MAR)*	2ND QUARTER *(APR - JUN)*	3RD QUARTER *(JUL - SEP)*	4TH QUARTER *(OCT - DEC)*
BEGINNING CASH		$0.00	$50.21	$6,876.71	$8,440.09
RECEIPTS					
Occupancy Tax	$123,669	$30,917.25	$30,917.25	$30,917.25	$30,917.25
Interest Income	$0	1.10	3.76	3.08	0.00
Total Receipts	$123,669	$30,918.35	$30,921.01	$30,920.33	$30,917.25
TOTAL REVENUE		$30,918.35	$30,971.22	$37,797.04	$39,357.34
DISBURSEMENTS					
Advertising					
Direct Promotion (1)	$13,000	$1,469.72	$947.63	$1,628.29	$8,954.36
Website Salary	8,000	2,000.00	2,000.00	2,000.00	2,000.00
Total Advertising	$21,000	$3,469.72	$2,947.63	$3,628.29	$10,954.36
Convention Center					
Salary Support	$24,000	$6,000.00	$6,000.00	$6,000.00	$6,000.00
	$24,000	$6,000.00	$6,000.00	$6,000.00	$6,000.00
Art					
Exhibitions & Programs	$15,000	$5,527.26	$576.27	$3,674.74	$5,221.73
Admin. Assistant Salary	18,000	4,500.00	4,500.00	4,500.00	4,500.00
Executive Directory Salary	38,000	9,500.00	9,500.00	9,500.00	9,500.00
Office Supplies	7,669	1,871.16	570.61	2,053.92	3,173.31
	$78,669	$21,398.42	$15,146.88	$19,728.66	$22,395.04
TOTAL REVIEWED EXPENDITURES	$123,669	$30,868.14	$24,094.51	$29,356.95	$39,349.40
ENDING CASH		$50.21	$6,876.71	$8,440.09	$7.94

Date

Program Director

(1) Advertising materials purchased with the hotel occupancy tax funds must be targeted to reach audiences outside the Denton city limits. These materials include, but are not limited to, signs, posters, postcards, newsletters and print advertising.

Greater Denton Arts Council
FINANCIAL REPORT
Program Year 2016

APPROVED BUDGET		1ST QUARTER *(JAN - MAR)*	2ND QUARTER *(APR - JUN)*	3RD QUARTER *(JUL - SEP)*	4TH QUARTER *(OCT - DEC)*
BEGINNING CASH		$0.00	$2,524.31	$183.27	$0.00
RECEIPTS					
Occupancy Tax	$129,861.24	$32,465.31	$32,465.31	$32,465.31	$32,465.31
Interest Income	$0	2.72	2.97	1.85	0.00
Total Receipts	$129,861.24	$32,468.03	$32,468.28	$32,467.16	$32,465.31
TOTAL REVENUE		$32,468.03	$34,992.59	$32,650.43	$32,465.31
DISBURSEMENTS					
Advertising					
Direct Promotion	$15,000	$2,897.56	$4,549.53	$4,136.50	$5,972.62
Website Salary	10,000	2,500.00	2,500.00	2,500.00	2,500.00
Total Advertising	$25,000	$5,397.56	$7,049.53	$6,636.50	$8,472.62
Convention Center					
Staff Support Salary	$24,000	$6,000.00	$6,000.00	$6,000.00	$6,000.00
	$24,000	$6,000	$6,000.00	$6,000.00	$6,000.00
Art					
Exhibitions & Programs	$25,000	$5,456.68	$7,021.40	$7,229.66	$5,505.02
Community Arts Coord. Salai	18,000	4,500.00	4,500.00	4,500.00	4,500.00
Executive Directory Salary	33,000	8,250.00	8,250.00	8,250.00	8,250.00
Office Supplies	4,852	339.48	1,988.39	1,967.14	1,622.48
	$80,852	$18,546.16	$21,759.79	$21,946.80	$19,877.50
TOTAL REVIEWED EXPENDITURES	$129,861.24	$29,943.72	$34,809.32	$34,583.30	$34,350.12
ENDING CASH		$2,524.31	$183.27	$0.00	$0.00

12/28/2016
Date

Program Director

(1) Advertising materials purchased with the hotel occupancy tax funds must be targeted to reach audiences outside the Denton city limits. These materials include, but are not limited to, signs, posters, postcards, newsletters and print advertising.

Exhibit D

2018 Program Year Hotel Occupancy Tax Application
Greater Denton Arts Council

Proposed Budget

Administrative:	
Administrative Salary Support	
Executive Director	$33,000
Administrative Staff	$10,000
Office and Administrative expenses	$ 5,000
Administrative Total	**$ 48,000**
Exhibitions and Programs:	
Exhibition and program staff salary support	$20,000
Exhibition and program direct expenses	$25,000
Exhibitions and Programs Total	**$45,000**
Facilities:	
Facilities staff salary support	$30,000
Facilities Total	**$30,000**
Advertising and Tourism:	
Website development and management salary	
support (expanded reach through KERA)	$15,000
New Partnership Denton promotion efforts	
supporting area arts organizations	$ 2,000
Direct promotion of GDAC tourism related	
Programming and events	$15,000
Advertising and Tourism Total	**$32,000**
Grand Total Requested:	**$155,000**

Exhibit E

IRS Department of the Treasury
Internal Revenue Service

OGDEN UT 84201-0038

In reply refer to: 0438080733
Feb. 04, 2013 LTR 4168C 0
75-1326458 000000 00
00028992
BODC: TE

GREATER DENTON ARTS COUNCIL INC
400 E HICKORY ST
DENTON TX 76201-4222

025741

Employer Identification Number: 75-1326458
Person to Contact: Nicole Montgomery
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Jan. 24, 2013, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in April 1971.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

Exhibit F

Form **W-9**
(Rev. December 2014)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Greater Denton Arts Council

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only **one** of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC ☑ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☐ Other (see instructions) ▶

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any)
Exemption from FATCA reporting code (if any)
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
400 E. Hickory St

Requester's name and address (optional)

6 City, state, and ZIP code
Denton, TX 76201

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number
[ ][ ][ ] - [ ][ ] - [ ][ ][ ][ ]

or

Employer identification number
7 5 - 1 3 2 6 4 5 8

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here | **Signature of U.S. person** ▶ [signature] **Date** ▶ 5.15.17

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at *www.irs.gov/fw9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

Exhibit G

Franchise Tax Details

Franchise Search Results | Public Information Report

As of : 05/16/2017 14:29:11

This Page is Not Sufficient for Filings with the Secretary of State

Obtain a certification for filings with the Secretary of State.

GREATER DENTON ARTS COUNCIL, INC.

Texas Taxpayer Number	17513264584
Mailing Address	400 E HICKORY ST DENTON, TX 76201-4222
Right to Transact Business in Texas	ACTIVE
State of Formation	TX
Effective SOS Registration Date	07/22/1970
Texas SOS File Number	0027839801
Registered Agent Name	TRACY BAYS-BOOTHE
Registered Office Street Address	400 E. HICKORY ST. DENTON, TX 76201

Close

Exhibit H

GREATER DENTON ARTS COUNCIL
2017 BOARD OF DIRECTORS

	A	B	C	D	E	F	G	H	I	J	K
1	**Last**	**First**	**Address**	**City**	**State**	**Zip**	**Cell**	**Home**	**Work**	**Email**	**Add'l Email**
2		***President***									
3	Eaddy	Linda	29 Wellington Oaks Circle	Denton	TX	76210	940.390.3584			lindaegdac@gmail.com	
4		***Vice President***									
5	Abasalo	Daniel	907 W Congress	Denton	TX	76201	210.508.5492		940.536.3605	dabasolo@gmail.com	
6		***Secretary***									
7	Beasley	Roni	3808 Montecito Drive	Denton	TX	76205		940.387.7062		rbeasley15@verizon.net	
8		***Treasurer***									
9	Upshaw	Mike	P.O. Box 2352	Denton	TX	76202	940.206.8659		940.323.0151	mike@butexas.com	
10		***Members***									
11	Booth	John	8 Forrest Circle	Denton	TX	76210	940.368.9498	940.382.3956		booth@unt.edu	
12	Button	Sara	2225 Denison Street	Denton	TX	76201	940.594.6559			saradbutton@gmail.com	
13	Edwards	Don	2308 Crestwood Place	Denton	TX	76209	940.312.3975	340.387.1576	940.898.3275	dedwards@twu.edu	
14	Farris	Glen	108 W Oak Street, Suite D	Denton	TX	76201		940.300.6743		glenfarris@gmail.com	
15	Hillman	Jan	4608 Baytree Avenue	Denton	TX	76208	940.206.6980	940.381.3052		jhillman3@verizon.net	
16	Hyten	Bellann	1118 Oakhollow Drive	Corinth	TX	76210		940.321.4906		Bhyten@wradvisors.com	
17	Karl	Kimberly	1614 Post Oak Drive	Corinth	TX	76210	940.391.0031			lkkarl1122@gmail.com	
18	Kerley	Cathy	3421 Nottingham Drive	Denton	TX	76209	940.2065199		940.898.3864	nativetexan55@hotmail.com	
19	Laughlin	Jake	2311 Stella Street #119	Denton	TX	76210	940.206.4720		940.218.1815	jake@discoverdenton.com	
20	Lee	Jason	9334 Jim Christal Road	Denton	TX	76249			818.247.1007	o470@mac.com	
21	McCullar	David	3212 Saint Claire Drive	Denton	TX	76210		940.395.0770		macs50@verizon.net	dmccullar@dentonisd.org
22	Mohair	Carolyn	1713 Castle Creek Dr	Little Elm	TX	75068	940.783.1487	940.783.1487		cmmohair@gmail.com	
23	Moses	Joanne	1702 Pine Hills Lane	Corinth	TX	76210	972.333.0645	940.387.9388		zzula33@gmail.com	
24	Odom	Andy	1208 Piping Rock	Denton	TX	76205		940.594.5439	940.220.9948	todom7@gmail.com	
25	Pullido	Eric	1209 Piping Rock	Denton	TX	76205		940.368.1264		NYCpulido@hotmail.com	
26	Smith	Derek	11609 Marion Road	Sanger	TX	76266	512.569.7794			smith@turtlecreekfinancial.com	derekpsmith@yahoo.com
27	Trammell	Donna	2225 Jefferson Trail	Denton	TX	76205		940.384.0465		donnatram@verizon.net	
28	Willis	Judy	3116 Broken Bow	Denton	TX	76209	940.453.2488	940.383.8488		jwillis12@verizon.net	

Exhibit I

2017 GDAC Board Meeting Schedule

@ PAAC- East Craft Room Unless Otherwise Noted

Tuesday, January 24, 2017 @ 5:15pm- 6:30pm - Meeting Cancelled

Tuesday, February 28, 2017- Regular Meeting and Extended Session for Strategic Planning and Board Development from 5:15pm – 8:30pm (Dinner will be provided) Oakmont Country Club

March 2017 - *No Scheduled Board Meeting

Tuesday, April 25, 2017 @ 5:15 pm- 6:30pm

Tuesday, May 23, 2017 @ 5:15 pm- 6:30pm

June and July 2017-* No Scheduled Board Meetings

Tuesday, August 29, 2017(5th Tuesday) @ 5:15 pm- 6:30pm
Tuesday, September 26, 2017 @ 5:15 pm – 6:30pm

Tuesday, October 24, 2017 @ 5:15 pm – 6:30 pm

Tuesday, November 14, 2017(2nd Tuesday) @ 5:15 pm – 6:30 pm

December 2017- No Scheduled Board Meeting
Annual Membership Meeting- Thursday, December 7, 2017 5:15pm- 7:15pm

***When no Board meeting is scheduled, if urgent business develops a special meeting may be called as necessary ***

Exhibit J

GREATER DENTON ARTS COUNCIL

Greater Denton Arts Council Bylaws

Article I
Name

The name of this not for profit corporation as provided by its Articles of Incorporation, shall be the Greater Denton Arts Council, Inc. (hereinafter referred to as "the Arts Council").

Article II
Purpose

The Arts Council is organized and operated exclusively for charitable and educational purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code of 1986, as amended, and its Regulations, rulings or procedures, as it may now exist or as it may hereafter be amended (the "Code"), and also for the purpose of making distributions to organizations that qualify as exempt organizations under Section 501(c)(3) of the Code. Specifically, the Arts Council is organized to:

1. Support, promote and encourage all of the Arts including, but not limited to, music, poetry, theatre and drama, dance, painting, sculpture, literature, visual art, landscaping, architecture, and horticulture;

2. Stimulate and raise public interest, support, appreciation, and quality of all arts and arts programs available to the public in the greater Denton area;

3. Make the Arts more accessible to all persons in the greater Denton area;

4. Support the Arts by serving as a liaison between community, business, educational, and governmental entities to develop and implement art-related purposes in the greater Denton area;

5. Promote and foster collaborative relationships between organizations, provided that such organizations shall have qualified as "exempt organizations" under Section 501(c)(3) of the Code.

6. Be a resource for leadership, coordination, funding, and education for area arts and cultural organizations; and

7. Own, operate and maintain offices and facilities in the greater Denton area.

Article III
Definitions

Unless the context clearly requires otherwise, in these Bylaws:

1. "Articles of Incorporation" means the Articles of Incorporation of the Arts Council as filed with the Secretary of State of the State of Texas and includes all amendments thereto subsequently filed.

2. "Board" means the Board of Directors of the Arts Council.

3. "Executive Committee" means the Officers of the Arts Council as defined in Article VIII hereof.

4. "Bylaws" means these bylaws as adopted by the Board and includes amendments subsequently adopted by the Board.

5. "Members" mean the members of the Arts Council as determined pursuant to these bylaws.

Article IV
Membership

Various categories of membership are available to any person in the community wishing to support the Arts. Each category of membership shall be entitled to one vote. Members shall be required to pay annual dues upon enrollment or renewal to remain in good standing. The membership year shall be determined by enrollment or renewal date and will be valid for one calendar year. All members in good standing, with dues paid, may vote at any special or General Membership meeting. The categories and levels of Membership and dues are established by the Board of Directors and should be reviewed periodically.

Section 1 – Categories of Membership

Categories of membership in the Arts Council shall be:

1. General Members: General membership shall include individuals and families.

2. Organizational Members. Organizations actively engaged in the Arts in the community, possessing or eligible for tax-exempt status are eligible for membership. Organizations are entitled to one vote at any special or General Membership meeting. The person who represents the organization must be designated in writing.

3. Business and Non-Arts Organization Memberships: Any business or organization in the community wishing to support the Arts is eligible for membership. Businesses or Non –Art Organizations are entitled to one vote at any special or General Membership meeting. The person who represents the business or organization must be designated in writing.

4. Other member groups or classifications as may be established by the Board as needed.

5. Membership shall not be assignable by a member, nor shall membership pass to any personal representative, heir, or devisee. Membership of any member shall cease on his or her death.

Section 2 - Revocation of Membership
Membership will automatically be revoked for failure to pay prescribed dues within 60 days after the renewal date. A majority of the Board may remove any member at any time with or without cause.

Article V
Meetings

Section 1 – Annual General Membership Meeting

The full membership of the Arts Council shall meet at least once each year. The time and place of each meeting shall be designated by the Board. The election of members to the Board shall take place at this Annual General Membership Meeting. The Executive Committee of the Board shall set the agenda.

Section 2 – Notices and Quorum

Notice of the date, time and place of each general meeting shall be given to the membership at least 10 days in advance of such meeting. Members present and eligible to vote at any meeting shall be deemed to constitute a quorum for the transaction of business. The action of the majority of members present and eligible to vote shall be deemed to be the action of the Arts Council.

Section 3 – Special Meetings

Special meetings of the members may be called by the President, three members of the Board, or written petition of at least twenty (20) members having voting rights. In addition to the date, time and place of the meeting, the purpose or purposes of the meeting shall be stated in the notice. Notice shall be given at least 10 days in advance of such meeting. At any Special meeting only such business as specified in the petition may be transacted, unless the notice also provided for the transaction of other business.

Section 4- Proxy Votes-
Proxy votes will not be accepted at any meetings of the General Membership.

Article VI
Board of Directors

Section 1 – Number and Composition

The Board of the Arts Council shall be comprised of the following:

1. There may be a minimum of 13 and shall be a maximum of 25 elected Directors on the Board.

2. The Executive Director

Section 2 – Election of Directors

Directors shall be elected by a majority of the members of the Arts Council present and voting at the Annual Membership Meeting. The Governance Committee must present the slate of nominees to the Board of Directors for approval prior to the Annual General Membership Meeting.

Section 3 – Length of Elected Directors' terms
Directors' terms of office shall be three (3) years in length. Terms shall be staggered, when possible, so that a third of Directors are elected annually. Directors are limited to two (2) consecutive full terms plus any partial term served immediately prior to these. Individuals are eligible for additional board membership after being off the Board for at

least one (1) year. The Board of Directors may elect directors to fill existing vacancies prior to the Annual Membership Meeting.

Section 4 – Responsibilities and Powers

1. Directors have the responsibility for the governance of the Arts Council.

2. Directors shall take all steps necessary to achieve the purposes in Article II.

3. The Board shall have the power to acquire by purchase, gift or otherwise, real and personal property of every kind, and to hold, use, or dispose of same in the name of the Arts Council for the purpose of achieving any of the purposes of the Arts Council.

4. All Board members shall maintain membership in the Arts Council, attend meetings, serve on committees and advance the purposes and goals of the Arts Council.

Section 5 – Compensation of Directors

No Director shall be entitled to or shall receive any profit or compensation from the Arts Council by reason of membership thereof; however, this provision shall not apply to reimbursement for necessary expenses incurred on behalf of the Arts Council.

Section 6 – Board of Directors Meetings

1. Directors shall hold regular meetings at least six times a year, at a specified time. At least three (3) days advance notice, including an agenda, must be given for regular meetings. Emergency meetings may be called by the Executive Committee at any time, following the same procedure but without the three-day notice and with the purpose of the meeting stated in the notice. A majority of the Board shall constitute a quorum for the transaction of business at any meeting.

2. Meetings by telephone conference, electronic, or other remote communication technology are subject to the provisions required or permitted by the Texas Business Organizations Code and these Bylaws for notice of meetings. Members of the Corporation, members of the Board of Directors, or members of any committee may participate in and hold a meeting of such members, board, or committee by means of:

(1) Conference telephone or similar communications equipment by which all persons participating in the meeting can communicate with each other; or

(2) another suitable electronic communications system, including videoconferencing technology or the Internet, only if:

(a) each member entitled to participate in the meeting consents to the meeting being held by means of that system; and

(b) the system provides access to the meeting in a manner or using a method by which each member participating in the meeting can communicate concurrently with each other participant. Participation in a meeting pursuant to this section shall constitute presence in person at such meeting, except where a person participates in the meeting for the

express purpose of objecting to the transaction of any business on the ground that the meeting is not lawfully called or convened.

Section 7- Alternate Voting

1. Proxy voting

A Board member who is unable to attend a regular or special Board meeting may transmit a proxy vote on an issue or issues set forth in the published agenda. The vote must be received by the Secretary, in a form that can be printed, prior to the conclusion of the meeting. The member shall acknowledge that s/he has sufficient information to vote on that issue.

2. The Board may take action without a meeting by unanimous written consent.

Section 8 –

Any Director may be removed by the Board at any time, with or without cause, by a majority vote of the Board. A Director shall automatically cease to serve as a member of the Board if said Director has three unexcused absences from Board of Director's meeting in a fiscal year.

Article VII
Officers of the Board of Directors

Section 1 – Titles and Terms of Office

The Officers of the Arts Council shall be President, Vice President, Secretary, and Treasurer. The terms of office shall be two years. Elected Officers may serve no more than two consecutive terms in the same office.

Section 2 – Election of Officers

The Governance Committee shall present a slate of Officer nominees to the Board of Directors for approval prior to the Annual Membership meeting.

Section 3 – Vacancies

A vacancy in any office shall be filled by the Board for the remaining portion of the term.

Section 4 – President

The President shall preside at all meetings of the General Membership and Board of Directors and chairs the Executive Committee. The President works in partnership with the Executive Director to ensure Board directives and resolutions are carried out and works with the Board, Executive Director, Staff, and Community to further the mission of the Greater Denton Arts Council. The President shall be a non-voting ex officio member of all committees unless specified otherwise in these Bylaws.

Section 5 - Vice-President

The Vice President shall perform the duties of the President in the absence or disability of the President, shall chair the Governance Committee, and shall perform such other duties as may be assigned by the President. Upon the expiration of the President's term, the Vice President may be nominated to assume the office of President at the annual General Membership Meeting.

Section 6 – Secretary

The Secretary shall ensure the safety and accuracy of all Board records, keep minutes of all meetings of the General Membership, Board of Directors, and the Executive Committee, and shall present them to the Executive Director and the President shortly after the meeting. Minutes shall be approved at the subsequent Board of Directors meeting and made available to all members.

Section 7 – Treasurer

The Treasurer shall oversee all financial matters, review the budget with the Executive Director, review and approve any financial reports presented to the Board of Directors and work with the Executive Director as an advisor. The Treasurer shall chair the Finance Committee.

Section 8 – Removal of Officers

Any Officer may be removed by the Board at any time, with or without cause.

Article VIII
Executive Director

Section 1 - Executive Director

The Executive Director shall be the appointed by the Board and shall be responsible for the day to day administration of the Arts Council's business, facilities, and programs; staff management; and is a public relations ambassador in the community. The Executive Director works with the Board of Directors in the creation, implementation, and evaluation of a strategic plan to guide the Art Council toward the fulfillment of its mission and goals. The Executive Director shall serve as a non-voting ex-officio member of the Board of Directors and the Executive Committee. The duties of the Executive Director shall be articulated in a separate employment contract. The Executive Committee has the responsibility of the annual performance evaluation of the Executive Director.

Section 2 – Vacancy

When a vacancy occurs in the office of the Executive Director, the President shall provide for the discharge of the duties of the office. The Executive Board may appoint a temporary Executive Director to serve until the position is filled by the usual procedure.

ARTICLE IX
Committees

There shall be the following standing Committees of the Arts Council: Executive, Finance, Membership, Governance, and Development. Except as designated below, members and chairs of committees are appointed by the President in

consultation with the Vice President who heads the Governance Committee and appropriate committee Chairs. The appointments except as designated below may include non-board members.

Section 1 – Executive Committee

The Executive Committee shall be composed of all Officers of the Arts Council, Chairs of the Membership and Development Committee, and one at large Board member. The Governance committee shall annually nominate the at large member to the Board of Directors for approval prior to the Annual Membership meeting. The committee is chaired by the President of the Board and sets the agenda for the meetings of the Arts Council and the Board. The Executive Committee serves as a sounding board for management on emerging issues, problems, and initiatives. Any official actions taken by the Executive committee must be reported at the next Board meeting. It serves in lieu of a Personnel Committee for the purpose of hearing and advising the Executive Director on any matters of human resource/personnel nature. The Executive committee shall conduct the yearly performance evaluation for the Executive Director.

Section 2 – Finance Committee

The Finance Committee shall be composed of at least (5) Board members, including the Treasurer, who acts as Chair for the committee. Non-Board members may be invited to act as advisors in special areas of expertise. The Committee shall work with the Executive Director and any assigned staff in preparation of the annual budget and long range financial goals. Reviews financial statements and variances from the budget and recommends action to the Board as appropriate. Arranges for an annual audit or review as required by law. The Finance Committee provides oversight, recommendations for investments and assists with general financial training for all Board Members. This Committee provides oversight of risk management to ensure proper safeguards are in place to protect the organization's assets.

Section 3 – Membership Committee

The Membership Committee shall consist of at least five (5) members, including the Chair, and may include non-Board members, It will provide a yearly review of the membership program and will assist designated Staff with renewals, member recognitions and soliciting new memberships, as needed. They will work with Staff and the Executive Committee in planning the Annual General Membership meeting. The Chair of the Committee shall serve on the Executive Committee.

Section 4 – Development Committee

The Development Committee consists at least five (5) members, including the Chair, and may include non-Board members. The Chair serves on the Executive Committee. This Committee supports the Board carry out its due diligence function in assuring the fiscal health of the organization through philanthropy and fund development. It partners with staff to institutionalize the philanthropic process within the Board and its individual members, assuring a donor-centered organization.

Section 5 - Governance Committee

Governance Committee will be chaired by the Vice President and consist of at least five (5) Board members, including the Chair. This committee oversees and makes recommendations to the Board to ensure a healthy development and operation of the Board, its committees and task forces, and the performance of individual members. It recruits and develops Board members and evaluates the overall performance of the Board. The Governance Committee

recommends a slate of nominees for new Board members and Officers to the Board of Directors prior to the Annual Membership Meeting.

Section 6 - Other Committees, Tasks Forces, and Advisory Councils

The President may appoint ad hoc committees, task forces, and Advisory Councils from the Board of Directors, membership, and community as circumstances warrant, or as directed by the Board of Directors.

Article X
Non-Discrimination

Neither the Arts Council, its Board, employees or authorized representatives shall engage in any conduct related directly or indirectly to the business of the Arts Council which adversely affects an individual or group of individuals on the basis of race, color, disability, religion, sex, national origin, gender identity, sexual orientation or age.

Article XI
Indemnification

Section 1 – Mandatory Indemnification

The Arts Council shall indemnify a Governing Person (which is defined as a Director, Officer, employee or agent), former Governing Person, or delegate of the Arts Council against reasonable expenses actually incurred by the person in connection with a proceeding in which the person is a respondent because the person is or was a Governing Person or delegate if the person is wholly successful, on the merits or otherwise, in the defense of the proceeding.

Section 2 – Permissive Indemnification

Except as otherwise prohibited by law, these Bylaws or the Articles of Incorporation, the Arts Council may indemnify a Governing Person, former Governing Person, or delegate of the Arts Council who was, is, or is threatened to be made a defendant or respondent in any proceeding if it is determined that (i) the person acted in good faith, (ii) the person reasonably believed that his or her conduct was in the Arts Council's best interests, and in the case of criminal proceedings, that he or she did not have reasonable cause to believe his or her conduct was unlawful, (iii) the amount of expenses is reasonable, and (iv) indemnification should be paid. The Arts Council will not pay for the legal defense of anyone who is found guilty of any criminal violations.

The Arts Council will not indemnify a person who is found liable to the Arts Council or is found liable to another on the basis of improperly receiving a personal benefit from the Arts Council. A person is conclusively considered to have been found liable in relation to any claim, issue, or matter if the person has been adjudged liable by a court of competent jurisdiction and all appeals have been exhausted. Termination of a proceeding by judgment, order, settlement, conviction, or on a plea of nolo contendere or its equivalent does not necessarily preclude indemnification by the Arts Council.

Section 3 – Determination of Permissive Indemnification

Before the Arts Council shall be obligated to pay any permissive indemnification expenses (including attorneys' fees), the Arts Council must specifically determine that indemnification is permissible, authorize indemnification, and determine that expenses to be reimbursed are reasonable, except as provided in subparagraph (c) below. The Arts Council may make these determinations and decisions by any one of the following procedures:

(a) Majority vote of the Directors who, at the time of the vote, are disinterested and independent, regardless of whether they constitute a quorum.

(b) Majority vote of a Committee of the Board, designated to act in the matter by a majority vote of all disinterested and independent Directors, consisting solely of two or more Directors who at the time of the vote are not named defendants or respondents in the proceeding.

(c) Determination by special legal counsel selected by the Board by the same vote as provided in subparagraphs (a) or (b) above.

The Arts Council will authorize the indemnification and determine that expenses to be reimbursed are reasonable in the same manner that it determines whether indemnification is permissible. If special legal counsel determines that indemnification is permissible, authorization of indemnification and determination of reasonableness of expenses will be made as specified by subparagraph (c) above governing selection of special legal counsel.

Section 4 – Advancement of Expenses

The Arts Council may reimburse or advance reasonable expenses before final disposition of a proceeding only after the Arts Council receives (i) a written affirmation by the person of his or her good faith belief that he or she has met the standard of conduct necessary for indemnification, and (ii) a written undertaking by or on behalf of the person to repay the amount paid or reimbursed if the final determination is that he or she has not met that standard or that indemnification is prohibited by law, these Bylaws or the Articles of Incorporation. Authorization of payment will be made in the same manner as a determination that indemnification is permissible under Section 3 above.

Section 5 – Mandatory Reimbursement

The Arts Council shall pay or reimburse expenses incurred by a Governing Person of the Arts Council in connection with the person's appearance as a witness or other participation in a proceeding involving or affecting the Arts Council when the person is not a named defendant or respondent in the proceeding.

Article XII
Conflict of Interest

Section 1 - Purpose

The purpose of this conflict of interest policy is to protect the Art Council's interest when it is contemplating entering into a transaction or arrangement that might benefit the private interest of an Officer or Director of the Arts Council or might result in a possible excess benefit transaction. This policy is intended to supplement but not replace any applicable state and federal laws governing conflict of interest applicable to nonprofit and charitable organizations.

Section 2 - Definitions

(a) Interested Person - any Director, principal Officer, or member of a Committee with governing board-delegated powers, who has a direct or indirect financial interest, as defined below, is an interested person.

(b) Financial Interest - A person has a financial interest if the person has, directly or indirectly, through business, investment, or family:

i. An ownership or investment interest in any entity with which the Arts Council has a transaction or arrangement,

ii. A compensation arrangement with the Arts Council or with any entity or individual with which the Arts Council has a transaction or arrangement, or

iii. A potential ownership or investment interest in, or compensation arrangement with, any entity or individual with which the Arts Council is negotiating a transaction or arrangement.

Compensation includes direct and indirect remuneration as well as gifts or favors that are not insubstantial.

A financial interest is not necessarily a conflict of interest. Under Section 3(b), a person who has a financial interest may have a conflict of interest only if the Board decides that a conflict of interest exists.

Section 3 - Procedures

(a) Duty to Disclose - In connection with any actual or possible conflict of interest, an interested person must disclose the existence of the financial interest and be given the opportunity to disclose all material facts to the Board of Directors which shall consider the proposed transaction or arrangement.

(b) Determining Whether a Conflict of Interest Exists - After disclosure of the financial interest and all material facts, and after any discussion with the interested person, he or she shall leave the Board of Directors while the determination of a conflict of interest is discussed and voted upon. The Board of Directors shall decide if a conflict of interest exists.

(c) Procedures for Addressing the Conflict of Interest

i. An interested person may make a presentation to the Board of Directors, but after the presentation, he or she shall leave the meeting during the discussion of, and the vote on, the transaction or arrangement involving the possible conflict of interest.

ii. The President of the Board of Directors shall, if appropriate, appoint a disinterested person or committee to investigate alternatives to the proposed transaction or arrangement.

iii. After exercising due diligence, the Board of Directors shall determine whether the Arts Council can obtain with reasonable efforts a more advantageous transaction or arrangement from a person or entity that would not give rise to a conflict of interest.

iv. If a more advantageous transaction or arrangement is not reasonably possible under circumstances not producing a conflict of interest, the Board of Directors shall determine by a majority vote of the disinterested Directors whether the transaction or arrangement is in the Arts Council's best interest, for its own behalf, and whether it is fair and reasonable. In conformity with the above determination it shall make its decision as to whether to enter into the transaction or arrangement.

(d) Violations of the Conflict of Interest Policy

i. If the Board of Directors has reasonable cause to believe an interested person has failed to disclose an actual or possible conflict of interest, it shall inform the person of the basis for such belief and afford him or her an opportunity to explain the alleged failure to disclose.

ii. If, after hearing the interested person's response and after making further investigation as warranted by the circumstances, the Board of Directors determines the person has failed to disclose an actual or possible conflict of interest, it shall take appropriate disciplinary and corrective action.

Section 4 - Records of Proceedings - The minutes of the Board of Directors shall contain:

(a) The names of the persons who disclosed or otherwise were found to have a financial interest in connection with an actual or possible conflict of interest, the nature of the financial interest, any action taken to determine whether a conflict of interest was present, and the governing Board's or Committee's decision as to whether a conflict of interest in fact existed.

(b) The names of the persons who were present for discussions and votes relating to the transaction or arrangement, the content of the discussion, including any alternatives to the proposed transaction or arrangement, and a record of any votes taken in connection with the proceedings.

Section 5 - Compensation

(a) A voting member of the Board of Directors who receives compensation, directly or indirectly, from the Arts Council for services is precluded from voting on matters pertaining to that member's compensation.

(b) A voting member of any Committee whose jurisdiction includes compensation matters and who receives compensation, directly or indirectly, from the Arts Council for services is precluded from voting on matters pertaining to that member's compensation.

(c) No voting member of the Board of Directors or any Committee whose jurisdiction includes compensation matters and who receives compensation, directly or indirectly, from the Arts Council, either individually or collectively, is prohibited from providing information to any Committee regarding compensation.

Article XIII
Dissolution

Upon the dissolution of the Arts Council, the Board shall, after paying or making provision for the payment of all the liabilities of the Arts Council, dispose of all of the assets of the corporation exclusively for the charitable purpose of the Arts Council, in such a manner, or to such organization or organizations organized and operated exclusively for such educational purpose or purposes, as shall at the time qualify as an exempt organization or organizations under Section 501(c)(3)of the Code as the Board shall determine; and any of such assets not so disposed of shall be disposed of by a District Court of the County in which the principal office of the Arts Council is then located, exclusively for such former purposes of the Arts Council.

Article XIV
Parliamentary Authority

The rules contained in the current edition of *Robert's Rules of Order Newly Revised* shall govern the Arts Council in all cases to which they are applicable and in which they are not inconsistent with these Bylaws and any special rules of order the Arts Council may adopt.

Article XV
Amendments

The Bylaws of the Arts Council may be amended or revised by the affirmative vote of at least two-thirds of the members of the Board of Directors.

Adopted-- July 13, 2006
Revised - October 18, 2007
Revised – April 26, 2011
Revised – October 27, 2015
Revised - August 23, 2016
Revised - October 25, 2016

Exhibit K

Greater Denton Arts Council // Donations & Grants

Rental Gift Certificates:	
Denton Benefit League	$1,800
United Way	$ 900
Rental Gift Certificate Total:	**$2,700**
Grant Recipients :	
Denton African American Scholarship Foundation	$1,200
Denton Bell Band	$ 700
Denton Community Band	$ 700
Denton Community Chorus	$ 600
Denton Community Theatre	$3,100
Denton Festival Foundation	$5,000
Denton Main St. Organization	$ 500
Festival Ballet of North Central Texas	$1,500
Flower Mound Community Orchestras	$ 600
Keep Denton Beautiful	$ 900
North Texas Book Festival	$ 500
SCRAP	$ 700
Sundown Collaborative Theatre	$ 900
Teatro Dallas	$ 900
Tejas Storytelling Association	$1,000
Texas Filmmakers	$ 900
UNT College of Music	$1,500
UNT P.R.I.N.T. Press	$ 400
Grant Total:	**$21,600**
Complimentary Memberships:	
Complimentary memberships donated to	
Various fundraisers for non-profit support	$1,500
Complimentary Memberships Total	**$1,500**
Donation Total:	**$25,800**

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

RECEIVED MAY 19 2017 ✓

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	Denton Juneteenth Celebration Committee
Name of Event:	Denton Juneteenth Celebration
Website Address:	www.juneteenthtx.org
Mailing Address:	P.O. Box 51291
	Denton, TX 76206
Physical Address:	1300 Wilson St., Denton, TX 76205
Telephone #:	940-349-8575 Fax #:
Primary Contact Name: (Project Director)	Janie McLeod
Mailing Address:	601 E. Hickory B
	Denton, TX 76205
Telephone #:	940-349-8272 Fax #: 940-349-8166
Email Address:	janie.mcleod@cityofdenton.com
Secondary Contact Name: (Local Board Chairman)	Cheylon Brown
Mailing Address:	913 Cole Ave.
	Denton, TX 76208
Telephone #:	469-735-1912 Fax #:
Email Address:	cheylonb@yahoo.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

X **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

X **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

_____ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

_____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

_____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

_____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
The purpose of the Denton Juneteenth Celebration Committee (DJCC) is to promote the educaton and celebratuion of the Juneteenth holiday in Denton County. We are also building community unity through leadership programs and honoring Denton Hometown Heroes.

3) Does your organization have paid staff?
_____ Yes _____ # Full-time _____ # Part-time
X No

4) Does your organization use volunteers?
X Yes Approximately how many? 100
_____ No

5) Does your organization _____ own or _____ rent office space? NO

6) Does your organization own a vehicle?

_____ Yes
X _____ No

7) Is the event that the organization is requesting HOT funds for held on City property?

X _____ Yes Name Location(s) Fred Moore Park & American Legion Hall
_____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

X _____ Yes
_____ No

9) List ALL other sources of funding your organization receives and how much.

_____ Check here if information is attached.

Source	Please Circle One		Dollar Amount
Sponsorships	Earned	Donated	$
Vendors	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Gospel Extravaganza
Hip Hop Explosion
Parade
Softball Tournament
Children's Games
Basketball Tournament
Essay Contest
Leadership Conference
Denton Hometown Heroes Reception
Pageant
Homerun Derby
Flag Football Tournament

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2016	8500	2500	2	
2015	8000	2000	2	
2014	8500	2500		

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

The requested budget expenditures will assist the DJCC in advertising the events is the celebration to a larger audience and bring in more people to the city. The Juneteenth Celebration wil consist of severs days of activites that will highlight various types of entertainment and sporting activities. It will also promote opportunities for small businesses.

13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

We plan to market our event in the Dallas/Fort Worth Metroplex and outher counties that do not have an organized Juneteenth Celebration. We want to promote Juneteenth as a family-oriented event. We plan to target school aged youth, young adults, and senior citizens through a variety of programs. It is our desire to bridge the gap between the youth and elders; thus creating unity within the community at large.

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

Through the use of advertising media to include radio, newspaper ads, commercials, billboards, flyers, social media, and website, we will bring visitors to our city. Our events are planned on various days throughout the year. This creates numberous opportunities for visitors and participants to utilize our hotels and city resources.

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2016		2370	4020	3652.22	2731.78
2015		1333.46	1125.5	2160.31	298.64

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

We plan to become the premier Juneteenth Celebration for this region of Texas. We will also provide educational opportunities on the history and significance of Juneteenth. Beyond the month of June, we will build community unity within our city and the metroplex at large through participation (volunteer and/or financial) in events that are in-line with our mission and goals. We want Denton to become the "host city" for surronding cities and counties that do not have a Juneteenth celebration of their own.

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: Cheylon Brown

(Print Name)

X _____

Date: 5/19/17

Project Director Janie McLeod

(Print Name)

X Janie McLeod

Date: 5/19/17

Late applications are subject to reduction or denial of funding.

EXHIBIT

A

DANA HEMPHILL

45TH ANNUAL DENTON JUNETEENTH *Celebration*

JUNE 17-18, 2016

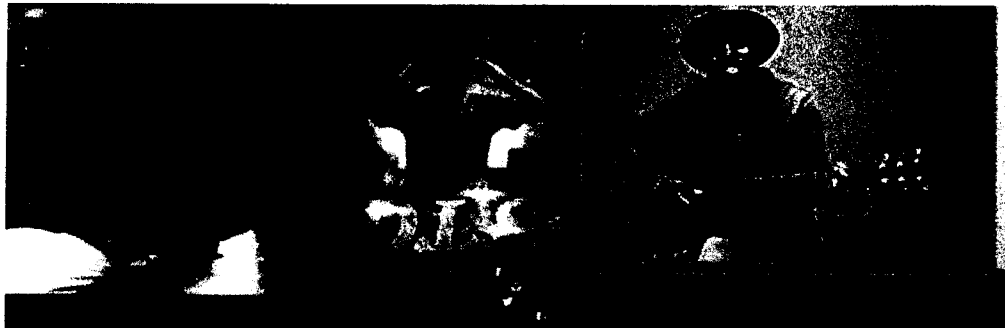
FRED MOORE PARK • 629 LAKEY ST, DENTON

JUNETEENTHDENTONTX.ORG

DENTON JUNETEENTH @DJUNETEENTH

J CATALYST

UNT DCTA TWU



June 17-18, 2016

Fred Moore Park

629 Lakey St., Denton, TX 76205

- Gospel Extravaganza
- Flag Football Tournament
- Parade
- Softball Tournament
- Homerun Derby
- "A Better Way Enterprises" Hometown Heroes Reception
- Children's Games
- Vendor Booths
- 3-on-3 Basketball Tournament
- Hip Hop Explosion

Juneteenth

CARMINA BARNETT

DIVISION OF INSTITUTIONAL EQUITY & DIVERSITY

UNT

cityofdenton.com
DA/EOE/ADEA
(800) 735-2989

MEDIA COMPANY

TWU
TEXAS WOMAN'S UNIV
DENTON DALLAS HOU

EXHIBIT A

JUNETEENTH PARADE

Come join us and be a part of the Juneteenth Celebration.
A PARADE for children, families, and the entire community!

Saturday, June 18, 2016

Line up begins at 9 am sharp @ Civic Center parking lot

ENTRY FORM

Type of vehicle: a) Truck b) Car c) Bike d) other:_____

Category: _____Unit _____Float _____Individual

Name of Entry:_____ **Contact Person:** _____

Name of Driver (if other than contact person): _____

Telephone # of contact person_____**or driver if necessary:** _____

E-Mail address: _____

Mailing Address: _____

Automobile Insurance Company (if applicable) _____

FOR OFFICE USE ONLY:
Entry Number: _____
Date Rec'd_
Approved? **Yes or No**

PRIZES:

1st - $75
2nd - $50
3rd - $25

There will be 3 judges for the parade. Judges will be chosen from the community.

For more information, please contact Sharetta Lee at (940) 597-8639 or scleemc@hotmail.com

THANK YOU FOR YOUR PARTICIPATION!

www.cityofdenton.com
ADA/EOE/ADEA
TDD:(800)735-2989

EXHIBIT

B

DONOR	AMOUNT PLEDGED	AMOUNT RECEIVED	ACCOUNT
UNIVERSITY OF NORTH TEXAS	$1,000.00	$1,000.00	DENTON PARKS FOUNDATION
ST. JAMES A.M.E.	$100.00	$100.00	LOCAL ACCOUNT
TEXAS WOMAN'S UNIVERSITY	$500.00	$500.00	DENTON PARKS FOUNDATION
DENTON COUNTY TRANSIT AUTHORITY	$1,000.00	$1,000.00	DENTON PARKS FOUNDATION
TOTAL	**$2,600.00**	**$2,600.00**	

LOCAL EXPENSE REPORT –EXHIBIT B 2016

TRANSACTION	CREDIT	DEBIT
Opening Balance	$2,370.00	
Deposit	$380.00	
USPS P.O. Box		-126.00
Clear Channel Outdoor		-1400.00
Deposit	$925.00	
USPS		-$7.78
Star Telegram dfw.com		-$600.00
Deposit	$2,130.00	
Crown Trophy		-$29.61
Dollar Tree		-$10.83
Withdrawal		-$400.00
Withdrawal		-$700.00
Deposit	$585.00	
USPS P.O. Box		-$108.00
City of Denton-MLK		-$270.00

LOCAL EXPENSE REPORT - EXHIBIT B 2015

	Amounts	Dates
Beginning Balance	$1,333.45	
Leadership Conference	($200.00)	
Beatrice Clay	($300.00)	6/11/2015
Aaron Duffus	($150)	6/13/2015
Clark Coleman	($100.00)	6/13/2015
Constance Pullam	($175.00)	6/13/2015
Discount Trophies	($135.31)	6/13/2015
Aaron Duffus	($150.00)	6/20/2015
Clark Coleman	($100.00)	6/20/2015
Deposits By Vendors	$1,025.50	
Donation from St. James	$100.00	
Herbert Moore	($300.00)	7/20/2015
Back to School	($250.00)	8/8/2015
Back to School	($100.00)	8/8/2015
Harold Jackson	($200.00)	2/1/2016
Total	$298.64	

2015

INCOME EXPENSE REPORT

EXHIBIT B

DONOR	AMOUNT PLEDGED	AMOUNT RECEIVED	ACCOUNT
UNT	$1,000	$1,000	Denton Parks Foundation
ST. JAMES AME	$100	$100	Local Account
TWU	$500	$500	Denton Parks Foundation
DCTA	$1,000	$1,000	Denton Parks Foundation
TOTAL	$2,600	$2,600	

EXHIBIT

C

CITY OF DENTON
Juneteenth Committee

EXHIBIT C

HOTEL OCCUPANCY TAX GRANT PROGRAM

Expenditure Detail Worksheet

E	VENDOR NAME	BUDGET CATEGORY	DETAIL DESCRIPTION	DOLLAR
5/17/2016	Michael Eddington	Musicians	House Band-Fri & Sat Night	$300.00
5/17/2016	Dana Hemphill	Musicians	Performer-Friday Night	500.00
5/23/2016	iProduceDaSouth	Musicians	Representative Company for: Soulful Soundz, Soul Connections, Prototype Band, Intense Music & Multimedia, J Catalyst, & Lil Ben - Saturday night	$2,000.00
5/23/2016	Equity Plus Production	Musicians	Representative Company for: Xzavier Kelly, Reggie Jackson, Carmina Barnett, and Glory Hallelujah - Friday Night	$525.00
5/23/2016	Tracy G. Harris	Musicians	Performance of Predestined Music Ministry - Friday Night	$150.00
5/23/2016	A. Denise Darnell	Musicians	Performance - Friday Night	$175.00
5/23/2016	Monteasiea's Publishing Co.	Commercials & Radio	- Studio tine w/ Engineer- Panhandle House, Denton, TX - Sound/Video Editor w/ social media package - Radio Campaign (97.9, 94.5, & KHVN)	$5,000
6/4/2016	Caraway Photography	Photography	Photography of the total celebration	$500.00
6/7/2016	Unlimited Creations by Tonya	Internet/Website	Website Administration	$600.00
6/7/2016	CAB Audio	Sound	Sound Engineer - Fri & Sat night	$805.00
6/9/2016	LaTanya Lawson	Billboard	Desgin of Digital Billboard	$200.00
6/9/2016	Equity Plus Production	Musicians	Jarleth Shankle performance - Friday Night	$150.00

EXHIBIT C

6/9/2016	I Messenger Enterprises	Written Materials	Publication in TX Metro News, Garland Journal, & I Messenger Magazine	$800.00
6/13/2016	Denton Juneteenth Celebration Com.	Internet/Website	Reimbursement for ad on dfw.com	$600.00
6/13/2016	Denton Juneteenth Celebration Com.	Billboard	Reimbursement for digital billboard through Clear Channel Outdoor	$1,400.00

TOTAL 13705

EXHIBIT

D

Denton Juneteenth Celebration Committee
Proposed Budget PY18 – Exhibit D

LINE ITEM	ACCOUNT	AMOUNT
COMMERCIALS & RADIO	H.O.T. FUNDS	$7,000
INTERNET/WEBSITE	H.O.T. FUNDS	$3,000
PRINTED MATERIALS	H.O.T. FUNDS	$2,500
BILLBOARDS	H.O.T. FUNDS	$4,000
TOTAL ADVERTISING		**$16,500**
ART		
MUSICIANS	H.O.T. FUNDS	$20,000
PHOTOG RAPHY/VIDEOGRAPHY	H.O.T. FUNDS	$3,000
SOUND EQUIPMENT & STAFF	H.O.T. FUNDS	$3,000
TOTAL ART		**$26,000**
	TOTAL PROPOSED BUDGET	**$42,500**

EXHIBIT

E

Internal Revenue Service

Date: March 13, 2007

DENTON PARKS FOUNDATION
321 E MCKINNEY ST
DENTON TX 76201-4231

Department of the Treasury
P. 0.Box 2508
Cincinnati, OH 45201

Person to Contact:
Ms. Edwards 31-07427
Customer Service Representative
Toll Free Telephone umber:
877-829-5500
Federal Identification Number:
75-2275201

Dear Sir or Madam:

This is in response to your request of March 13, 2007, regarding your organization's tax-exempt status.

In May 1989 we issued a determination letter that recognized your organization as exempt from federal income tax. Our.records indicate that your organization is currently exempt . under section 501{c)(3) of the Internal Revenue Code.

Our records indicate that your organization is also classified as a public charity under section 509(a){2) of the Internal Revenue Code.

Our records indicate that contributions to your organization are deductible under section 170 of the Code, and that you are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,

Michele M. SuUivan, Oper. Mgr.
Accounts Management Operations 1

EXHIBIT

F

Form **W-9**
(Rev. October 2007)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give form to the requester. Do not send to the IRS.

Print or type See Specific Instructions on page

Name (as shown on your income tax return)
DENTON PARKS FOUNDATION

Business name, if different from above

Check appropriate box: Individual/Sole proprietor ☒ Corporation ☐ Partnership
☐ Limited liability company Enter the tax classification (D=disregarded entity, C=corporation, P=partnership) >
☐ Other (see instructions)

Exempt payee

Address (number, street, and apt. or suite no.)
601 E. HICKORY STREET, SUITE B

Requester's name and address (optional)

City, state, and ZIP code
DENTON, TEXAS 76205

List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number

or

Employer identification number
75 2275201

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below),

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. See the instructions on page 4.

Sign Here — Signature of U.S. person > Simone Mucke — Date

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity,

EXHIBIT

G

Franchise Tax Account Status

As of : 07/06/2017 10:12:15

This Page is Not Sufficient for Filings with the Secretary of State

DENTON PARKS FOUNDATION

Texas Taxpayer Number	17522752017
Mailing Address	321 E MCKINNEY ST %JOY F HESCH DENTON C DENTON, TX 76201-4231
Right to Transact Business in Texas	ACTIVE
State of Formation	TX
Effective SOS Registration Date	12/21/1987
Texas SOS File Number	0105057401
Registered Agent Name	SIMONE ANDERSON
Registered Office Street Address	601 E. HICKORY, SUITE B DENTON, TX 76209

INTERNAL REVENUE SERVICE
District Director

Of.:PAAfMt:iH Of rnE IR£ASURY
1100 St., lias. TX: 75242

Person Contact:
CUSTOMER SERVICE DIVISION

Telephone H1..mber:
(800} 1329-1040

Refer Reply to:
Man Code 4940 DAL

Date:
December 2.7. 1996

EIN:
75-227520]

Denton Parks Foundation
215 E. McKinney
Denton, TX 76201-4229

r S1r or Madam:

records ::.hew that Denten Parks Foundation from Federal Income Trlx under sicuon 501(c)(3) the Interna·l Revenue is exempti on s gra n 1989 and rema Ins in fo ll force and e t. Contributions to _your organl deduct le in manner and to the extent provi section 170 of the code

We have classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Internal Revenue Code. Your organization is described in section 509 (a) (2) of the code.

If gross receipts for your organization reach ,000 or more, in any one year, the organization will be required to file Form 990, Return of Organization Exempt from Income Tax.

This may be used to ver your tax-exempt s

If we may be of further assis , p ease 1 telephone number listed above or write to us at the address in the letterhead, Mail Code 4940 DAL.

Sincere

1

Vi. Mann
Manager, Employee Plans
and Exempt Organizations
Customer Service Sectfon

EXHIBIT

H

Denton Juneteenth Celebration Committee
Governing Body 2016 – Exhibit H

Chair, Cheylon Brown
913 Cole Ave.
Denton, TX 76208

Vice Chair, Willie Hudspeth
623 Newton
Denton, TX 76205

Secretary, Sharetta C. Lee
2560 Tower Ridge Dr. #712
Corinth, TX 76210

Treasurer, Edward Patterson
2201 Rockbrock Dr. Apt. 1411
Lewisville, TX 75067

EXHIBIT

I

Denton Juneteenth Celebration Committee
Meeting Schedule 2016 – Exhibit I

2016 Meeting Dates	2017 Meeting Dates
Jan. 21	Jan. 18
Feb. 18	Feb. 15
Mar. 17	Mar. 1
Apr. 7	Mar. 15
Apr. 21	Apr. 5
May 5	Apr. 19
May 19	May 3
May 26	May 17
June 2	May 31
June 9	June 7
June 16	June 14
July 21	July 19
Aug. 18	Aug. 16
Sept. 15	Sept. 20
Oct. 20	Oct. 18
Nov. 17	Nov. 15
Dec. 15	Dec. 20 (Elections)

EXHIBIT

J

EXHIBIT J

3.01.3 An active member is defined as: one who regularly communicates with the Chair or Vice-Chair, attends meetings, submits required reports, and participates in Committee sponsored events.

3.01.4 The Executive Committee of the Denton Juneteenth Celebration Committee shall consist of Chair, Vice-Chair, Treasurer, and Secretary.

3.01.5 Terms of office shall begin at the start of operating fiscal year in January.

3.01.5.1 New members may join the committee throughout the year.

3.01.5.2 New members are exempted from hold an office on the Executive Committee unless the Committee, by majority, votes them in as an officer.

ARTICLE IV

4.1 OFFFICERS

4.01.1 All officers shall serve for two (2) years beginning in January. Nominations for officers shall be held at the regular November meeting. Elections will be held at the December meeting, and the installation of new officers will be conducted during the January meeting.

4.1.2 During the regular October meeting of each year, the Chairperson shall appoint a Nominating Committee. It will consist of no less than three committee members, but no more than five Committee members. The Nominating Committee will select its own chair.

4.1.3 The Nominating Committee will provide a list of nominees for the Chair, Vice-Chair, Secretary, and Treasurer positions.

4.1.4 The Nominating Committee shall present a list of nominees at the December meeting, for approval by the entire Committee. Nominations will also be accepted from the floor. Any Committee member may be added to this list at this time, if a majority of the Committee members are present to vote for the person.

.5 for new Officers shall held during December [illegible] Executive Committee Officers shall be elected by a simple majority of the current Committee. Nominees will not be allowed to count the votes. The Nominating committee members will count the votes. If a member of the Nominating committee is nominating for an executive position, the Chair will appoint replacements as needed.

4.01.6 Elected members must be present to be installed during the regular January meeting.

4.01.7 The duties of all vacancies created by resignation or by termination of Officers shall be filled and completed by the Executive Committee Officers.

The Officers and their duties shall be as follows:

4.02 CHAIRPERSON

4.02.1 Preside at all meetings and ensure the Committee's compliance with parliamentarian procedures in accordance with the current edition of Robert's Rules of Order during all meetings.

4.02.2 Appoint committee chairs

EXHIBIT J

4.02.3 Be an ex-oficio member to all committees.
4.02.4 Call specific meetings.
4.02.5 Carry out any other functions set out in the Bylaws.
4.02.6 Prepare agenda for monthly meetings with the Secretary.
4.02.7 Meet with the Treasurer for review and discussion of financial reports, checking account records and budgeting matters.
4.02.8 Appoint another Executive office member to fill absent officers' seat if needed at meeting.
4.02.9 Will act as public spokesperson for the committee at public functions.
4.02.10 Will sign on any contracts and checks, which the committee has authorized to be executed.

4.03 VICE-CHAIRPERSON
4.03.1 Shall act as chairperson in the absence of the Chair and assume all duties and act for the chairperson.
4.03.2 Shall assume all other duties as assigned by the executive committee.

4.04 SECRETARY
4.04.1 Will maintain the records of the committee, including a written and photographic record of all Juneteenth events.
4.03.2 Will take minutes of all meetings. Minutes must be submitted in writing
4.03.3 Will notify Committee members of the date and time of all meetings at least 3 business days before meeting.
4.03.4 Will preside at the meeting and act as chairperson in the absence of the chairperson and vice-chairperson and perform all duties.
4.04.5 Will maintain an accurate membership roll of active committee members.

4.05 TREASURER
4.05.1 Maintain accurate accounts of all the organizations accounts.
4.05.2 Keep full and accurate accounts of receipts and disbursements of the organization's funds.
4.05.3 Deposit all funds.
4.05.4 Prepare monthly financial statements for each meeting and/or as needed.
4.05.5 Receive monies from other committee members and issue receipts
4.05.6 Print checks upon receipt of a check request form from the committee and submit to the Chairperson and Vice-Chairperson for signatures.

ARTICLE V
5.1 VOTING
5.1.1 Each member shall have one vote
5.1.2 All voting shall be voice vote, except when a request is made for a written ballot
5.1.3 All active members are eligible to vote

ARTICLE VI
6.01 MEETING PROCEDURES

EXHIBIT J

6.01.1 All meetings shall be conducted according to the current edition of Robert's Rules of Order,

6.01.2 The Committee shall meet as needed to conduct business

6.01.3 The Chairperson shall prepare an agenda for the regular meeting in coordination with the Secretary at least one week in advance of the regular meeting. The agenda, along with the minutes, shall be mailed to all active Committee members prior to the meeting. Any matter not on the agenda may be discussed at the regular Committee meeting, only with the approval of all present.

6.01.4 Any person or group wishing to address the Committee should notify the Chairperson in advance of the meeting. They may be allowed to address the Committee under new business.

6.01.5 Special meetings may be called by the Chairperson with personal notification of all Committee members at least twenty-four (24) hours in advance.

6.01.6 Any decision of the Committee shall be binding upon approval by a majority of those present and voting.

ARTICLE VII

7.1 REMOVAL, RESIGNATION **AND** VACANCY

7.1.1 Any vacancy occurring during the unexpired term of an Executive Committee member will be filled by majority vote of the remaining Executive Committee

7.1.2 Any member may resign at any time by given written notice to the Chairperson. Such notice will take effect on the date of receipt of the resignation.

7.1.3 Any member absent from three (3) consecutive meetings may be considered for removal from Committee membership, by a majority vote of those present and voting.

7.1.4 Any committee member may be removed for inefficiency, neglect of duty or misconduct by a majority vote of those present and voting.

7.1.5 Any member the misrepresents themselves thus committing fraud, theft, or any other criminal act in connections with the Committee will be automatically and immediately removed from the Committee by a majority vote of those present and voting.

ARTICLE VIII

8.01 MLK CENTER SUPERVISOR

8.01.1 The Denton Juneteenth Celebration Committee shall work cooperatively with the MLK Center Supervisor, who is an employee of the City of Denton.

8.01.2 The MLK Center Supervisor shall be an ex-offico member of the Denton Juneteenth Celebration Committee Executive Committee.

ARTICLE IX

9.01 FINANCES

EXHIBIT J

9.01.1 The Denton Juneteenth Celebration Committee is a non-profit organization. Monies received will be spent carrying out the stated purpose of the organization.

9.01.2 All monies collected by any committee member designated for the Denton Juneteenth Celebration committee must be turned in to the Treasurer within one (1) week ofreceiving the donation.

9.01.2.1 Any committee member that does not turn in monies timely will be considered in noncompliance with the rules and policies of this organization and this action will therefore be considered misconduct.

9.01.2.2 No Committee Member may spend any monies they receive that are designated for any Denton Juneteenth event without prior approval from the Committee.

9.01.2.3 Any situation that results in the refusal to tum in monies and/or donations designated for the Denton Juneteenth Celebration committee will be handled as theft and the chair will file charges with the City of Denton Police Department and/or the District Attorney.

9.01.3 The organization will handle its own financial affairs.

9.01.4 The organization's funds will be kept at a financial institution approved by the Executive Committee.

9.01.5 No Committee member may spend their own personal funds for Committee activities and received reimbursement without approval from the Committee.

9.01.5.1 Reimbursements will be considered in the same manner and procedures as a check request form.

9.02 CHECK REQUISTIONS

9.02.1 A check request must be submitted to receive a check for all requested funds. Check requests must be submitted for approval at regular meetings.

9.02.2 Proper documentation such as contracts and all necessary receipts must be submitted before receiving a check.

9.03 CHECK WRITING PROCEDURES

9.03.1 All check will be WTitten during the meetings. In the event of an emergency, the Chairperson or Vice-Chairperson may authorize checks to be written outside of the meeting.

9.03.2 The Treasurer will write all checks for the Committee. If the Treasurer is not available to write the check, then checks will be \\Titten by the Chairperson.

9.03.3 All checks must have be signed by two Executive Committee members in the following order: (two signatures are required)

- 9.3.3.1 Chairperson
- 9.3.3.2 Vice-Chairperson
- 9.3.3.3 Secretary

9.03.4 Ifan Executive Committee member \.\Tites a check, he or she cannot endorse the check.

EXHIBIT J

9.03.5 No checks will be issued to a Committee member, vendor or contractor that has an outstanding balance or owes money to the Committee.

ARTICLE X

10.1 **AMENDMENTS**

10.1.1 These bylaws may be amended by a majority vote of the Committee provided that notice is presented in writing three (3) business days prior to meeting.

ARTICLE XI

11.1 CONFLICTS

11.1.1 The Committee shall have such powers as may be necessary and required to adequately perfom1the duties and responsibilities placed upon them by these Bylaws and by the jurisdiction of the City of Denton. In case of any conflicts between a City of Denton Ordinance and th.ese bylaws, the City of Denton Ordinance will take precedence.

Approved by the Denton Juneteenth Celebration Committee:

_____

Cheylon Brown - Chairperson

_____

Willie Hudspeth - Vice-Chairperson

_____

Sharetta Lee - Secretary

_____

Edward Patterson-Treasurer

_____

Bobby Givens Martin Luther King, Jr. Center Supervisor
City of Denton

Revised 5/7/2014 sl

EXHIBIT

K

Denton Juneteenth Celebration Committee
Donations Made 2016 – Exhibit K

MLK Advisory Board	$250.00
Community Outreach Ministry	$100.00
Denton Black Film Festival	$500.00
Denton County Chapter NAACP	$300.00
Total Amount:	$1,150.00

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 17 2017 ✓

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	Denton Breakfast Kiwanis
Name of Event:	Turkey Roll Bicycle Rally
Website Address:	http://www.dentonbreakfastkiwanis.org
Mailing Address:	P.O. Box 1044
	Denton TX 76202
Physical Address:	1700 N Elm Street, Denton TX 76201
Telephone #:	940 343-2073 Fax #: none

Primary Contact Name: (Project Director)	Mary Harris
Mailing Address:	2509 Shenandoah Trail
	Denton TX 76210
Telephone #:	940 367-3026 Fax #: none
Email Address:	mary.harris@unt.edu

Secondary Contact Name: (Local Board Chairman)	John Ryan
Mailing Address:	43 Wellington Oaks Circle
	Denton TX 76210
Telephone #:	940 206-7213 Fax #: none
Email Address:	jryan@limerickpm.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

xxxx **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

_____ **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

_____ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

_____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

_____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

_____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
Denton Breakfast Kiwanis is an affilate of Kiwanis International, which exists to improve the quality of life for the children of the world through service and by adhering to the Objects of Kiwanis, which are recited at our meetings. The Objects emphasize human and spiritual values, citizenship development, patriotism, and service. Our particular club is known for its support of youth organizations. We sponsor clubs at Harpool Middle School, Immaculate Conception Catholic School, Denton, Guyer, Ryan, and Liberty Christian High Schools, and UNT and are chartering a club at Braswell High School.

3) Does your organization have paid staff?
_____ Yes _____ # Full-time _____ # Part-time
xxxx No

4) Does your organization use volunteers?
xxxx Yes Approximately how many? 100
_____ No

5) Does your organization _____ own or _____ rent office space? **Neither**

6) Does your organization own a vehicle?

_____ Yes
xxxx No

7) Is the event that the organization is requesting HOT funds for held on City property?

_____ Yes Name Location(s) _____
xxxx No Name Location(s) Immaculate Conception Catholic Church

8) Will the organization be able to provide insurance coverage for the event if held on City property?

xxxx Yes
_____ No

9) List ALL other sources of funding your organization receives and how much.

xxxx Check here if information is attached. Sources listed are for event.

Source	Please Circle One		Dollar Amount
Registration by riders	**Earned**	Donated	$ 27,922
Donations from riders	Earned	**Donated**	$ 735
Sponsors	Earned	**Donated**	$ 8700
Booth rental	**Earned**	Donated	$ 500
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Printing and mailing flyers
Hotter'n Hell ads, booth, travel
Partnership with Denton CVB

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2016	911	695	58	Turkey Roll Rally
2015	813	602	8	Turkey Roll Rally
2014	888	799	11	Turkey Roll Rally
2013	925	832	11	Turkey Roll Rally
2012	711	533	7	Turkey Roll Rally
2011	585	526	7	Turkey Roll Rally

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

The purpose of our request is to advertise the Turkey Roll Bicycle Rally in ways that will increase participation by riders who live far enough away from Denton to maximize use of hotels/motels, restaurants, and other tourist services. We distribute 5x8" flyers at rallies held from June through October in Texas and Oklahoma. The Hotter'n Hell 100, a national event held in Wichita Falls, is our best recruiting venue, with opportunity to reach 12,000 riders. Through a partnership with the Denton Visitor and Convention Bureau, we recruit younger riders by use of social media and development of a more accessible website.

13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

Our targeted market is riders who live far enough away from Denton to be likely to benefit from tourist services and younger riders. Exhibit A.1 displays both sides of the 5x8 windshield flyers we distribute at other bicycle rallies. In 2016, we distributed flyers in towns as far away as Abilene, Paris, and Ardmore, OK. Exhibit A.2 highlights the success of our partnership with Denton Visitor and Convention Bureau in reaching riders through social media, with focus on Facebook. Exhibit A.3 shows promotion of the Turkey Roll Bicycle Rally in Discover Denton in a spread that features City Council member, Dalton Gregory. Exhibit A.4 is a mock-up of the 2016 Turkey Roll tee shirt back, featuring our sponsors, the largest group ever for this event. After the rally, we conducted a survey using Active.com, our registration sofeware company. Exhibit A.5 shows results of interest to HOT sponsors.

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

The Turkey Roll ride send-off is at 9 a.m., and riders typically arrive as early as 7 a.m. to pick up packets, anticipate the course, and meet friends. They need to be well rested. Consequently, we want to promote spending the night in Denton and staying after the rally for an evening of fun and celebration. Given the Immaculate Conception Catholic Church location, we especially want to reach sponors in the Rayzor Ranch area, as well as downtown. At the Turkey Roll, we distribute shirts that feature our sponsors, and we also recognize them at rest stops and through event bags. We also invite to the rally vendors, whose booths make the venue more lively and interesting. All of these features promote touism in Denton. We especially want to promote the partcipation of younger and more diverse riders. Our partnership with the Denton Visitor and Convention Bureau focuses on social media, including Facebook, Twitter, and Instagram. It also promotes the ride online with focus on event listings in Dallas, Fort Worth, and Texas.

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2016	2016	0	40,957	21,391	16,566
2015	2015	0	25,666	9,700	15,966

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

Our long-term goal is to grow the Turkey Roll Bicycle Rally to 12,000 riders with major focus on the advance registration of bicycle clubs, families, and youth organizations; increasing our social media presence to reach younger riders; and increasing the participation of riders far enough away to view Denton as a tourist destination. In 2018, we want to support these goals by better tracking of hotel use by riders, increasing the celebratory atmosphere of the ride, and impeoving our relationship with vendors and sponsors, and especially those in the Rayzor Ranch area of Denton, near to our current ride headquarters.

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

xxxx Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

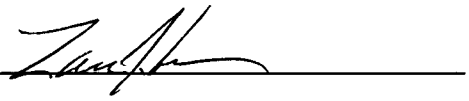
Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: Zane Lemon

(Print Name)

X 

Date: 5/17/2017

Project Director Mary Harris

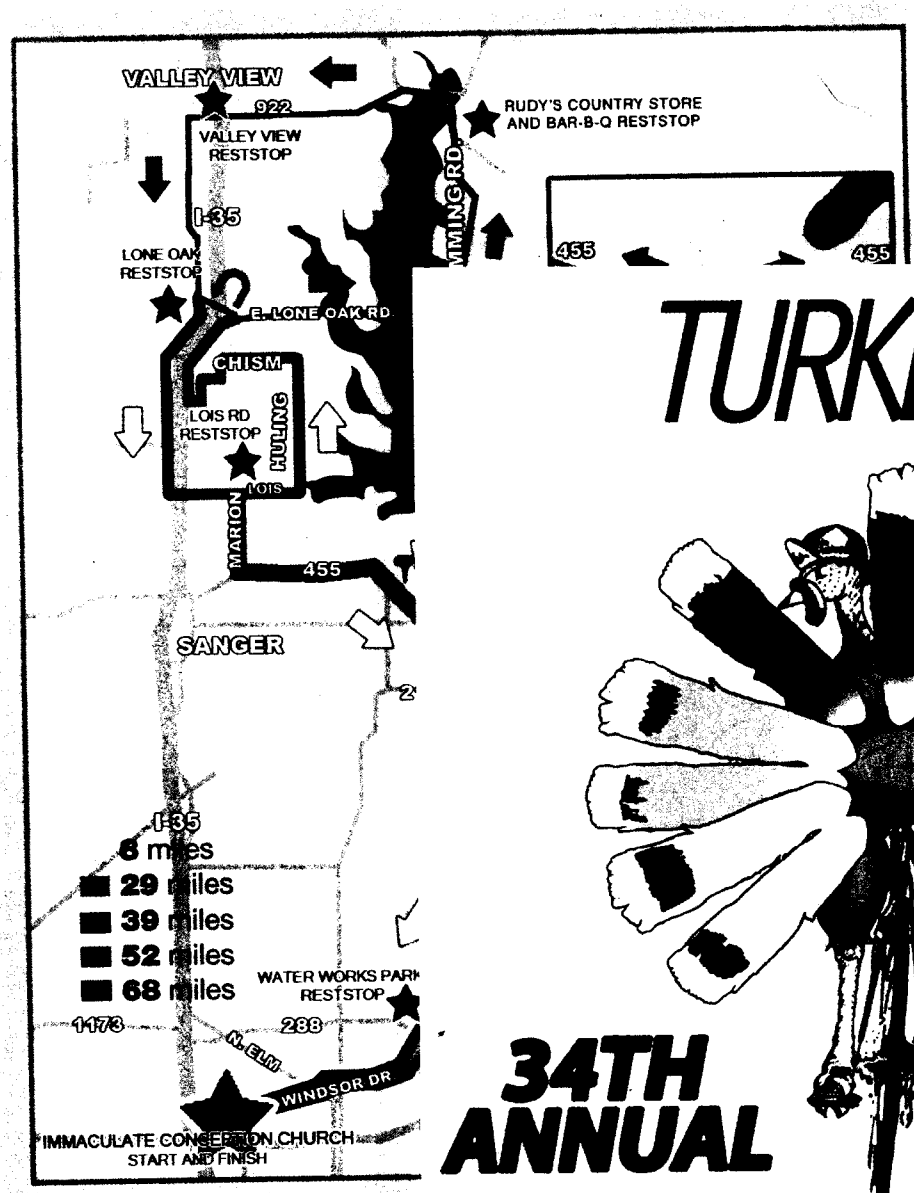
(Print Name)

X

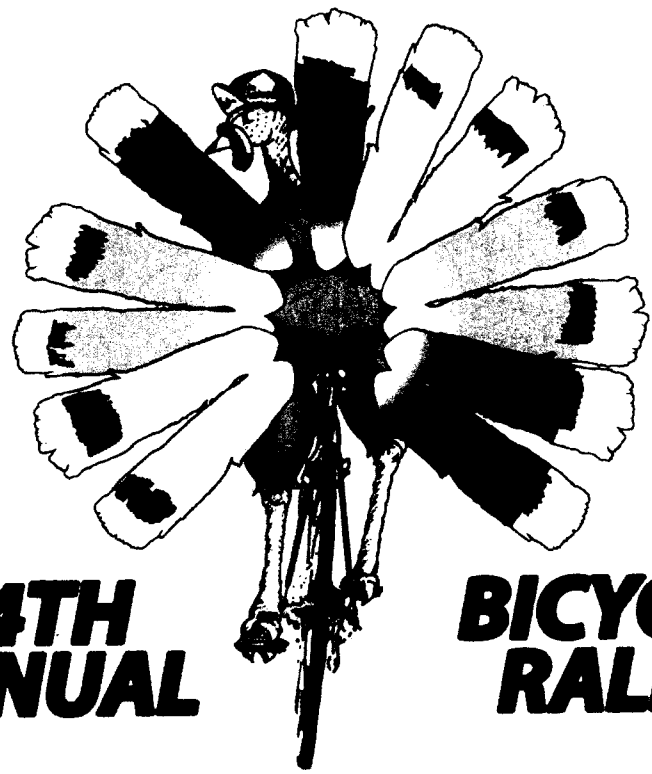
Date: 5/17/2017

Late applications are subject to reduction or denial of funding.

Exhibit A.1



TURKEY ROLL



34TH ANNUAL BICYCLE RALLY

NOVEMBER 19, 2016

DENTONTURKEYROLL.COM

DENTON BREAKFAST KIWANIS

Five routes: 8, 29, 39, 52 and 68 miles

Register online at
www.DentonBreakfastKiwanis.org
or www.dentonturkeyroll.com
#DentonTurkeyRoll

Funded in part by the City of Denton

DENTON

"like" us on facebook.

Young
PRIORI
"We Build.
Co

Exhibit A.2

Marketing Campaign Measurement Report
Turkey Roll 2016
Aug - Nov, 2016

Social Media

- Adjusted cover photo on the Discover Denton Facebook and Twitter pages to maintain consistency with campaign
- Ran ads and sponsored content on Turkey Roll and Discover Denton's Facebook.
- Created content to post via Discover Denton Facebook, Twitter, and Instagram to encourage attendance.
- Implemented social media monitoring tools to enable social listening for relevant discussions
- Included story in the CVB's monthly newsletter which is emailed to **18,038** subscribers

Discover Denton Facebook timeline image

Discover Denton Facebook Metrics Nov 2016

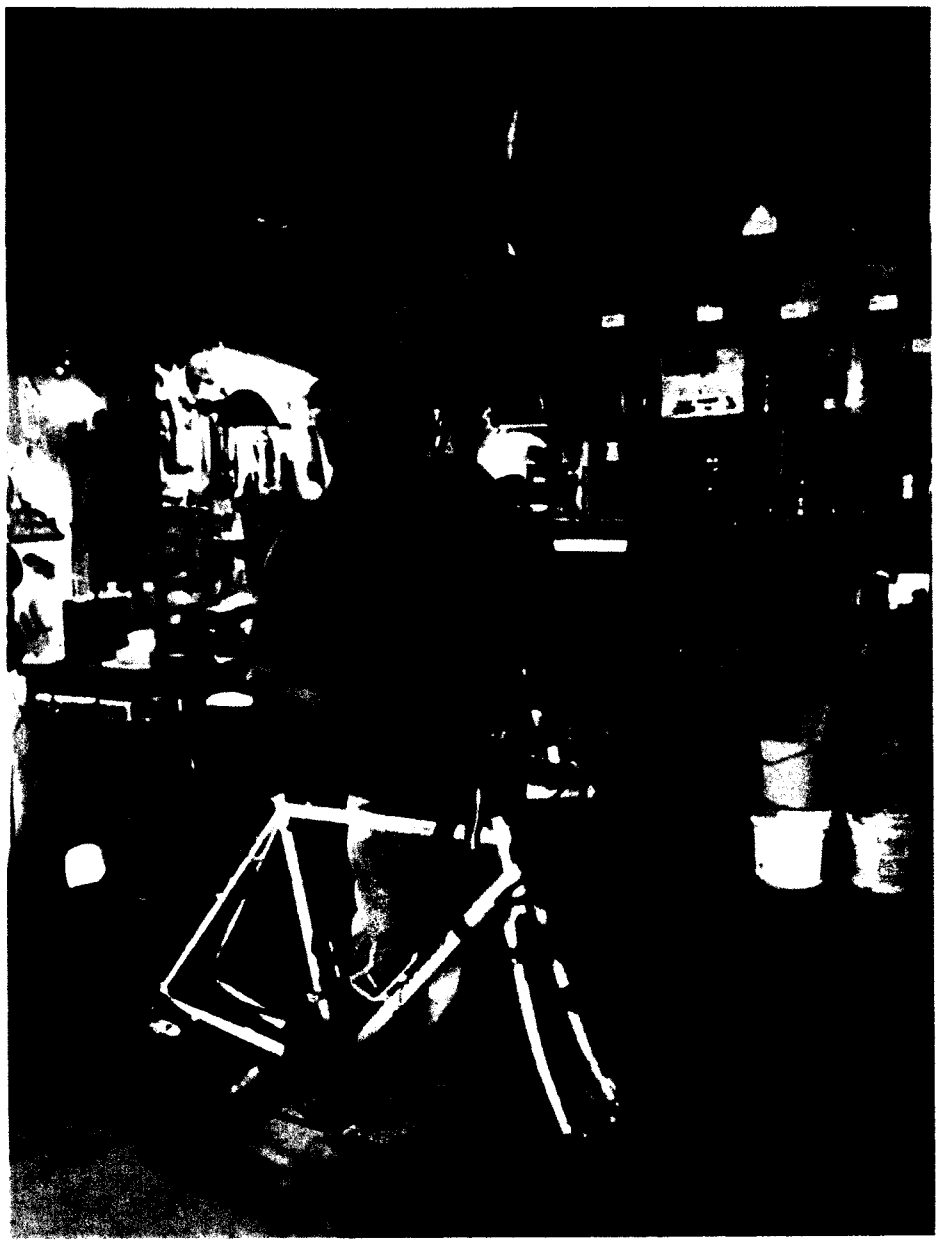
Please do not share in whole, or in part, without written consent

Exhibit A.3

Marketing Campaign Measurement Report
Turkey Roll 2016
Aug - Nov, 2016

Discover Denton

"Hanging from the ceiling above our heads were a red kayak and three bicycles. Altogether, the picture was one of an active guy engaged in a variety of interests. I honed in on the bikes, because that's why I was there. Dalton is readying to ride in the Denton Breakfast Kiwanis Club 2016 Turkey Roll Bicycle Rally." Kim Phillips delves into Dalton Gregory's prep for this weekend's Turkey Roll at our blog. http://bit.ly/2eZTiSI #Dentoning



Boost Post

Exhibit A.4

2016 Turkey Roll Sponsors
SUBARU
HUFFINES
Since 1924
KIA
5150 South I-35E Frontage Rd Denton, TX 76210
940-321-2504
DENTON BICYCLE CENTER
1700 N. Elm; Denton, TX 76201
940-387-5314 www.dentonbicycle.com
Walmart
Distribution Center #6068
Sanger, TX 76266
Ford
BILL UTTER
UTTERLY AFFORDABLE - SINCE 1986
Rudy's
COUNTRY STORE
BAR-B-Q
CITY OF
DENTON
buzz
PointBank.com
DENTON
"IT'S THE LITTLE THINGS WE DO!"
940-382-5360
940-382-1780
www.betterplumber.com
ML&R
WEALTH MANAGEMENT
ALDI
Denton, Texas
Syracuse's
RAMEY KING
INSURANCE
Hankins Eastup Deaton
Tonn & Seay PC CPAs
902 N Locust St
Denton, TX 76201
940 387 8563

Exhibit A.5

sarah.c.kircher@gmail.com

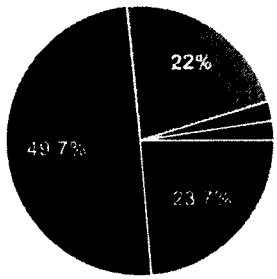
Edit this form

173 responses

View all responses Publish analytics

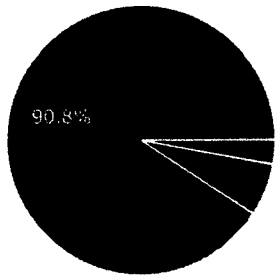
Summary

How far did you drive to get to the Turkey Roll Bicycle Rally?



0-25 miles	**41**	23.7%
26-50 miles	**86**	49.7%
51-100 miles	**38**	22%
101-200 miles	**4**	2.3%
Over 201 miles	**4**	2.3%

Did your 2016 Turkey Roll experience include an overnight stay in Denton?



Yes, with family/friends	**5**	2.9%
Yes, in a hotel/motel	**11**	6.4%
Yes, at a campground	**0**	0%
No	**157**	90.8%

Did you visit any restaurants and/or attractions while in Denton for the Turkey Roll?

Yes	**54**	31.2%
No	**119**	68.8%

Exhibit B.1

Denton Breakfast Kiwanis
Balance Sheet
As of September 30, 2015

	Sep 30, 15	
ASSETS		
Current Assets		
Checking/Savings		
POINT BANK		257.51
POINT BANK-SAVINGS		24,530.07
Total Checking/Savings		24,787.58
Accounts Receivable		
Accounts receivable		297.00
Total Accounts Receivable		297.00
Total Current Assets		25,084.58
TOTAL ASSETS		**25,084.58**
LIABILITIES & EQUITY		
Equity		
Reserved Funds		
Lotto	52.00	
Scholarship Fund	900.00	
Total Reserved Funds		952.00
RESTRICTED INCOME		1,015.91
Unrestrict (retained earnings)		23,825.30
Net Income		-708.63
Total Equity		25,084.58
TOTAL LIABILITIES & EQUITY		**25,084.58**

Exhibit B.1

10:09 AM
04/22/16
Accrual Basis

Denton Breakfast Kiwanis
Profit & Loss
October 2014 through September 2015

		Oct '14 - Sep 15
Ordinary Income/Expense		
Income		
Donations Givin		1,026.49
Earned revenues		
Breakfast	34.95	
International Fee	244.00	
Membership dues	18,022.50	
Texas Oklahoma Fee	115.00	
Total Earned revenues		18,416.45
Interest Income		18.05
Special events		
April Fool Bike Rally	2,208.25	
Governor's Visit	0.00	
Lotto	380.50	
Pancake Supper		
ADVERTISING	3,300.00	
DONATIONS	8,065.00	
PLANE RIDE DC-3 FLAGSHIP	2,400.00	
SILENT AUCTION	2,620.01	
TICKET SALES	4,566.23	
Total Pancake Supper	20,951.24	
Prayer Breakfast	355.50	
Turkey Roll		
Donations	50.00	
Riders	16,444.02	
Sponsors-Turkey Roll	2,250.00	
T-Shirts	116.00	
Total Turkey Roll	18,860.02	
Total Special events		42,755.51
Total Income		62,216.50
Gross Profit		62,216.50

Exhibit B.1

Denton Breakfast Kiwanis
Profit & Loss
October 2014 through September 2015

	Oct '14 - Sep 15	
Expense		
April Fool Bike Rally Expenses		986.42
Background Checks-Members		61.40
Breakfast		14,193.90
Chamber Dues		220.00
Conferences		701.18
Donations		
American Legion	1,300.00	
CKI	-480.55	
Denton High Key Club	272.00	
Denton State School	494.12	
ELIMINATE TETANUS	63.00	
Immaculate Conception	178.00	
Interfaith Ministries	14,785.00	
Kiwanis Int'l Foundation	6,294.21	
T-O Dist. Bldg. Mtg.	1,030.00	
T-O Foundation	225.00	
Texas Oklahoma Key Club	100.00	
Total Donations		24,260.78
Dues		
Circle K International	960.00	
Kiwanis International	4,551.00	
Total Dues		5,511.00
Member Recruitment		433.27
Office Supplies		0.00
Pancake Supper		1,749.38
Postage		49.00
Prayer Breakfast		518.50
Scholarships		
CKI	500.00	
Key Club	2,200.00	
Total Scholarships		2,700.00
Scrapbook Awards		545.00
Turkey Roll		
Advertising	909.44	
Bank Charges	17.40	
Postage	153.44	
Printing	4,430.40	
Supplies	4,754.62	
TRAFFIC CONTROL	350.00	
Total Turkey Roll		10,615.30
Web Site Expense		380.00
Total Expense		62,925.13
Net Ordinary Income		-708.63
Net Income		**-708.63**

Exhibit B.2

8:17 PM
05/08/17
Cash Basis

Denton Breakfast Kiwanis
Balance Sheet
As of September 30, 2016

	Sep 30, 16	
ASSETS		
Current Assets		
Checking/Savings		
POINT BANK		1,274.84
POINT BANK-SAVINGS		30,286.21
Total Checking/Savings		31,561.05
Accounts Receivable		
Accounts receivable		-48.00
Total Accounts Receivable		-48.00
Total Current Assets		31,513.05
TOTAL ASSETS		**31,513.05**
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Other Current Liabilities		
Reserved Funds		
Lotto	20.50	
Scholarship Fund	1,200.00	
Total Reserved Funds		1,220.50
Total Other Current Liabilities		1,220.50
Total Current Liabilities		1,220.50
Total Liabilities		1,220.50
Equity		
Admin Fund (retained earnings)		22,786.67
Project Funds-RESTRICTED INCOME		1,015.91
Net Income		6,489.97
Total Equity		30,292.55
TOTAL LIABILITIES & EQUITY		**31,513.05**

Exhibit B.2

Denton Breakfast Kiwanis
Profit & Loss
October 2015 through September 2016

		Oct '15 - Sep 16
Ordinary Income/Expense		
Income		
Donations Givin		1,740.15
Earned revenues		
Breakfast	77.00	
International Fee	240.00	
Membership dues	19,135.00	
Texas Oklahoma Fee	100.00	
Total Earned revenues		19,552.00
Interest Income		19.66
Special events		
Lotto	499.00	
Pancake Supper		
ADVERTISING	8,500.00	
DONATIONS	2,225.00	
RAFFLE TICKETS	3,264.40	
SILENT AUCTION	2,772.23	
TICKET SALES	2,767.00	
Total Pancake Supper	19,528.63	
Prayer Breakfast	860.00	
Turkey Roll		
Donations	50.00	
Riders	23,938.88	
Sponsors-Turkey Roll	7,700.00	
T-Shirts	10.00	
Total Turkey Roll	31,698.88	
Total Special events		52,586.51
Total Income		73,898.32
Gross Profit		73,898.32
Expense		
Background Checks-Members		109.70
Breakfast		13,852.65
Chamber Dues		220.00
Conferences		3,875.00
Donations		
American Legion	1,340.00	
CKI	400.00	
Denton State School	480.00	
Gonzales School	200.00	
Interfaith Ministries	5,000.00	
Joe Dale Sparks School	200.00	
Kiwanis Int'l Foundation	8,230.00	
T-O Foundation	230.00	
Texas Oklahoma Key Club	100.00	
Tiny Libraries Art	1,114.49	
Total Donations		17,294.49
Dues		
Circle K International	1,090.00	
Division # 8	230.00	
Kiwanis International	5,347.00	
Total Dues		6,667.00

Denton Breakfast Kiwanis
Profit & Loss
October 2015 through September 2016

		Oct '15 - Sep 16
Gifts		75.76
GOVERNER GIFT		45.00
Key Club Training		320.00
Office Supplies		408.17
Pancake Supper		2,118.19
Postage		49.00
Prayer Breakfast		900.00
Scholarships		
CKI	500.00	
Key Club	1,900.00	
Total Scholarships		2,400.00
School Supplies		126.92
Scrapbook Awards		375.00
Telephone		151.36
Turkey Roll		
Advertising	5,818.63	
Bank Charges	46.50	
FACILITY CHARGE	475.00	
Printing	4,081.29	
Signs	650.00	
Supplies	6,728.69	
TRAFFIC CONTROL	300.00	
Total Turkey Roll		18,100.11
Web Site Expense		320.00
Total Expense		67,408.35
Net Ordinary Income		6,489.97
Net Income		**6,489.97**

Exhibit C.1

	2015 Actual *				2015	
	Quantity	$ per	$ Extended	Variance 2014 (last)	Bill's Number	Variance
	Preregistered	583				
Miscellaneous (comps/spec gifts)	other					
Boy Scouts	0	$ 15.00	$ -	(195.00)		
Group Reservations	-1	$ 20.00	$ (20.00)	(320.00)		
1. Early Preregistration	189	$ 25.00	$ 4,725.00	(1,061.00)		
2. Regular Preregistration	360	$ 30.00	$ 10,800.00	2,425.00		
3. Week Before & onsite Registration	265	$ 35.00	$ 9,275.00	7,325.00		
4. Onsite Registration	Total Registered	813				
	0	$ 35.00	$ -			107 Last DAY Regis
	0	ACTIVE.com				
	0	OFF.line				
	Less Processing fees, disc, ref		(1,152.40)			
Total Registration	Just Riders	Less Processi	$ 23,627.60		$ 23,000.00	627.60
	Average Price:	$ 29.06				
5. Ad Revenues (Tabloid)	Donations	IFM/Eliminate	$ 640.00	640.00	$ -	(640.00)
Sponsors	Sponsors (Cash):	$ 2,250.00	$ 2,250.00	2,250.00	$ 2,500.00	250.00
6. Booth Rentals	1		$ -	0.00		0.00
	Sponsors:	$ 2,890.00				0.00
7. Sponsorship (Tshirt Ads)	Other Cash Donations		$ 50.00		$ 50.00	0.00
	Tshirts - Sales		$ 100.00		$ 116.00	16.00
SUBTOTAL OTHER	Other Cash Receipts		$ 3,040.00	$ 2,125.00	$ 2,666.00	
				$ 8,371.60	$ 25,666.00	1,001.60
EXPENSES	Quantity	$ per	$ Extended	Variance		
1. Shirts (San Bay Screen Printing)	1,000	$ 3.85	$ 3,910.00	$ 160.00	$ 2,785.00	(1,125.00)
REORDER after Rally/ + Mailing Exp	-					
2. Portapotties	12	$ 110.00	$ 1,320.00	$ 340.00	$ 983.90	(336.10)
3. Food & Beverage (Ryan Donation)	450	$ 1.50	$ -	$ -	Ryan $500 Donation	
Syracuse Sausage (Donation)	900	$ 0.23	$ 202.50	$ (147.50)		
4. Paper Products	Supplies (Est)	$ 5,532.50	$ 100.00	$ (150.00)		
5. ICCS Grounds Rental	NIKE:	475	$ 475.00	$ 75.00	$ 400.00	(75.00)
6. Aldi Goody Bags; Buns, Condiments ($300)	1,000	surplus/donatec	$ -	$ -		0.00
Goody Bag Contents (candy)			$ -	$ -		0.00
7. Registration Forms (inc. 250 20-packs)	4,000	0.39	$ 1,579.11	$ (715.89)		
Mailing Costs -- Registration Forms	100	1.25	$ 125.00	$ (993.04)		
Flyer Postage (Bike shops)	50	5.25	$ 262.64	$ 166.88		
Small Flyers	12,000	0.07	$ 800.00	$ 300.00		
Posters	50	5.25	$ 262.64	$ 76.64		
Total Eagle Wheeler	Eagle Wheeler	$ 3,029.39	$ -	$ -	$ 3,714.38	684.99
8. Pins (4K) & Racer Numbers (1K)	1k/4k	1000	$ 310.00	$ (40.00)	$ 310.00	0.00
9. HHH100 Booth & Ads/Racing Post	$ 263.30	$ 171.14	$ 434.44	$ (236.05)	$ 434.44	0.00
Advertising??				$ -		0.00
10. Miscellaneous (includes Artwork)			$ -	$ (100.00)	$ 100.00	100.00
11. Bike Repair Kits & First Aid Kits	10	$ 6.21	$ 62.08	$ (28.92)	$ 62.08	0.00
12. New Tents	-	$ 90.00	$ -	$ -		0.00
New Signs--SAG Wagons	10	$ 25.00	$ 250.00	$ 250.00	$ -	(250.00)
New Water Coolers	-	$ 25.00	$ -	$ -		0.00
New Banners	10	$ 50.00	$ 500.00	$ 500.00		(500.00)
Air Tanks	6	10	$ 60.00	$ 60.00	$ 60.00	0.00
Day of Rally Misc.; Posters (Becker)			$ 43.63	$ (6.37)		(43.63)
Traffic Control (Officers)			$ 350.00	$ 100.00	$ 350.00	0.00
13. PA System? Coy Green Audio! Replace $$	1	500	$ 500.00	$ 500.00	$ 500.00	0.00
				$ -		0.00
14. POST Event Expenses	Estimated		$ 250.00	$ 250.00		(250.00)
TOTAL EXPENSES			$ 11,797.04	360.75	9,699.80	(2,097.24)
NET PROCEEDS			$ 14,870.56	$ 8,010.85	$ 15,966.20	1,095.64

Donated Items:

3 Coffee/Chocolate Makers		$ 20.00	Sarah Kircher:	
1 Tent (King)		$ 50.00		
1 Ryan F&B		$ 500.00		
1 Camper w/Porta-Potty (King)		$ 90.00		
5 Sag Wagons (Trucks)	Bill Utter Ford	$ 1,000.00	Roy Watson:	
1 RVs [King & ARCA]; Tents		$ 125.00		
12 Cases of Bannanas		$ 300.00		
Becker - Dollar Tree/Markers/tape/knives/spoons Rest stop/tarps		$ 74.69	Norm Thompson:	
900 Sausages/Hot Dogs (Syracuse)		$ 350.00		
50 Posters from Copy Pro PD by Becker		$ 46.15		
		$ 2,555.84		

Goody Bags

350 WhataBurger Coupons	$	1,400
400 Cowboy Chicken Dinne	$	3,200
400 Cowboy Chicken Deser	$	1,200
Sports Academy		

*This budget summary represents the work of the Turkey Roll Committee bookkeeper. Its categories are more detailed than the official record kept by Denton Breakfast Kiwanis treasurer, Bill Brady, whose entries are recorded as "Bill's numbers" and highlighted in green and pink.

Exhibit C.1

34th Annual TRBR ACTUAL VS. Budget Plan for 2016

EXPENSES	Fixed Expenses	BUDGET TOTAL	APPLIED HOTS FUNDS	TOTAL BUDGET	ACTUAL Kiwanis	VARIANCE
Fixed	1. Portapotties (14@$70)	$1,350.00			$1,305.00	($45.00)
	2. PA rental	$500.00			$500.00	$0.00
	3. Use of church grounds (INC CLEANUP)	$475.00			$400.00	($75.00)
	4. Printing and mailing & Postage	$4,500.00	$1,750.00		$4,302.29	($197.71)
	5. HHH Booth, Ads, Trip**	$1,217.50	$350.00		$1,275.00	$57.50
	6. Publicity through Chamber**	$1,000.00	$500.00		$1,000.00	$0.00
	7. Long Term Publicity (VIDEO)**	$4,500.00	$2,250.00		$4,500.00	$0.00
	8. Tent, cooler, sign replacement	$800.00			$300.00	($500.00)
	9. Website (Matt Armstrong)	$0.00			$200.00	$200.00
	10. Eliminate Direct Deposit KI Foundation	$500.00			$735.00	$235.00
	11. Police & Traffic Control	$400.00			$450.00	$50.00
	12. Miscellaneous: escort, art, numbers	$700.00			$585.68	($114.32)
	Total Fixed	**$15,942.50**	$4,850.00	**$15,942.50**	**$15,552.97**	**($389.53)**
	1. Shirts ($4.25) Color Tshirts	$3,825.00			$3,835.60	$10.60
	2. Food/beverage ($1.30)	$1,170.00			$1,021.12	($148.88)
	3. Paper products (.30)	$270.00			$16.48	($253.52)
	4. Goody bags (1.25)	$1,125.00			$0.00	($1,125.00)
	Total Variable Expenses	**$6,390.00**		**$6,390.00**	**$4,873.20**	**($1,516.80)**
	RIDERS:	***900***			***907***	
INCOME	Calculated at $30@rider (INC SALES)	$27,000.00			$27,922.35	$922.35
	Sponsors (CASH)	$2,500.00	$4,850.00	$7,350.00	$9,200.00	$1,850.00
	Sponsors (IN KIND)	$1,500.00		IN KIND:	$3,100.00	$1,600.00
	TRBR Eliminate Donations ACTIVE.COM	$500.00			$735.00	$235.00
	Total Income	**$31,500.00**	**$4,850.00**	**$36,350.00**	**$40,957.35**	**$4,607.35**
PROFIT	Net	$9,557.03	$4,850.00	$14,407.03	$20,531.18	$6,124.15
				CASH:	$17,431.18	

Exhibit D

Proposed Budget for Funds Requested through HOT for Advertising

Turkey Roll Bicycle Rally Budget for Advertising, 2018 Rally

Budget Item	Budgeted	Requested
1. Printing and mailing	$ 5,000	$2,750
2. HH booth, ads, trip	$ 2,150	$1,275
3. Publicity through Chamber of Commerce Visitors and Convention Bureau	$ 3,500	$1,750
TOTAL	$10,650	$5,775

Notes

1. Printing and mailing covers the cost of preparation of 8.5x14 inch and 5x8 inch flyers and post cards about the Turkey Roll Bicycle Rally. The larger flyers include registration forms and route descriptions and are mailed in tablets to bicycle centers and clubs and distributed individually to potential riders at other rallies. The smaller flyers are placed on windshields of cars at other rallies and direct riders to our website. The post cards announce the rally and are mailed to more than 3000 past riders.
2. Costs of attending the Hotter'n Hell, one of the largest rallies in the U.S., include booth rental ($375 in 2016 at early bird rate), purchase of advertising in their advance and event booklets ($1,650 in 2016), and rental of a van to transport youth members to the rally ($125).
3. In 2015, we entered into a partnership agreement with the Denton Chamber Visitor and Convention Bureau for promotion using Facebook, Instagram, Twitter, and Google ads that employ our video, produced in 2016. We will extend and develop this relationship in 2017, increasing our contribution to the partnership and using the DVCB website as our landing page, moving away from the Denton Breakfast Kiwanis site, which serves many other purposes for the club. This will especially help increasing numbers of riders who are trying to register on their phones. We expect that partnership with DVCB will be extended and increased in 2018.

Exhibit D

COMPTROLLER OF PUBLIC ACCOUNTS

P.O. BOX 13528
AUSTIN, TX 78711-3528

October 17, 2006

Mr. Jerry Eastup, CPA
Denton Breakfast Kiwanis Club
P. O. 977
Denton, Texas 76202

Dear Mr. Eastup:

Effective June 17, 1981, Denton Breakfast Kiwanis Club is exempt from Texas sales and use tax as a 501(c)(4) group organization. The exemption does not extend to hotel occupancy tax.

We have assigned Texas taxpayer number 17560494563 to the organization. Please reference this number in correspondence with us. The assignment of the taxpayer number does not mean the organization is permitted to collect or remit Texas taxes. Exempt organizations must collect taxes on most of their sales. Please give our Tax Assistance section a call at 1-800-252-5555 if you need a sales tax permit.

The sales tax exemption extends to goods and services purchased for use by your organization. The exemption does not apply if the purchase is for the personal benefit of an individual or private party, or is not related to the organization's exempt purpose. For more information, please see our publication # 96-122, *Exempt Organizations – Sales and Purchases.*

The enclosed exemption certificate can be issued instead of paying tax when buying taxable items related to the exempt purpose of the organization. Make as many copies of the exemption certificate as you need. The exemption certificate does not need a taxpayer number to be valid, but you may provide your taxpayer number if the seller requests it.

Our goal is to provide you with prompt, professional service. Please take a moment to complete the enclosed survey. If it is more convenient, you may complete our on-line survey at http://aixtcp.cpa.state.tx.us/surveys/tpsurv2/index.html.

If you have any questions, write to us at exempt.orgs@cpa.state.tx.us, or call us toll-free at 1-800-531-5441, extension 32097. Also, our publications and other helpful information are online at http://www.window.state.tx.us/taxinfo/exempt.

Sincerely,

Alfredo Z. Delgado
Exempt Organizations Section

Exhibit F

Form **W-9**
(Rev. December 2014)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
BREAKFAST KIWANIS CLUB OF DENTON

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only one of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☒ Other (see instructions) ▶ 501(C)4 TAX EXEMPT ORGANIZATION

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any)
Exemption from FATCA reporting code (if any)
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
P.O. BOX 1044

Requester's name and address (optional)

6 City, state, and ZIP code
DENTON, TX 76202

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number

or

Employer identification number
75-6049456

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here Signature of U.S. person ▶ John W. Eastep CPA Date ▶ 5-12-17

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at *www.irs.gov/fw9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

Exhibit G

Franchise Tax Account Status

As of : 05/15/2017 07:48:03

This Page is Not Sufficient for Filings with the Secretary of State

KIWANIS CLUB OF DENTON, BREAKFAST, DENTON, TEXAS

Texas Taxpayer Number	32020773357
Mailing Address	2415 ROYAL ACRES DR DENTON, TX 76209-8684
Right to Transact Business in Texas	ACTIVE ✓
State of Formation	TX
Effective SOS Registration Date	08/11/1961
Texas SOS File Number	0017683301
Registered Agent Name	BILL WATSON
Registered Office Street Address	1621 KNOLL RIDGE CIR. CORINTH, TX 76210

Exhibit H

Denton Breakfast Kiwanis Executive Committee, October 1, 2016- September 30, 2017

Richard Beatty, Member, 2016-2018
2217 Burning Tree
Denton, TX 76209
H 214-505-2746

Jack D Becker, Member, 2015-17
912 Sandpiper Drive
Denton, TX 76205
H 940-382-2672

Derrell Bulls, Member, 2016-1018
10213 MURRY S. Johnson Street
Denton, TX 76207
H 940-262-1754

Homer Dansby, Member, 2015-17 and Vice President
30 Wellington Oaks Circle
Denton, TX 76210
C 940 368-3064

Michelle French, Past Co-President
11699 Mitchell Circle
Ponder TX 76259
W 940-349-3500

Sarah Kircher, Member 2016-18
1101 Central Village Drive
Denton, TX 76210
C 512-627-4948

Zane Lemon, President
3829 Montecito Drive
Denton, TX 76205
C 940-391-2266

Carol Ryan, Treasurer
43 Wellington Oaks Circle
Denton, TX 76210
H 940 383-4686

John Ryan, Past Co-President
43 Wellington Oaks Circle
Denton, TX 76210
H 940 383-4686

Anthony Sims, Member 2015-17
103 El Paseo St.
Denton, TX 76205
C 940 391-9318

Bill Watson, Secretary
1621 Knoll Ridge Circle
Corinth, TX 76210
H 940 498-4471

Exhibit I

Denton Breakfast Kiwanis Executive Committee board meetings are held at 4 p.m. the third Thursday of each month at Ramey King Insurance. Dates for the 2016-17 fiscal year are:

10/20/2016

11/17/2016

12/15/2016

1/19/2017

2/16/2017

3/16/2017

4/20/2017

5/18/2017

6/15/2017

7/20/2017

8/17/2017

9/21/2017

Exhibit J

Kiwanis

Standard Form for Club Bylaws and Policies

As revised by Kiwanis International – October 2012

ARTICLE 1. NAME and OBJECTS

1.1. This organization is the "Kiwanis Club of Denton, Breakfast, Denton" K05278, which is a member of Kiwanis International and exists only by charter granted by Kiwanis International.

1.2. The primary purpose of this club is to improve the quality of life for children and families worldwide by adhering to the Objects of Kiwanis International, which are:

- To give primacy to the human and spiritual, rather than to the material values of life.
- To encourage the daily living of the Golden Rule in all human relationships.
- To promote the adoption and application of higher social, business, and professional standards.
- To develop, by precept and example, a more intelligent, aggressive, and serviceable citizenship.
- To provide, through this club, a practical means to form enduring friendships, to render altruistic service, and to build a better community.
- To cooperate in creating and maintaining that sound public opinion and high idealism which make possible the increase of righteousness, justice, patriotism, and goodwill.

ARTICLE 2. MEMBERS

2.1. Adults of good character and good community standing may be admitted to membership in this club by invitation or by transfer from another Kiwanis club upon no less than a majority vote of the board.

2.2. Members in good standing are entitled to all rights and privileges of the club. To be in good standing, members are obligated to pay the dues and fees provided in club policy and comply with any other criteria provided in club policy.

2.3. Members not in good standing may be suspended or removed by no less than a majority vote of the board. At least fourteen (14) days previous notice of such pending action must be provided to the member. The member will have the right to appear to present his/her case to the board on or before the meeting at which action will be determined.

2.4. A member may resign by submitting written notice to the club. Any member who resigns or has been removed from club membership forfeits all interest in any club funds or property and all rights to use any Kiwanis marks.

ARTICLE 3. OPERATIONS

3.1. The administrative and fiscal year of this club is the same as Kiwanis International, which is October 1-September 30.

3.2. The board will determine the frequency, day, time, and place of regular club meetings, no less than once each month. Special club meetings may be called, and scheduled meetings may be cancelled or rescheduled, by a majority vote of the board or club members, provided at least 48 hours previous notice is given. Subject to laws of local jurisdiction, club members may meet and conduct business by any method that allows all participants to simultaneously communicate with each other or as otherwise allowed by law. Participation constitutes attendance. Normal club meeting rules apply. If any votes taken verbally are unclear, they should be taken by roll call.

3.3. One meeting each year between January 1 and May 15 will be designated as the annual meeting for club elections. At least 30 days previous notice of the annual meeting must be given to members.

3.4. This club may have standing committees as determined by a majority vote of the board and defined in club policy. The president may create and appoint additional committees as desired to conduct club goals and activities, subject to approval by the board, with their purpose, term, and duties defined upon creation.

3.5. At least one-third (1/3) of the club members in good standing constitutes a quorum, and no less than a majority vote of the members present and voting is required to approve all business unless otherwise provided in these bylaws or club policy. At least fourteen (14) days previous notice of any pending vote must be given to the members.

3.6. This club may host activities to inform club and community members about matters of public interest. However, this club will not express any opinion or take any action regarding any candidate, legislation, or other matters of a political nature.

ARTICLE 4. OFFICERS AND DIRECTORS

4.1. The officers will be a president, immediate past president, president-elect, treasurer, and secretary. The officers may also include one or more vice-president(s), if so defined in club policy. This club will also have a minimum of three (3) directors as stated in club policy. No offices may be held by the same person except those of secretary and treasurer, and no person shall simultaneously serve as an officer and a director. This club may also have such other offices as may be required by the laws of local jurisdiction. The names, terms, and duties of such offices, as well as the processes for elections and filling of vacancies, will be included in relevant provisions of the club's bylaws and/or policies.

4.2. Officers' duties are as defined below and as may be additionally provided in club policy:

- The president acts as the club's executive officer; presides at all meetings of the members and the board; and regularly reports to both groups.
- The secretary keeps the club's records; promptly reports membership changes to Kiwanis International; keeps minutes of club and board meetings; files required reports (if any) with local, national, and other government authorities; and regularly reports to the members and board.

- The treasurer handles and accounts for all club funds on authority of the board; maintains club financial records; and regularly reports to the members and board.
- The president-elect, immediate past president, and vice president (if any), have duties as usually pertain to the office or as may be assigned by the president or board.

4.3. Directors have such duties as usually pertain to the office or as may be assigned by the president or board.

ARTICLE 5. ELECTIONS AND VACANCIES

5.1. Each officer and director (and nominees for same) must be a member in good standing with this club. Any qualified, consenting member may be nominated either in advance or from the floor, according to club policy.

5.2. The immediate past president is the most recent president willing and able to serve. The secretary may be either appointed or elected, as provided in club policy. All other officers and directors, including the secretary unless he/she is appointed, will be elected at the club's annual meeting by a majority vote, following a process provided in club policy.

5.3. The president, immediate past president, president-elect, treasurer, secretary, and vice president(s), (if any) will serve one-year or two-year terms as provided in club policy, beginning October 1 of each year. Directors may serve up to three-year terms, as provided in club policy, with each term beginning October 1 after election.

5.4. Vacancies will be filled as follows:

- President: by the president-elect, immediate past president, or vice president (if any), as provided in club policy.
- Immediate past president: by the most recent president willing and able to serve.
- For all other officers and directors, new elections will be held within 60 days, provided at least fourteen (14) days previous notice of the meeting and nomination(s) is given to the members. However, if the secretary is appointed, the president will appoint someone to fill the vacancy, subject to approval by the board.

ARTICLE 6. BOARD OF DIRECTORS

6.1. The club board of directors (referred to in these bylaws as "board") consists of the president, immediate past president, president-elect, treasurer, secretary, vice president(s), (if any), and all directors, and such other positions as may be required by the laws of local jurisdiction.

6.2. The board has the following responsibilities:

- Provide general management of the club not otherwise delegated to the membership in these bylaws or club policy.
- Assure the club complies with applicable governmental rules and regulations.
- Determine the good-standing status of members in accordance with club policy.
- Perform other duties as provided in these bylaws and club policy.

6.3. A majority of the members of the entire board constitutes a quorum, and a majority vote of the board members present and voting is required for all business unless otherwise provided in these bylaws or club policy.

6.4. The board will meet regularly at a designated place and time that it determines. The board may hold special meetings at the call of the president or a majority vote of the board, provided at least forty-eight (48) hours previous notice is given to board members of the date, time, place, and topic(s). Subject to laws of local jurisdiction, the board may meet and conduct business by any method that allows all participants to simultaneously communicate with each other or as otherwise allowed by law. Participation constitutes attendance. Normal board meeting rules apply. If any votes taken verbally are unclear, they should be taken by roll call.

6.5. The board may take no action in conflict with an action of the membership. Other than disciplinary measures, an action of the board may be rescinded or amended by two-thirds (2/3) vote of the club members present and voting, provided at least fourteen (14) days previous notice is given to the members.

ARTICLE 7. DISCIPLINE

7.1."Conduct unbecoming a member of the Kiwanis family" is defined in Kiwanis International Policy as any conduct that:

- is incompatible with the best interests of the public or of members of the Kiwanis family; or
- tends to harm the standing of Kiwanis in the local or global community.

7.2

a. If a written allegation of 'conduct unbecoming a member of the Kiwanis family' is made against a member of a Kiwanis club, the club president shall immediately request from Kiwanis International a copy of the detailed procedures to be followed by clubs and shall appoint a special investigator to investigate the matter (or, if the club president is accused, the immediate past president shall act).
b. The Board shall consider the investigation report and determine whether to hold a hearing on the matter. The President shall notify the accused member of the investigation results and whether the Board intends to pursue the allegation(s). If a hearing is held, the board shall then meet and report its decision, whether the member did or did not engage in "conduct unbecoming" and, based on that decision, the appropriate disciplinary action, if any, as follows: informal counseling, a verbal reprimand, written reprimand, suspension from office or club membership, or removal from office or club membership. The determination of the discipline should be based on the seriousness of the unbecoming conduct. All disciplinary actions shall be documented in club records.
c. If either the accused member or the investigator believes that some part of the investigation or determination process was faulty, either party has the right to appeal the board's decision(s) to the club membership. The appeal shall be heard at a special meeting of the club members in good standing. The decision of the club membership to uphold, reverse or change the board's decisions(s) shall be final.
d. If, at any point during the 'conduct unbecoming' process, possible criminal wrongdoing is discovered, the matter shall be reported to the proper authorities.
e. All materials, facts, and information related to the investigation, determination, and appeal (if any) shall be kept confidential at all times by any parties or persons involved in any part of the process.
f. The club shall retain all official records on the matter (allegation report, investigation report, hearing record, board report, and appeal record if any) as long as required by local law, and shall send a copy to the Executive Director of Kiwanis International, to be retained in a confidential

file.

7.3. A club shall discipline any member whose conduct is determined by the club to be 'conduct unbecoming a member of the Kiwanis family,' or else the club shall be considered out of compliance with acceptable standards of Kiwanis International and may have its charter suspended or revoked as provided in the Kiwanis International Bylaws.

7.4. If an officer or director is alleged by the president or a majority vote of the board to be failing to perform his/her duties, the board will investigate the allegation and determine the matter at a special meeting in executive session held within forty-five (45) days or as soon as reasonably possible. Written notice of the allegation, investigation, and hearing must be given to the accused member at least thirty (30) days prior to the hearing. The accused member will be permitted to attend the hearing and present a defense. If the allegation(s) is sustained by no less than a two-third (2/3) vote of the entire board, the position will be declared vacant.

ARTICLE 8. FUNDS and ACCOUNTING

8.1. Monies received for club service activities, regardless of source, may be used only for service activities. Separate accounting records must be maintained for service funds and administrative funds.

8.2. By October 15, the board will adopt separate budgets of estimated income and expenses for the administrative and service funds of the club.

8.3. The club's financial records will be examined annually by either (a) a qualified accounting firm; or (b) a standing financial review committee, as provided in club policy. The club's accounting records will be available for inspection by the accounting firm or the committee and, upon request, by the president or board. A written report of the annual financial examination shall be submitted to the board.

8.4. The board determines the official depository/ies of club funds and designates the person(s) authorized to pay club charges.

8.5. Club membership dues, fees, and other assessments, as provided in club policy, must be approved by two-thirds (2/3) vote of the members present and voting, provided at least fourteen (14) days previous notice of the vote and proposed amount is given to the members.

8.6. The club board will provide for the prompt payment of all dues, fees, and other obligations to Kiwanis International and to its district and federation (if any).

8.7. If this club ceases operations for any reason, the club board will provide for proper distribution of club funds or other assets, in accordance with applicable law. Funds or assets not otherwise designated will be transmitted to the Kiwanis International Foundation or the district foundation.

ARTICLE 9. AUTHORITIES

9.1. This club's bylaws and policies will comply with all applicable laws in its local jurisdiction.

9.2. For authority on all matters not covered by these bylaws, the following documents will apply, in this order of priority:

- First—Kiwanis International bylaws;
- Second—Kiwanis International policies and procedures;
- Third—Federation bylaws (if any)
- Fourth—District bylaws (if any)
- Fifth—Robert's Rules of Order Newly Revised (latest edition)

ARTICLE 10. BYLAWS and POLICIES

10.1. This club will incorporate or register as required by law with the proper government authority(ies) within one (1) year from its charter date and maintain such incorporation or registration.

10.2. These bylaws will only be amended to comply with the Standard Form for Club Bylaws, as approved now or in the future by Kiwanis International. Amendments may be adopted by two-thirds (2/3) vote of the club members present and voting, provided at least fourteen (14) days previous notice is given to the members. These club bylaws and any amendments thereto are not effective unless approved by Kiwanis International.

10.3. If any provision of these bylaws is determined to be invalid, all other provisions still remain in effect.

10.4. The club membership shall consider and adopt the mandatory club policies required by Kiwanis International, which complete provisions stated in the bylaws. Adoption shall be by two-thirds (2/3) vote of the club members present and voting, provided at least fourteen (14) days previous notice is given to the club members.

10.5. The club board may adopt other club policies that are not in contravention of the applicable laws, club bylaws, Kiwanis International bylaws, and district and federation bylaws (if any), by at least a majority vote of the club board members present and voting, provided at least fourteen (14) days previous notice is given to the board members.

CLUB POLICIES

"Kiwanis Club of Denton, Breakfast, Denton" K05278

Mandatory Club Policies

As stated in the club bylaws (Sec. 10.4): "The club membership shall consider and adopt the mandatory club policies required by Kiwanis International, which complete provisions stated in the bylaws. Adoption shall be by two-thirds (2/3) vote of the club members present and voting, provided at least fourteen (14) days previous notice is given to the club members."

Policies A-F must be considered, completed, and adopted by the club and submitted to Kiwanis International for approval with the club's bylaws.

A. CLUBS DUES AND FEES

Notes: Use this policy to state the current amount of dues and other fees(if any) for your club. (a) The dues and new member enrollment fee amounts should include the current Kiwanis International dues and fees, district dues and fees (and federation dues and fees, if any). (b) If new members are alumni of Service Leadership Programs, clubs should not charge them for Kiwanis International dues for two years after joining the club. (See Bylaws Section 8.5 regarding how club dues and fees are set.

Members will pay the following financial obligations to the club:

Currency

USD

1. Annual dues amount: **540**
2. New member enrollment fee amount:: **75**
3. Other amount(s), if any:

B. MEMBERS IN GOOD STANDING

A member is not considered in good standing with the club if he/she:

1. Is more than **6** months or **USD** (amount) in arrears on dues or fees owed by that member.
2. Optional: Other requirement(s)

C. OFFICERS AND DIRECTORS

1. This club has: **2** offices of vice-president.
2. This club has: **6** directors
3. A vacancy in the office of president shall be filled by: **the vice president***
   **Note: If your club has more than one vice president, this shall be assumed to be the first vice president.*

D. OFFICERS AND DIRECTORS TERMS

Officers and directors terms are as follows:

1. President, president-elect, immediate past president: **1 year**
2. Secretary: **1 year**
   Note: If appointed by the president, the secretary should have the same length of term as the president.
3. Treasurer: **1 year**
4. Vice-president(s) (if any): **1 year**
5. All directors: **2 years**
   Note: If either 2- or 3-year terms are chosen, the directors will be elected so that only one-half or one-third of the terms are elected each year.

E. OFFICERS AND DIRECTORS ELECTION PROCESS

The election process for this club is as follows:

1. The club secretary will be: **appointed by the president and approved by the board**
   If the club secretary is not elected, he/she will be appointed within one (1) week after elections are held.
   Note: If the secretary and treasurer position are combined, the position should be elected, not appointed.
2. Volunteers will be appointed to prepare the ballot, count the votes, and certify the results.
3. Nominations may be made in advance or from the floor during the annual meeting, with the consent of those nominated.
4. Cumulative voting is not allowed.
   Absentee ballots are not allowed.
   Proxy ballots are are not allowed.
5. Ballots are only necessary when there are more nominees for an office than offices to be filled. If any ballot does not reflect a majority vote for one nominee, the nominee receiving the fewest votes will be dropped and a new vote taken for the remaining nominees; the same process will be followed until one nominee receives a majority of the votes. If there are more nominees for directors than offices to be filled, those receiving the highest number of votes will be declared elected without additional voting.
6. Electronic balloting is permitted for club elections. Secure website balloting is recommended to ensure privacy and accuracy. Use the KiwanisOne Club Management System or consult Kiwanis International for guidelines.
7. The club secretary will certify the election results to Kiwanis International (and to the district and federation, if any).
8. Incoming officers and directors are referred to as "-designate" (examples: president-elect-designate, secretary-designate, etc).
9. Additional requirements (if any) used by this club are:

F. ANNUAL FINANCIAL REVIEW

To perform its annual financial examination as stated in Bylaws section 8.3, this club:Has a standing financial review committee composed of two or more qualified** club members, excluding any board members.
Selection of the members will be determined by vote of the club board
Committee members' terms shall be for one year each, October 1 – September 30. It is recommended that no person serve more than three (3) consecutive terms.

Note: An annual examination of financial records should include, but not be limited to, bank reconciliations, income, disbursements, budgets, balance sheets and income and expense statements for both the administrative and service accounts, budgets, and any other financial records or reports of the club.

**Qualified club members are those in good standing with the club who have financial or accounting experience.

Optional Club Policies

As stated in the club bylaws (Sec. 10.5): "The club board may adopt other club policies that are not in contravention of the applicable laws, club bylaws, Kiwanis International bylaws, and district and federation bylaws (if any), by at least a majority vote of the club board members present and voting, provided at least fourteen (14) days previous notice is given to the board members."

The policies listed below are for consideration by the club because they may assist in club operations. However, they are not mandatory and may or may not be adopted, at the club's discretion. Optional policies do not require approval by Kiwanis International.

G. OPTIONAL POLICY: CLUB MEETING INFORMATION

Note: Per Bylaws section 3.2, each club is required to meet no less than once per month. The club board determines the frequency, day, time, and place of regular club meetings. The club may use this policy to list club meeting information. However, this is not a reporting mechanism; if your club's meeting information changes, please report it separately to Kiwanis International.

1. This club meets: **weekly**
   as follows: (Examples: "Every Monday at 11:30 am"; or "1st and 3rd Wednesday at 7:30am.") **Every Wednesday at 6:30 a.m.**
2. Club satellite meeting (if any):

H. OPTIONAL POLICY: ADDITIONAL DUTIES (If any) OF OFFICERS and DIRECTORS

The club does not wish to use this policy.

I. OPTIONAL POLICY: STANDING COMMITTEES (If any)

The club does not wish to use this policy.

J. OPTIONAL POLICY: OTHER CLUB POSITIONS (If any)

The club does not wish to use this policy.

K. OPTIONAL POLICY: SPECIAL VOTE REQUIREMENTS (If any)

The club does not wish to use this policy.

L. OPTIONAL POLICY: SPECIAL MEMBERSHIP TYPES (If any)

The club does not wish to use this policy.

M. OPTIONAL POLICY

The club does not wish to use this policy.

Note: A club policy on an additional topic(s): (1) may not be in contravention of other Kiwanis governing documents or applicable local laws; (2) should assist club operations in a strategic way; (3) should be long-term, lasting multiple years, until or unless changed or rescinded; (4) must be properly adopted as stated in Section 10.5 of the Standard Form for Club Bylaws.

ADOPTION AND APPROVAL of Club Bylaws, Mandatory Policies, and Optional Policies

CLUB ADOPTION

KIWANIS INTERNATIONAL APPROVAL

Date Adopted:**2/4/2015**
Date Approved:**4/21/2015**

Denton Breakfast Kiwanis
Transaction Detail By Account
October 2015 through September 2016

Type	Date	Num	Name	Memo	Debit	Credit	Balance
Donations							
American Legion							
Check	03/23/2016	2217	American Legion	-MULTIPLE-	1,340.00		1,340.00
Total American Legion					1,340.00	0.00	1,340.00
CKI							
Check	11/19/2015	2163	Circle K. Internation...	1/2 Reg Fall ...	400.00		400.00
Total CKI					400.00	0.00	400.00
Denton State School							
Check	10/21/2015	2149	GARLAND THORTON		480.00		480.00
Total Denton State School					480.00	0.00	480.00
Gonzales School							
Check	05/04/2016	2235	Gonzales School	Art Work	200.00		200.00
Total Gonzales School					200.00	0.00	200.00
Interfaith Ministries							
Check	04/28/2016	2233	Interfaith Ministries ...	PANCAKE S...	5,000.00		5,000.00
Total Interfaith Ministries					5,000.00	0.00	5,000.00
Joe Dale Sparks School							
Check	05/04/2016	2234	Joe Dale Sparks Sc...	Art Work	200.00		200.00
Total Joe Dale Sparks School					200.00	0.00	200.00
Kiwanis Int'l Foundation							
Check	03/23/2016	2218	Kiwanis International...		230.00		230.00
Check	09/30/2016	2297	Kiwanis International...		8,000.00		8,230.00
Total Kiwanis Int'l Foundation					8,230.00	0.00	8,230.00
T-O Foundation							
Check	03/23/2016	2215	Tom Duncan Memor...		230.00		230.00
Total T-O Foundation					230.00	0.00	230.00
Texas Oklahoma Key Club							
Check	01/27/2016	2195	Texas Oklahoma Ke...	ad-key club c...	100.00		100.00
Total Texas Oklahoma Key Club					100.00	0.00	100.00

Exhibit K

Denton Breakfast Kiwanis
Transaction Detail By Account
October 2015 through September 2016

Type	Date	Num	Name	Memo	Debit	Credit	Balance
Tiny Libraries Art							
Check	03/10/2016	2210	Bluesteel Solutions		350.00		350.00
Check	07/20/2016	2269	REEDY, KEN		369.40		719.40
Check	08/10/2016	2276	BEATTY, RICHARD		143.41		862.81
Check	08/31/2016	2288	BEATTY, RICHARD		251.68		1,114.49
Total Tiny Libraries Art					1,114.49	0.00	1,114.49
Total Donations					17,294.49	0.00	17,294.49
TOTAL					**17,294.49**	**0.00**	**17,294.49**

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 19 2017

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	Denton Main Street Association
Name of Event:	Downtown Denton Tourism Promotion & Special Events
Website Address:	www.DentonMainStreet.org
Mailing Address:	P.O. Box 2017
	Denton, TX 76201
Physical Address:	N/A
Telephone #:	(940) 349-8529 Fax #: N/A
Primary Contact Name: (Project Director)	Christine Gossett
Mailing Address:	1400 Oak Shores Ct.
	Cross Roads, TX 76227
Telephone #:	(940) 367-7321 Fax #: (940) 565-0843
Email Address:	events@dentonmainstreet.org
Secondary Contact Name: (Local Board Chairman)	Glen Farris
Mailing Address:	108 W. Oak, Ste. D
	Denton, TX 76201
Telephone #:	(940) 300-6743 Fax #:
Email Address:	gfarris@gmail.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

X **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

X **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

X **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

_____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

_____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

_____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.

The Denton Main Street Association exists to promote and preserve historic downtown Denton through special events, festivals, shopping, dining, arts and entertainment in downtown, which enhances tourism and quality of life in Denton. DMSA also produces the Arts & Autos Extravaganza each September, Wassail Weekend each December, and Twilight Tunes in April, May, June and October. DMSA also holds other promotions throughout the year designed to attract visitors to Downtown Denton year-round.

3) Does your organization have paid staff?

X Yes _____ # Full-time X contract # Part-time
_____ No

4) Does your organization use volunteers?

X Yes Approximately how many? 30
_____ No

5) Does your organization _____ own or _____ rent office space?

N/A

6) Does your organization own a vehicle?

_____ Yes

X _____ No

7) Is the event that the organization is requesting HOT funds for held on City property?

X _____ Yes Name Location(s) Streets around square & beyond for Arts Autos

_____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

X _____ Yes

_____ No

9) List ALL other sources of funding your organization receives and how much.

_____ Check here if information is attached.

Source	Please Circle One		Dollar Amount
Memberships	Earned	Donated	$ $ 13,671.40
Other Programs/Income	Earned	Donated	$ $ 660.00
Arts Autos	Earned	Donated	$ $ 13,443.78
Fundraising	Earned	Donated	$ $ 50.00
Twilight Tunes	Earned	Donated	$ $ 12,519.97
Corporate Sponsors	Earned	Donated	$ $ 8,000.00
2016 HOT Grant	Earned	Donated	$ $ 25,369.00
	Earned	Donated	$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Twilight Tunes concert series _____

Arts & Autos Extravaganza _____

Visitor Guides for distribution to hotels, motels, conference/convention guests and state visitor centers

Tourism Promotion (Shopping/Dining/Entertainment/Getaway/Arts in downtown)

Event promotions and marketing _____

Social Media/Internet and Print ads, plus other digital or TV ads

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size		# From Out of Town		Hotel Nights	Event	
2014-16	*estimated*	8,700+/yr	*estimated*	4000/year	*est 100*	Arts/Autos Extravaganza	
2014-16	*estimated*	6500+/yr	*estimated*	348/yr	*est 261*	Twilight Tunes	
2016	*estimated*	10,000/yr	*estimated*	2,600/yr	*est 150*	Wassail Weekend	
2014-16	*estimated*	14,000/yr	*estimated*	11,200	*est 8,400+*	Downtown Guides *(Given to CVB & visitors)*	
2016	*estimated*	6,000/yr	*estimated*	6,000	*5,000+*	*Tours & conf. guests w/ downtown visit in itinerary*	
2015	*estimated*	4,500/yr	*estimated*	4,500	*3,800+*	*Tours & conf. guests w/ downtown visit in itinerary*	

In 2014-16 room nights are estimates. DMSA continues to use social media analytics, personal testimonies, and group visits to track figures.

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Hotel funds will be used year-round to promote downtown's arts, heritage, entertainment, and retail/dining, as well as attract conference/tour delegates and hotel guests to downtown during their visit. Downtown is a National Register Historic District that attracts international, national, state, and area visitors. DMSA focuses on downtown's historical significance and also makes it a part of events and promotions. DMSA continues cooperative partnerships with the downtown museums, businesses, arts groups, and the CVB to increase marketing efforts to reduce advertising costs and increase reach. Demands for downtown guides and servicing tours and groups will increase with a new convention center. Budget items include: advertising/promotions (print, online, social media, digital media, signage); event and retail tourism promotion; visitor guides; regional marketing partnerships; contract labor for marketing, social media/web, producing festivals, music events, retail and tourism promotions.

13) What specific market will you target with the organization's marketing plan? Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

The DMSA targets visitors who are meeting in Denton, visiting universities, visitors from DFW, Texas, southern Oklahoma, and neighboring states, particularly visitors from within a 50-350-mile radius, utilizing visitor information centers, print ads, online and social media and digital ads and promotions.

The DMSA continues to build its reach and engagement on social media, developing its website, and enhancing features for users to find information on Downtown Denton and things to do.

DMSA will continue to run print and digital ads,and keep working in cooperation with Denton CVB to reduce costs and reach new target audiences for Denton. DMSA also partners with Denton Community Theatre, Music Theatre Denton, Denton CVB, Greater Denton Arts Council, DentonRadio.com, Thin Line Film Festival, Denton's Day of the Dead Festival, Denton Holiday Lighting, UNT, TWU, 35 Denton, and other events in downtown to attract people to these events and downtown Denton ensuring the guest has the complete Denton experience.

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

DMSA works closely with the Denton CVB to welcome and engage conferenct and tours guests downtown and will continue as the new convention center opens. These efforts keep visitors informed about all of downtown Denton's attractions and entertainment optoins.

DMSA will continue to produce events focused on local culture, arts, entertainment and heritage.

DMSA will continue to provide helpful and interesting information via social media daily and in print for hotels/motels, campuses, local attractions, retail/dining downtown for guests and potential guests.

The Arts & Autos Extravaganza attracts people from the DFW area, Texas and southern parts of Oklahoma. Approximately 50 percent of the AA vendors and car show participants are from out-of-town, along with thousands of other attendees who come to the festival. Live music, arts/crafts, a chalk art contest, and the car show attract enthusiasts of various backgrounds and age groups. Twilight Tunes concerts feature a variety of music that makes Denton a destination. The setting of Arts/Autos and Tunes in the heart of downtown makes it accessible to all visitors from the area and hotels.

Wassail Weekend is another popular Denton event that was created by the DMSA and continues to attract new visitors each year as businesses provide free tastings and showcase the holidays in downtown.

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2015	2015	22,639.03	60,606.99	50,690.57	32,555.45
2016	2016	32,555.45	57,846.56	58,551.52	31,850.49

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

DMSA's mission and work continues to grow as downtown develops. DMSA will keep building social media, as well as cooperate with the Denton CVB and other festivals downtown to attract visitors. Current efforts continue to attract visitors looking for an authentic experience and those who may not have considered a visit before seeing ads, promotions or other advertisements and articles/blogs on Denton. Visitors experience local music, arts, and heritage in the city's cultural and entertainment center - Downtown.

As Denton grows and a convention center opens, DMSA is looking at opportunities to service visitors, provide helpful information, and continue preserving and revitalizing Downtown Denton.

DMSA relies on community support to keep the Denton Main Street program thriving. The job of DMSA requires year-round, diligant work and funds. The need for skilled contract workers, volunteers and members needed to maintain the program also increases. DMSA plans to build more partnerships to meet goals and stay relevent in the 21st century and meet the demands of advertising necessary to attract new visitors.

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

DocuSign Envelope ID: D4CBEC66-08AB-4617-AAAF-58F59AF532A4

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: Glen Farris

(Print Name)

X DocuSigned by: 2ED8E7F0A67C47C...

Date: 5/16/2017

Project Director Christine Gossett

(Print Name)

X Christine Gossett

Date: 5/16/2017

Late applications are subject to reduction or denial of funding.

EXHIBIT A

PUBLICATION/ MEDIA	Month of Focus	AREA	READERSHIP/ *CIRCULATION*
Festivals of Texas	Spring	Texas	Estimated 30,000+
DFW Radio Stations and DentonRadio.com	May/June; Aug/Sept; Nov/Dec	PR Campaign: includes Public Announcements, Commercials and/or live remotes targeted to Denton and DFW area	Potentially 250,000+ listeners over broad range of station/internet
* Newspapers Print and Online:			
Regional Newspapers	April/May/June (for Tunes)	Dallas/Fort Worth, Gainesville, W Falls, N Tx/Southern Oklahoma	Total estimated 300,000 to 450,00+
The Dallas Morning News	Feb/March (retail tourism) Aug/Sept (Arts/Autos) Nov/Dec (Retail tourism) Jan – June; July – Dec.	DFW/McKinney/Frisco/ Plano/Mesquite area, Irving/Carrrollton/ Lewisville/ Flower Mound, Garland/Mesquite area	
Texas Highways Events Texas Highways online Tour Texas	May/Aug/Sept/ Nov	Texas and national	65,000 readership/issue; 1,028,183 visits on site; 100,000 email/2x a month to travelers
Other online calendars		Online magazine and calendar guides (example, GuideLive, Dallas Observer, FW Star Telegram, Dfw.com, etc)	
Denton Live	Jan – June; July – Dec.	I-35 corridor, Tx and DFW visitor centers, hotels/motels, convention visitors, UNT and TWU visitors	60,000 circulation
On-Line presence – social media,Google ads, website	Year-round		Reach for social media ranges from 1,300 to 83,000+ (varies per campaign); Up to 65,000 + impressions (varies by site and ad); website visits ranges 25,00,-34,000/mo.

Spring Open House 2016

theatkinsgroup
EXHIBIT A

Google Ads

Ad Performance

	Impressions	Clicks
	59,115	120
	11,783	19
	9,217	28
	5,021	14
	3,101	0

EXHIBIT A

August 2016

50,001 Impressions
238 Clicks
48% click-thru-rate

TexasMonthly

EXHIBIT A

Denton CVB | 2016 Online Results

Date	Position	Sends	Deliverability	Opens	Impressions	Click-Thrus	Click-Thru %	
May	Half-Page Banner	N/A	N/A	N/A	65,911	7	0.01%	TourTexas.com
Total					**65,911**	**7**	**0.01%**	

TourTexas | Half-Page Banner | May 1-31

EXHIBIT A

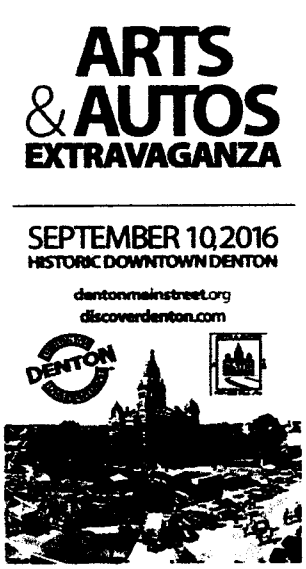
Denton: Wassail Fest

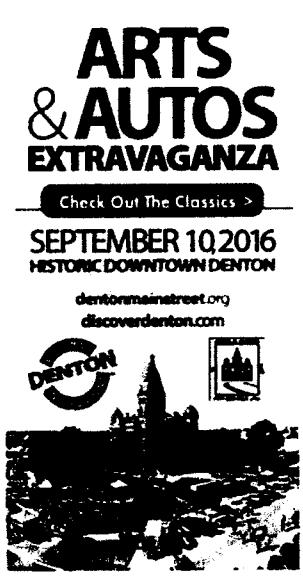
December 5 - 6: "Here we go a-wassailing" was a Christmas tradition in merry old England in which folks went door-to-door singing carols and greeting "Cheers! Be in good health!" Today, wassailing means Christmas has arrived in Denton, Texas. The Denton Main Street Association brought Wassail Fest to Denton 17 years ago to complement Holiday Lighting Festival. Amidst the annual tree lighting, shopping, holiday entertainment, and

Half-Page | W/out Call-to-Action	N/A	N/A	N/A	N/A	37,601	11	0.03%	TourTexas.com
Half-Page | With Call-to-Action	N/A	N/A	N/A	N/A	57,449	13	0.02%	TourTexas.com
Featured Video	N/A	N/A	N/A	86	68,503	44	0.06%	TourTexas.com
Half-Page Banner | N Tx Fair & Rodeo	N/A	N/A	N/A	N/A	29,779	79	0.27%	TexasHighways.com
★Half-Page Banner | Arts & Autos	N/A	N/A	N/A	N/A	29,641	94	0.32%	TexasHighways.com
Total					**222,973**	**241**	**0.11%**	

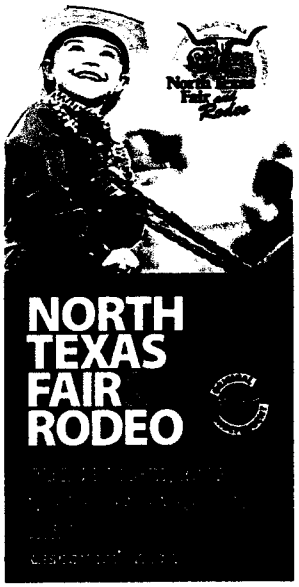
TourTexas.com | Half-Page Banners

W/out Call-to-Action | Aug 1-17 | With Call-to-Action | Aug 18 - Sep 5





TexasHighways.com | Half-Page Banners | August



Texas Highways Enews EXTRA Banners

Hot & Happening Texas Events | August

Denton: 17th Annual Arts & Auto Extravaganza

September 10: Mark your calendar for the 17th Annual Arts & Autos Extravaganza in downtown Denton on Saturday, September 10th from 9 a.m. to 3 p.m. This will be the 17th year the Denton Main Street Association has hosted the Arts & Autos Extravaganza around the Denton square. Admire the waxed and buffed beauty of classic, custom, and hot rod cars, trucks, and motorcycles. Try your hands at chalk art along the sidewalks and then dust them off while the most creative are celebrated. Plus, live music, arts and crafts, delicious festival fare, and Denton-original eateries.

EXHIBIT B

Denton Main Street Association

BALANCE SHEET

As of December 31, 2015

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
First United Bank	32,355.45
FUB-Savings	1,403.14
HOT Fund-Northstar	0.00
Total Bank Accounts	**$33,758.59**
Total Current Assets	**$33,758.59**
Fixed Assets	
Accumulated Depreciation	-7,660.00
Kiosk Booths	9,883.16
Total Fixed Assets	**$2,223.16**
TOTAL ASSETS	**$35,981.75**
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
30000 Opening Balance Equity	0.00
32000 Unrestricted Net Assets	22,362.13
Unrestricted Fund Balance	0.00
Net Income	13,619.62
Total Equity	**$35,981.75**
TOTAL LIABILITIES AND EQUITY	**$35,981.75**

Denton Main Street Association

BALANCE SHEET

As of December 31, 2016

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
First United Bank	32,738.08
FUB-Savings	1,404.55
HOT Fund-Northstar	0.00
Total Bank Accounts	**$34,142.63**
Total Current Assets	**$34,142.63**
Fixed Assets	
Accumulated Depreciation	-8,549.00
Kiosk Booths	9,883.16
Total Fixed Assets	**$1,334.16**
TOTAL ASSETS	**$35,476.79**
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
30000 Opening Balance Equity	0.00
32000 Unrestricted Net Assets	35,981.75
Unrestricted Fund Balance	0.00
Net Income	-504.96
Total Equity	**$35,476.79**
TOTAL LIABILITIES AND EQUITY	**$35,476.79**

EXHIBIT B

Denton Main Street Association

PROFIT AND LOSS

January - December 2016

	TOTAL
INCOME	
100 AAA	1,567.00
AAA Other	1,671.00
AAA-Entry Fees	3,549.77
Booth Fees	1,801.06
Designated Sponsorships	4,854.95
Total 100 AAA	**13,443.78**
101 Twilight Tunes	
TT Other	2,630.52
TT Sponsorships	9,889.45
Total 101 Twilight Tunes	**12,519.97**
103 Other Programs	660.00
110 Fundraising	50.00
200 Membership Dues	9,223.40
Business	4,423.00
Individual	25.00
Total 200 Membership Dues	**13,671.40**
210 Corporate Donations/Sponsorship	8,000.00
230 HOT Funds	8,500.00
240 Misc. Unearned	
Interest/Dividens	1.41
Total 240 Misc. Unearned	**1.41**
Other income	1,000.00
Total Income	**$57,846.56**
EXPENSES	
300 Coordinator-Contract	26,900.00
301 Financial Accounting Services	1,871.58
310 Office Expenses	607.70
Postage	141.00
Supplies	14.39
Total 310 Office Expenses	**763.09**
320 Insurance	1,578.00
330 Misc. Operating	2,021.20
Membership Dues	100.00
Total 330 Misc. Operating	**2,121.20**
400 Membership Drive	86.56
401 Membership Recognition/Events	434.09
402 Membership Services	226.08
501 Open House Expense	849.74
502 Marketing/Advertising	2,564.86
503 Promotional Events	582.41
610 Promotional Merchandise	90.00
700 AAA Expense	10,089.29

	TOTAL
701 Twilight Tunes Expense	7,783.27
702 Other Program Expenses	1,187.69
800 Other Expenses	460.16
Depreciation Expense	889.00
Uncategorized Expense	74.50
Total Expenses	**$58,551.52**
NET OPERATING INCOME	**$ -704.96**
OTHER EXPENSES	
Reconciliation Discrepancies-1	-200.00
Total Other Expenses	**$ -200.00**
NET OTHER INCOME	**$200.00**
NET INCOME	**$ -504.96**

Denton Main Street Association

PROFIT AND LOSS

January - December 2015

	TOTAL
INCOME	
100 AAA	2,864.27
AAA Other	50.00
AAA-Entry Fees	5,145.74
Booth Fees	888.25
Designated Sponsorships	5,450.00
Total 100 AAA	**14,398.26**
101 Twilight Tunes	7,182.11
TT Other	*22.70*
TT Sponsorships	5,225.00
Total 101 Twilight Tunes	**12,429.81**
103 Other Programs	600.00
110 Fundraising	
Sales	34.00
Total 110 Fundraising	**34.00**
200 Membership Dues	13,543.52
Business	500.00
Total 200 Membership Dues	**14,043.52**
210 Corporate Donations/Sponsorship	8,000.00
220 Grants	800.00
230 HOT Funds	8,500.00
240 Misc. Unearned	
Interest/Dividens	1.40
Total 240 Misc. Unearned	**1.40**
Other income	1,800.00
Total Income	**$60,606.99**
EXPENSES	
300 Coordinator-Contract	24,600.00
301 Financial Accounting Services	635.00
302 Computer Tech Services	300.00
310 Office Expenses	405.06
Postage	548.80
Supplies	332.35
Total 310 Office Expenses	**1,286.21**
320 Insurance	1,260.23
Liability/Property	1,504.56
Total 320 Insurance	**2,764.79**
330 Misc. Operating	30.37
Bank Fees	1.20
Membership Dues	1,170.00
Total 330 Misc. Operating	**1,201.57**
401 Membership Recognition/Events	479.33

	TOTAL
500 Kiosks	237.85
501 Open House Expense	1,323.51
502 Marketing/Advertising	1,100.00
503 Promotional Events	300.81
600 Fundraising Events/Initiatives	98.60
610 Promotional Merchandise	1,097.60
700 AAA Expense	10,205.75
701 Twilight Tunes Expense	9,296.16
702 Other Program Expenses	225.00
Depreciation Expense	889.00
Total Expenses	**$56,041.18**
NET OPERATING INCOME	**$4,565.81**
OTHER EXPENSES	
Reconciliation Discrepancies-1	-9,053.81
Total Other Expenses	**$ -9,053.81**
NET OTHER INCOME	**$9,053.81**
NET INCOME	**$13,619.62**

EXHIBIT C

Arts Autos Income/Expense
Fiscal Year 2015 & 2016

INCOME

		2015 Actual	2016 Actual
Sponsorships			
*Presenting		$2,000.00	$1,000.00
Feature		$2,000.00	$1,404.95
Specialty		$1,050.00	$1,400.00
Trophy		$800.00	$1,050.00
Total		**$5,850.00**	**$4,854.95**
In-Kind			
Car Entries			
Car Show Entries		$5,480.74	$4,936.77
Total		**$5,480.74**	**$4,936.77**
***estimated at best based on Qbooks*			
Appraisals/Info Sales/Silent Auction			
Souvenirs/Shirts	**	$200.00	$397.00
Water	**	$0.00	$0.00
Silent Auction	**	$872.27	$1,454.00
Appraisal Tickets	**	$60.00	$0.00
Chalk Fest entries		$247.00	$310.00
Total		**$1,379.27**	**$2,161.00**
Vendor Space Fees			
Arts & Crafts		$375.00	$450.00
Other		$450.00	$401.06
Food		$350.00	$600.00
Non-Profit		$113.25	$40.00
Total		**$1,288.25**	**$1,491.06**
HOT Income - See HOT budget			
TOTAL INCOME		**$13,998.26**	**$13,443.78**

		2015 Budget	2016 Budget
EXPENSES			
Shirts/Trophies/Awards			
Printing of shirts		$0.00	$0.00
Trophies		$1,854.00	$1,950.00
Cash Awards/Drawing	**	$850.00	$850.00
Cash Awards Chalk Fest	**	$500.00	$500.00
Total		**$3,204.00**	**$3,300.00**

Supplies and Other Event expenses		
Printing, local Ads, Signs	$248.00	$229.70
Supplies (Misc.)	$100.00	$0.00
Chalk	$378.45	$388.61
Security	$380.00	$360.00
Total	**$1,106.45**	**$978.31**
(other ad costs see HOT budget)		
Insurance		
Event Liability	$1,096.00	$1,695.00
	$1,096.00	**$1,695.00**
Entertainment		
Bands	$1,050.00	$700.00
Sound/Tech	$500.00	$500.00
Total	**$1,550.00**	**$1,200.00**
Start Up Cash/Change	*$250.00*	*$975.00*
TOTAL FOR PAGE 2	**$6,956.45**	**$8,148.31**

	2015 Budget	2016 Budget
Rentals/Permits		
Portables	$346.40	$340.98
Barricades	$1,375.00	$1,375.00
Dumpster/Deposit	$0.00	$0.00
Refunds	$0.00	$25.00
Permits to City	$200.00	$200.00
Total	**$1,921.40**	**$1,940.98**
TOTAL EXPENSES - PAGE 2	**$8,877.85**	**$10,089.29**
TOTAL INCOME (PAGE 1)	**$13,998.26**	**$13,443.78**
VARIANCE	**$5,120.41**	**$3,354.49**

Tunes 2015-16 Income Expense

EXHIBIT C

Expenses - Spring 2015 & Spring/Fall 2016	2015	2016
Personnel		
Sound	800.00	1,000.00
Bands		
Featured Musicians/Performers	6400	5400
Sub-Total	*7200*	*6400*
Facilities		
Security	1020	1100
Sub-Total	*1020*	*1100*
Supplies/Materials	**74.54**	**50.32**
Shirts	**108.4**	**0**
Rentals		
Sub-Total	*0*	*0*
Promotion/Printing		
Web ads		
Printing (apps, brochures, banners)	259.12	332.95
Promotion/Printing Total	*259.12*	*332.95*
Other		
Total Expenses	**$8,662.06**	**$7,883.27**

Income Spring 2015 & Spring/Fall 2016	2015	2016
Grant - GDAC	1500	500
Donations and Sponsorships		
Shirt donations	134.7	13.02
Bucket Donations	2254.68	2617.5
Business Feature Sponsors	5175	4389.45
Presenting Sponsors	4750	5000
Support Sponsors	0	0
Total Revenues	**13814.38**	**12519.97**

HOT Income Spring 2015 & Spring/Fall 2016	2015	2016
	250	250

HOT Expenses Spring 2015 & Spring/Fall 2016	2015	2016
Online banner ads TourTexas.com	250	250

EXHIBIT D			
ADVERTISING & HISTORIC PRESERVATION PROGRAM	**DMSA BUDGET 2018 Proposed**		
	Brochures/Arts & Autos Extravaganza	Festival brochures - color	750.00
	Visitor Guides	4-color	12000.00
	Arts & Autos Extravaganza and Tourism		
	Print and Online Advertising	Regional newspapers, state & travel publications - Print, Online banners, Google, and Co-ops with DCVB	3000.00
	Social Media Campaigns	Co-ops with Denton CVB, Social Media Campaigns for Arts & Autos, Holiday Retail Tourism/Wassail, Retail Tourism Spring and Summer	3500.00
	Retail/General Tourism	Denton Live ads	2000.00
	Membership in Tourism Organizations in Texas	Tourism marketing and promotion association memberships	400.00
	Digital Promotions	Billboards, signs, and digital media ads targeting travelers	4000.00
	Internet/Website	Website development, maintenance, social media management	8,500.00
	Postage	Mailing visitor guides and festival/vendor materials	400.00
	Special Events and Tourism Promotion/Marketing/ PR - Contract Labor	Events and Tourism Promotion	9500.00
			$44,050.00

EXHIBIT F

Form **W-9**
(Rev. January 2011)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type See Specific Instructions on page 2.

Name (as shown on your income tax return)
Denton Central Business District

Business name/disregarded entity name, if different from above
dba Denton Main Street Association

Check appropriate box for federal tax classification (required): ☐ Individual/sole proprietor ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶

☐ Exempt payee

☑ Other (see instructions) ▶ 501 c 6

Address (number, street, and apt. or suite no.)
PO Box 2017

Requester's name and address (optional)

City, state, and ZIP code
Denton, TX 76202

List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number
[ ][ ][ ] - [ ][ ] - [ ][ ][ ][ ]

Employer identification number
75 - 2334148

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 4.

Sign Here Signature of U.S. person ▶ [signature] Date ▶ 5/16/17

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

EXHIBIT G

Franchise Tax Account Status

As of : 05/17/2017 16:35:28

This Page is Not Sufficient for Filings with the Secretary of State

DENTON CENTRAL BUSINESS DISTRICT ASSOCIATION, INC.

Texas Taxpayer Number	17523334484
Mailing Address	215 E MCKINNEY ST DENTON, TX 76201-4229
Right to Transact Business in Texas	ACTIVE ✓
State of Formation	TX
Effective SOS Registration Date	07/31/1989
Texas SOS File Number	0112233901
Registered Agent Name	JULIE GLOVER
Registered Office Street Address	215 E MCKINNEY ST DENTON, TX 76201

EXHIBIT H

2016-17 Denton MSA Board Contact List

Name	Position	Address	Phone	Email	Yr Sta
Glen Farris	VERUS	108 W. Oak, Ste. D		glenfarris@gmail.com	2013
President		Denton, TX 76201	(940) 300-6743 cell	gfarris@v-re.com	
Ryann Reid	Agua Dulce	115 S. Elm		aryanns1@hotmail.com	2014
Secretary		Denton, TX 76201	(940) 465-1237 cell		
Kathy Glasschroeder	Glasschroeder Agency	303 N. Carroll Blvd., #200	(940) 382-5600	Kglass@coverageNTX.com	2014
Treasurer/Wassail		Denton, TX 76201	(940) 577-0245		
Suzanne Johnson	Chestnut Tree Teahouse & Bis	107 W. Hickory	(940) 382-7685	chestnuttearoom@gmail.com	2014
VP Membership		Denton, TX 76201	(940) 367-2755 cell		
Jason Bodor	GSATi	100 W. Oak, Ste. 200	469.287.6771 x1472	jbodor@gsati.com	2015
VP Marketing		Denton, TX 76201	469.446.1472 cell		
John Cartwright	Cartwright's Ranch House	111 N. Elm		john@cartwrightstexas.com	2015
VP Promotions		Denton, TX 76201	940-391-3760 cell		
Members:					
Jamie Adams	North Texas Athletics	1155 Union Circle # 311397	940-369-7169	jamie.adams@unt.edu	2017
		Denton, TX 76203-1397			
Mike Barrow	Denton Community Theatre	214 W. Hickory St.	(940) 382-7014	mike.barrow@campustheatre.com	2011
		Denton, TX 76201	(940) 367-3241 cell		
Scott Campbell	McKissack Group	420 Sherman Dr. (home)		dentoning@gmail.com	2015
Tunes		Denton, TX 76209	940-535-8057 cell		
Traci Davis	Garden Gate	121 Elm St.		gardengate210@gmail.com	2017
		Denton, TX 76201			
Ben Esely	Bearded Monk	122 McKinney St.	214-5361079	beardedmonkstore@gmail.com	2016
		Denton, TX 76201			
Diana Fonner	Swash Labs	608 E. Hickory St. Ste.		diana@swashlabs.com	2016
		Denton, TX 76201	469-644-8053 cell		
Amy Hawkins	Jupiter House	106 N. Locust St.	940-387-7100	amy@jupiterhousecoffee.net	2014
		Denton, TX 76201	940-391-1646 cell		
Robin Huttash	A Creative Art Studio	227 W. Oak St.	(940) 442-1251	acreativeartstudio@gmail.com	2015
		Denton, TX 76201	940 206-0402 cell		
Monte Jensen	Mellow Mushroom	217 E Hickory Street	(940) 323-1100	mellowdenton@gmail.com	2013
		Denton, TX 76201	(214) 668-1505		
Beth Lewis	Texas Woman's University	P.O. Box 425380	(940) 898-3645	nlewis@twu.edu	2014
		Denton, TX 76204-5379	(940) 765-3115		
Doug Smith	Audacity Brew House	1012 Shady Oaks Dr.	(970) 388-8178	Doug@AudacityBrewHouse.com	2016
		Denton, TX 76205			
Amy O'Keefe	Texas Woman's University	P.O. Box 425379	(940) 898-3227	AOkeefe@mail.twu.edu	2013
		Denton, TX 76204-5379	(940) 453-3642 cell		
Jean Seward	Seniors in Motion	111 Industrial St	940-566-5291	seward.jean@yahoo.com	2015
		Denton, TX 76201	940-390-4757 cell		
Steve Watkins	LSA Burger Co.	113 W Hickory	(940) 383-1022	steve@watkinscommercial.com	2015
		Denton, TX 76201	(940) 300-3003 cell		
John Williams	East Side & Oak St Drafthse	113 E. Oak Street	(940) 218-1400	thekid1254@yahoo.com	2015
Promotions Co-Chair		Denton, TX 76201	940-395-1950 cell		

Exhibit I

Denton Main Street Association Meeting Schedule

The Denton Main Street Association holds its board meeting on the third Monday of each month at 8:30 a.m. in the basement conference room at the City of Denton located at 215 E. McKinney Street. Meetings will be held in each month, January through December each year, unless cancelled in one month.

Exhibit K

Denton Main Street Association Donations

The Denton Main Street Association Board of Directors made some memorial donations to organizations in 2016 to honor the memory of members of DMSA who passed away. The following are organizations and donations:

Denton ISD Foundation: $50

Cumberland Presbyterian Children's Home: $50

American Heart Association/Go Red for Women: $75

Denton Citizen's Police Academy: $100

100 Club (DPD): $100

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

RECEIVED MAY 19 2017

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name: Music Theatre of Denton

Name of Event: 2018 Season

Website Address: www.musictheatreofdenton.com

Mailing Address: PO Box 30 Denton, TX 76202-3094

Physical Address: 214 W Hickory

Telephone #: 940 381 3562 Fax #:

Primary Contact Name: David K Pierce
(Project Director)

Mailing Address: 1904 Highland Park Circle Denton, TX 76205-6932

Telephone #: 940 368 1600 Fax #:

Email Address: david@davidkpierce.com

Secondary Contact Name: Jen Peace
(Local Board Chairman)

Mailing Address: 1726 Timber Ridge Corinth, TX 76210

Telephone #: 940 368 6054 Fax #:

Email Address: jentoo722@gmail.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

_____ **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

X _____ **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

_____ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

_____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

_____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

_____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
Music Theatre of Denton is a volunteer, 501 (c) 3 non-profit organization dedicated to producing top quality musical theatre productions. We are also dedicated to giving those involved in a productions a rewarding and enjoyable experience. The 2018 season marks the 32nd year of top quality musical theatre productions. Each production attracts an array of audience members from all over Texas and parts of Oklahoma. We continue to generate the awareness of Denton as a destination.

3) Does your organization have paid staff?
_____ Yes _____ # Full-time _____ # Part-time
X _____ No

4) Does your organization use volunteers?
X _____ Yes Approximately how many? _____ 245
_____ No

5) Does your organization _____ own or __X_ rent office space?

6) Does your organization own a vehicle?

X _____ Yes

_____ No

7) Is the event that the organization is requesting HOT funds for held on City property?

_____ Yes Name Location(s) _____

X _____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

X _____ Yes

_____ No

9) List ALL other sources of funding your organization receives and how much.

_____ Check here if information is attached.

Source	Please Circle One		Dollar Amount
Ticket sales	Earned	Donated	$ 81,121.88
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

March Mainstage production

May Mainstage production

October Mainstage production

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2014	4800	1800		3 Mainstage productions
2015	7200	2800		4 Mainstage productions
2016	5200	2200		3 Mainstage production

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Advertising is the primary funding we are requesting. Historical numbers indicate that we continue to advertise outside the city of Denton and draw in a tremendous amount of out of town audience members as well as actors and backstage talent. The use of a bright LED billboard on I-35 in Lake Dallas has tremendously increased our audi We will continue the online targeted advertising as well as print advertising. We also send brochures and posters to various places outside of

13) Denton to continue our efforts to increase awareness, making Denton a destination.

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

Targeting specific audiences for each show, young and old. *Sister Act*, for example tageted a new audience base and attracted people from age 16 to 85. *9 to 5* had a median audience base of 25 to 75, appealing to families and making another family friendly performances. Social media targeted marketing is a primary form of advertising that targets those interested in various things specific to each show. Also, marketing our shows to other area theatres reaches audiences that potentially never have attended anything in Denton. Dallas, Ft. Worth, Arlington, Grapevine & Richardson.

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

Without entertainment, a town has nothing to offer. Music Theatre of Denton's three mainstage shows for the 2018 season brings Broadway Quality Musical Theatre to a wonderful facility and attracts newcomers each year making Denton a destination. Each season we see an increase of "first time visitors" to Denton and our productions. They shop here, spend the night here, and make a weekend of the events. They leave knowing that Denton is a destination and a wonderful "weekend get away" for all with top quality entertainment and unbeatable pricing. With the number of beds available in Denton today, we can only hope to continue increasing travelers for a weekend get away. Additional special events will also attract out of town guests to our community through targeted online marketing and direct a unique group to the city of Denton. Denton is a great "get away" from the hustle of the surrounding cities. MTD wants to help make Denton a great weekend hide-a-way for all.

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2015	Jan - Dec	3,208.41	79,395.30	90,156.76	4010.41
2016	Jan - Dec	16,946.34	81,121.88	93,914.86	22,526.91

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

In our 32nd season currently, and moving to our 33rd season in 2018 - we are here to stay. We have excellent volunteers, continue to attract eager, young talent for the stage and plan to continue this for many years to come. Our long-term plan is to increase the amount of productions we do each year and continue to attract newcomers to the theatre. We have a great base of returning supporters and continue to add more to the list. Once they have experienced a musical by MTD, they usually come back with friends for more. We hope that soon we will have to increase the number of performances for each production to accommodate the reservations.

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: Jen Peace

(Print Name)

X Jen Peace

Date: 5/18/17

Project Director David K Pierce

(Print Name)

X David K Pierce

Date: 5/18/17

Late applications are subject to reduction or denial of funding.

EXHIBIT A

Artwork similar to the attached posters was placed on a billboard on I-35 in Lake Dallas, running every day for two weeks.

Season brochures were mailed to 2,738 outside the City of Denton

Season brochures placed at Texas Tourist & Travel Centers

Ads for MTD were placed in programs at theatres in the metroplex (and UNT).

...ary Spon... THE ABBEY INN RESTAURANT AND PUB

Book by BILL & CHERI STEINKELLNER Music by ALAN MENKIN
Lyrics by GLENN SLATER
Based on the Touchstone Pictures film written by ... H Howard

Directed by ERIC B RYAN Music Direction by JOHN NORINE JR
Choreography by EMILY LEEKHA

mtd MUSIC THEATRE OF DENTON
DENTON CHAMBER OF COMMERCE
GDAC TAC gb
Download the FREE MTD App

MUSIC THEATRE OF DENTON

BOLD BUSINESSES OPERATED BY LADIES OF DENTON

proud sponsors of

Based on the 20th Century Fox Picture, originally produced on Broadway by Robert Greenblatt, April 2009

Directed by **KRISTEN BRASHER** | Music Direction by **JOHN NORINE JR**
Produced by **JEN PEACE** | Choreography by **AMANDA GUERRERO**
Stage Manager **LIZ CANTRELL** | Set Design by **DAVID RAY**
Props Design by **MELANIE BARTH** | Sound Design by **JASON ROCHESTER**
Costume Design by **LOGAN COLEY BROKER** | Lighting Design by **LES DEAL**

MAY 5-6 and 12-13, 2017 at 7:30 pm
MAY 7 and 14, 2017 at 2:00 pm

Campus Theatre

214 W. Hickory Street in Historic Downtown Denton

For tickets and information

940-382-1915 | musictheatreofdenton.com

9 to 5 is presented through special arrangement with Music Theatre International (MTI).
All authorized performance materials are also supplied by MTI
421 W. 54th Street, 2nd Fl., New York, NY 10019 Phone 212-541-4684 Fax 212-397-4684 www.MTIShows.com

Download the FREE MTD App

EXHIBIT B

Music Theatre of Denton
Balance Sheet
As of December 31, 2016

	Total
ASSETS	
Current Assets	
Bank Accounts	
BUSINESS CHECKING (XXXXXX 3123)	16,946.34
HOT checking (9122)	0
HOT Savings (7497)	0
MTD Business Savings (5000)	800.65
Total Bank Accounts	**$17,746.99**
Other current assets	
Uncategorized Asset	238.81
Total Other current assets	**$0.00**
Total Current Assets	**$17,985.80**
TOTAL ASSETS	**$17,985.80**
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
WF Line of Credit	0.00
Total Other Current Liabilities	**$0.00**
Total Current Liabilities	**$0.00**
Total Liabilities	**$0.00**
Equity	
Opening Balance Equity	21,756.37
Retained Earnings	4,154.10
Net Income	-3,383.56
Total Equity	**$22,526.91**
TOTAL LIABILITIES AND EQUITY	**$22,526.91**

Friday, May 2, 2017 04:39:09 PM PDT GMT-5 - Cash Basis

This report was created using QuickBooks Online Plus.

EXHIBIT B

Music Theatre of Denton
Balance Sheet
As of December 31, 2015

	Total
ASSETS	
Current Assets	
Bank Accounts	
BUSINESS CHECKING (XXXXXX 3123)	3,208.41
HOT checking (9122)	101.91
HOT Savings (7497)	0.01
MTD Business Savings (5000)	700.08
Total Bank Accounts	**$4,010.41**
Other current assets	
Uncategorized Asset	0.00
Total Other current assets	**$0.00**
Total Current Assets	**$4,010.41**
TOTAL ASSETS	**$4,010.41**
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
WF Line of Credit	0.00
Total Other Current Liabilities	**$0.00**
Total Current Liabilities	**$0.00**
Total Liabilities	**$0.00**
Equity	
Opening Balance Equity	16,756.37
Retained Earnings	1,581.08
Net Income	-14,327.04
Total Equity	**$4,010.41**
TOTAL LIABILITIES AND EQUITY	**$4,010.41**

Friday, May 20, 2016 04:39:40 PM PDT GMT-5 - Cash Basis

This report was created using QuickBooks Online Plus.

EXHIBIT C

Music Theatre of Denton
Profit and Loss
January - December 2016

	Total
Income	
Admissions	
Show Single Tickets	76,437.88
Season Tickets	4,684.00
Total Admissions	**81,121.88**
HOT Funds	5,250.00
Other Income	
Interest Earned	0.40
Total Other Income	**0.40**
Total Income	**$86,371.88**
Gross Profit	**$86,371.88**
Expenses	
Bank Charges	36.00
Credit Card Statement Fees	894.35
Online Intuit	420.85
Total Bank Charges	**1,351.20**
Equipment Purchase	
Office Equipment	2,402.81
Technical Equipment	682.56
Total Equipment Purchase	**3,085.37**
Facilities	
Office Rent	1,200.00
Space Rental, Performance	2,160.00
Space Rental, Rehearsals	2,880.00
Storage Costs	2,700.00
Telephone	649.85
Total Facilities	**9589.85**
Finance costs	0
Insurance	1,000.00
Memberships	1,200.00
Promotions/Printing	
Postage	478.60
Printing	9,872.25
Promotional Items	1,299.44
Publicity	4,850.80
Total Promotions/Printing	**19,501.09**

Rentals	
Costume Rental	3,606.50
Equipment Rental	600.00
Rights, Royalties, Rentals	12,334.66
Total Rentals	**16,541.16**
Supplies	243.62
Copies	323.75
Costume Materials	2,876.55
Food & Beverage	1,143.76
Office Supplies	2,888.32
Props	936.32
Set Materials	901.03
Shipping (Returns)	298.28
Software	162.29
Tech/Lighting Materials	487.19
Total Supplies	**9,989.57**
Talent Expense	
Managing Director	6,000.00
Musicians	9,420.00
Other Talent	2,210.00
Total Talent Expense	**17,630.00**
Uncategorized Expense	16,226.62
Total Expenses	**$93,914.86**
Net Operating Income	**$ -7,542.98**
Other Expenses	
Miscellaneous	998.60
Reconciliation Discrepancies	250.00
Total Other Expenses	**$1,248.60**
Net Other Income	**$ -1,248.60**
Net Income	**$ -8,791.58**

Friday, March 24, 2017 04:41:30 PM PDT GMT-5 - Cash Basis

This report was created using QuickBooks Online Plus.

EXHIBIT C

Music Theatre of Denton
Profit and Loss
January - December 2015

	Total
Income	
Admissions	
Show Single Tickets	72,537.26
Total Admissions	**72,537.26**
HOT Funds	5,250.00
Other Income	
Interest Earned	0.18
Total Other Income	**0.18**
Sales of Product Income	-143.12
Total Income	**$77,644.32**
Gross Profit	**$77,644.32**
Expenses	
Bank Charges	12.00
Credit Card Statement Fees	692.90
Online Intuit	319.70
Total Bank Charges	**1,024.60**
Equipment Purchase	
Office Equipment	8,102.81
Technical Equipment	342.75
Total Equipment Purchase	**8,445.56**
Facilities	
Office Rent	909.87
Space Rental, Performance	7,272.43
Space Rental, Rehearsals	300.00
Storage Costs	2,700.00
Telephone	449.92
Total Facilities	**11,632.22**
Finance costs	0.09
Insurance	900.00
Memberships	600.00
Promotions/Printing	
Postage	278.60
Printing	6,872.25
Promotional Items	799.76
Publicity	3,616.80
Total Promotions/Printing	**11,567.41**
Rentals	

Costume Rental	1,606.50
Equipment Rental	200.00
Rights, Royalties, Rentals	10,334.19
Total Rentals	**12,140.69**
Supplies	243.62
Copies	52.21
Costume Materials	2,876.55
Food & Beverage	1,143.76
Office Supplies	2,888.32
Props	936.32
Set Materials	901.03
Shipping (Returns)	298.28
Software	162.29
Tech/Lighting Materials	487.19
Total Supplies	**9,989.57**
Talent Expense	
Managing Director	6,000.00
Musicians	9,420.00
Other Talent	2,210.00
Total Talent Expense	**17,630.00**
Uncategorized Expense	16,226.62
Total Expenses	**$90,156.76**
Net Operating Income	**$ -12,512.44**
Other Expenses	
Miscellaneous	1,064.60
Reconciliation Discrepancies	750.00
Total Other Expenses	**$1,814.60**
Net Other Income	**$ -1,814.60**
Net Income	**$ -14,327.04**

Friday, May 20, 2016 04:41:30 PM PDT GMT-5 - Cash Basis

This report was created using QuickBooks Online Plus.

EXHIBIT D

Music Theatre of Denton
2018 Season
Budget

Advertising

Billboards	$2,400
Social Media	$1,800
Printed Matter & postage	$1,050
TOTAL	$5,250

EXHIBIT E

IRS Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0752857502
Mar. 09, 2017 LTR 4168C 0
75-1995886 000000 00
00018381
BODC: TE

MUSIC THEATRE OF DENTON
PO BOX 3094
DENTON TX 76202-3094

022144

Employer ID Number: 75-1995886
Form 990 required: YES

Dear MUSIC THEATRE OF DENTON :

This is in response to your request dated Feb. 28, 2017, regarding your tax-exempt status.

We issued you a determination letter in November 1992, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(03).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit www.irs.gov or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

EXHIBIT F

Form **W-9**
(Rev. August 2013)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type
See Specific Instructions on page 2.

Name (as shown on your income tax return)
MUSIC THEATRE of DENTON

Business name/disregarded entity name, if different from above

Check appropriate box for federal tax classification:
☐ Individual/sole proprietor ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶

☐ Other (see instructions) ▶

Exemptions (see instructions):
Exempt payee code (if any)
Exemption from FATCA reporting code (if any)

Address (number, street, and apt. or suite no.)
P.O. Box 3094

Requester's name and address (optional)

City, state, and ZIP code
DENTON, TX 76202-3094

List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number
458 - 88 - 5698

Employer identification number
75 - 1995886

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below), and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here Signature of U.S. person ▶ David K Price Date ▶ 4/10/17

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. The IRS has created a page on IRS.gov for information about Form W-9, at *www.irs.gov/w9*. Information about any future developments affecting Form W-9 (such as legislation enacted after we release it) will be posted on that page.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, payments made to you in settlement of payment card and third party network transactions, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct.

Note. If you are a U.S. person and a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax under section 1446 on any foreign partners' share of effectively connected taxable income from such business. Further, in certain cases where a Form W-9 has not been received, the rules under section 1446 require a partnership to presume that a partner is a foreign person, and pay the section 1446 withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid section 1446 withholding on your share of partnership income.

EXHIBIT G

Taxable Entity Search Results

for the search string : 17519958866

ions about the search results, send an email to tax.help@cpa.texas.gov. or call 1-800-252-1386.

Franchise Tax Account Status

As of : 05/19/2017 14:07:20

Results

Name	This Page is Not Sufficient for Filings with the Secretary of State MUSIC THEATRE OF DENTON
Taxpayers ID#	17519958866
Zip	MUSIC THEATRE OF DENTON 76202
Texas Taxpayer Number	17519958866
Mailing Address	PO BOX 3094 DENTON, TX 76202-3094
Right to Transact Business in Texas	ACTIVE
State of Formation	TX
Effective SOS Registration Date	04/07/1986
Texas SOS File Number	0079256801
Registered Agent Name	DAVID K. PIERCE
Registered Office Street Address	214 W. HICKORY DENTON, TX 76201

TEXAS COMPTROLLER OF PUBLIC ACCOUNTS

SUSAN COMBS · COMPTROLLER · AUSTIN, TEXAS 78774

April 13, 2011

MUSIC THEATRE OF DENTON
PO BOX 3094
DENTON, TX 76202-3094

According to the records of the Comptroller of Public Accounts, the following exemption(s) from Texas taxes apply to the above organization(s):

Franchise tax, as of 04-07-1986
Sales and use tax, as of 10-21-1987
(provide Texas sales and use tax exemption certificate Form 01-339 (Back) to vendor)
The entity is not exempt from hotel occupancy tax.

Texas taxpayer identification number: 17519958866

This exemption verification is not a substitute for the completed exemption certificates that are required when claiming exemption from Texas taxes. Vendors should be familiar with the requirements for accepting the certificates in good faith from their customers.

This exemption verification does not mean that the organization holds a permit for collecting or remitting any Texas taxes.

Exempt organizations must collect tax on most sales. For more information, please see our publication Exempt Organizations. Sales and Purchases (96-122). Online registration is available.

For information concerning sales taxpayer permit status, please use the vendor search we provide online.

Corporations that are registered in Texas with the Secretary of State must maintain a current registered agent and registered office address. Information is available from Business and Nonprofit Forms page of the Secretary of State's Website. Additionally, out-of-state corporations, limited liability companies, or limited partnerships transacting business in Texas may need to file a Certificate of Authority or Registration with the Texas Secretary of State. More information is available from the Foreign or Out-of-State Entities page on the Secretary of State's Website.

Our publications and other helpful information are available on our website. If you need more information, write to us at exempt.orgs@cpa.state.tx.us, or call us at (800) 252-5555.

EXHIBIT H

President
Jennifer Peace
1726 Timber Ridge
Corinth ,TX 76210
940 368 6054

VP Marketing
Stephanie Holloway
1013 Sherman Dr
Denton, TX 76209
817 403 0358

VP Membership
Brooke Scoggins
918 Egan
Denton, TX 76201
940 300 4963

VP Development
Terry Nobles
4435 Old Thomas Rd
Aubrey, TX 76227
940 453 8680

Secretary
Jim Laney
628 Headlee
Denton, TX 76201
940 387 3082

Treasurer
Warren Dane
222 E. McKinney
Denton, TX 76201
940 566 0512

Managing Director
David K Pierce
1904 Highland Park Cir
Denton, TX 76205
940 38 1600

At Large:

Bill Kirkley
10237 Franklin
Providence, TX 76227
940 368 4666

Phyllis Kessel
733 FT. Worth Dr.
Denton, TX 76201
940 387 6161

Adam Reese
819 Imperial
Denton, TX 76209
214 682 5829

Sienna Riehle
2425 Louise # 25
Denton, TX 76201

Sara Kennedy
3150 S. Garrison Rd
Corinth, TX 76210
512 630 6563

EXHIBIT I

The Governing Board meets the 3rd Tuesday of each month, in the Campus Theatre board room, at 6:00 PM.

EXHIBIT J

Bylaws on file and have not changed.

EXHIBIT K

1. $100 Sanger Educational Foundation
2. $200 Children's Advocacy Center Denton County
3. $100 Go Red for Women
4. $140 Beaujolais & More
5. $100 Ground Hog Day Denton ISD
6. $100 Serve Denton
7. $200 Lil'd NYE
8. $100 Denton Animal Foundation
9. $80 Main Street Arts & Autos
10. $200 TWU Student Foundation Scholarship
11. $100 You're Beautiful – American Cancer Foundation
12. $100 Tejas Storytelling Association Festival
13. $80 Artists Enclave of Denton
14. $100 TWU Student Foundation Auction
15. $80 100 Club – Denton Police Dept. Appreciation Banquet
16. $40 Boy Scout Troupe #164

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 19 2017

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:

Name of Event: North Texas Fair and Rodeo

Website Address: www.ntfair.com

Mailing Address: PO Box 1695 Denton, 76202

Physical Address: 2217 N Carroll Bld. Denton, Tx 76201

Telephone #: 940-387-2632 Fax #: 940-382-7763

Primary Contact Name: Glenn Carlton
(Project Director)

Mailing Address: PO Box 1695 Denton, Tx 76202

Telephone #: 940-368-2806 Fax #: 940-382-7763

Email Address: gcarlton@ntfair.com

Secondary Contact Name: Nanci Kimmey
(Local Board Chairman)

Mailing Address: PO Box 1695 Denton, Tx 76202

Telephone #: 940-387-2632 Fax #: 940-382-7763

Email Address: nkimmey@ntfair.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

X **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

X **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

X **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

_____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

_____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of
x convention delegates and registrants.

X **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
See mission statement at the beginning of this presentation

3) Does your organization have paid staff?
X Yes 3 # Full-time 2 # Part-time
_____ No

4) Does your organization use volunteers?
X Yes Approximately how many? 600
_____ No

5) Does your organizatior X

6) Does your organization own a vehicle?

X Yes

_____ No

7) Is the event that the organization is requesting HOT funds for held on City property?

_____ Yes Name Location(s) _____

X No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

X Yes

_____ No

9) List ALL other sources of funding your organization receives and how much.

X Check here if information is attached.

Source	Please Circle One		Dollar Amount
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

North Texas Fair and Rodeo

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2012	135,000	50%	125	NT Fair and Rodeo
2013	150,000	50%	150	NT Fair and Rodeo
2014	160,000	50%	175	NT Fair and Rodeo
2015	175,000	50%	200	NT Fair and Rodeo
2016	* 135,000	50%	125	NT Fair and Rodeo
	* rain on 6 out of 9 days			

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Requested funds will be used to advertise the 2017 North Texas Fair and Rodeo. Funds will be used to advertise the many events, rodeos, livestock shows, cook offs, childrens art contest, photography contest, rodeo queens contest, and all headlining concerts. All of these elements attract out of town guest and participants. All Hot Funds are used for advertising ONLY! We use other sources of income for administrative and all other expenses.

13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

We target Tarrant, Dallas, Collin, Denton, Grayson, and Wise Counties with our printed materials. We are making Denton an overnight destination with our advertising in national music and rodeo publications. We are reaching the above marketsas well as Parker, Somerville, Fannin, Hopkins and Hunt Counties with our radio and television advertising.We also have a strong radio reach into southern Oklahoma. Our internet and social media marketing statistics are showing that we draw visitors to Denton from all over the U.S. and Europe. Several families now take their "holiday" to come to the U.S. for this event. We market to all ages and demographics. The North Texas Fair and Rodeo has proven to be an event that attracts all ages, races , and genders to Denton.

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

Our event not only draws attendees, but attracts contestants, exhibitors, participants, and performers from all over the US , Europe, Canada, Austalia, and several South American Countries. The event will fill hundreds of Denton Hotel rooms. Due to the length of the event many will spend 9 -10 nights in Denton. The lengthy stay has them eating and shopping at Denton's businesses. With our attendance averaging around 160,000, the ecoomic impact that is associated with this event is millions of dollars.

(see exhibitL- Economic impact study)

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2015	2015		1,780,727	1,749,099	31,628
*2016	2016		1,622,208	1,778,719	-156,511

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

the NTSF Association would like to relocate to a larger property. In 2014 the Association purchased 109 acres of land off of Ganzer road on the northern edge of the City. We would like to form a partnership between ourselves, The City and The County to contruct a public facility that would serve many needs for this community, as well as a place for this event to grow. Our short term goal s to continue to maintain our current property in an effort to attract more events to Denton. Utilizing this program to advertise our event frees up our funds to improve and maintain the current facility, as well as reduce the debt on our new property. We continue to attract new events each year, bringing thousands of visitors and millions of dollars to Denton.

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X _____ Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include

organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: CARL R. ANDERSON

(Print Name)

X Carl R Anderson

Date: 05/17/2017

Project Director GLENN T. CARLTON

(Print Name)

X

Date: 05/17/2017

Late applications are subject to reduction or denial of funding.

North Texas Fair and Rodeo

President:
Carl Anderson
Vice President:
Layne Brewer
Mark Foster
Jim Fykes
Secretary:
Mickie Blagg
Treasurer:
Harry Hall
Directors:
Bill Allen
Robert Bell
Danny Brumley
Don Fischer
Richard Fisher
Walt Garrison
Richard Hayes
Bobby Jones
Larry Kish
Jeff Krueger
R.D. Martin
Mickey McNary
Dale McKnight
Bernice Richardson
Sterling Yates
Ex-Officio Directors:
Mary Horn,
County Judge
Chris Watts,
Mayor
Todd Hileman,
City Manager
Chuck Carpenter,
President, Chamber
of Commerce
Executive Director:
Glenn Carlton
Executive Assistant:
Nanci Kimmey
Media & Marketing Manager:
Jacee Kiefer

EXHIBIT A

Examples and Evidence of Marketing Areas and Readership

2016 Impressions Report

Includes: Total Advertising Campaign for 2016
NORTH TEXAS FAIR & RODEO

Full Page Ad from "Humps & Horns"

(NATIONAL Publication geared to Bull Riders, Stock Contractors, Rodeos)

2016 Marketing Awards for Texas

North Texas Fair & Rodeo again recognized as one of the leading Events for Marketing in Texas

Full Page Ad from "Showbox Magazine"

NATIONAL Publication of Texas Junior Livestock Association

Google Analytics

Reach and View of Web Aug 1, 2016 – Aug. 31, 2016

2217 NORTH CARROLL • P.O. BOX 1695 • DENTON, TEXAS 76202 • (940) 387-2632 • FAX (940) 382-7763

2017 TAFE MARKETING AWARDS

NORTH TEXAS FAIR AND RODEO

January 17, 2017

- FIRST PLACE – Best single page material - Static Cling
  Best Newspaper Tabloid
  Best Radio Spot
  Best Badge
  Best Social Media Campaign

- SECOND PLACE- Best Poster
  Best Newspaper Ad – Color
  Best Brochure

- THIRD PLACE- Best Outdoor Advertising – Billboard
  Best Website
  Best Newsletter
  Best TV Spot
  Best T-Shirt

We were First Runner Up in Best Overall

Just like the Cowboys – we are going to get them next year!!!

For online registration and complete
Show details, please visit our website!

Google Analytics Report - North Texas Fair

Aug 1, 2016 - Aug 31, 2016

All Users
100.00% Sessions

Visits

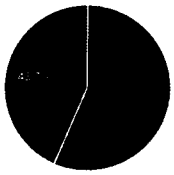
123,029
% of Total: **100.00% (123,029)**

Unique Visitors

72,739
% of Total: **100.00% (72,739)**

Visits by Visitor Type

■ New Visitor ■ Returning Visitor



Pageviews

427,984
% of Total: **100.00% (427,984)**

Pages / Visit

3.48
Avg for View: **3.48 (0.00%)**

Avg. Visit Duration

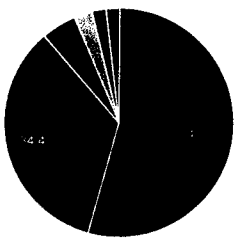
00:02:30
Avg for View: **00:02:30 (0.00%)**

Bounce Rate

41.45%
Avg for View: **41.45% (0.00%)**

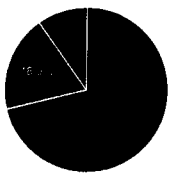
Visits by Browser

■ Safari ■ Chrome ■ Internet Explorer
Safari (in-app) ■ Firefox ■ Other



Visits by Traffic Type

■ organic ■ direct ■ referral
social ■ Web



Visits by Keyword

Keyword	Sessions
(not provided)	83,998
(not set)	35,533
north texas state fair	525
north texas fair	345
north texas fair and rodeo	268
denton fair	198
north texas fair and rodeo 2016	150
denton county fair	131
north texas state fair and r odeo	120
north texas state fair 2016	83

Visits and Pages / Visit by City

City	Sessions	Pages / Session
Dallas	52,006	2.94
Denton	15,642	3.92
Fort Worth	5,623	3.82
Little Elm	2,591	3.68
Houston	1,936	3.52
Plano	1,760	4.59
Flower Mou nd	1,616	4.36
Lewisville	1,607	4.50
Frisco	1,558	4.27
Corinth	1,418	3.65

Visits and Pageviews by Mobile (Including Tablet)

Mobile (Including Tablet)	Sessions	Pageviews
Yes	99,749	288,615
No	23,280	139,369

© 2016 Google

NORTH TEXAS FAIR AND RODEO ANNOUNCES Blockbuster Talent for 2016 Event

NTFR Boosts Denton Economy

by The Grouch Group, Ron Ray and Sandra Robinson

The North Texas Fair and Rodeo has announced the concert line up and major attractions that will headline the 88th annual Fair and Rodeo to be held in Denton, Texas August 19-27. The annual event will kick off Friday August 19th with the Josh Abbott Band in concert. The music excitement continues the next night with Steve Wariner. The Randy Rogers Band will headline the concert stage on Friday, August 26th. The concert series will conclude Saturday, August 27th with the legendary Charlie Daniels Band. Other nationally-known groups include the Casey Donahew Band, Shane Smith and the Saints, Shotgun Rider, Jake Hooker and the Outsiders and La Reunion Nortena.

The annual event will feature over 30 musicians during the 10 day run. Additional musical groups include Charla Corn, Steve Helms and Sam Riggs, Sunny Sweeny, Alto Mando, Sonny Burgess, Brian Houser and Jolie Holiday, Dalton Domino and Zac Wilkerson, Kaitlyn Butts, Erik Willis and Red Shahan, Flatland Cavalry, The Bird Dogs and Zane Willams and Trial by Fire (A Journey Tribute). A full schedule of concert days and times can be found at www.ntfair.com

The North Texas Fair and Rodeo (NTFR) is known throughout the Southwest as a leader in bringing the hottest country music talent to the North Texas area each August. "We strive to be on the cutting edge of the very best and most exciting country music each year," said Glenn Carlton, Executive Director of the NTFR. "We make it our goal each year to take our event to new heights with nine days and nights of entertainment, professional and youth rodeos, livestock exhibitions, a premier midway and more," said Carlton. "This year we will be adding Loop Rawlins, who is a nationally known western trick roper. We will also present the Bengel Tiger Encounter, an exciting and unique show featuring rare tigers."

The NTFR has consistently drawn record crowds over the last several years and is recognized as one of the leading PRCA rodeos in the Southwest. This year's event is expected to draw in excess of 160,000 attendees.

The Denton based event is a 501(c) (3) non-profit organization dedicated to the preservation of western heritage. The mission of the NTFR is to support Youth, Agriculture and Community. All general revenue is reinvested into various programs, scholarships and facilities. The North Texas Fair Association contributes around $500,000.00 each year to area youth in various programs. According to the Center of Economic Development and the University of North Texas, the North Texas Fair and Rodeo and it facilities have a $7,000,000.00 economic impact on Denton County and an approximate $4,000,000.00 impact on the City of Denton each year. For more information, contact:

Nanci Kimmey, Executive Assistant
North Texas Fair and Rodeo
940-387-2632 • nkimmey@ntfair.com
www.ntfair.com

BALANCE SHEET as of 12/31/16

ASSESTS

Cash	$ 102,391
Accounts Receivable	$ 2,750
Equipment	$ 287,960
Fixed & Land	$5,167,250
Total Assests	$5,560,351

LIABILITIES

Current Liabilities	$ 42,191
Long Term Liabilities	$ 726,750
Total Liabilities	$ 768,941
Total (NTSF) Equity	**$4,791,410**
Total Liabilities	**$5,560,351**

North Texas State Fair Association, Inc.
Profit & Loss Prev Year Comparison
January 1 through December 10, 2016

	Jan 1 - Dec 10, 16	Jan 1 - Dec 10, 15
Income		
FAIR INCOME		
Livestock Shaving Sales	1,842.50	3,877.00
Dunkin Booth	2,523.00	4,206.00
Raffle sales	3,125.00	0.00
transfer between accounts	0.00	0.00
Misc. Income	91,613.95	21,669.14
Creative Arts		
Creative Arts entry fees	477.00	419.00
Total Creative Arts	477.00	419.00
Advertising income	16,200.00	24,800.00
Lalor funds	125,000.00	77,301.00
ATM Commission	1,569.67	2,127.00
Attractions		
Kid's Zone	419.00	717.00
Attractions - Other	0.00	600.00
Total Attractions	419.00	1,317.00
Caps and Tshirts	3,144.00	2,965.00
Carnival income	93,377.70	119,129.00
Commercial exhibits		
Insurance	1,900.00	1,695.00
Commercial exhibits - Other	42,600.00	45,488.00
Total Commercial exhibits	44,500.00	47,183.00
Contributions with fair	150,000.00	215,000.00
Entertainment/Merch	3,250.00	5,279.00
Food exhibit	19,569.00	18,004.00
Gate income		
oreilly advance sales	22,372.00	25,020.00
gate credit cards	117,497.00	134,683.00
4 day pass	0.00	1,075.00
Rodeo Queen ticket sales	54,539.00	49,734.00
On line tickets	83,406.00	74,228.00
Pre-Open Gates/Parking	8,295.00	5,626.00
Gate Presold Passes	9,992.00	7,372.44
Gate income - Other	273,067.00	406,721.00
Total Gate income	569,168.00	704,459.44
Horse show	1,510.00	5,544.00
Ice sales	2,200.00	4,994.00
Livestock entries		
junior show late fee	2,110.00	0.00
Open goats	500.00	1,000.00
Open Cattle	1,815.00	1,350.00
Open Sheep	125.00	575.00
jr. Heifer show	12,645.00	13,380.00
Jr. lamb show	8,280.00	6,445.00
Jr. Meat Goats	4,835.00	5,030.00
Jr. Steer Show	14,365.00	9,825.00
Jr. Swine Show	5,891.00	3,010.00
Livestock Judging	695.00	1,108.00
Total Livestock entries	51,261.00	41,723.00
Muttin Bustin	3,480.00	3,510.00
Pageant entries	1,240.00	2,080.00
Parking	16,583.00	20,304.00
Photography contest	901.00	956.00
Rodeo Income		
Hay sales	0.00	80.00
Rodeo Income - Other	7,990.00	7,355.00
Total Rodeo Income	7,990.00	7,435.00

North Texas State Fair Association, Inc.
Profit & Loss Prev Year Comparison
January 1 through December 10, 2016

	Jan 1 - Dec 10, 16	Jan 1 - Dec 10, 15
Rodeo Programs		
Rodeo program ad sales	1,231.12	1,000.00
Rodeo Programs - Other	1,804.00	2,386.00
Total Rodeo Programs	3,035.12	3,386.00
Sponsorship income		
Livestock Sponsor	3,000.00	2,650.00
Parade Sponsorship	6,500.00	2,900.00
Sponsorship income - Other	245,156.72	230,439.00
Total Sponsorship income	254,656.72	235,989.00
FAIR INCOME - Other	0.00	3,883.25
Total FAIR INCOME	1,468,635.66	1,577,539.83
OTHER INCOME		
Summer Showdown		
Fun and Games	455.00	480.00
chili	731.00	935.00
Contributions	0.00	30.00
Bar B Q Entries	0.00	0.00
Total Summer Showdown	1,186.00	1,445.00
Bingo income		
Bingo Merchandise	3,382.00	3,502.00
Bingo income - Other	4,000.00	4,000.00
Total Bingo income	7,382.00	7,502.00
Contributions	2,140.00	30,479.25
Fair membership	500.00	250.00
Golf Tournament	6,765.00	5,785.00
Grants	0.00	2,807.50
Interest income	5,044.13	82.98
Membership dues	0.00	200.00
Miscellaneous income	40.00	12.00
OTHER INCOME - Other	0.00	-189.50
Total OTHER INCOME	23,057.13	48,374.23
RENTAL INCOME		
table and chair rental	200.00	400.00
Game room rental	53,768.00	57,402.16
Session Rent	32,000.00	59,590.10
Arena rental	2,275.00	4,450.00
Covered arena rental	600.00	600.00
Exhibit building rental	13,850.00	15,300.00
Fair Hall rentals	10,490.00	8,481.00
Fairground Rental	15,700.00	7,650.00
RV rental	1,632.00	940.00
Total RENTAL INCOME	130,515.00	154,813.26
Total Income	1,622,207.79	1,780,727.32
Expense		
FAIR EXPENSES		
Weather Insurance	11,704.85	8,257.91
Attraction	33,160.00	35,640.00
Parking refund	0.00	53.96

North Texas State Fair Association, Inc.
Profit & Loss Prev Year Comparison
January 1 through December 10, 2016

	Jan 1 - Dec 10, 16	Jan 1 - Dec 10, 15
Advertising		
Outdoor or Billboard	25,421.21	26,379.77
Photographer	0.00	154.00
Internet	3,600.00	1,800.00
Internet Advertising	3,500.00	0.00
Magazine	11,465.18	4,519.00
Newspaper	23,690.75	24,999.11
posters and broshures	39,095.09	38,303.00
Radio	100,975.00	86,081.00
Television	52,668.00	56,795.00
Total Advertising	260,415.23	239,030.88
Badges	2,096.65	1,614.60
Beverage	3,494.01	1,358.38
Capital Improvments	48,602.90	4,220.45
Caps and T shirts	7,276.19	3,093.34
Commerical Exhibits		
commericial Exhibitor's Ins.	1,979.00	1,563.00
Commerical Exhibits - Other	5,683.50	9,168.50
Total Commerical Exhibits	7,662.50	10,731.50
Contract labor	26,280.00	24,353.50
Creative Art Premiums	668.00	1,100.00
credit card expense (credit card ...	75.20	452.40
Entertainment	322,465.12	306,589.04
Equipment rental		
Main stage sound	22,225.00	22,226.00
misc. sound	12,600.00	11,350.00
Tent and shade rental	36,533.00	44,990.00
Equipment rental - Other	57,823.43	37,230.70
Total Equipment rental	129,181.43	115,796.70
Exterior Design	0.00	2,000.00
Fairgrounders Flag Team	1,370.62	3,894.75
Fuel Expense	1,506.98	1,629.99
Fun & Games	0.00	0.00
Gate Expense		
Livestock parking refund	5.00	0.00
Livestock gate refund	15.00	30.00
Refund	195.00	930.00
Gate Expense - Other	44,621.09	40,096.30
Total Gate Expense	44,836.09	41,056.30
Horse Show	347.50	430.00
Ice	10,516.91	12,694.00
Interest	225.09	486.61
Kick Off Party	4,044.70	4,487.31
Kid's Zone		
Hotel for attractions	800.00	0.00
Kid's Zone - Other	19,085.00	19,085.00
Total Kid's Zone	19,885.00	19,085.00
Livestock expenses		
Supplies	3,173.67	847.63
Open Cattle	233.50	994.00
Livestock judging	500.00	200.00
hotel livestock	0.00	400.00
open sheep/lamb show expense	484.00	350.00
open breeding sheep	200.00	0.00
Hiefer show expense	6,072.00	7,395.50
lamb show expense	3,602.00	3,501.00
Meat Goat Show expense	2,693.00	4,047.00
Open Breeding Beef Show	410.00	296.00
pig show expense	4,163.00	3,658.50

North Texas State Fair Association, Inc.
Profit & Loss Prev Year Comparison
January 1 through December 10, 2016

	Jan 1 - Dec 10, 16	Jan 1 - Dec 10, 15
Steer Show expense	6,615.50	6,240.00
Livestock expenses - Other	7,200.76	5,584.81
Total Livestock expenses	35,347.43	33,514.44
Livestock premium		
Swine	0.00	0.00
Total Livestock premium	0.00	0.00
Maintenance	29,493.63	4,105.68
Miscellaneous	545.00	0.00
Muttin Bustin	1,500.00	1,500.00
Pageant	948.78	951.57
Parade	102.08	1,070.00
Parking	7,023.50	3,446.50
Plaques, Trophies,&Ribbons	3,859.42	4,436.48
Risk Management	1,629.97	1,488.84
Rodeo expenses		
Photography	0.00	900.00
Rodeo Hotel Expense	8,914.83	9,221.95
Rodeo Program expense	1,259.60	1,230.95
Rodeo expenses - Other	109,570.88	110,613.26
Total Rodeo expenses	119,745.31	121,966.16
Rodeo judge fees	0.00	0.00
Rodeo queen		
Hotel expense	0.00	1,224.92
Rodeo queen - Other	6,527.94	7,668.10
Total Rodeo queen	6,527.94	8,893.02
Rodeo queen scholarship	3,650.00	3,000.00
Security	44,582.29	42,318.76
SIGNS	5,050.00	5,488.00
Sponsorship	15,497.81	9,405.44
Supplies	8,044.11	8,758.91
Two- Way Radios-Communications	1,095.00	3,061.90
Utilities	27,109.42	26,149.94
Volunteer Party	52.48	0.00
Youth Art Contest	0.00	102.00
FAIR EXPENSES - Other	0.00	0.00
Total FAIR EXPENSES	1,247,619.14	1,117,714.26
NTSF Association Expense		
bingo merchandise	2,752.73	4,348.24
bingo Expense	1,290.96	25.00
Income Tax	180.00	0.00
D.&O. Insurance	3,070.00	1,760.00
Chamber Mixer	1,135.00	2,750.32
Meeting expense	2,938.28	1,866.71
Scholarship Payment	5,000.00	4,000.00
NTSF Association Expense - Other	1,534.54	350.00
Total NTSF Association Expense	17,901.51	15,100.27
OFFICE EXPENSES		
Ad Valorum Tax	0.00	393.91
Automobile expenses		
sales and admin.	4,581.20	5,316.89
Automobile expenses - Other	0.00	94.72
Total Automobile expenses	4,581.20	5,411.61
Flowers	273.60	416.44

North Texas State Fair Association, Inc.
Profit & Loss Prev Year Comparison
January 1 through December 10, 2016

	Jan 1 - Dec 10, 16	Jan 1 - Dec 10, 15
Insurance		
AUTO (LIABILITY INSURANCE...	1,160.00	0.00
Employee Health Insurance	53,280.33	47,291.49
Liability insurance	27,039.64	26,090.91
Worker's Comp.	248.00	333.00
Total Insurance	81,727.97	73,715.40
Meals and entertainment	2,669.28	2,224.42
Office Equipment	142.50	1,178.10
Office labor	254.84	0.00
Office supplies	4,433.72	3,528.18
General Administration Payroll		
Office salaries	125,821.73	128,434.25
Payroll tax expense	34,147.98	36,435.02
Total General Administration Pay...	159,969.71	164,869.27
Postage and delivery	3,050.53	2,990.15
Printing	303.50	0.00
Professional fees		
Accounting	1,175.00	800.00
Total Professional fees	1,175.00	800.00
Repairs and maintenance		
Equipment repairs	190.00	95.00
Repairs and maintenance - Ot...	1,956.07	298.00
Total Repairs and maintenance	2,146.07	393.00
Subscriptions	150.60	160.60
Telephone	7,108.72	9,680.93
Travel expenses	5,829.77	10,401.61
Uniforms	1,068.86	2,160.44
Total OFFICE EXPENSES	274,885.87	278,324.06
OTHER EXPENSES		
Summer Showdown		
Awards	3,474.14	2,841.93
food expense	0.00	0.00
Summer Showdown - Other	0.00	224.00
Total Summer Showdown	3,474.14	3,065.93
Bank service charges	135.00	122.05
Capital improvements	17,854.12	102,901.27
Contributions	16,056.14	17,033.17
Convention registration	755.00	683.00
Credit Card Expense	13,052.56	13,159.67
Dues and memberships	4,134.50	1,892.50
Golf Tournament	499.00	550.05
Interest	30,240.54	30,712.87
Petty Cash	0.00	300.00
Total OTHER EXPENSES	86,201.00	170,420.51
RENTAL EXPENSES		
Game Room Expense	24,042.19	21,288.94
Equipment Repair	4,483.83	2,213.13
Maintenance	56,860.78	63,094.11
Rental Clean up	800.00	0.00
Utilities	64,774.83	78,773.02
Total RENTAL EXPENSES	150,961.63	165,369.20
Uncategorized Expenses	1,149.95	2,170.67
Total Expense	1,778,719.10	1,749,098.97
Net Income	**-156,511.31**	**31,628.35**

North Texas Fair and Rodeo

YOUTH AGRICULTURE COMMUNITY

Denton

President:
Carl Anderson
Vice President:
Layne Brewer
Mark Foster
Jim Fykes
Secretary:
Mickie Blagg
Treasurer:
Harry Hall
Directors:
Bill Allen
Robert Bell
Danny Brumley
Don Fischer
Richard Fisher
Walt Garrison
Richard Hayes
Bobby Jones
Larry Kish
Jeff Krueger
R.D. Martin
Mickey McNary
Dale McKnight
Bernice Richardson
Sterling Yates
Ex-Officio Directors:
Mary Horn,
County Judge
Chris Watts,
Mayor
Todd Hileman,
City Manager
Chuck Carpenter,
President, Chamber
of Commerce
Executive Director:
Glenn Carlton
Executive Assistant:
Nanci Kimmey
Media & Marketing Manager:
Jacee Kiefer

EXHIBIT C

Last 2 Years Itemized Income and Expenses

2217 NORTH CARROLL • P.O. BOX 1695 • DENTON, TEXAS 76202 • (940) 387-2632 • FAX (940) 382-7763

TAFE TEXAS ASSOCIATION OF FAIRS AND EVENTS

CITY OF DENTON
TAX OFFICE

HOTEL OCCUPANCY TAX GRANT PROGRAM 2016

Expenditure Detail Worksheet

DATE	CHECK #	VENDOR	BUDGET LINE ITEM	DESCRIPTION	DOLLAR
25-Jan	2126	the crouch group	Billboards	clear channel in advance $	2500
26-Jan	2127	Saffire events	Web site	Web site maint.	1,800
15-Apr	2128	the crouch group	Billboards	arrington boards	2250
6-Jun	2129	Saffire events	Web site	hosting	1800
24-Jun	2130	the crouch group	Radio	95.9 the Ranch	11000
14-Sep	2131	Showbox Magazine	magazine	livestock ad	460.18
23-Sep	2133	the crouch group	newspaper/magazine	graphics	10,933.75
23-Sep	2133	the crouch group	outdoor/billboard	graphics	5000
11-Nov	2134	the crouch group	radio	cummulus, univ., KHYI	69750
11-Nov	2134	the crouch group	TV	time warner	18973
16-Nov	2135	the crouch group	radio	the ticket	533.07

Total 125000

CITY OF DENTON
TAX OFFICE

HOTEL OCCUPANCY TAX GRANT PROGRAM 2015

Expenditure Detail Worksheet

DATE	CHECK #	VENDOR	BUDGET LINE ITEM	DESCRIPTION	DOLLAR
6-Apr	2115	The Crouch Group	Billboards	arrington/digitals	2295
1-Jul	2116	The Crouch Group	Radio	the Ranch	11,000
10-Jul	2117	Humps and Horns news	magazine	H&H News	1420
16-Jul	2118	The Crouch Group	Bill Boards	bill board	940
21-Jul	2119	Saffire	Internet	web hosting	1800
21-Jul	2120	Showbox	magazine	magazine	639
21-Jul	2121	Purple Circle	magazine	magazine	495
9-Sep	2122	Showbox	magazine	magazine	460
2-Nov	2123	The Crouch Group	Television	Cable and Channel 11	32675
2-Nov	2124	The Crouch Group	Radio	the wolf	20370
2-Nov	2125	The Crouch Group	radio	KSCS partail	5207

Total 77301

NORTH TEXAS FAIR & RODEO

BUDGET PROPOSAL

PROGRAM YEAR 2018

ADVERTISING/MARKETING	REQUESTED AMOUNT
Marketing Salary	$55,000
Internet	$10,000
Radio	$60,000
Newspaper/Magazines	$ 7,500
Billboards	$20,000
Television	$42,000
N.T.S.F. & R MARKETING/ ADVERTISING	***$194,500***

TOTAL AMOUNT REQUESTED **$194,500**

Internal Revenue Service
District Director

Department of the Treasury

Date: MAR 20 1986

Employer Identification Number:
75-2080098
Accounting Period Ending:
December 31
Foundation Status Classification:
509(a)(2)
Advance Ruling Period Ends:
December 31, 1987
Person to Contact:
EO Technical Assistor
Contact Telephone Number:
(214) 767-3526
EO:7213:4913:DAL:JS

North Texas State Fair Association,
Inc.
P. O. Box 1695
Denton, TX 76202

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code.

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably be expected to be a publicly supported organization described in section 509(a)(2).

Accordingly, you will be treated as a publicly supported organization, and not as a private foundation, during an advance ruling period. This advance ruling period begins on the date of your inception and ends on the date shown above.

Within 90 days after the end of your advance ruling period, you must submit to us information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, you will be classified as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, you will be classified as a private foundation for future periods. Also, if you are classified as a private foundation, you will be treated as a private foundation from the date of your inception for purposes of sections 507(d) and 4940.

Grantors and donors may rely on the determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you submit the required information within the 90 days, grantors and donors may continue to rely on the advance determination until the Service makes a final determination of your foundation status. However, if notice that you will no longer be treated as a section 509(a)(2) organization is published in the Internal Revenue Bulletin, grantors and donors may not rely on this determination after the date of such publication. Also, a grantor or donor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section 509(a)(2) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(2) organization.

(over)

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If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status and foundation status. Also, you should inform us of all changes in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of $100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other Federal excise taxes. If you have any questions about excise, employment, or other Federal taxes, please let us know.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

You are required to file Form 990, Return of Organization Exempt from Income Tax, only if your gross receipts each year are normally more than $25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. The law imposes a penalty of $10 a day, up to a maximum of $5,000, when a return is filed late, unless there is reasonable cause for the delay.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

Because this letter could help resolve any questions about your exempt status and foundation status, you should keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,

Glenn Cagle
District Director

Franchise Tax Account Status

As of : 07/06/2017 12:29:37

This Page is Not Sufficient for Filings with the Secretary of State

NORTH TEXAS STATE FAIR ASSOCIATION

Texas Taxpayer Number	17520800982
Mailing Address	PO BOX 1695 DENTON, TX 76202-1695
Right to Transact Business in Texas	ACTIVE ✓
State of Formation	TX
Effective SOS Registration Date	06/16/1930
Texas SOS File Number	0005700801
Registered Agent Name	GLENN T CARLTON
Registered Office Street Address	2217 NORTH CARROLL BOULEVARD DENTON, TX 76201

Form **W-9**
(Rev. October 2007)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give form to the requester. Do not send to the IRS.

Print or type
See Specific Instructions on page 2.

Name (as shown on your income tax return)
NORTH TEXAS STATE FAIR ASSOCIATION

Business name, if different from above

Check appropriate box: ☐ Individual/Sole proprietor ☐ Corporation ☐ Partnership
☐ Limited liability company. Enter the tax classification (D=disregarded entity, C=corporation, P=partnership) ▶ .....
☐ Other (see instructions) ▶

☒ Exempt payee

Address (number, street, and apt. or suite no.)
2217 N. CARROLL BLVD (P.O. BOX 1695)

Requester's name and address (optional)

City, state, and ZIP code
DENTON, TX 76202

List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number

or

Employer identification number
75 2080098

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. See the instructions on page 4.

Sign Here Signature of U.S. person ▶ [signature] Date ▶ 5/1/2017

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity,

Corporations Section
P.O.Box 13697
Austin, Texas 78711-3697

Geoffrey S. Connor
Secretary of State

Office of the Secretary of State

November 01, 2004

William R Allen
NORTH TEXAS STATE FAIR ASSOCIATION
2217 NORTH CARROLL BOULEVARD
Denton, TX 76201

RE: NORTH TEXAS STATE FAIR ASSOCIATION
File Number: 5700801

This is to advise you that the above referenced corporation's report required by article 1396-9.01, Texas Non-Profit Corporation Act, has been filed in this office. This letter may be used as evidence of the filing and payment of the filing fee.

Sincerely,

Corporations Section
Statutory Filings Division
(512) 463-5555

Enclosure

TEXAS COMPTROLLER OF PUBLIC ACCOUNTS

SUSAN COMBS · COMPTROLLER · AUSTIN, TEXAS 78774

May 10, 2012

CERTIFICATE OF ACCOUNT STATUS

THE STATE OF TEXAS
COUNTY OF TRAVIS

I, Susan Combs, Comptroller of Public Accounts of the State of Texas, DO HEREBY CERTIFY that according to the records of this office

NORTH TEXAS STATE FAIR ASSOCIATION

is exempt from payment of franchise tax and consequently is in good standing with this office.

GIVEN UNDER MY HAND AND
SEAL OF OFFICE in the City of
Austin, this 10th day of
May 2012 A.D.

Susan Combs
Texas Comptroller

Taxpayer number: 17520800982
File number: 0005700801

Form 05-303(Rev. 1-03/6)

SEAT	NAME	TITLE	PHONE	ADDRESS	TERM EXP.
E -1	Carl Anderson	President	940-321-7400-wk	114 Mustang Trail	2020
	canderson@billutterford.com		940-391-1838	Shady Shores, TX 76208	
E-2	Mark Foster	Vice President	940--383-1549 wk.	6409 I-35	2018
	fosterssaddle@yahoo.com		940-395-5552 cell	Denton, TX. 76207	
E-3	Layne Brewer	Vice President	940 565-7045 wk.	367 CR 2143	2020
	Layne.Brewer@f-s-b.com		940-231-3577 cell	Valley View,TX. 76272	
E-4	Jim Fykes	Vice President	940-566-7340-wk	1700 Woodbrook St.	2019
	jim.fykes@paccar.com		940-368-7690-cell	Denton, TX 76205	
	jim.fykes@earthlink.net				
E-5	Mickie Blagg	Secretary	972-353-6116 wk	P.O. Box 148	2017
	Mickie.Miller@rrd.com		903-815-0132 cell	Collinsville, TX. 76233	
E-6	Harry Hall	Treasurer	940-382-8989 hme	2905 Forrestridge Dr.	2019
	hghguy1@aol.com		940-367-9155	Denton, Texas 76205	
			1-903-789-2021 - Lake House		
B-1	R.D. Martin	Past President	214-808-6059	P.O. Box 729	2018
	31rdmartin@gmail.com	2210 Creek Edge Ct. Corinth 76210		Lake Dallas, TX 75065	
B-2	Bill Allen	Director	940-383-3609 hme	P.O. Box 3082	2018
	bwallen@yahoo.com		940-453-9564	Denton,TX. 76202	
B-3	Bernie Richardson	Director	940-293-7021 cell	7809 Michael Rd	2020
	brichardson@sangerisd.net			Sanger, Tx 76266	
B-4	Mickey McNary	Director	940-387-8140 hme.	2314 Jaqueline St.	2019
	m.mcnary1@verizon.net		940-391-6037 cell	Denton, TX.76205	
B-5	Robert Bell ***	Director	940-391-1814	7118 FM 2931	2019
	plumbrb60@aol.com			Aubrey, TX. 76227	
B-6	Danny Brumley ***	Director	940 349-2970 wk.	624 Ector St.	2018
	danny.brumley@dentoncounty.com		940-368-6392 cell	Denton,TX. 76201	
			940-382-9244 hme.		
B-7	Don Fischer	Director	940-383-3502 wk.	P.O.Box 2185	2018
	donfischer@benekeith.com		972-670-0406 cell	Denton,TX.76202	
B-8	Richard Fisher	Director	940-566-6717 wk.	2421 I-35 W North	2019
	dickfisher55@gmail.com		940-465-7095 cell	Denton,TX.76207	
B-9	Walt Garrison	Director	940-368-4054 cell	3475 E. Hickory Hill Rd.	2018
	walt@waltgarrison.com			Argyle, TX 76226	
B-10	Richard Hayes	Director	940-387-3518 wk.	512 W. Hickory #100	2018
	rhayes@hbwvlaw.com			Denton, TX.76201	
B-11	Sterling Yates	Director	1-469-265-4252	313 S. 3rd St.	2020
	sterling.yates79@yahoo.com		sterling@CPIOP.com	Sanger, Tx 76266	
B-12	Bobby Jones	Director	940-382-1824 hme.	1824 S. Bonnie Brae	202
	bobby_jones1@verizon.net;jandjconst@verizon.net		940-391-8576 cell	Denton,TX. 76207	
B-13	Jeff Krueger	Director	940-367-1443 cell	3905 Deerforest	2020
	jkrueger@legalevesinc.com; jkrueger1023@gmail.com			Denton,TX.76208	
B-14	Larry Kish	Director	940-390-9494 cell	714 Dove Ridge	2018
	csidenton@yahoo.com			Sanger,TX.76266	
B-15	Dale McKnight	Director	940-382-8098 hme.	217 CR 2143	2019
	dalemcknight714@yahoo.com		940-284-5129 cell	Valley View,TX. 76272	
	Glenn T. Carlton	Executive Dir.	940-387-2632 wk.	13217 Cash's Mill Rd.	
	gcarlton@ntfair.com		940--368-2806 cell	Sanger,TX 76266	
	Nanci Kimmey	Executive Assit	940-387-2632 wk.	300 Matthews Ave.	
	nkimmey@ntfair.com		940--231-6577 cell	Denton,TX. 76210	
	Jacee Kiefer	Mrkt/Media	940-387-2632	P.O. Box 526	
	jkiefer@ntfair.com		940-391-9111	Sanger, Tx 76266	

BOARD OF DIRECTORS
Scheduled Meetings

2018

January 16, 2018

April 17, 2018

July 17, 2018

October 16, 2018

2019

January 15, 2019

April 16, 2018

July 16, 2019

October 15, 2019

BYLAWS
OF
NORTH TEXAS STATE FAIR ASSOCIATION
A NONPROFIT CORPORATION

ARTICLE I

PURPOSE AND OFFICES

Purpose

1.00. The corporation is organized to be operated exclusively for charitable, educational, recreational, agricultural, and youth purposes.

Principal Office

1.01. The principal office of the corporation in the State of Texas shall be located in the City of Denton, County of Denton. The corporation may have such other offices, either within or without the State of Texas, as the Board of Directors may determine or as the affairs of the corporation may require from time to time.

Registered Office and Registered Agent

1.02. The Corporation shall have and continuously maintain in the State of Texas a registered office, and a registered agent whose office is identical with such registered office, as required by the Texas Non-Profit Corporation Act. The registered office may be, but need not be, identical with the principal office of the corporation in the State of Texas, and the address of the registered office may be changed from time to time by the Board of Directors.

ARTICLE II

MEMBERS

Classes of Members

2.01. The corporation shall have the following class of members:

a) Regular. To qualify for regular membership, an individual shall be supportive of charitable, educational, recreational, agricultural and youth purposes.

b) Honorary. To qualify for honorary membership, an individual shall be a nonmember who has given exceptional service to the corporation or who has added distinction to the community or the corporation. Honorary members shall not pay dues, shall receive notice of all membership meetings, and shall have none of the other obligations, rights, and privileges of membership. Honorary members shall retain their honorary membership status upon joining as a dues-paying Regular Member. Upon joining as a Regular Member, the member shall have all the obligations,

rights, and privileges of a Regular Member.

c) In Memory Of. To qualify for In Memory Of membership, an individual shall be a nonmember or a former member who has been nominated by a member in recognition of their charitable, educational, recreational, agricultural and youth commitment. The corporation shall have one (1) class of members.

Election of Members

2.02. Members shall be elected by the Board of Directors. An affirmative vote of two-thirds of the Directors shall be required for election.

Voting Rights

2.03. Each member shall be entitled to one vote on each matter submitted to a vote of the members.

Termination of Membership

2.04. The Board of Directors, by affirmative vote of two-thirds of all of the members of the Board, may suspend or expel a member for cause after an appropriate hearing and may, by a majority vote of those present at any regularly constituted meeting, terminate the membership of any member who becomes ineligible for membership, or suspend or expel any member who shall be in default in the payment of dues for the period fixed in Article XI of these bylaws.

Resignation

2.05. Any member may resign by filing a written resignation with the Secretary, but such resignation shall not relieve the member so resigning of the obligation to pay any dues, assessments, or other charges theretofore accrued and unpaid.

Reinstatement

2.06. Upon written request signed by a former member and filed with the Secretary, the Board of Directors may, by the affirmative vote of two-thirds of the members of the Board, reinstate such former member to membership on such terms as the Board of Directors may deem appropriate.

Transfer of Membership

2.07. Membership in this corporation is not transferable or assignable.

2.08. Member attendance at or participation in functions of the corporation will be required of each member in accordance with the membership procedures adopted by the Board of Directors from time to time. Members who do not fulfill these requirements may be dropped from membership in the corporation. Any member who is dropped from membership and re-nominated will be

processed in the usual manner for new members and no special provisions will be given him as a former member of the corporation.

ARTICLE III

MEETINGS OF MEMBERS

Annual Meeting

3.01. An annual meeting of the members shall be held during the month of January, in each year, beginning with the year of 2002 at the hour of 7 o'clock p.m., for the purpose of electing one director and for the transaction of other business as may come before the meeting. If the election of Directors shall not be held on the day designated herein for any annual meeting, or at any adjournment thereof, the Board of Directors shall cause the election to be held at the special meeting of the members as soon thereafter as possible.

PROXIES – At any meeting of the members a member entitled to vote may vote by proxy executed in writing by the member or by his duly authorized attorney in fact. No proxy shall be valid after 11 months from the date of its execution unless otherwise provided in the proxy. No member can vote more than one proxy in the election held by the organization.

Special Meeting

3.02. Special meetings of the members may be called by the President, the Board of Directors, or not less than one-tenth of the members having voting rights.

Place of Meeting

3.03. The Board of Directors may designate any place, either within or without the State of Texas, as the place of meeting for any annual meeting or for any special meeting called by the Board of Directors. If no designation is made or if a special meeting be otherwise called, the place of meeting shall be the registered office of the corporation in the State of Texas; but if all of their members shall meet at any time and place, either within or without the State, and consent to the holding of a meeting, such meeting shall be valid without call or notice, and at such meeting, any corporate action may be taken.

Notice of Meetings

3.04. Written or printed notice stating the place, day, and hour of any meeting of members shall be delivered, either by email, personally or by mail, to each member entitled to vote at such meeting, not less than ten (10) nor more than fifty (50) days before the date of such meeting, by or at the direction of the President, or the Secretary, or the officers or persons calling the meeting. In case of a special meeting or when required by statute or these bylaws, the purpose or purposes for which the meeting is called shall be stated in the notice. If emailed, the notice of a meeting shall be deemed to be delivered when sent to the member at his email address as it appears on the records of the

corporation. If mailed, the notice of a meeting shall be deemed to be delivered when deposited in the United States mail addressed to the member at his address as it appears on the records of the corporation, with postage thereon prepaid.

Informal Action by Members

3.05. Any action required by law to be taken at a meeting of the members or any action which may be taken at the meeting of the members may be taken without a meeting, if a consent in writing, setting forth the action so taken, shall be signed by all of the members entitled to vote with respect to the subject matter thereof.

Quorum

3.06. The members holding one-tenth of the votes which may be the case at any meeting shall constitute a quorum at such meeting. If a quorum is not present at any meeting of members, a majority of the members present may adjourn the meeting from time to time without further notice.

Proxies

3.07. At any meeting of the members a member entitled to vote may vote by proxy executed in writing by the member or by his duly authorized attorney in fact. No proxy shall be valid after 11 months from the date of its execution unless otherwise provided in the proxy. No member can vote more than one proxy in the election held by the organization.

ARTICLE IV

BOARD OF DIRECTORS

General Powers

4.01. The normal business and affairs of the corporation shall be overseen by its Executive Board, and the Executive Director, consisting of the officers of the Board of Directors of the Corporation. The Board of Directors shall act on major matters and shall exercise all such powers of the corporation and do all such lawful acts and things as are not prohibited by statute or by the Articles of Incorporation or by these Bylaws.

Number, Tenure, and Qualifications

4.02. The Board of Directors shall consist of not less than 15 members, three (3) of which shall be elected by the membership. An additional three (3) may be elected by the membership. The remainder shall be elected by the Board of Directors. A director shall serve three (3) years and until their successor is elected. All Directors shall be numbered and classified with respect to the time for which they shall severely hold office by dividing them into three classes. No salaried employee of the association shall be eligible to hold a position on its Board of Directors.

Regular Meetings

4.03. A regular annual meeting of the Board of Directors shall be held without other notice than this bylaw, immediately after, and at the same place as, the annual meeting of members. The Board of Directors may provide by resolution the time and place, either within or without the State of Texas, for holding of additional regular meetings of the Board without other notice than such resolution.

Special Meetings

4.04. Special meetings of the Board of Directors may be called by or at the request of the President or any two Directors. The person or persons authorized to call special meetings of the Board may fix any place, either within or without the State of Texas, as the place for holding any special meetings of the Board called by them.

Notice

4.05. Notice of any special meeting of the Board of Directors shall be given at least two days previously thereto by written notice delivered personally or sent by mail or telegram to each Director at his address as shown by the records of the corporation. If mailed, such notice shall be deemed to be delivered when deposited in the United States mail so addressed with postage thereon prepaid. If notice is given by telegram, such notice shall be deemed to be delivered when the telegram is delivered to the telegraph company. Any Director may waive notice of any meeting. The attendance of a Director at any meeting shall constitute a waiver of notice of such meeting, except where a Director attends a meeting for the express purpose of objecting to the transaction of any business because the meeting is not lawfully called or convened. Neither the business to be transacted at, nor the purpose of, any regular or special meeting of the Board need be specified in the notice or waiver of notice of such meeting, unless specifically required by law or by these bylaws.

Quorum

4.06. A majority of the Board of Directors shall constitute a quorum for the transaction of business at any meeting of the Board, but if less than a majority of the Directors are present at said meeting, a majority of the Directors present may adjourn the meeting from time to time without further notice.

Manner of Acting

4.07. The act of a majority of the Directors present at a meeting at which a quorum is present shall be the act of the Board of Directors, unless the act of a greater number is required by law or by these bylaws.

Proxies

4.08. At any meeting of the Board of Directors, a Director entitled to vote may vote by proxy executed in writing by the Director or by his duly authorized attorney in fact. No proxy shall be valid after 11 months from the date of its execution unless otherwise provided in the proxy. No Director can vote more than one proxy in the meeting held by the Board of Directors.

Vacancies

4.09. Any vacancy occurring in the Board of Directors and any Directorship to be filled by reason of an increase in the number of Directors, shall be filled by the Board of Directors. A Director elected to fill a vacancy shall be elected for the unexpired term of his predecessor in office.

Compensation

4.10. Directors as such shall not receive any stated salaries for their services, but by resolution of the Board of Directors a fixed sum and expenses of attendance, if any, may be allowed for attendance at each regular or special meeting of the Board; but, nothing herein contained shall be construed to preclude any Director from serving the corporation in any other capacity and receiving compensation therefor.

Informal Action by Directors

4.11. Any action required by law to be taken at a meeting of Directors, or any action which may be taken at a meeting of Directors, may be taken without a meeting if a consent in writing setting forth the action so taken shall be signed by all the Directors.

Removal of Directors

4.12. Any director may be removed, either with or without cause, at any meeting of the Board of Directors by a majority vote of all Directors entitled to vote if notice of the intention to act upon such matter shall have been given in the notice of such meeting. Any director who is absent from four consecutive functions, whether board meetings, general membership meetings or any other function sponsored by the organization may be asked to resign, or by a majority vote of the Board of Directors, removed from the Board of Directors. Any Director who is absent without cause from two consecutive Board of Directors meetings may be removed from the Board of Directors. A Board Member must give notification in writing to the Board of Directors if he is requesting a leave of absence or is resigning from the Board.

Electronic Meetings

4.13. The Board of Directors and all committees and subcommittees shall be authorized to meet by telephone conference or through other electronic communications media so long as all the members can simultaneously hear each other and participate during the meeting.

ARTICLE V

OFFICERS

Officers

5.01. The officers of the corporation shall be a President, one or more Vice Presidents (the number thereof to be determined by the Board of Directors), a Secretary, a Treasurer, an Executive Director, and such other officers as may be elected in accordance with the provisions of this Article. The Board of Directors may elect or appoint such other officers including one or more Assistant Secretaries and one or more Assistant Treasurers, as it shall deem desirable, such officers have the authority and perform the duties prescribed, from time to time, by the Board of Directors. Any two or more offices may be held by the same person, except for the offices of President and Secretary. Furthermore, the Executive Director can hold no other office.

Election and Term of Office

5.02. The officers of the corporation shall be elected annually by the Board of Directors at the regular annual meeting of the Board of Directors. If the election of Officers shall not be held at such meeting, such election shall be held as soon thereafter as conveniently may be. New offices may be created and filled at any meeting of the Board of Directors. Each officer shall hold office until his successor shall have been duly elected and shall have qualified.

Removal

5.03. Any officer elected or appointed by the Board of Directors may be removed by the Board of Directors whenever in its judgment the best interests of the corporation would be served thereby, but such removal shall be without prejudice to the contract rights, if any, of the officer so removed.

Vacancies

5.04. A vacancy in any office because of death, resignation, disqualification or otherwise, may be filled by the Board of Directors for the unexpired portion of the term.

President

5.05. The President shall preside at all meetings of the members and of the Board of Directors. He may sign, with the Secretary or any other proper officer of the corporation authorized by the Board of Directors, any deeds, mortgages, bonds, contracts, or other instruments which the Board of Directors have authorized to be executed, except in cases where the signing and execution thereof shall be expressly delegated by the Board of Directors or by these bylaws or by statute to some other officer or agent of the corporation; and in general he shall perform all duties as may be prescribed by the Board of Directors from time to time. All actions taken by the President are subject to approval by the Board of Directors.

Vice-President

5.06. In the absence of the President or in the event of his inability or refusal to act, the Vice-President (or in the event there be more than one Vice-President, the Vice- President in order of their election) shall perform the duties of the President, and when so acting shall have all the powers of and be subject to all the restrictions upon the President. Any Vice-President shall perform such other duties as from time to time may be assigned to him by the President or Board of Directors.

Treasurer

5.07. If required by the Board of Directors, the Treasurer shall give a bond for the faithful discharge of his duties in such sum and with such surety or sureties as the Board of Directors shall determine. He shall have charge and custody of and be responsible for all funds and securities of the corporation; receive and give receipts for moneys due and payable to the corporation from any source whatsoever, and deposit all such moneys in the name of the corporation in such banks, trust companies, or other depositories as shall be selected in accordance with the provisions of Article VII of these bylaws; and, in general, perform all the duties incident to the office of Treasurer and such other duties as from time to time may be assigned to him by the President or by the Board of Directors.

Secretary

5.08. The Secretary shall keep the minutes of the meetings of the members and of the Board of Directors in one or more books provided for that purpose; give all notices in accordance with the provisions of these bylaws or as required by law; be custodian of the corporate records and of the seal of the corporation, and affix the seal of the corporation to all documents, the execution of which on behalf of the corporation under its seal is duly authorized in accordance with the provisions of these bylaws; keep a register of the post-office address of each member which shall be furnished to the Secretary by each member; and, in general, perform all duties incident to the office of Secretary and such other duties as from time to time may be assigned to him by the President or by the Board of Directors.

Assistant Treasurers and Assistant Secretaries

5.09. If required by the Board of Directors, the Assistant Treasurers shall give bonds for the faithful discharge of their duties in such sums and with such sureties as the Board of Directors shall determine. The Assistant Treasurers and Assistant Secretaries in general shall perform such duties as shall be assigned to them by the Treasurer or the Secretary or by the President or the Board of Directors.

Executive Director

5.10. The Corporation shall hire an Executive Director who shall be the principal executive officer and agent of the corporation and shall supervise and control all of the business and affairs of

the Corporation subject to approval by the Board of Directors. The Executive Director will work closely with the Executive Board of Directors on any major out of the ordinary business. The Executive Director will report and answer to the Board of Directors.

ARTICLE VI

NOMINATIONS AND ELECTIONS

Nominating Committees

6.01. Director Nominating Committee.

a. Composition. A Director Nominating Committee composed of three (3) members shall be appointed by the President.

b. Duties of the Chairman and Committee Members.

(1) Each year, the Director Nominating Committee shall submit nominees for the Officers of the corporation and Board of Directors to be elected by the Board of Directors.

(2) The chairman of the Director Nominating Committee shall select the date and location of the Director Nominating Committee meeting, and shall provide reasonable notice of this meeting to the committee members prior to the Director Nominating Committee meeting.

(3) Director Nominating Committee members have a duty to attend the Committee meeting. Any member who cannot attend the meeting shall resign and notify the President at the earliest practicable time. The President shall fill any vacancies in the committee.

c. Reports. In its report to the Board of Directors, the Director Nominating Committee shall submit the names of at least one nominee for each office to be filled. This report shall be included in the Official Call to the regular annual meeting of the Board of Directors.

6.02. Member Nominating Committee.

a. Composition. A Member Board of Director Nominating Committee composed of three (3) members shall be appointed by the President.

b. Duties of the Chairman and Committee Members.

(1) Each year, the Member Board of Director Nominating Committee shall submit a nominee for the Board of Directors to be elected by the members. In addition, the Member Board of Director Nominating Committee may submit an

additional nominee for one (1) position to run against a specific candidate nominated by the Director Nominating Committee.

(2) The chairman of the Member Board of Director Nominating Committee shall select the date and location of the Member Board of Director Nominating Committee meeting, and shall provide reasonable notice of this meeting to the committee members prior to the Member Board of Director Nominating Committee meeting.

(3) Member Board of Director Committee members have a duty to attend the Member Board of Director Committee meeting. Any member who cannot attend the meeting shall resign and notify the President at the earliest practicable time. The President shall fill any vacancies in the committee.

c. Reports. In its report to the membership, the Member Board of Director Nominating Committee shall submit the name of the nominee for the member Board of Director position and if there is one, a nominee for the position to run against a specific candidate nominated by the Director Nominating Committee. This report shall be included in the Official Call to the regular annual meeting of the membership.

Elections

6.03. Election by Board of Directors. Officers and Board of Directors members to be elected by the Board of Directors shall be elected by ballot at the regular annual meeting of the Board of Directors. A majority shall elect. If there is but one nominee for any office, the vote may be viva voce.

6.04. Election by Membership. Board of Directors members to be elected by the membership shall be elected by ballot at the regular annual meeting of the Board of Directors. A majority shall elect.

ARTICLE VII

COMMITTEES

Committees of Directors

7.01. The Board of Directors, by resolution adopted by a majority of the Directors in office, may designate and appoint one or more committees, each of which shall consist of two or more Directors, which committees, to the extent provided in said resolution shall have and exercise the authority of the Board of Directors in the management of the corporation. However, no such committee shall have the authority of the Board of Directors in reference to amending, altering, or repealing the bylaws; electing, appointing, or removing any member of any such committee or any Director or officer of the corporation; authorizing the sale, lease, exchange, or mortgage of all or

substantially all of the property and assets of the corporation; authorizing the voluntary dissolution of the corporation or revoking proceedings therefore; adopting a plan for the distribution of the assets of the corporation; or amending, altering, or repealing any resolution of the Board of Directors which by its terms provides that it shall not be amended, altered, or repealed by such committee. The designation and appointment of any such committee and the delegation thereto of authority shall not operate to relieve the Board of Directors, or any individual Director, of any responsibility imposed on it or him by law.

Other Committees

7.02. Other committees not having and exercising the authority of the Board of Directors in the management of the corporation may be designated by a resolution adopted by a majority of the Directors present at a meeting at which a quorum is present. Except as otherwise provided in such resolution, members of each such committee shall be members of the corporation, and the President of the Corporation shall appoint the members thereof. Any members thereof may be removed by the person or persons authorized to appoint such member whenever in their judgment the best interests of the corporation shall be served by such removal.

Term of Office

7.03. Each member of a committee shall continue as such until the next annual meeting of the members of the corporation and until his successor is appointed, unless the committee shall be sooner terminated, or unless such member be removed from such committee, or unless such member shall cease to qualify as a member thereof.

Chairman

7.04. One member of each committee shall be appointed chairman by the person or persons authorized to appoint the members thereof.

Vacancies

7.05. Vacancies in the membership of any committee may be filled by appointments made in the same manner as provided in the case of the original appointments.

Quorum

7.06. Unless otherwise provided in the resolution of the Board of Directors designating a committee, a majority of the whole committee shall constitute a quorum and the act of a majority of the members present at a meeting at which a quorum and the act of a majority of the members present at a meeting at which a quorum is' present shall be the act of the committee.

Rules

7.07. Each committee may adopt rules for its own government not inconsistent with these bylaws or with rules adopted by the Board of Directors.

ARTICLE VIII

CONTRACTS, CHECKS, DEPOSITS, AND FUNDS

Contracts

8.01. The Board of Directors may authorize any officer or officers, agent or agents of the corporation, in addition to the officers so authorized by these bylaws, to enter into any contract or execute and deliver any instrument in the name of and on behalf of the corporation. Such authority may be general or confined to specific instances.

Checks and Drafts

8.02. All checks, drafts, or orders for the payment of money, notes, or other evidences of indebtedness issued in the name of the corporation shall be signed by such officer or officers, agent or agents of the corporation and in such manner as shall from time to time be determined by resolution of the Board of Directors. In the absence of such determination by the Board of Directors, such instruments shall be signed by the Treasurer or an Assistant Treasurer and countersigned by the President or a Vice- President of the corporation.

Deposits

8.03. All funds of the corporation shall be deposited from time to time to the credit of the corporation in such banks, trust companies, or other depositories as the Board of Directors may select.

Gifts

8.04. The Board of Directors may accept on behalf of the corporation any contribution, gift, bequest, or devise for the general purpose or for any special purpose of the corporation.

ARTICLE IX

CERTIFICATE OF MEMBERSHIP

9.01. The Board of Directors may provide for the issuance of certificates evidencing membership in the corporation, which shall be in such form as determined by the Board. Such certificates shall be signed by the President or a Vice-President and by the Secretary or an Assistant Secretary and shall be sealed with the seal of the corporation. All certificates evidencing membership of any class shall be consecutively numbered. The name and address of each member and the date of

issuance of the certification shall be entered on the records of the corporation. If any certificate may be issued therefore on such terms and conditions as the Board of Directors may determine.

ARTICLE X

BOOKS AND RECORDS

10.01. The corporation shall keep correct and complete books and records of accounts and shall also keep minutes of the proceedings of its members, Board of Directors, and committees having any of the authority of the Board of Directors, and shall keep at the registered or principal office of record giving the names and addresses of the members entitled to vote. All books and records of the corporation may be inspected by any member, his agent or attorney for any proper purpose upon reasonable notice.

ARTICLE XI

FISCAL YEAR

11.01. The fiscal year of the corporation shall begin on the first day of January and end on the last day of December in each year.

ARTICLE XII

DUES

Annual Dues

12.01. The Board of Directors may determine from time to time the amount of initiation fee, if any, and the annual dues payable to the corporation by members of each class.

Payment of Dues

12.02. Dues shall be payable in advance on the first day of May in each fiscal year. A member's rights shall be suspended if not paid by July 1 and a member shall automatically be dropped from membership if not paid by August 1.

Default and Termination of Membership

12.03. When any member of any class shall be in default in the payment of dues for a period of three (3) months from the beginning of the fiscal year or period for which such dues become payable, his membership may thereupon be terminated by the Board of Directors in the manner provided in Article III of these bylaws.

ARTICLE XIII

SEAL

13.01. The Board of Directors shall provide a corporate seal, which shall be in the form of a circle and shall have inscribed thereon the name of the corporation and the words "Corporate Seal of North Texas State Fair Association."

ARTICLE XIV

WAIVER OF NOTICE

14.01. Whenever any notice is required to be given under the provisions of the Texas Non-Profit Corporation Act or under the provisions of the articles of incorporation or the bylaws of the corporation, a waiver thereof in writing signed by the person or persons entitled to such notice whether before or after the time stated therein, shall be deemed equivalent to the giving of such notice.

ARTICLE XV

INDEMNIFICATION

15.01. The corporation shall indemnify each director, officer, or employee of the corporation, whether or not then in office, and his heirs, executors and administrators, against all costs and expenses reasonable incurred by or imposed upon him in connection with or arising out of any action, suit, or proceeding, civil or criminal, in which he may be involved by reason of his being or having been a director or officer of the corporation, whether the claim asserted against him is based on matters which occurred prior to or subsequent to the adoption of this bylaw. Such costs and expenses shall include, but shall not be limited to, attorneys' fees and all the amounts paid or payable by him (other than amounts paid or payable to the corporation itself), pursuant to any judgment or any reasonable settlement agreement. The corporation Shall not, however, indemnify any director, officer, or employee or his heirs, executors or administrators, with respect to matters as to which he shall be finally adjudged in such action, suit or proceeding, or (in the case of a settlement) in which he shall be determined by the Board of Directors of the corporation to have been guilty of bad faith or negligence as such director, officer or employee. The foregoing right of indemnification shall not be exclusive of other rights to which any director, officer or employee shall be entitled as a matter of law.

ARTICLE XVI

SURETY BONDS

16.01. Such officers and agents of the corporation (if any) as the Board of Directors may direct from time to time shall be bonded for the faithful performance of their duties and for the restoration to the corporation in the case of their death, resignation, retirement, disqualification, or removal from office, of all books, papers, vouchers, money and other property of whatever kind in

their possession or under their control belonging to the corporation, in such amounts and by such surety companies as the Board of Directors may determine. The premiums on such bonds shall be paid by the corporation, and the bonds so furnished shall be in the custody of the Secretary.

ARTICLE XVII

HUSBAND AND WIFE

17.01. Husband and wife shall be treated individually for all purposes including specifically, but not limited to, membership, payment of dues, election to office or the Board of Directors, and voting rights.

ARTICLE XVIII

DISSOLUTION AND SALE OF REAL ESTATE

Sale of Real Estate

18.01. If the existing site of the fairgrounds should be sold, after deducting the expenses of sale, the entire net proceeds shall be used to purchase a new site and facilities for the fairgrounds for the North Texas State Fair Association.

Payment of Debts Upon Complete Dissolution

18.02. All liabilities and obligations of the corporation must be paid, satisfied, and discharged prior to the dissolution of any remaining assets of the corporation.

Distribution of Assets to Specific Organizations

18.03. Upon dissolution of the corporation or the winding up of its affairs, the assets of the corporation shall be distributed in equal shares among all of the FFA chapters and the 4-H Club of Denton County, Texas in equal portions.

Final Distribution to Other Charitable Organizations

18.04. If none of the organizations listed in Article XVIII, Section 18.03 are in existence at the time of dissolution of the corporation, then upon dissolution of the corporation or the winding up of its affairs, the assets of the corporation shall be distributed exclusively to charitable, religious, scientific, testing for public safety, literary, or educational organizations which would then qualify under the provisions of Section 501 (c) (3) of the Internal Revenue Code and its Regulations as they now exist or as they may hereafter be amended.

ARTICLE XIX

PARLIAMENTARY AUTHORITY

19.01 The rules contained in the current edition of *Robert's Rules of Order Newly Revised* shall govern the proceedings of the corporation.

ARTICLE XX

AMENDMENTS TO BYLAWS

20.01. These bylaws may be altered, amended, or repealed and new bylaws may be adopted by 2/3 of the Directors present and voting at any regular meeting or at any special meeting, if at least ten days' notice is given of an intention to alter, amend, or repeal these bylaws or to adopt new bylaws at such meeting.

NORTH TEXAS STATE FAIR
ASSOCIATION IMPACT REPORT
2016

CASH DONATIONS

KID ZONE	*FREE ACTIVITIES VALUE*	$ 19,085.00
FUN ZONE	*FREE ACTIVITIES VALUE*	$ 33,160.00
YOUTH LIVESTOCK SHOW (During Fair)	*Premiums and Show Expenses*	$ 35,347.00
SCHOLARSHIPS (Including Rodeo Queen)		$ 11,527.00
CASH CONTRIBUTIONS TO VARIOUS COMMUNITY CHARITIES		$ 16,056.00
Sub Total		**$ 115,175.00**
VALUE OF FACILITY DONATIONS		**$ 110,470.00**

ASSOCIATED NON PROFITS

Denton County Livestock Association and the Blue Ribbon Club produce the annual Denton County Youth Fair and Rodeo. Through the donation of our facilities, these two groups are able to accomplish the following:

SCHOLARSHIPS	$18,000.00
AWARDS	$15,000.00
YOUTH LIVESTOCK & PROJECT, SALE	$335,000.00
Sub Total	**$368,000.00**

CHARITABLE IMPACT ON THE COMMUNITY
$593,645.00

OUT OF TOWN

VENDORS/CONTESTANTS/PARTICIPANTS

HORSE SHOW:

178 Entrants	87 from Out of Town

LIVESTOCK SHOW:

324 Livestock Exhibitors	307 from Out of Town

MUTTON BUSTIN:

136 Contestants	105 from Out of Town

RODEO:

PRCA – 209 Contestants	170 from Out of Town
21 & Under –138 Contestants	15 from Out of Town
Ranch Rodeo – 7 Teams (of 4 members)	6 Teams from Out of Town
117 Bulls	111 from Out of Town

COMMERCIAL EXHIBITORS:

20 Food Vendors	16 from Out of Town
86 Commercial Vendors	59 from Out of Town

CHILI COOK-OFF:

35 Teams (4 Team Members)	31 Teams from Out of Town

PAGEANT:

52 Entrants	12 from Out of Town

*Statistics from Denton Visitors and Convention Bureau - **42,189** Hotel Rooms were sold in August during the dates of the North Texas State Fair and Rodeo event. Occupancy for the City was **67%** in August. Based on formula from the UNT Economic Impact Study done by Dr. Clower,– based on attendance of **132,000 – 33,000** people traveled to Denton from out of the City Limits and **8,250** people stayed overnight to shop, eat, and spend money in Denton. All these figures are approximate.*

PISTONS AND PAINT CAR SHOW: (November)

425 Entrants	322 from Out of Town

DENTON KENNEL CLUB NATIONAL DOG SHOW: (May)

Saturday – 638 Entrants	149 from Out of Town
Sunday – 638 Entrants	149 from Out of Town

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

DELIVER TO:

RECEIVED MAY 16 2017 ✓

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: WEDNESDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	Tejas Storytelling Association
Name of Event:	Texas Storytelling Festival
Website Address:	www.tejasstorytelling.com
Mailing Address:	P.O. Box 2806
	Denton, TX 76202
Physical Address:	214 W. Hickory, Denton, TX 76201
Telephone #:	940-380-9320 Fax #: 940-380-9329

Primary Contact Name: (Project Director)	Elizabeth Ellis
Mailing Address:	6218 Wofford Avenue
	Dallas, TX 75227
Telephone #:	214-381-4676 Fax #:
Email Address:	storyellis@sbcglobal.net

Secondary Contact Name: (Local Board Chairman)	Larry Thompson
Mailing Address:	344 Ridge Crest Drive
	Seguin, TX 78155-9407
Telephone #:	210-710-5672 Fax #:
Email Address:	lthompson551@gmail.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

X **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

X **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

_____ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

_____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

_____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

_____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
The Tejas Storytelling Association is a nonprofit organization dedicated to fostering the appreciation of storytelling as an oral tradition, a performing art and an educational tool. The Texas Storytelling Festival is the premier storytelling event for the state of Texas and the surrounding states of Oklahoma, Arkansas and Louisiana.

3) Does your organization have paid staff? Contracted accountant & office administrator
X Yes _____ # Full-time X # Part-time
_____ No

4) Does your organization use volunteers?
X Yes Approximately how many? 65
_____ No

5) Does your organization ____ own or ___X___ rent office space?

6) Does your organization own a vehicle?

_____ Yes

___X___ No

7) Is the event that the organization is requesting HOT funds for held on City property?

___X___ Yes Name Location(s) Denton Civic Center, Emily Fowler Library

_____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

___X___ Yes

_____ No

9) List ALL other sources of funding your organization receives and how much.

___X___ Check here if information is attached.* *TSA Operating Statement-May 2016, Exhibit B

Source	Please Circle One		Dollar Amount
Memberships	Earned	Donated	$ 3348.08
Donations	Earned	Donated	$ 4292.49
Foundation	Earned	Donated	$ 2567.5
State Grants (TCA)	Earned	Donated	$ 15,043.00
Other Grants	Earned	Donated	$ 1350
Resource Sales	Earned	Donated	$ 3596.02
Admissions	Earned	Donated	$ 6327.39
Talespinner Dinner	Earned	Donated	$ 973.1
Silent Auction	Earned	Donated	$ 933
Master Class/Workshops	Earned	Donated	$ 590.65
Vendors	Earned	Donated	$ 53.49
Affiliated Guild Dues	Earned	Donated	$ 183.38

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

33rd Annual Texas Storytelling Festival March 8-11, 2018

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2017	2383	1727	126	TX Storytelling Festival
2016	2140	1114	154	TX Storytelling Festival
2015	2269	1360	127	TX Storytelling Festival

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Arts - Storytelling is the oldest human art form. The Texas Storytelling Festival provides an entertainment venue for the general public to enjoy and appreciate storytelling. It also provides workshops and education in this folkart for parents, educators--including librarians, teachers, professors--ministers, attorneys, counselors storytellers and others who use storytelling in their careers. It provides access to storytelling to Denton-area school children as well. Advertising - Monies provided through this grant make possible the marketing of the Texas Storytelling Festival throughout Texas and the surrounding states of OK, AR, LA.

13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

The primary market to be targeted is well-educated 40-75 year olds with disposable income, families with young children, and special interest groups related to the featured performers. TEXAS MONTHLY MAGAZINE has a wide readership in this demographic. Radio and television advertising on stations such as public radio, classical music, and those with oldies formats will be the focus of media advertising because they attract listeners in our targeted demographic. KERA, the public broadcasting station which covers all of North Central Texas will be the focus of television spots for the event. Journal for librarians, a targeted professional organization, reaches the entire state. Ad in NSN's STORYTELLING magazine reaches storytelling professionals nationally & Internationally.

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

The Texas Storytelling Festival is the premier storytelling event in the state of Texas. It is scheduled to run over 4 days, making it necessary for most attendees to include a hotel stay in their attendance expenditures. For the 2 host hotels, Springhill Suites & Hampton Inn, an excess of $12,700 in hotel nights was spent. This encourages participants to utilize Denton hotels. Posters and post card-type brochures will be distributed throughout the state to locations that appeal to our targeted demographic. These promotional pieces will refer registrants to the TSA festival web page which will list hotel accommodations in Denton. The strongest publicity for the event is still word-of-mouth. People who have attended the festival in the past and enjoyed themselves in Denton become our strongest advertisers. They return yearly, bring their friends, & promote via social media.

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2016	6/1-5/31	6,944	97,940	96,848	8,036
2015	6/1-5/31	8337	118,114	119,507	6,944

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

TSA's goals include continuing to co-sponsor the Texas Storytelling Festival with the City of Denton Parks & Recreation Department. It is our goal to continue to grow our audience by reaching new special interest groups, while still attracting educators, clergy and those who use storytelling in their work. Fringe concerts that attract younger professionals will be promoted electronically. Social media, electronic media, as well as print, broadcast media and word-of-mouth will be utilized. In 2018, featured tellers will appeal to younger audiences and those of Native American heritage. These are new or growing audiences for the festival. Two of the tellers include music as part of their performances, which is always a draw.

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

__X__ Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statements.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected

on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

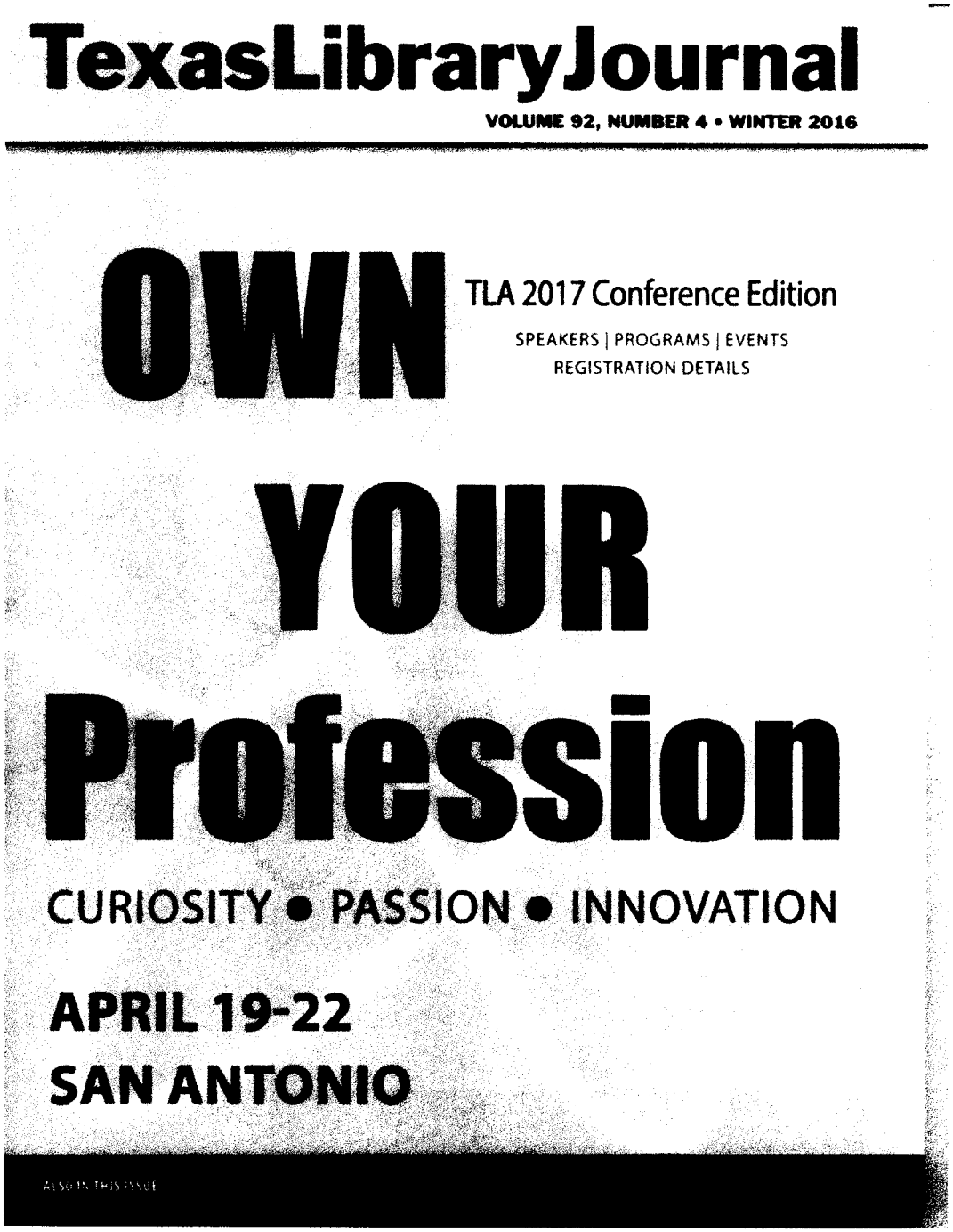
Local Board Chairman: Larry Thompson
(Print Name)
X [signature]
Date: 5/1/2017

Project Director Elizabeth Ellis
(Print Name)
X Elizabeth Ellis
Date: 5/1/2017

Late applications are subject to reduction or denial of funding.

Exhibit A – Marketing Example #1: Texas Library Journal Back Cover Ad

The **Texas Library Journal** has a readership of more than 7,000 that includes librarians and library staff, publishers and vendors, trustees, friends and supporters, and library users. (http://www.txla.org/tlj, 05/01/17)



Front Cover

Exhibit A – Marketing Example #1

6806 P-8 P7
42635
VALERIE F KIMBLE
4001 SPARKLE ST
NORMAN, OK 73072-1911

PERIODICAL

Back Cover

Exhibit A – Marketing Example #2: Texas Monthly Half-Page Ad

Texas Monthly—TSA ran four-color ½ page ads in February and a four-color full page ad in March.
Marketing area & readership: Paid circulation: 300,000, read by 2,500,000 Texans monthly—1 out of 10 Texas adults. (http://www.texasmonthly.com/about, 05/01/17)

32nd Annual TEXAS STORYTELLING FESTIVAL

Ear Candy — Sweet sound of Story

DENTON CIVIC CENTER
DENTON, TEXAS
MARCH 9-12, 2017

www.tejasstorytelling.com

Storytelling Concerts • Music • Ghost Stories • Kids' Activities
Story Slam • Sacred Tales Concert • Story Swaps • Liars Contest • Workshops

Festival Hotels

Reserve by **February 15, 2017** for the special rate:
From $99.00 to $109 + tax per night, per room.
Reserve under ***Texas Storytelling Festival***

SpringHill Suites Marriott
1434 Centre Place Drive
Denton, TX 76205
940.383.4100

Hampton Inn and Suites
1513 Centre Place Drive
Denton, Texas 76205
940.891.4900

Free Transportation To Civic Center

Registration

tejasstorytelling.com | tsa@tejasstorytelling.com | 940.380.9320
Early Bird Registration Deadline: **February 15, 2017** Save $35!
Single concert tickets are $10 at the door. Some events are free to the public.

DENTON

FREE

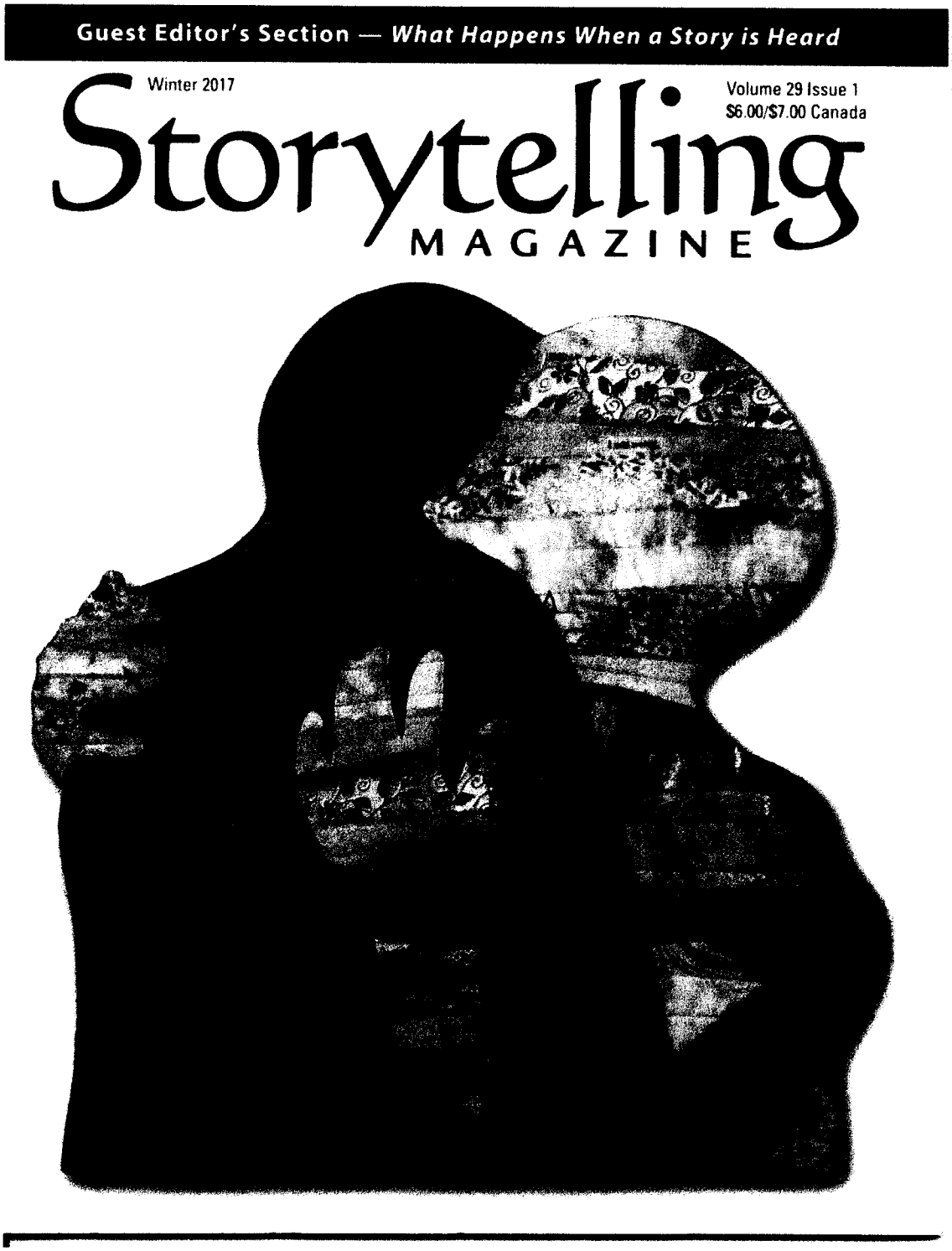
Thursday
Ghost Stories Concert
7PM-9:15PM
Saturday
Family Concert & Kids' Activities
9AM-1PM
Fringe Concert
3:15PM-4:45PM
Sunday
Labyrinth Walk & Sacred Tales Concert
8AM-11AM
SIGN LANGUAGE INTERPRETER WILL BE PRESENT.

TEJAS STORYTELLING ASSOCIATION
P.O. BOX 2806
DENTON, TX 76202

Exhibit A – Marketing Example #3: Postcard

Sent to all 300 members of the Tejas Storytelling Association in TX, OK, LA, AR, NM, KS, CA, VA, FL, TN, MA, NH, IL, MI, MN, CT, MO; to the 13 Affiliated Guilds throughout Texas; and to the state tourist offices—82.2% of travel to TX is by auto. (https://travel.texas.gov/tti/media/PDFs/2015-Texas_2.pdf, 05/01/17, p. 7.)

Exhibit A, Marketing Example #4: Ad in National Storytelling Network's *Storytelling Magazine*. Sent to over 2,000 NSN members nationally and internationally. (http://www.storynet.org/magazine.html, 5/2/2017)



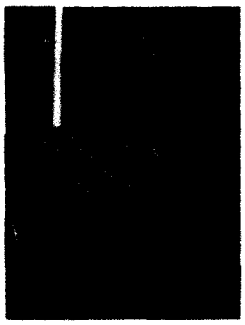
Front Cover

Exhibit A, Marketing Example #4: Ad in National Storytelling Network's *Storytelling Magazine*. Sent to over 2,000 NSN members nationally and internationally. (http://www.storynet.org/magazine.html, 5/2/2017)

Far-West Conference presenters (left to right): Kathya Alexander, Maria Batayola, Santiago Vera, and Far-West President Mark Kaufman.

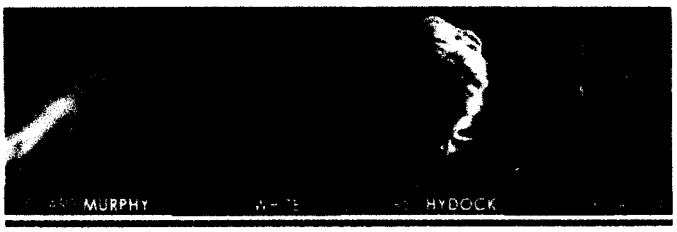
The partnership that was started still continues. FAR-West's President Mark Kaufman said, "This year's Storytelling Expo presented a wide variety of styles by a group of accomplished Northwest storytellers. In addition, the cultural diversity of the tellers added an important dimension to our conference. We look forward to having another such group in 2017."

Moorman and the Seattle Storytellers Guild are already planning for 2017 but it is unlikely the conference will kick off with a musical Nobel laureate. Though there's a good chance *A Hard Rain's A-Gonna Fall* as the 2017 conference returns to Washington State.



Mary Anne Moorman, also known as Auntmama, is a professional writer/teller whose stories are heard on monthly Northwest stages and public radio from North Carolina to Washington State. Former President of The Seattle Storytellers Guild and host of a radio folk show, Moorman often combines tales and tunes as a teller, emcee, or workshop leader. maryannemoorman.com

32nd Annual
TEXAS STORYTELLING
FESTIVAL



Ear Candy
Sweet Sound of Story

Storytelling Concerts • Music
Ghost Stories • Kids' Activities
Liars Contest • Sacred Tales Concert
Story Swaps • Workshops • Story Slam

www.tejasstorytelling.com
940.380.9320 | tsa@tejasstorytelling.com

DENTON CIVIC CENTER
DENTON, TEXAS
MARCH 9-12, 2017

TEJAS STORYTELLING ASSOCIATION · P.O. BOX 2806 | DENTON, TX 76202

Exhibit A, Marketing Example #4: Ad in National Storytelling Network's *Storytelling Magazine*. Sent to over 2,000 NSN members nationally and internationally. (http://www.storynet.org/magazine.html, 5/2/2017)

NATIONAL
STORYTELLING
NETWORK
PO Box 795
Jonesborough, Tennessee
37659

AUTO**MIXED AD
MEMBER
100305 ACCT EXP ON 9/2/2017
VALERIE KIMBLE
4001 SPARKLE ST
NORMAN OK 73072-1911

94 PB

ADDRESS SERVICE REQUESTED

Non-Profit Org.
US Postage
PAID
Fulton, MO 65251
Permit #38

Back Cover

Exhibit A – Marketing Example #5: Texas Storytelling Festival Facebook

Thirty-six people liked the post and 20 shared it with others the first day of the festival. Posts like this were done on a regular basis to get the word out digitally in the months prior to the festival.

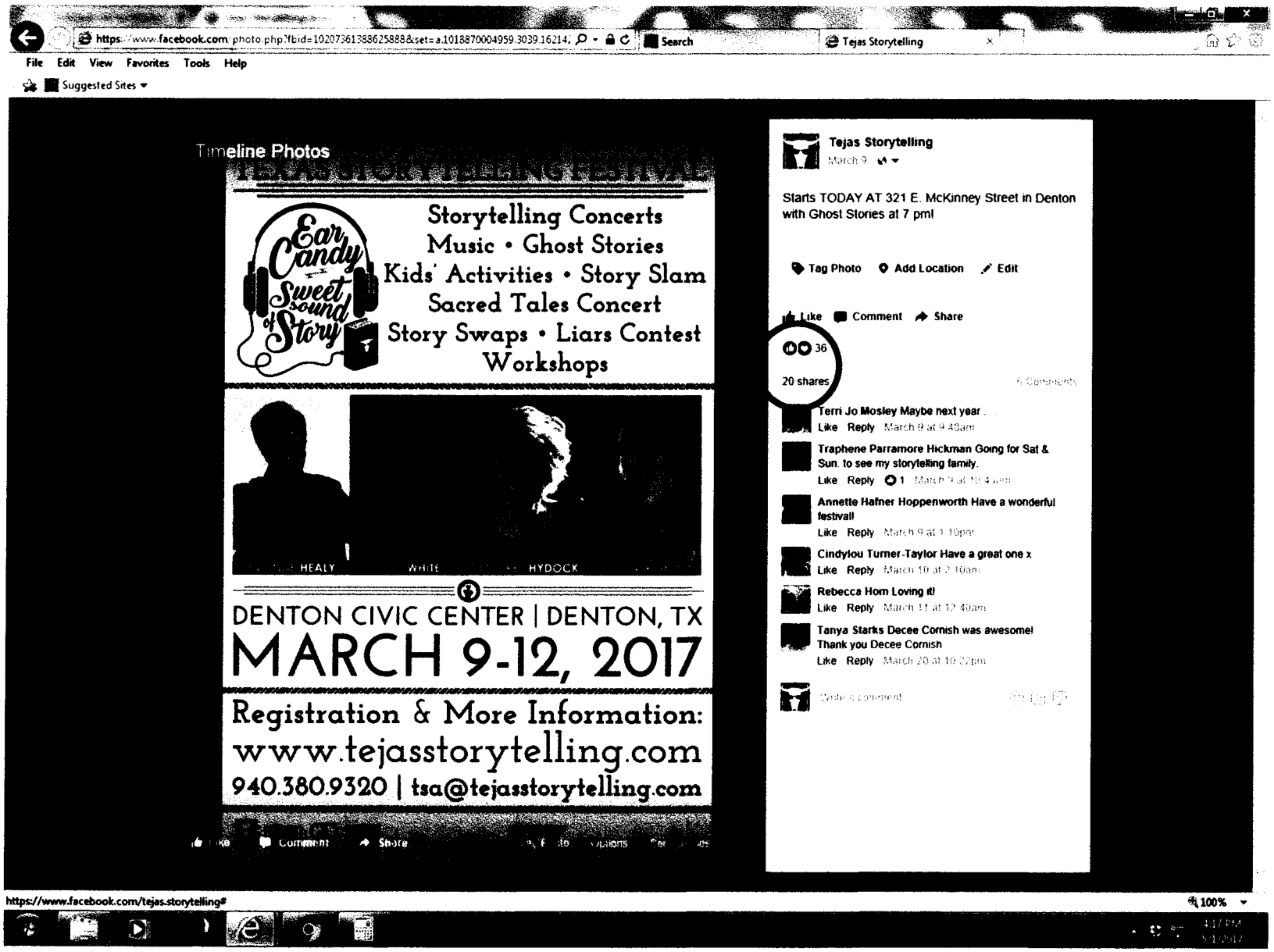


Exhibit B

Tejas Storytelling Association
Unaudited Balance Sheet
As of May 31, 2016

		May 31, 16
ASSETS		
Current Assets		
Checking/Savings		
10000 · Cash In Bank		
11200 · General Fund	35,306.99	
11300 · HOT Grant Account	5,682.13	
11402 · Reserve Account	10,622.36	
11401 · Doc Moore Outreach Fund	1,818.32	
Total 10000 · Cash In Bank		53,431.80
Total Checking/Savings		53,431.80
Total Current Assets		53,431.80
TOTAL ASSETS		53,431.80
LIABILITIES & EQUITY		
Equity		
30000 · Opening Bal Equity		-1,290.39
39000 · Fund Balance - Unrestricted		52,541.40
39001 · Prior Year Adjustment		1,088.39
Net Income		1,092.40
Total Equity		53,431.80
TOTAL LIABILITIES & EQUITY		53,431.80

Tejas Storytelling Association
Operating Statement - Consolidated (Unaudited)
May 2016

	May 16	Jun '15 - May 16
Income		
40000 · Revenues		
41010 · Memberships		
41011 · Individual	310.00	1,758.08
41012 · Youth Membership	10.00	10.00
41013 · Organization Membership	0.00	150.00
41014 · Family	60.00	1,348.00
41014a · Affiliate Membership	0.00	82.00
Total 41010 · Memberships	380.00	3,348.08
41020 · Individual Donation	0.00	2,681.20
41030 · Capital Campaign	0.00	2,211.20
41060 · Grants		
41061 · Festival HOT grant	13,186.75	62,747.09
41063 · Foundation	0.00	2,887.50
41064 · State	0.00	15,043.09
41065 · Other Grants	0.00	1,350.00
Total 41060 · Grants	13,186.75	71,707.50
41080 · Earned Income		
41081 · Resource_Sales	0.00	3,886.02
41083 · Admission Fees	1,270.00	6,327.30
41084 · Telesphinxer Party	0.00	973.10
41085 · Silent Auction	0.00	933.00
41086 · Master Class	100.60	580.85
41087 · Workshops	0.00	46.00
41088 · Vendors	0.00	53.49
41073 · Affiliate Guild Dues	20.00	143.38
41076 · Interest Earned	0.22	3.28
41077 · Website Advertising	20.00	192.38
41081 · Friday Event Lunches	0.00	300.00
41082 · Saturday Event Lunches	0.00	318.00
41083 · Friday Nite Lite Dinner	0.00	300.00
41084 · Concessions	0.00	604.30
41085 · Tellers in Schools	455.60	3,005.60
41086 · Program Ads	200.00	875.00
41087 · Saturday Night Dinner	295.00	295.00
Total 41080 · Earned Income	2,360.22	18,591.89
Total 40000 · Revenues	15,926.97	97,940.06
Total Income	15,926.97	97,940.06
Expense		
60000 · Expenses		
61200 · Professional Services		
61205 · Office Support	2,767.50	18,400.60
61210 · Bookkeeping Services	300.00	3,300.00
61211 · Tax Preparation	0.00	787.81
61215 · Web Design	0.00	2,480.34
Total 61200 · Professional Services	3,067.50	21,988.15
61300 · Rent, Utilities & Maintenance		
61310 · Office Rent	0.00	2,205.60
61320 · Office Telephone	0.00	175.43
61330 · Office Internet	62.92	695.88
61340 · Office Storage	810.00	810.00
Total 61300 · Rent, Utilities & Maintenance	872.92	4,126.02
61400 · Printing, Publications & Posting		
61410 · Printing TBA	0.00	1,985.87
61450 · Postage	22.95	1,304.33
61453 · Bulk Mail Permit/Box Rental	0.00	280.00

Exhibit B

Tejas Storytelling Association
Operating Statement - Consolidated (Unaudited)
May 2016

	May 16	Jun '15 - May 16
61455 · Mailing Services	0.00	59.88
Total 61400 · Printing, Publications & Postag	22.95	3,870.08
61800 · Insurance		
61830 · General Liability	0.00	1,777.34
Total 61800 · Insurance	0.00	1,777.34
61700 · Other Expense		
61715 · Bank Service Charges	0.00	150.00
61720 · Pay Pal/Credit Card Fees	0.00	-60.97
61730 · Office Supplies/Miner Office	0.00	1,676.29
61735 · Office Membership	0.00	505.00
61737 · Membership Tracking Software	0.00	1,000.00
61738 · Meals/Refreshments	0.00	7,899.24
61739 · Membership Outreach Software	234.00	984.00
61744 · Resource Sales	0.00	6,606.77
61760 · Misc. Minor Site Expense	0.00	430.57
61761 · Technical Crew	0.00	3,360.00
61770 · Advertising	8,780.25	33,091.60
61771 · Deaf Interpreter	0.00	900.00
61772 · Teller Fees	600.00	15,032.46
61773 · Site Fees	1,666.80	7,916.37
61774 · Workshop Presenter Fees	0.00	1,155.00
61777 · Travel	0.00	3,578.70
61785 · Awards - Gifts	0.00	486.67
61787 · Graphic Design	0.00	827.50
99999 · Undefined Transaction	-18,533.07	-19,880.95
Total 61700 · Other Expense	-8,350.32	85,288.07
Total 60000 · Expenses	-2,388.95	98,847.68
Total Expense	-2,388.95	98,847.68
Net Income	18,313.82	1,882.49

Exhibit B

Notes to the TSA Financials for TSA Fiscal Year Ending May 31, 2016

Each year end TSA has either a loss or excess revenue, it never is zero exactly. For those years, like FY16, where we had excess revenue, that amount is moved to reserves at year end and can be used for future operating purposes. TSA does not budget for the use of reserves, but uses them in future years in the event of a net loss in income.

Tejas Storytelling Association
Unaudited Balance Sheet
As of May 31, 2015

	May 31, 15	
ASSETS		
Current Assets		
Checking/Savings		
10000 · Cash in Bank		
11200 · General Fund	32,825.48	
11300 · HOT Grant Account	6,335.23	
11401 · Doc Moore Outreach Fund	1,817.77	
11402 · Reserve Account	10,622.36	
Total 10000 · Cash in Bank		51,600.84
Total Checking/Savings		51,600.84
Total Current Assets		51,600.84
TOTAL ASSETS		**51,600.84**
LIABILITIES & EQUITY		
Equity		51,600.84
TOTAL LIABILITIES & EQUITY		**51,600.84**

Exhibit B

Tejas Storytelling Association
Operating Statement - Consolidated (Unaudited)
May 2015

	May 15	Jun '14 - May 15
Income		
40000 · Revenues		
41010 · Memberships		
41011 · Individual	0.00	6,913.15
41012 · Youth Membership	240.00	1,470.00
41013 · Organization Membership	0.00	150.00
41014 · Family	0.00	1,806.27
Total 41010 · Memberships	240.00	10,339.42
41020 · Individual Donation	350.00	4,826.17
41021 · Corporate Sponsorships	0.00	100.00
41030 · Capital Campaign	0.00	175.00
41050 · Grants		
41051 · Festival HOT grant	0.00	49,473.25
41053 · Foundation	0.00	4,108.02
41054 · State	0.00	10,904.00
41055 · Other Grants	0.00	1,400.00
Total 41050 · Grants	0.00	65,885.27
41060 · Earned Income		
41061 · Resource_Sales	114.22	9,068.88
41063 · Admission Fees	0.00	18,625.75
41064 · Talespinner Party	0.00	2,672.34
41065 · Silent Auction	0.00	952.32
41066 · Master Class	0.00	870.00
41067 · Workshops	0.00	297.06
41068 · Vendors	145.00	775.00
41073 · Affiliate Guild Dues	50.00	65.00
41076 · Interest Earned	0.27	2.97
41077 · Website Advertising	0.00	240.00
41081 · Friday Event Lunches	0.00	935.00
41082 · Saturday Event Lunches	0.00	620.00
41083 · Friday Nite Lite Dinner	0.00	830.00
41084 · Concessions	0.00	834.45
Total 41060 · Earned Income	309.49	36,788.77
Total 40000 · Revenues	899.49	118,114.63
Total Income	899.49	118,114.63
Expense		
60000 · Expenses		
61200 · Professional Services		
Office Support	0.00	3,555.00
61210 · Bookkeeping Services	600.00	4,150.00
61215 · Web Design	0.00	300.00
Total 61200 · Professional Services	600.00	8,005.00
61300 · Rent, Utilities & Maintenance		
61310 · Office Rent	0.00	2,657.67
61320 · Office Telephone	62.90	1,241.85
61330 · Office Internet	0.00	3,055.00
61345 · Office Storage	0.00	817.13
Total 61300 · Rent, Utilities & Maintenance	62.90	7,771.65
61400 · Printing, Publications & Postag		
61410 · Printing TSA	0.00	3,990.58
61450 · Postage	0.00	1,485.44
61453 · Bulk Mail Permit/Box Rental	0.00	266.00
61455 · Mailing Services	0.00	354.08
Total 61400 · Printing, Publications & Postag	0.00	6,096.10
61500 · Insurance		

Tejas Storytelling Association
Operating Statement - Consolidated (Unaudited)
May 2015

	May 15	Jun '14 - May 15
61520 · General Liability	0.00	1,777.34
Total 61500 · Insurance	0.00	1,777.34
61700 · Other Expense		
61701 · Registration Fees	0.00	105.00
61715 · Bank Service Charges	103.92	1,597.55
61720 · Pay Pal/Credit Card Fees	-150.00	842.96
61730 · Office Supplies/Minor Office	0.00	2,936.25
61735 · Office Memberships	0.00	493.75
61737 · Membership Tracking Software	50.00	395.16
61738 · Meals/Refreshments	0.00	4,814.16
61739 · Membership Outreach Software	234.00	504.00
61744 · Resource Sales	0.00	5,680.05
61745 · Resource Consignments	0.00	4,820.52
61760 · Misc. Minor Site Expense	0.00	1,193.77
61761 · Technical Crew	0.00	3,350.00
61770 · Advertising	18,239.00	37,410.00
61771 · Deaf Interpreter	0.00	1,100.00
61772 · Teller Fees	1,037.50	14,432.50
61773 · Site Fees	0.00	10,724.69
61774 · Workshop Presenter Fees	0.00	2,836.00
61777 · Travel	0.00	2,287.22
61785 · Awards - Gifts	50.00	334.51
Total 61700 · Other Expense	19,564.42	95,857.09
Total 60000 · Expenses	20,227.32	119,507.18
Total Expense	20,227.32	119,507.18
Net Income	-19,327.83	-1,392.56

Exhibit B

Notes to Financials for TSA Fiscal Year ending May 31, 2015:

Income exceeded projections: Due to the fact that the 30th annual Texas Storytelling Festival occurred during this period, attendance was up. TSA ran both a capital campaign in conjunction with the festival, and participated in the North Texas Day of Giving (NTDG), so both individual and foundation income increased. The individual contributions made during the NTDG are paid to the Communities Foundation of Texas, who passes them on to TSA. The Master Class at the festival was conducted by Elizabeth Ellis, and attendance exceeded normal expectations. Related to Government Support, HOT Funds were reduced during reporting. Grant income from TCA exceeded expectations.

Expenses: Actual costs in every expense category increased over budgeted amounts.

The year-end deficit was a function of cash flow, and was remedied the following month. The Hotel Occupancy Tax grant is paid over the calendar year in quarterly installments after the end of the quarter. The Texas Storytelling Festival, which it supports, occurs in the first quarter of the calendar year, so expenses are always heavy through the end of the fiscal year.

The budget for FY 2015-2016 was increased due to an increase in the Arts Create grant from TCA for organizational support.

Tejas Storytelling Association
Transaction Detail by Account
June 2014 through May 2015

	Type	Date	Num	Name	Source Name	Memo	Class	Amount
Income								
40000 · Revenues								
41020 · Individual Donation								
	Deposit	09/27/2014		Wells Fargo		Deposit	2 - Festival	150.00
	Deposit	02/03/2015				Donation to cover Bev's hours	2 - Festival	500.00
	Deposit	02/03/2015				Donation to cover Bev's hours	2 - Festival	155.00
	Deposit	02/03/2015				Deposit	2 - Festival	30.00
	Deposit	02/03/2015				Deposit	2 - Festival	40.00
	Deposit	02/06/2015				Deposit	2 - Festival	50.00
	Deposit	02/06/2015				Deposit	2 - Festival	85.00
	Deposit	02/06/2015				Deposit	2 - Festival	50.00
	Deposit	02/12/2015				Deposit	2 - Festival	30.00
	Deposit	02/12/2015				Deposit	2 - Festival	60.00
	Deposit	02/23/2015				Deposit	2 - Festival	25.00
	Deposit	02/23/2015				Deposit	2 - Festival	100.00
	Deposit	02/23/2015				Deposit	2 - Festival	30.00
	Deposit	03/02/2015				Deposit	2 - Festival	30.00
	Deposit	03/02/2015				Deposit	2 - Festival	200.00
	Deposit	03/02/2015				Deposit	2 - Festival	100.00
	Deposit	03/02/2015				Deposit	2 - Festival	30.00
	Deposit	03/02/2015				Deposit	2 - Festival	85.00
	Deposit	03/02/2015				Deposit	2 - Festival	30.00
	Deposit	03/02/2015				Deposit	2 - Festival	30.00
	Deposit	03/02/2015				Deposit	2 - Festival	30.00
	Deposit	03/02/2015				Deposit	2 - Festival	60.00
	Deposit	03/06/2015		Roseanna Herndon		Deposit	2 - Festival	100.00
	Deposit	03/06/2015		David Hammel		Deposit	2 - Festival	1,000.00
	Deposit	03/06/2015		L.M. Buie		Deposit	2 - Festival	30.00
	Deposit	03/06/2015		Martha Len Nelson		Deposit	2 - Festival	50.00
	Deposit	03/06/2015		Margaret Hudon		Deposit	2 - Festival	300.00
	Deposit	03/26/2015		Michael Marquis		Deposit	2 - Festival	100.00
	Deposit	04/18/2015		Peggy Cappe		Deposit	2 - Festival	30.00
	Deposit	04/18/2015				Deposit	2 - Festival	20.00
	Deposit	04/18/2015		Elizabeth Ellis		Deposit	2 - Festival	27.93
	Deposit	04/18/2015		Elizabeth Ellis		Deposit	2 - Festival	100.00
	Deposit	04/18/2015		Twice Upon a Time Storytellers		Deposit	2 - Festival	30.00
	Deposit	04/18/2015				Deposit	2 - Festival	15.00
	Deposit	04/18/2015				Deposit	2 - Festival	100.00
	Deposit	04/18/2015				Deposit	2 - Festival	30.00
	Deposit	04/18/2015				Deposit	2 - Festival	30.00
	Deposit	04/24/2015				Deposit	2 - Festival	20.00
	Deposit	05/28/2015		Kiwanis Club of Denton		Deposit	2 - Festival	100.00
Total 41020 · Individual Donation								3,982.93
41030 · Capital Campaign								
	Deposit	04/23/2015				Deposit	2 - Festival	80.00
Total 41030 · Capital Campaign								80.00
41050 · Grants								
41051 · Festival HOT grant								
	Deposit	07/31/2014		City of Denton		Deposit	2 - Festival	12,652.50
	Deposit	11/18/2014		City of Denton		Deposit	2 - Festival	12,652.50
	Deposit	02/24/2015		City of Denton		Deposit	2 - Festival	13,186.75
	Check	04/27/2015	10672	City of Denton	City of Denton	Return of 2014 Unused HOT funds	2 - Festival	-2,205.25
	Deposit	04/28/2015		City of Denton		Deposit	2 - Festival	13,186.75
Total 41051 · Festival HOT grant								49,473.25
41053 - Foundation								
	Deposit	01/24/2015		Denton Benefit League		Deposit	2-Festival	2,657.50
Total 41053 - Foundation								2,657.50
41054 - State								
	Deposit	12/12/2014		Texas Commission on the Arts	Performance Support Grant	Deposit	1-Admin.*	1,174.00
	Deposit	01/07/2015		Texas Commission on the Arts	Arts Respond Economic Dev	Deposit	1-Admin.*	2,980.00
								4,154.00
Total 41050 · Grants								56,284.75
41060 · Earned Income								
41061 · Resource_Sales								

Tejas Storytelling Association
Transaction Detail by Account
June 2014 through May 2015

	Type	Date	Num	Name	Source Name	Memo	Class	Amount
	Deposit	03/13/2015				Deposit	2 - Festival	665.00
	Deposit	03/13/2015				Deposit	2 - Festival	460.50
	Deposit	03/15/2015				Deposit	2 - Festival	120.00
	Deposit	03/16/2015				Deposit	2 - Festival	1,408.95
	Deposit	03/18/2015				Deposit	2 - Festival	260.90
	Deposit	04/18/2015				Deposit	2 - Festival	1.00
	Deposit	04/22/2015				Deposit	2 - Festival	545.33
	Deposit	04/23/2015				Deposit	2 - Festival	2,017.17
	Deposit	04/24/2015				Deposit	2 - Festival	59.58
	Deposit	04/24/2015				Deposit	2 - Festival	1,850.75
	Deposit	05/03/2015		Elizabeth McDaniel		Deposit	2 - Festival	114.22
Total 41061 · Resource_Sales								7,503.40
41063 · Admission Fees								
	Deposit	02/03/2015				Deposit	2 - Festival	60.00
	Deposit	02/03/2015				Deposit	2 - Festival	60.00
	Deposit	02/03/2015				Deposit	2 - Festival	60.00
	Deposit	02/06/2015				Deposit	2 - Festival	60.00
	Deposit	02/06/2015				Deposit	2 - Festival	60.00
	Deposit	02/06/2015				Deposit	2 - Festival	120.00
	Deposit	02/06/2015				Deposit	2 - Festival	60.00
	Deposit	02/06/2015				Deposit	2 - Festival	60.00
	Deposit	02/06/2015				Deposit	2 - Festival	60.00
	Deposit	02/06/2015				Deposit	2 - Festival	100.00
	Deposit	02/23/2015				Deposit	2 - Festival	60.00
	Deposit	02/23/2015				Deposit	2 - Festival	60.00
	Deposit	02/23/2015				Deposit	2 - Festival	60.00
	Deposit	02/23/2015				Deposit	2 - Festival	10.00
	Deposit	02/23/2015				Deposit	2 - Festival	60.00
	Deposit	02/23/2015				Deposit	2 - Festival	60.00
	Deposit	02/23/2015				Deposit	2 - Festival	120.00
	Deposit	02/23/2015				Deposit	2 - Festival	60.00
	Deposit	02/23/2015				Deposit	2 - Festival	60.00
	Deposit	02/23/2015				Deposit	2 - Festival	60.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	95.00
	Deposit	03/02/2015				Deposit	2 - Festival	60.00
	Deposit	03/02/2015				Deposit	2 - Festival	60.00
	Deposit	03/02/2015				Deposit	2 - Festival	60.00
	Deposit	03/02/2015				Deposit	2 - Festival	60.00
	Deposit	03/02/2015				Deposit	2 - Festival	19.26
	Deposit	03/02/2015				Deposit	2 - Festival	60.00
	Deposit	03/02/2015				Deposit	2 - Festival	120.00
	Deposit	03/02/2015				Deposit	2 - Festival	20.00
	Deposit	03/02/2015				Deposit	2 - Festival	120.00
	Deposit	03/02/2015				Deposit	2 - Festival	95.00
	Deposit	03/02/2015				Deposit	2 - Festival	95.00
	Deposit	03/02/2015				Deposit	2 - Festival	120.00
	Deposit	03/02/2015				Deposit	2 - Festival	60.00
	Deposit	03/02/2015				Deposit	2 - Festival	120.00
	Deposit	03/02/2015				Deposit	2 - Festival	120.00
	Deposit	03/02/2015				Deposit	2 - Festival	60.00
	Deposit	03/02/2015				Deposit	2 - Festival	60.00
	Deposit	03/02/2015				Deposit	2 - Festival	60.00
	Deposit	03/02/2015				Deposit	2 - Festival	95.00
	Deposit	03/02/2015				Deposit	2 - Festival	264.36
	Deposit	03/02/2015				Deposit	2 - Festival	60.00
	Deposit	03/02/2015				Deposit	2 - Festival	60.00
	Deposit	03/02/2015				Deposit	2 - Festival	60.00
	Deposit	03/02/2015				Deposit	2 - Festival	60.00
	Deposit	03/02/2015				Deposit	2 - Festival	190.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	60.00
	Deposit	03/02/2015				Deposit	2 - Festival	60.00
	Deposit	03/02/2015				Deposit	2 - Festival	60.00

Tejas Storytelling Association
Transaction Detail by Account
June 2014 through May 2015

Type	Date	Num	Name	Source Name	Memo	Class	Amount
Deposit	03/02/2015				Deposit	2 - Festival	60.00
Deposit	03/02/2015				Deposit	2 - Festival	90.00
Deposit	03/02/2015				Deposit	2 - Festival	60.00
Deposit	03/02/2015				Deposit	2 - Festival	60.00
Deposit	03/02/2015				Deposit	2 - Festival	117.06
Deposit	03/02/2015				Deposit	2 - Festival	60.00
Deposit	03/02/2015				Deposit	2 - Festival	95.00
Deposit	03/02/2015				Deposit	2 - Festival	50.00
Deposit	03/02/2015				Deposit	2 - Festival	50.00
Deposit	03/02/2015				Deposit	2 - Festival	60.00
Deposit	03/02/2015				Deposit	2 - Festival	60.00
Deposit	03/02/2015				Deposit	2 - Festival	60.00
Deposit	03/02/2015				Deposit	2 - Festival	10.00
Deposit	03/02/2015				Deposit	2 - Festival	60.00
Deposit	03/02/2015				Deposit	2 - Festival	60.00
Deposit	03/02/2015				Deposit	2 - Festival	60.00
Deposit	03/02/2015				Deposit	2 - Festival	60.00
Deposit	03/02/2015				Deposit	2 - Festival	120.00
Deposit	03/02/2015				Deposit	2 - Festival	60.00
Deposit	03/02/2015				Deposit	2 - Festival	180.00
Deposit	03/02/2015				Deposit	2 - Festival	60.00
Deposit	03/06/2015		Elizabeth McDaniel		Deposit	2 - Festival	60.00
Deposit	03/06/2015		Shiny Star		Deposit	2 - Festival	60.00
Deposit	03/06/2015		Janet Latham		Deposit	2 - Festival	60.00
Deposit	03/06/2015		Edward Newton		Deposit	2 - Festival	125.00
Deposit	03/06/2015		Marian Fleischmann		Deposit	2 - Festival	60.00
Deposit	03/13/2015				Deposit	2 - Festival	130.00
Deposit	03/15/2015				Deposit	2 - Festival	120.00
Deposit	03/16/2015				Deposit	2 - Festival	620.00
Deposit	03/16/2015				Deposit	2 - Festival	100.00
Check	03/25/2015	6439	John Davis	John Davis	Refund	2 - Festival	-120.00
Deposit	03/28/2015		Trudy Henson		Deposit	2 - Festival	150.00
Deposit	03/28/2015		Robert Capps		Deposit	2 - Festival	60.00
Deposit	03/28/2015		Elizabeth Ellis		Deposit	2 - Festival	200.00
Deposit	03/28/2015		Paula Grabowski		Deposit	2 - Festival	20.00
Deposit	04/06/2015				Deposit to HOT in error, should have been general.	2 - Festival	49.00
Deposit	04/06/2015				Deposit to HOT in error, should have been general.	2 - Festival	702.00
Deposit	04/06/2015				Deposit to HOT in error, should hae been general.	2 - Festival	1,475.00
Deposit	04/06/2015				Deposit to HOT in error, should have been general.	2 - Festival	1,497.25
Deposit	04/18/2015				Deposit	2 - Festival	60.00
Deposit	04/18/2015				Deposit	2 - Festival	100.00
Deposit	04/18/2015				Deposit	2 - Festival	75.00
Deposit	04/18/2015				Deposit	2 - Festival	19.15
Deposit	04/18/2015				Deposit	2 - Festival	150.00
Deposit	04/18/2015				Deposit	2 - Festival	95.00
Deposit	04/18/2015				Deposit	2 - Festival	20.00
Deposit	04/18/2015				Deposit	2 - Festival	10.00
Deposit	04/18/2015				Deposit	2 - Festival	95.00
Deposit	04/18/2015				Deposit	2 - Festival	206.25
Deposit	04/18/2015				Deposit	2 - Festival	20.00
Deposit	04/18/2015				Deposit	2 - Festival	20.00
Deposit	04/18/2015				Deposit	2 - Festival	15.00
Deposit	04/18/2015				Deposit	2 - Festival	20.00
Deposit	04/18/2015				Deposit	2 - Festival	60.00
Deposit	04/22/2015				Deposit	2 - Festival	85.00
Deposit	04/22/2015				Deposit	2 - Festival	180.00
Deposit	04/22/2015				Deposit	2 - Festival	90.00
Deposit	04/22/2015				Deposit	2 - Festival	95.00
Deposit	04/22/2015				Deposit	2 - Festival	20.00
Deposit	04/22/2015				Deposit	2 - Festival	180.00
Deposit	04/23/2015				Deposit	2 - Festival	80.00
Deposit	04/23/2015				Deposit	2 - Festival	30.00
Deposit	04/23/2015				Deposit	2 - Festival	30.00
Deposit	04/23/2015				Deposit	2 - Festival	50.00

Tejas Storytelling Association
Transaction Detail by Account
June 2014 through May 2015

	Type	Date	Num	Name	Source Name	Memo	Class	Amount
	Deposit	04/23/2015				Deposit	2 - Festival	30.00
	Deposit	04/23/2015				Deposit	2 - Festival	95.00
	Deposit	04/23/2015				Deposit	2 - Festival	30.00
	Deposit	04/23/2015				Deposit	2 - Festival	130.00
	Deposit	04/23/2015				Deposit	2 - Festival	95.00
	Deposit	04/23/2015				Deposit	2 - Festival	50.00
	Deposit	04/23/2015				Deposit	2 - Festival	195.00
	Deposit	04/23/2015				Deposit	2 - Festival	150.00
	Deposit	04/23/2015				Deposit	2 - Festival	150.00
	Deposit	04/23/2015				Deposit	2 - Festival	50.00
	Deposit	04/23/2015				Deposit	2 - Festival	30.00
	Deposit	04/23/2015				Deposit	2 - Festival	60.00
	Deposit	04/23/2015				Deposit	2 - Festival	75.00
	Deposit	04/23/2015				Deposit	2 - Festival	75.00
	Deposit	04/24/2015				Deposit	2 - Festival	1,253.33
Total 41063 · Admission Fees								14,987.66
41064 · Talespinner Party								
	Deposit	02/03/2015				Deposit	2 - Festival	25.00
	Deposit	02/03/2015				Deposit	2 - Festival	25.00
	Deposit	02/03/2015				Deposit	2 - Festival	25.00
	Deposit	02/06/2015				Deposit	2 - Festival	50.00
	Deposit	02/06/2015				Deposit	2 - Festival	50.00
	Deposit	02/06/2015				Deposit	2 - Festival	50.00
	Deposit	02/06/2015				Deposit	2 - Festival	25.00
	Deposit	02/06/2015				Deposit	2 - Festival	25.00
	Deposit	02/06/2015				Deposit	2 - Festival	25.00
	Deposit	02/06/2015				Deposit	2 - Festival	50.00
	Deposit	02/06/2015				Deposit	2 - Festival	50.00
	Deposit	02/12/2015				Deposit	2 - Festival	50.00
	Deposit	02/12/2015				Deposit	2 - Festival	25.00
	Deposit	02/23/2015				Deposit	2 - Festival	25.00
	Deposit	02/23/2015				Deposit	2 - Festival	50.00
	Deposit	02/23/2015				Deposit	2 - Festival	50.00
	Deposit	02/23/2015				Deposit	2 - Festival	50.00
	Deposit	02/23/2015				Deposit	2 - Festival	25.00
	Deposit	02/23/2015				Deposit	2 - Festival	25.00
	Deposit	02/23/2015				Deposit	2 - Festival	50.00
	Deposit	02/23/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	50.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	50.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	50.00
	Deposit	03/02/2015				Deposit	2 - Festival	50.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	50.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	50.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	50.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	50.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	50.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00

Tejas Storytelling Association
Transaction Detail by Account
June 2014 through May 2015

	Type	Date	Num	Name	Source Name	Memo	Class	Amount
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	50.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	50.00
	Deposit	03/06/2015		Shiny Star		Deposit	2 - Festival	25.00
	Deposit	03/08/2015		Janet Latham		Deposit	2 - Festival	50.00
	Deposit	03/08/2015		Marian Fleischmann		Deposit	2 - Festival	25.00
	Deposit	03/16/2015				Deposit	2 - Festival	25.00
	Deposit	03/16/2015				Deposit	2 - Festival	150.00
	Check	03/25/2015	6439	John Davis	John Davis	Refund	2 - Festival	-50.00
	Deposit	04/18/2015				Deposit	2 - Festival	25.00
	Deposit	04/18/2015				Deposit	2 - Festival	37.34
	Deposit	04/18/2015				Deposit	2 - Festival	50.00
	Deposit	04/18/2015				Deposit	2 - Festival	50.00
	Deposit	04/18/2015				Deposit	2 - Festival	25.00
	Deposit	04/22/2015				Deposit	2 - Festival	25.00
	Deposit	04/22/2015				Deposit	2 - Festival	50.00
	Deposit	04/23/2015				Deposit	2 - Festival	50.00
	Deposit	04/23/2015				Deposit	2 - Festival	50.00
	Deposit	04/23/2015				Deposit	2 - Festival	85.00
	Deposit	04/23/2015				Deposit	2 - Festival	25.00
	Deposit	04/23/2015				Deposit	2 - Festival	25.00
Total 41064 · Talespinner Party								2,672.34
41065 · Silent Auction								
	Deposit	03/15/2015				Deposit	2 - Festival	75.00
	Deposit	03/18/2015				Deposit	2 - Festival	35.00
	Deposit	04/24/2015				Deposit	2 - Festival	44.00
	Deposit	04/24/2015				Deposit	2 - Festival	798.32
Total 41065 · Silent Auction								952.32
41066 · Master Class								
	Deposit	03/02/2015				Deposit	2 - Festival	50.00
	Deposit	03/02/2015				Deposit	2 - Festival	50.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/02/2015				Deposit	2 - Festival	100.00
	Deposit	03/02/2015				Deposit	2 - Festival	100.00
	Deposit	03/02/2015				Deposit	2 - Festival	50.00
	Deposit	03/02/2015				Deposit	2 - Festival	25.00
	Deposit	03/18/2015				Deposit	2 - Festival	150.00
	Deposit	04/18/2015				Deposit	2 - Festival	50.00
	Deposit	04/18/2015				Deposit	2 - Festival	50.00
	Deposit	04/18/2015				Deposit	2 - Festival	20.00
	Deposit	04/22/2015				Deposit	2 - Festival	50.00
	Deposit	04/22/2015				Deposit	2 - Festival	50.00
	Deposit	04/23/2015				Deposit	2 - Festival	50.00
	Deposit	04/24/2015				Deposit	2 - Festival	50.00
Total 41066 · Master Class								870.00
41067 · Workshops								
	Deposit	03/02/2015				Deposit	2 - Festival	45.00
	Deposit	03/02/2015				Deposit	2 - Festival	30.00
	Deposit	03/28/2015		Paula Grabowski		Deposit	2 - Festival	30.00
	Deposit	04/22/2015				Deposit	2 - Festival	30.00
	Deposit	04/22/2015				Deposit	2 - Festival	30.00
	Deposit	04/22/2015				Deposit	2 - Festival	30.00
	Deposit	04/22/2015				Deposit	2 - Festival	57.06
	Deposit	04/23/2015				Deposit	2 - Festival	45.00
Total 41067 · Workshops								297.06
41068 · Vendors								
	Deposit	03/02/2015				Deposit	2 - Festival	160.00
	Deposit	03/02/2015				Deposit	2 - Festival	90.00

Tejas Storytelling Association
Transaction Detail by Account
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	Type	Date	Num	Name	Source Name	Memo	Class	Amount
	Deposit	03/06/2015		Janet Latham		Deposit	2 - Festival	50.00
	Deposit	03/06/2015		Houston Storytellers Guild		Deposit	2 - Festival	90.00
	Deposit	03/28/2015		Elizabeth Ellis		Deposit	2 - Festival	90.00
	Deposit	04/18/2015		SA Storytellers Assoc.		Deposit	2 - Festival	30.00
	Deposit	04/18/2015		Mary Grace Kstner		Deposit	2 - Festival	30.00
	Deposit	04/18/2015		George West Storyfest Association, Inc		Deposit	2 - Festival	90.00
	Deposit	05/28/2015		The Dallas Storytelling Guild		Deposit	2 - Festival	90.00
	Deposit	05/28/2015		Troy Caldwell		Deposit	2 - Festival	55.00
Total 41068 · Vendors								775.00
41077 · Website Advertising								
	Deposit	03/02/2015				Deposit	2 - Festival	20.00
	Deposit	03/02/2015				Deposit	2 - Festival	20.00
	Deposit	04/23/2015				Deposit	2 - Festival	20.00
Total 41077 · Website Advertising								60.00
41081 · Friday Event Lunches								
	Deposit	02/03/2015				Deposit	2 - Festival	10.00
	Deposit	02/03/2015				Deposit	2 - Festival	10.00
	Deposit	02/03/2015				Deposit	2 - Festival	10.00
	Deposit	02/06/2015				Deposit	2 - Festival	20.00
	Deposit	02/06/2015				Deposit	2 - Festival	10.00
	Deposit	02/06/2015				Deposit	2 - Festival	20.00
	Deposit	02/06/2015				Deposit	2 - Festival	10.00
	Deposit	02/06/2015				Deposit	2 - Festival	20.00
	Deposit	02/12/2015				Deposit	2 - Festival	10.00
	Deposit	02/23/2015				Deposit	2 - Festival	10.00
	Deposit	02/23/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	110.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	110.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	20.00
	Deposit	03/02/2015				Deposit	2 - Festival	20.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	20.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	20.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	20.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	15.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/06/2015		Marian Fleischmann		Deposit	2 - Festival	10.00
	Deposit	03/13/2015				Deposit	2 - Festival	40.00
	Deposit	04/18/2015				Deposit	2 - Festival	10.00
	Deposit	04/18/2015				Deposit	2 - Festival	10.00
	Deposit	04/18/2015				Deposit	2 - Festival	10.00
	Deposit	04/22/2015				Deposit	2 - Festival	20.00
	Deposit	04/23/2015				Deposit	2 - Festival	10.00
	Deposit	04/23/2015				Deposit	2 - Festival	20.00
	Deposit	04/23/2015				Deposit	2 - Festival	130.00
Total 41081 · Friday Event Lunches								935.00

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	Type	Date	Num	Name	Source Name	Memo	Class	Amount
41082 · Saturday Event Lunches								
	Deposit	02/03/2015				Deposit	2 - Festival	10.00
	Deposit	02/03/2015				Deposit	2 - Festival	10.00
	Deposit	02/03/2015				Deposit	2 - Festival	10.00
	Deposit	02/06/2015				Deposit	2 - Festival	40.00
	Deposit	02/06/2015				Deposit	2 - Festival	10.00
	Deposit	02/06/2015				Deposit	2 - Festival	10.00
	Deposit	02/12/2015				Deposit	2 - Festival	10.00
	Deposit	02/23/2015				Deposit	2 - Festival	20.00
	Deposit	02/23/2015				Deposit	2 - Festival	10.00
	Deposit	02/23/2015				Deposit	2 - Festival	20.00
	Deposit	02/23/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	20.00
	Deposit	03/02/2015				Deposit	2 - Festival	20.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	20.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	20.00
	Deposit	03/02/2015				Deposit	2 - Festival	20.00
	Deposit	03/02/2015				Deposit	2 - Festival	20.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	20.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/06/2015		Marian Fleischmann		Deposit	2 - Festival	10.00
	Deposit	04/18/2015				Deposit	2 - Festival	20.00
	Deposit	04/18/2015				Deposit	2 - Festival	10.00
	Deposit	04/18/2015				Deposit	2 - Festival	10.00
	Deposit	04/22/2015				Deposit	2 - Festival	20.00
	Deposit	04/22/2015				Deposit	2 - Festival	20.00
	Deposit	04/23/2015				Deposit	2 - Festival	20.00
	Deposit	04/23/2015				Deposit	2 - Festival	10.00
Total 41082 · Saturday Event Lunches								620.00
41083 · Friday Nite Lite Dinner								
	Deposit	02/06/2015				Deposit	2 - Festival	30.00
	Deposit	02/06/2015				Deposit	2 - Festival	15.00
	Deposit	02/06/2015				Deposit	2 - Festival	15.00
	Deposit	02/06/2015				Deposit	2 - Festival	15.00
	Deposit	02/12/2015				Deposit	2 - Festival	15.00
	Deposit	02/23/2015				Deposit	2 - Festival	30.00
	Deposit	02/23/2015				Deposit	2 - Festival	30.00
	Deposit	03/02/2015				Deposit	2 - Festival	15.00
	Deposit	03/02/2015				Deposit	2 - Festival	15.00
	Deposit	03/02/2015				Deposit	2 - Festival	15.00
	Deposit	03/02/2015				Deposit	2 - Festival	20.00
	Deposit	03/02/2015				Deposit	2 - Festival	15.00
	Deposit	03/02/2015				Deposit	2 - Festival	15.00
	Deposit	03/02/2015				Deposit	2 - Festival	30.00
	Deposit	03/02/2015				Deposit	2 - Festival	15.00

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	Type	Date	Num	Name	Source Name	Memo	Class	Amount
	Deposit	03/02/2015				Deposit	2 - Festival	15.00
	Deposit	03/02/2015				Deposit	2 - Festival	15.00
	Deposit	03/02/2015				Deposit	2 - Festival	115.00
	Deposit	03/02/2015				Deposit	2 - Festival	15.00
	Deposit	03/02/2015				Deposit	2 - Festival	30.00
	Deposit	03/02/2015				Deposit	2 - Festival	15.00
	Deposit	03/02/2015				Deposit	2 - Festival	15.00
	Deposit	03/02/2015				Deposit	2 - Festival	30.00
	Deposit	03/02/2015				Deposit	2 - Festival	15.00
	Deposit	03/02/2015				Deposit	2 - Festival	15.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	20.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/02/2015				Deposit	2 - Festival	20.00
	Deposit	03/02/2015				Deposit	2 - Festival	10.00
	Deposit	03/06/2015		Marian Fleischmann		Deposit	2 - Festival	15.00
	Deposit	03/13/2015				Deposit	2 - Festival	75.00
	Deposit	04/18/2015				Deposit	2 - Festival	15.00
	Deposit	04/18/2015				Deposit	2 - Festival	30.00
	Deposit	04/22/2015				Deposit	2 - Festival	30.00
	Deposit	04/23/2015				Deposit	2 - Festival	15.00
Total 41083 · Friday Nite Lite Dinner								830.00
41084 · Concessions								
	Deposit	03/13/2015				Deposit	2 - Festival	111.00
	Deposit	03/13/2015				Deposit	2 - Festival	156.00
	Deposit	03/14/2015				Deposit	2 - Festival	94.40
	Deposit	03/15/2015				Deposit	2 - Festival	85.00
	Deposit	03/17/2015				Deposit	2 - Festival	270.40
	Deposit	03/18/2015				Deposit	2 - Festival	92.65
	Deposit	04/23/2015				Deposit	2 - Festival	25.00
Total 41084 · Concessions								834.45
Total 41080 · Earned Income								31,317.23
Total 40000 · Revenues								91,664.91
Total Income								91,664.91
Expense								
60000 · Expenses								
61200 · Professional Services								
61215 · Web Design								
	Check	03/25/2015	10666	Jennifer Schultes	Jennifer Schultes	Inv 238	2 - Festival	300.00
Total 61215 · Web Design								300.00
Total 61200 · Professional Services								300.00
61300 · Rent, Utilities & Maintenance								
61330 · Office Internet								
	Check	10/25/2014	10635	Karen Wollscheid	Karen Wollscheid	Inv 2621	2 - Festival	600.00
Total 61330 · Office Internet								600.00
Total 61300 · Rent, Utilities & Maintenance								600.00
61400 · Printing, Publications & Postag								
61410 · Printing TSA								
	Check	01/03/2015	6398	Eagle & Wheeler	Eagle & Wheeler	Acct 1502	2 - Festival	123.85
	Check	02/24/2015	10641	Eagle & Wheeler	Eagle & Wheeler	Invoice 67181	2 - Festival	2,144.88
	Check	02/24/2015	6417	Eagle & Wheeler	Eagle & Wheeler	Inv 67181	2 - Festival	293.89
	Check	03/10/2015	6434	Eagle & Wheeler	Eagle & Wheeler	Inv 67838	2 - Festival	751.02
	Check	03/23/2015	10665	Eagle & Wheeler	Eagle & Wheeler	Inv 68018	2 - Festival	427.06
Total 61410 · Printing TSA								3,740.72
61450 · Postage								
	Check	01/23/2015		USPS	USPS		2 - Festival	343.00
	Check	01/26/2015	012615	USPS	USPS		2 - Festival	591.00
	Check	02/19/2015		USPS	USPS		2 - Festival	49.00
	Check	03/10/2015	6435	U.S. Post Office	U.S. Post Office	Box 2808	2 - Festival	266.00
Total 61450 · Postage								1,249.00
61455 · Mailing Services								
	Check	09/19/2014		Kroger	Kroger		2 - Festival	39.20

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	Type	Date	Num	Name	Source Name	Memo	Class	Amount
Total 61455 · Mailing Services								39.20
Total 61400 · Printing, Publications & Postag								5,028.92
61700 · Other Expense								
61720 · Pay Pal/Credit Card Fees								
	Deposit	03/02/2015				Deposit	2 - Festival	0.52
	Deposit	03/02/2015				Deposit	2 - Festival	3.38
	Deposit	03/02/2015				Deposit	2 - Festival	10.65
	Deposit	03/02/2015				Deposit	2 - Festival	3.16
	Deposit	03/02/2015				Deposit	2 - Festival	3.71
	Deposit	03/02/2015				Deposit	2 - Festival	2.94
	Deposit	03/02/2015				Deposit	2 - Festival	0.74
	Deposit	03/02/2015				Deposit	2 - Festival	2.06
	Deposit	03/02/2015				Deposit	2 - Festival	4.04
	Deposit	03/02/2015				Deposit	2 - Festival	2.28
	Deposit	03/02/2015				Deposit	2 - Festival	8.20
	Deposit	03/02/2015				Deposit	2 - Festival	11.35
	Deposit	03/02/2015				Deposit	2 - Festival	3.48
	Deposit	03/02/2015				Deposit	2 - Festival	2.25
	Deposit	03/02/2015				Deposit	2 - Festival	3.13
	Deposit	03/02/2015				Deposit	2 - Festival	2.39
	Deposit	03/02/2015				Deposit	2 - Festival	5.68
	Deposit	03/02/2015				Deposit	2 - Festival	2.94
	Deposit	03/02/2015				Deposit	2 - Festival	1.07
	Deposit	03/02/2015				Deposit	2 - Festival	5.14
	Deposit	03/02/2015				Deposit	2 - Festival	4.35
	Deposit	03/02/2015				Deposit	2 - Festival	4.70
	Deposit	03/02/2015				Deposit	2 - Festival	1.62
	Deposit	03/02/2015				Deposit	2 - Festival	2.50
	Deposit	03/02/2015				Deposit	2 - Festival	3.49
	Deposit	03/02/2015				Deposit	2 - Festival	2.94
	Deposit	03/02/2015				Deposit	2 - Festival	3.30
	Deposit	03/02/2015				Deposit	2 - Festival	0.98
	Deposit	03/02/2015				Deposit	2 - Festival	2.94
	Deposit	03/02/2015				Deposit	2 - Festival	3.71
	Deposit	03/02/2015				Deposit	2 - Festival	1.07
	Deposit	03/02/2015				Deposit	2 - Festival	1.00
	Deposit	03/02/2015				Deposit	2 - Festival	1.17
	Deposit	03/02/2015				Deposit	2 - Festival	3.16
	Deposit	03/02/2015				Deposit	2 - Festival	1.07
	Deposit	03/02/2015				Deposit	2 - Festival	1.38
	Deposit	03/02/2015				Deposit	2 - Festival	2.50
	Deposit	03/02/2015				Deposit	2 - Festival	6.02
	Deposit	03/02/2015				Deposit	2 - Festival	11.07
	Deposit	03/02/2015				Deposit	2 - Festival	4.26
	Deposit	03/02/2015				Deposit	2 - Festival	3.65
	Deposit	03/02/2015				Deposit	2 - Festival	2.17
	Deposit	03/02/2015				Deposit	2 - Festival	1.07
	Deposit	03/02/2015				Deposit	2 - Festival	1.62
	Deposit	03/02/2015				Deposit	2 - Festival	6.02
	Deposit	03/02/2015				Deposit	2 - Festival	2.06
	Deposit	03/02/2015				Deposit	2 - Festival	2.06
	Deposit	03/02/2015				Deposit	2 - Festival	2.94
	Deposit	03/02/2015				Deposit	2 - Festival	1.62
	Deposit	03/02/2015				Deposit	2 - Festival	3.16
	Deposit	03/02/2015				Deposit	2 - Festival	4.04
	Deposit	03/02/2015				Deposit	2 - Festival	1.62
	Deposit	03/02/2015				Deposit	2 - Festival	12.50
	Deposit	03/02/2015				Deposit	2 - Festival	0.98
	Deposit	03/02/2015				Deposit	2 - Festival	2.94
	Deposit	03/02/2015				Deposit	2 - Festival	1.62
	Deposit	03/02/2015				Deposit	2 - Festival	2.94
	Deposit	03/02/2015				Deposit	2 - Festival	1.07
	Deposit	03/02/2015				Deposit	2 - Festival	2.94
	Deposit	03/02/2015				Deposit	2 - Festival	3.48

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Type	Date	Num	Name	Source Name	Memo	Class	Amount
Deposit	03/02/2015				Deposit	2 - Festival	3.38
Deposit	03/02/2015				Deposit	2 - Festival	2.17
Deposit	03/02/2015				Deposit	2 - Festival	1.07
Deposit	03/02/2015				Deposit	2 - Festival	3.38
Deposit	03/02/2015				Deposit	2 - Festival	330.00
Deposit	03/02/2015				Deposit	2 - Festival	1.51
Deposit	03/02/2015				Deposit	2 - Festival	2.83
Deposit	03/02/2015				Deposit	2 - Festival	6.46
Deposit	03/02/2015				Deposit	2 - Festival	1.38
Deposit	03/02/2015				Deposit	2 - Festival	1.62
Deposit	03/02/2015				Deposit	2 - Festival	1.07
Deposit	03/02/2015				Deposit	2 - Festival	1.62
Deposit	03/02/2015				Deposit	2 - Festival	0.96
Deposit	03/02/2015				Deposit	2 - Festival	1.07
Deposit	03/02/2015				Deposit	2 - Festival	1.62
Deposit	03/02/2015				Deposit	2 - Festival	1.38
Deposit	03/02/2015				Deposit	2 - Festival	2.83
Deposit	03/02/2015				Deposit	2 - Festival	4.92
Deposit	04/18/2015				Deposit	2 - Festival	6.02
Deposit	04/18/2015				Deposit	2 - Festival	2.94
Deposit	04/18/2015				Deposit	2 - Festival	2.17
Deposit	04/18/2015				Deposit	2 - Festival	0.83
Deposit	04/18/2015				Deposit	2 - Festival	8.55
Deposit	04/18/2015				Deposit	2 - Festival	0.85
Deposit	04/18/2015				Deposit	2 - Festival	7.15
Deposit	04/18/2015				Deposit	2 - Festival	1.38
Deposit	04/18/2015				Deposit	2 - Festival	1.07
Deposit	04/18/2015				Deposit	2 - Festival	0.74
Deposit	04/18/2015				Deposit	2 - Festival	0.52
Deposit	04/18/2015				Deposit	2 - Festival	1.40
Deposit	04/18/2015				Deposit	2 - Festival	1.40
Deposit	04/18/2015				Deposit	2 - Festival	1.07
Deposit	04/18/2015				Deposit	2 - Festival	0.96
Deposit	04/18/2015				Deposit	2 - Festival	1.07
Deposit	04/18/2015				Deposit	2 - Festival	4.70
Deposit	04/18/2015				Deposit	2 - Festival	8.55
Deposit	04/18/2015				Deposit	2 - Festival	2.95
Deposit	04/18/2015				Deposit	2 - Festival	0.74
Deposit	04/18/2015				Deposit	2 - Festival	0.74
Deposit	04/18/2015				Deposit	2 - Festival	4.70
Deposit	04/18/2015				Deposit	2 - Festival	9.85
Deposit	04/18/2015				Deposit	2 - Festival	5.05
Deposit	04/18/2015				Deposit	2 - Festival	1.07
Deposit	04/23/2015				Deposit	2 - Festival	126.10
Deposit	04/24/2015				Deposit	2 - Festival	21.06
Deposit	04/24/2015				Deposit	2 - Festival	143.43
Deposit	05/28/2015		Wells Fargo		Refund of credit card fees	2 - Festival	-150.00
Total 61720 · Pay Pal/Credit Card Fees							789.03
61730 · Office Supplies/Minor Office							
Check	09/08/2014		Vistraprint	Vistraprint		2 - Festival	122.98
Check	01/23/2015		Office Depot	Office Depot		2 - Festival	142.83
Check	02/11/2015		Amazon	Amazon	Tablet cases	2 - Festival	13.92
Check	02/11/2015		Amazon	Amazon		2 - Festival	128.72
Check	02/11/2015		Amazon	Amazon		2 - Festival	25.93
Check	03/01/2015	Debit Card	Amazon	Amazon	Tablet cases	2 - Festival	186.54
Check	03/03/2015		Amazon	Amazon		2 - Festival	42.44
Check	03/03/2015		Amazon	Amazon		2 - Festival	13.51
Check	03/05/2015	Debit Card	Amazon	Amazon	Tablet cases	2 - Festival	7.99
Total 61730 · Office Supplies/Minor Office							664.86
61738 · Meals/Refreshments							
Check	03/14/2015		Jason's Deli	Jason's Deli		2 - Festival	877.40
Check	03/16/2015		Kroger	Kroger		2 - Festival	27.93
Check	03/16/2015		Kroger	Kroger		2 - Festival	159.86
Check	03/16/2015		Kroger	Kroger		2 - Festival	37.20

Tejas Storytelling Association
Transaction Detail by Account
June 2014 through May 2015

	Type	Date	Num	Name	Source Name	Memo	Class	Amount
	Check	03/16/2015		Kroger	Kroger		2 - Festival	4.11
	Check	03/17/2015	6438	El Guapo's	El Guapo's	Inv 620029 $929.35, Inv 620030 $1,418.60 plus $200	2 - Festival	2,547.95
	Check	03/28/2015	10669	Betsy Mosier	Betsy Mosier	Reimbursement	2 - Festival	236.45
	Check	03/28/2015	10669	Betsy Mosier	Betsy Mosier	Reimbursement	2 - Festival	78.96
Total 61738 · Meals/Refreshments								3,969.88
61744 · Resource Sales								
	Check	02/09/2015	Debit Card	Store Supply	Store Supply		2 - Festival	76.25
	Check	03/09/2015		On The Cuff	On The Cuff	Story Store Expense	2 - Festival	1,500.00
	Check	03/13/2015		On The Cuff	On The Cuff	Story Store Expense	2 - Festival	484.00
	Check	03/13/2015		On The Cuff	On The Cuff	Story Store Expense	2 - Festival	1,007.40
	Check	04/06/2015	Debit Card	On The Cuff	On The Cuff	Story Store Expense	2 - Festival	406.59
Total 61744 · Resource Sales								3,474.24
61745 · Resource Consignments								
	Check	03/28/2015	6467	Mary Margaret Campbell	Mary Margaret Campbell	Resource consignment	2 - Festival	39.50
	Check	03/28/2015	6468	Rosemary Cutrer	Rosemary Cutrer	Resource consignment	2 - Festival	30.00
	Check	03/28/2015	6469	Mel Davenport	Mel Davenport	Resource consignment	2 - Festival	13.50
	Check	03/28/2015	6470	Elizabeth Ellis	Elizabeth Ellis	Resource Consignment	2 - Festival	486.25
	Check	03/28/2015	6471	James Ford	James Ford	Resource consignments	2 - Festival	67.50
	Check	03/28/2015	6472	Donna Ingham	Donna Ingham	Resource Consignment	2 - Festival	125.25
	Check	03/28/2015	6473	Mary Grace Ketner	Mary Grace Ketner	Resource Consignments	2 - Festival	37.50
	Check	03/28/2015	6474	Barbara Johnson	Barbara Johnson	Resource Consignments	2 - Festival	198.50
	Check	03/28/2015	6475	Barbara McBride Smith	Barbara McBride Smith	Resource consignment	2 - Festival	693.95
	Check	03/28/2015	6476	Jaye McLaughlin	Jaye McLaughlin	Resourse consignments	2 - Festival	99.00
	Check	03/28/2015	6477	Parkhurst Brothers	Parkhurst Brothers	Resource consignments	2 - Festival	923.87
	Check	03/28/2015	6478	Fran Stallings	Fran Stallings	Resource consignments	2 - Festival	105.00
	Check	03/28/2015	6479	Larry Thompson	Larry Thompson	Resource consignments	2 - Festival	25.50
	Check	03/28/2015	6480	Darci Tucker	Darci Tucker	Resource consignments	2 - Festival	56.25
	Check	03/28/2015	6481	Jerry Young	Jerry Young	Resource consignments	2 - Festival	30.00
	Check	04/18/2015	6444	Barbara Johnson	Barbara Johnson	Resource Consignments	2 - Festival	100.00
	Check	04/18/2015	6445	National Book Network	National Book Network	Inv 9792797	2 - Festival	1,727.20
Total 61745 · Resource Consignments								4,738.77
61760 · Misc. Minor Site Expense								
	Check	09/25/2014		Wal-Mart	Wal-Mart		2 - Festival	64.82
	Check	02/09/2015	Debit Card	Tarps Plus	Tarps Plus		2 - Festival	324.39
	Check	03/01/2015	6419	Jennifer Schultes	Jennifer Schultes	Reagin - event artwork	2 - Festival	120.00
	Check	03/11/2015		Wal-Mart	Wal-Mart		2 - Festival	69.00
	Check	03/12/2015		Wal-Mart	Wal-Mart		2 - Festival	146.31
	Check	03/13/2015		Wal-Mart	Wal-Mart		2 - Festival	254.87
	Check	03/13/2015		Wal-Mart	Wal-Mart		2 - Festival	175.43
	Check	03/13/2015		Wal-Mart	Wal-Mart		2 - Festival	32.84
	Deposit	03/18/2015		Jason's Deli		Deposit	2 - Festival	-115.11
	Check	03/19/2015		Wal-Mart	Wal-Mart		2 - Festival	121.22
	Check	03/10/2015	6426	Susan Wright	Susan Wright		2 - Festival	100.00
	Check	03/10/2015	6427	Susan Wright	Susan Wright		2 - Festival	100.00
Total 61760 · Misc. Minor Site Expense								1,393.77
61761 · Technical Crew								
	Check	12/14/2014	10632	Paul Porter	Paul Porter	Photography	2 - Festival	550.00
	Check	03/10/2015	10663	Joyful Noise Audio	Joyful Noise Audio		2 - Festival	2,800.00
Total 61761 · Technical Crew								3,350.00
61770 · Advertising								
	Check	08/02/2014	10637	Peggy Helmick-Richardson	Peggy Helmick-Richardson	Inv TSA-4-29-14.1	2 - Festival	2,000.00
	Check	08/25/2014	10636	KERA Channel 13	KERA Channel 13	Contract 20185 $827 44004 $4,000	2 - Festival	4,827.00
	Check	08/31/2014	6357	Dallas Storytellers Guild	Dallas Storytellers Guild		2 - Festival	250.00
	Check	08/31/2014	6358	East Texas Storytellers Guild	East Texas Storytellers Guild		2 - Festival	250.00
	Check	08/31/2014	6359	Heart of Texas Storytelling Guild	Heart of Texas Storytelling Guild		2 - Festival	250.00
	Check	08/31/2014	6360	Houston Storytellers Guild	Houston Storytellers Guild		2 - Festival	250.00
	Check	08/31/2014	6363	San Antonio Storytelling Assoc	San Antonio Storytelling Assoc		2 - Festival	250.00
	Check	08/31/2014	6364	Storytellers of the High Plains	Storytellers of the High Plains		2 - Festival	250.00
	Check	08/31/2014	6365	Tarrant Area Guild of Storytellers	Tarrant Area Guild of Storytellers		2 - Festival	250.00
	Check	08/31/2014	6366	Beverly Benbow	Beverly Benbow		2 - Festival	250.00
	Check	09/19/2014	6372	Gwen Caldwell	Gwen Caldwell	North 40 Storytelling Guild	2 - Festival	250.00
	Check	12/04/2014	6394	Dixie Flag Manufacturer	Dixie Flag Manufacturer	Order No. 0083615	2 - Festival	245.00
	Check	12/14/2014	10633	Rosemary Davis	Rosemary Davis	Marketing/Promotion	2 - Festival	550.00
	Check	12/14/2014	10634	Rosemary Davis	Rosemary Davis	Contract Labor	2 - Festival	1,700.00

Tejas Storytelling Association
Transaction Detail by Account
June 2014 through May 2015

	Type	Date	Num	Name	Source Name	Memo	Class	Amount
	Check	01/08/2015	6414	Texas Library Association	Texas Library Association	Invoice 05207	2 - Festival	1,375.00
	Check	01/26/2015	10639	Jennifer Schultes	Jennifer Schultes	Inv #217	2 - Festival	540.00
	Check	03/25/2015	10667	KJIM Radio	KJIM Radio	Inv KJIM AM 1500	2 - Festival	1,200.00
	Check	03/25/2015	10668	Denton Publishing Company	Denton Publishing Company	Billing Acct No 100045660	2 - Festival	405.00
	Check	04/18/2015	10671	Texas Monthly	Texas Monthly	Inv TM70100	2 - Festival	2,729.00
	Check	05/10/2015	10673	KNON Radio	KNON Radio		2 - Festival	450.00
	Check	05/10/2015	10674	KZHE Classic Hite Country	KZHE Classic Hite Country		2 - Festival	700.00
	Check	05/10/2015	10675	2 - Entertainment	WRR		2 - Festival	2,958.00
	Check	05/10/2015	10676	KERA Channel 13	KERA Channel 13		2 - Festival	10,000.00
	Check	05/10/2015	10677	Texas Monthly	Texas Monthly		2 - Festival	4,131.00
Total 61770 · Advertising								36,060.00
61771 · Deaf Interpreter								
	Check	03/10/2015	6423	Kate Lauder	Kate Lauder		2 - Festival	300.00
	Check	03/10/2015	6424	Joel Hill	Joel Hill		2 - Festival	300.00
	Check	03/10/2015	6425	Libby Tipton	Libby Tipton		2 - Festival	300.00
Total 61771 · Deaf Interpreter								900.00
61772 · Teller Fees								
	Check	03/10/2015	10644	Elizabeth Ellis	Elizabeth Ellis		2 - Festival	1,050.00
	Check	03/10/2015	10645	Gayle Rose	Gayle Rose		2 - Festival	1,575.00
	Check	03/10/2015	10646	James Ford	James Ford	Honorarium	2 - Festival	1,558.00
	Check	03/10/2015	10647	Barbara McBride Smith	Barbara McBride Smith		2 - Festival	2,330.00
	Check	03/10/2015	10648	Darci Tucker	Darci Tucker		2 - Festival	60.00
	Check	03/10/2015	10649	Steve Kardaleff	Steve Kardaleff		2 - Festival	60.00
	Check	03/10/2015	10650	Patt Kardaleff	Patt Kardaleff		2 - Festival	60.00
	Check	03/10/2015	10651	Jeanette Harjo	Jeanette Harjo		2 - Festival	60.00
	Check	03/10/2015	10652	Phillip Harjo	Phillip Harjo		2 - Festival	60.00
	Check	03/10/2015	10653	Dan Gibson	Dan Gibson		2 - Festival	100.00
	Check	03/10/2015	10654	David Goodroe	David Goodroe		2 - Festival	100.00
	Check	03/10/2015	6426	Gayle Rose	Gayle Rose		2 - Festival	700.00
	Check	03/10/2015	6429	James Ford	James Ford		2 - Festival	732.00
	Check	03/10/2015	6430	Elizabeth Ellis	Elizabeth Ellis		2 - Festival	1,000.00
	Check	03/10/2015	6431			Liar's Club	2 - Festival	25.00
	Check	03/10/2015	6432			Liar's Club	2 - Festival	15.00
	Check	05/16/2015	6451	Elizabeth Ellis	Elizabeth Ellis	Master Class Proceeds - Festival 2015	2 - Festival	737.50
Total 61772 · Teller Fees								10,222.50
61773 · Site Fees								
	Check	06/18/2014	6326	City of Denton	City of Denton	Special Event Permit	2 - Festival	30.00
	Check	06/30/2014	6330	Kay Tobola	Kay Tobola	Badge Holders	2 - Festival	93.08
	Check	06/30/2014	6331	Pat Schieffer	Pat Schieffer		2 - Festival	50.00
	Check	06/30/2014	6332	NSN	NSN		2 - Festival	200.00
	Check	06/30/2014	6333	Mary Grace Ketner	Mary Grace Ketner		2 - Festival	393.07
	Check	11/03/2014	6367	City of Denton	City of Denton	Over-the-Street-Banner	2 - Festival	120.00
	Check	01/21/2015	6405	City of Denton	City of Denton	Over-the-Street-Banner	2 - Festival	200.00
	Check	01/27/2015	6410	City of Denton	City of Denton	Texas Storytelling Festival 2015 Civic Center Rental	2 - Festival	4,455.00
	Check	02/12/2015		Music Inc	Music Inc		2 - Festival	495.58
	Check	02/23/2015		PJs Party Supply	PJs Party Supply		2 - Festival	58.64
	Check	03/05/2015	Debit Card	City of Denton	City of Denton	Site Inspection fee	2 - Festival	35.00
	Check	03/09/2015		Michaels	Michaels		2 - Festival	57.69
	Check	03/10/2015	10664	Denton Federation ofWomen's Clubs	Denton Federation ofWomen's Clubs		2 - Festival	450.00
	Check	03/10/2015	6436	Richard Nash	Richard Nash	Reimbursement for festival giveaway prizes	2 - Festival	61.44
	Check	03/10/2015		Michaels	Michaels		2 - Festival	55.25
	Check	03/11/2015		ATM Withdrawal	ATM Withdrawal		2 - Festival	300.00
	Check	03/11/2015		ATM Withdrawal	ATM Withdrawal		2 - Festival	100.00
	Check	03/12/2015		ATM Withdrawal	ATM Withdrawal		2 - Festival	130.00
	Check	03/16/2015		PJs Party Supply	PJs Party Supply		2 - Festival	33.33
	Check	03/25/2015		Papa John's	Papa John's		2 - Festival	147.29
Total 61773 · Site Fees								7,465.35
61774 · Workshop Presentar Fees								
	Check	03/10/2015	10655	Jisan Powers_v	Jisan Powers_v		2 - Festival	60.00
	Check	03/10/2015	10656	Mary Grace Ketner	Mary Grace Ketner		2 - Festival	60.00
	Check	03/10/2015	10657	Ann Marie Newman	Ann Marie Newman		2 - Festival	60.00
	Check	03/10/2015	10658	David Claunch	David Claunch		2 - Festival	60.00
	Check	03/10/2015	10659	Sue Kuentz	Sue Kuentz		2 - Festival	60.00
	Check	03/10/2015	10660	Fran Stallings	Fran Stallings		2 - Festival	60.00

Tejas Storytelling Association
Transaction Detail by Account
June 2014 through May 2015

	Type	Date	Num	Name	Source Name	Memo	Class	Amount
	Check	03/10/2015	10661	Pat Nease	Pat Nease		2 - Festival	60.00
	Check	03/10/2015	10662	Rosie Best-Cutrer	Rosie Best-Cutrer		2 - Festival	60.00
Total 61774 · Workshop Presenter Fees								480.00
61777 · Travel								
	Check	03/16/2015		Hampton Inn and Suites	Hampton Inn and Suites		2 - Festival	1,123.50
	Check	03/18/2015		Hampton Inn and Suites	Hampton Inn and Suites		2 - Festival	524.30
	Check	03/18/2015		Hampton Inn and Suites	Hampton Inn and Suites		2 - Festival	79.10
Total 61777 · Travel								1,726.90
61785 · Awards - Gifts								
	Check	03/25/2015	6440	Denton Trophy House	Denton Trophy House		2 - Festival	100.00
	Check	03/26/2015	10669	Betsy Mosier	Betsy Mosier	Reimbursement	2 - Festival	139.51
Total 61785 · Awards - Gifts								239.51
Total 61700 · Other Expense								75,494.81
Total 60000 · Expenses								81,423.73
Total Expense								81,423.73
Net Income								**10,241.18**

Notes: This report has been amended to reflect only festival income and expenses. The original also includes income received during the period of the festival that belongs to other classes, e.g., memberships. Donations to the "30 for 30" fundraising campaign for the 30th Annual Festival are included. *Grants coded as Administration with income restricted to festival have been added.

5:31 PM
02/22/17
Accrual Basis

Tejas Storytelling Association
Profit & Loss by Class - Festival
June 2015 through May 2016

	2 - Festival	TOTAL
Income		
40000 · Revenues		
41020 · Individual Donation	297.64	297.64
41050 · Grants		
41051 · Festival HOT grant	52,747.00	52,747.00
41054 · State	4,343.00	4,343.00
41055 · Other Grants	2,567.50	2,567.50
Total 41050 · Grants	59,657.50	59,657.50
41060 · Earned Income		
41061 · Resource_Sales	8,544.11	8,544.11
41063 · Admission Fees	6,962.17	6,962.17
41064 · Talespinner Party	1,169.05	1,169.05
41065 · Silent Auction	1,606.50	1,606.50
41066 · Master Class	787.40	787.40
41067 · Workshops	45.00	45.00
41068 · Vendors	53.49	53.49
41073 · Affiliate Guild Dues	58.38	58.38
41077 · Website Advertising	110.30	110.30
41081 · Friday Event Lunches	360.00	360.00
41082 · Saturday Event Lunches	380.14	380.14
41083 · Friday Nite Lite Dinner	525.18	525.18
41084 · Concessions	604.30	604.30
41086 · Program Ads	940.14	940.14
Total 41060 · Earned Income	22,146.16	22,146.16
Total 40000 · Revenues	82,101.30	82,101.30
Total Income	82,101.30	82,101.30
Expense		
60000 · Expenses		
61200 · Professional Services		
61205 · Office Support	926.25	926.25
61215 · Web Design	1,890.34	1,890.34
Total 61200 · Professional Services	2,816.59	2,816.59
61400 · Printing, Publications & Postag		
61410 · Printing TSA	565.50	565.50
61450 · Postage	909.68	909.68
Total 61400 · Printing, Publications & Postag	1,475.18	1,475.18
61700 · Other Expense		
61730 · Office Supplies/Minor Office	168.83	168.83
61738 · Meals/Refreshments	6,882.42	6,882.42
61744 · Resource Sales	5,534.47	5,534.47
61760 · Misc. Minor Site Expense	404.39	404.39
61761 · Technical Crew	3,350.00	3,350.00
61770 · Advertising	33,618.98	33,618.98
61771 · Deaf Interpreter	2,130.57	2,130.57
61772 · Teller Fees	8,582.48	8,582.48
61773 · Site Fees	1,098.60	1,098.60
61774 · Workshop Presenter Fees	1,155.00	1,155.00
61777 · Travel	3,175.50	3,175.50
61785 · Awards - Gifts	250.00	250.00
61787 · Graphic Design	780.00	780.00
Total 61700 · Other Expense	67,131.24	67,131.24
Total 60000 · Expenses	71,423.01	71,423.01
Total Expense	71,423.01	71,423.01
Net Income	10,678.29	10,678.29

Exhibit D

Tejas Storytelling Association

Proposed HOT Funds Budget

2018

ART	
Performers	10,600
Site Operations	3450
Stage Manager	600
Total	14,650
ADVERTISING	
Radio & Television	14500
Photography	550
Billboards	3000
Print Advertising	10350
Internet	3800
Contract Labor	5000
Direct Marketing & Promotion	3050
Total	40250
COMBINED TOTAL	54,900

Exhibit E

Tejas Storytelling Association

Letter of Determination certifying tax-exempt status under the Internal Revenue Service Code is already on file with the City of Denton.

Exhibit F

Form **W-9**
(Rev. December 2014)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Tejas Storytelling Association

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only **one** of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☑ Other (see instructions) ▶ **501(c)3**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any) _____
Exemption from FATCA reporting code (if any) _____
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
214 West Hickory

Requester's name and address (optional)

6 City, state, and ZIP code
Denton, Texas 76201

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number
			–			–				

or

Employer identification number
7	5	–	2	2	3	1	0	9	3

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here Signature of U.S. person ▶ Larry Taylor Date ▶ 5-10-17

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at *www.irs.gov/fw9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

Exhibit G

Franchise Tax Account Status

As of : 04/30/2017 15:11:11

This Page is Not Sufficient for Filings with the Secretary of State

THE TEJAS STORYTELLING ASSOCIATION

Texas Taxpayer Number	17522310931
Mailing Address	PO BOX 2806 DENTON, TX 76202-2806
Right to Transact Business in Texas	ACTIVE
State of Formation	TX
Effective SOS Registration Date	02/16/1988
Texas SOS File Number	0105596001
Registered Agent Name	GARY PATTON
Registered Office Street Address	5050 QUORUM DRIVE, SUITE 700 DALLAS, TX 75254

Exhibit H

Tejas Storytelling Association Board of Directors 2016-2017

Name	Email	Office	Phone	Address	City	State	Zip
Larry Thompson	lthompson551@gmail.com	President	210-710-5672	344 Ridge Crest Drive	Seguin	TX	78155-9407
Rebba Raine Teller	rebbaraine@icloud.com	Vice President	512-628-0942	8600 Brodie Lane, Apartment 517	Austin	TX	78745-7970
Granville Ott	gott_austin@yahoo.com	Treasurer	512-258-3345	12201 Black Angus Drive	Austin	TX	78727-6712
Sue Kuentz	sue.kuentz@gmail.com	Secretary	210-326-7877	151 Saur Road	Bulverde	TX	78163-3921
Mary Margaret Campbell	marymargaret@georgeweststoryfest.org	Nominating Committee; Awards Committee	361-319-3067	P.O. Box 660	George West	TX	78022-0660
Kim Lehman	kim.lehman@sbcglobal.net	Public Relations and Marketing	512-627-0113	P.O. Box 2743	Austin	TX	78768-2743
Leslie Buie	lesliebuie@aol.com	Volunteer Coordinator	972-772-0415	1472 Brittany Way	Rockwall	TX	75087-5974
Kay Tobola	kwtobola@gmail.com	Festival Managing Director	281-393-1163	14 Kenny Court	Alvin	TX	77511-9216
Mel Davenport	luvandstories@aol.com	Member at Large	903-968-2483	3024 U.S. Highway 259 North	Diana	TX	75640-2628
James West	james@commoncompany.org	Member at Large	469-767-4448	512 South Carroll Blvd, Apartment 140	Denton	TX	76201
Reba Ott	gott_austin@yahoo.com	Member at Large	512-258-3345	12201 Black Angus Drive	Austin	TX	78727-6712

Exhibit I

Tejas Storytelling Association

Meeting Schedule

2017-2018

The Board of Directors of the Tejas Storytelling Association meets monthly.

There are two (2) face-to-face Board meetings, one at the beginning of the fiscal year in June and the other in January. The Annual Membership Meeting occurs during the Texas Storytelling Festival in March. Local meetings are highlighted below.

All other monthly meetings occur by conference call at 8:00 pm on the fourth Monday of the month.

June 3-4, 2017 9:00 am – Meeting at Hampton Inn, 1513 Centre Place, Denton, TX 76205

July 24, 2017, 8:00 pm – Conference call

August 28, 2017, 8:00 pm – Conference call

September 25, 2017, 8:00 pm – Conference call

October 23, 2017, 8:00 pm – Conference call

November 27, 2017, 8:00 pm – Conference call

December 18, 2017, 8:00 pm – Conference call (may be held early or canceled due to Christmas holiday)

January 6, 2018, Meeting in Denton, Campus Theater, 214 W. Hickory, Denton, TX 76201

February 25, 2018, 8:00 pm – Conference call

March 10, 2018, 4:00 pm – Annual Membership Meeting, Denton Civic Center, 321 E. McKinney St., Denton, TX 76201

March 25, 2018, 8:00 pm – Conference call (may be canceled if business transacted at Membership Meeting)

April 22, 2018, 8:00 pm – Conference call

May 27, 2018, 8:00 pm – Conference call

Exhibit J

Tejas Storytelling Association

The current By-Laws of the Tejas Storytelling Association are already on file with the City of Denton.

Exhibit K

Tejas Storytelling Association

Donations

2016-2017

Item	Organization	Value
Storytelling Performances (9) TSA Members	Denton Parks & Recreation Dept. Summer Day Camps, Spring Family Campout, Halloween Movie in the Park, Denia Fall Festival	$2160
Texas Storytelling Festival Passes	Seniors in Motion for The Longest Day Fundraiser for Alzheimer's Association June 14, 2016	$260
Storytelling Performance Jiaan Powers, TSA Member 2 hours	Lone Star Iced Tea Festival for Lone Star Houston Tea Festival August 13, 2016	$300
Texas Storytelling Festival Passes	Lone Star Iced Tea Festival for Lone Star Houston Tea Festival Silent Auction August 13, 2016	$260
Storytelling Performance DeCee Cornish 2 hours	Denton Black Chamber of Commerce for Denton Blues Festival September 17, 2016	$300
Storytelling Performance Larry Thompson 2 hours	Texas Heritage Music Foundation for Texas Heritage Music Day September 30, 2016	$300
Texas Storytelling Festival Passes	Texas Heritage Music Foundation September 30, 2016	$260
Texas Storytelling Festival Passes	National Storytelling Network Silent Auction for NSN Member Grants Program November 22, 2016	$260

Exhibit K

Texas Storytelling Festival Passes	Kearney Nebraska Storytelling Festival Silent Auction January 17-21, 2017	$520
Texas Storytelling Festival Passes	Denton African-American Scholarship Foundation Fundraiser January 26-29, 2017	$260
Texas Storytelling Festival Passes	Hearts Afire Storytelling Festival Silent Auction January 27-29, 2017	$260
Texas Storytelling Festival Weekend Passes	Kalamazoo Storytelling Festival for Kalamazoo Valley Community College/Museum February 4, 2017	$260
Storytelling Program Elizabeth Ellis, TSA Member 30 minutes	Denton Benefit League February 13, 2017	$150
Texas Storytelling Festival Passes 4 Signed Posters, 4 Books and 4 Puppets	Hearts for the Hungry Annual Fundraiser for Our Daily Bread February 25, 2017	$750
Storytelling Performance Elizabeth Ellis, TSA Member 30 minutes	Lake Dallas Public Library April 12, 2017	$150
Storytelling Workshops TSA Members (TAGS Guild) 5 hours	Art Attack Festival in Salado for Salado Chamber of Commerce and Tourism April 29, 2017	$300

February, 2017

2 Free Full Festival Passes to Community Partners listed below @ $260 unless otherwise noted:

City of Denton
Sara Bagheri, City Council, At Large Place 5
Keeley Briggs, City Council, District 2
George Campbell, City of Denton Manager

Dalton Gregory, City Council, At Large Place 5
Joey Hawkins, City Council, District 4
Randee Klingele, Treasury Service Specialist
Janie McLeod, Community Events Coordinator
Kevin Roden, Denton City Council, District 1
Kathy Schaeffer, City of Denton, Parks and Recreation Manager
Emerson Vorel, Director of Parks and Recreation
Chris Watts, Mayor
Kathleen Wazny, City Council, District 3

Denton Black Film Festival
Linda and Harry Eaddy, Directors

Denton Chamber, Convention and Visitors Bureau
Chuck Carpenter, President, Denton Chamber
Kim Phillips, Vice President, Denton Convention and Visitors Bureau
Denton Chamber Staff, 10 tickets @ $10
Denton Convention and Visitors Bureau Staff, 8 tickets @ $10

Denton Community Theater
Mike Barrow, Managing Director
Julie Brinker, Outreach Director
Dennis and Kyla Welch, Staff

Denton County
Hugh Coleman, Commissioner, Precinct 1
Andy Eads, Commissioner, Precinct 4
Johnny Hammons, Constable
Mary Horn, Judge
Ron Marchant, Commissioner, Precinct 2
Bobbie J. Mitchell, Commissioner Precinct 3

Denton Main Street Association
Christine Gossett, Director
Staff, 4 tickets @ $10 each

Denton ISD
School Board
Dr. Jim Alexander
Barbara Burns
Doug Chadwick
Dorothy Martinez
Mia Price
Dr. Jeannetta Smith
Charles Stafford

Exhibit K

Donna Kearley, Director of Libraries
Dr. Jaime Wilson, Denton ISD Superintendent
Denton ISD School Librarians and Staff: 37 schools, 2 tickets @ $10 each
Greater Denton Arts Council
Tracy Bays-Booth, Executive Director,
Caroline Holley
Joanna Lugo
Danielle Naylor
Greater Denton Arts Council Staff, 6 tickets @ $10
International Storytelling Center
Kirah Sirah, Executive Director
KERA.ORG
Mark Guion, Sales Director
Eric Bright, Program Director
Music Theatre of Denton
David Pierce, Managing Director
Adam Reece, Program Director
Texas State Officials
Michael C. Burgess, Congressman, District 26
Craig Estes, Texas Senator, District 30
Ms. Sue Melton-Malone, State Board of Education Member, District 14
Lynn Stucky, State Representative, District 64
Thin Line Festival for Texas Filmmakers
Mindy Arendt, Marketing Director
Josh Butler, Festival Director

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

RECEIVED MAY 19 2017 ✓

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	Texas Filmmakers Corporation
Name of Event:	Thin Line Fest
Website Address:	thinline.us
Mailing Address:	1501 S. Loop 288, Suite 104, PMB 147
	Denton, TX 76205
Physical Address:	1216 3rd St, Northlake, TX, 76226
Telephone #:	888-893-4560 Fax #: 888-893-4560

Primary Contact Name: (Project Director)	Joshua Butler
Mailing Address:	1216 3rd St.
	Northlake, TX 76226
Telephone #:	214-727-3567 Fax #:
Email Address:	jbutler@thinline.us

Secondary Contact Name: (Local Board Chairman)	Dallas Guill
Mailing Address:	PO Box 51205
	Denton, TX 76201
Telephone #:	214-864-8426 Fax #:
Email Address:	dallas@thinline.us

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

X **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

_____ **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

_____ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

_____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

_____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

_____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
Texas Filmmakers' mission is to educate local audiences through the exhibition of diverse film, music, and photography. Our goal is to expand access to festival content so that all community members are able to experience art from around the world.

3) Does your organization have paid staff?
_____ Yes _____ # Full-time _____ # Part-time
X No

4) Does your organization use volunteers?
X Yes Approximately how many? 100+
_____ No

5) Does your organization ___No_____ own or ____No_____ rent office space?

6) Does your organization own a vehicle?

_____ Yes
X _____ No

7) Is the event that the organization is requesting HOT funds for held on City property?

X _____ Yes Name Location(s) GDAC, Campus Theatre
_____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

X _____ Yes
_____ No

9) List ALL other sources of funding your organization receives and how much.

X _____ Check here if information is attached.

Source	Please Circle One		Dollar Amount
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Thin Line Fest

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2017	5,000 (unique)	38%!!!!	45	
2016	13,000 (total tickets)	25%	60	
2015	15,500 (total Tickets)	22%	70	

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

We spend every dollar advertising the festival to areas outdie of Denton. We purchased ads in national magazines this year. We also use our digital ads to target all over the USA. This is our BIGGEST need. If people know about the festival, they come. Its that simple. In PY2017 we received an increase in HOT funds, and that was turned into an over 50% increase in out-of-town attendance!

13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

I misplaced our ad in Moviemaker Magzine (national), but that went out in January. Other print ads are placed throughout Dallas, Collin, and Tarrant counties. We also place ads up in Gainesville and other outlying areas.

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

Thin Line Fest is one-of-a-kind in that we provide a unique mix of programming across 3 art forms: film, music, and photography. We also bring in National and Internationally known celebrities that participate in our festival. This year we had video conferences with Amy Goodman (Democracy Now) and Bill Nye. The addition of outdoor music programming made this year's festival take on a much larger footprint with more for attendees to take in. The expanding photography festival means more artists are participating than every before. Thin Line Fest is unlike anything else in Texas.

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2015	8/31/2015	1,889	81,470	85,541	-4,071
2016	8/31/2016	-4,071	79,593	82,221	-6,699

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

Thin Line Fest will continue to refine this new spring format with outdoor music. We really need to expand film, but without additional venues it will be difficult. This was also our first year being free and this will continue. We did a decent job getting data this year and I hope to expand our data collection to better understand who is coming and from where. I also want to expand photography as I feel there is a huge opportunity in the region for a large photo exhibition.

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

X Yes

_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

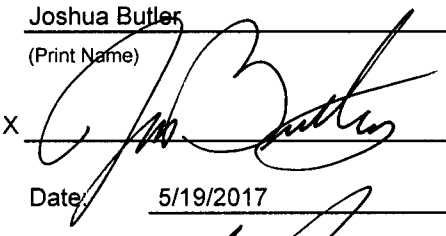
Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount. — N/A

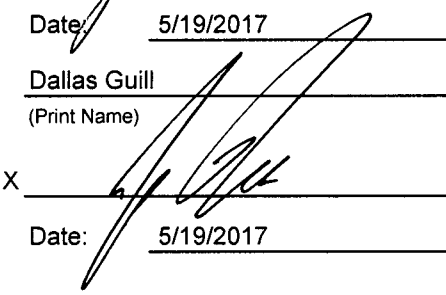
We certify that the information in this application, including all exhibits and supporting documentation is true and correct to the best of our knowledge. It is understood and agreed that any funds awarded as a result of this application will be used for the purpose set for herein and the program guidelines.

Local Board Chairman: Joshua Butler
(Print Name)

X 

Date: 5/19/2017

Project Director Dallas Guill
(Print Name)

X 

Date: 5/19/2017

Late applications are subject to reduction or denial of funding.

Still from *Chasing Coral*.

MOVIES

Which Film Festival Should You Go To This Weekend?

In the battle between Thin Line and EARTHxFILM, it's free live music vs. the chance that Rick Perry stumbles into a *FernGully* screening.

BY ALEX MACON PUBLISHED IN ARTS & ENTERTAINMENT APRIL 19, 2017 1:12 PM

...

Two North Texas film festivals share calendar space this weekend. And while we realize it's not a competition, and one could conceivably go to both, comparisons are inevitable.

In one corner, making its debut at Fair Park, is **EARTHxFILM**. Centered around films about the planet and our role in not destroying it, the new festival is an offshoot of Earth Day

Texas, the environmental expo that is very Dallas in both its size — it's big — and its optimistic belief in the power of private industry to solve the problems of its own making, in this case the biggest problem being a rapidly warming planet.

In the other corner, celebrating its 10th anniversary in Denton, the **Thin Line Film Festival** returns with a movie lineup a bit broader than its documentary-focused programming of years past. Regardless, it's still heavy on the docs, and outside of the movie theater, you'll find photography exhibits and a ton of live music.

If you, web-browsing cinephile, can only make it to one film festival this weekend, which should it be? Here we will make brief cases for each one.

The case for EARTHxFILM (April 20-23 at Fair Park)

- Perhaps finally an answer to the question: "Can film change the world?"
- *Chasing Coral,* a moving and beautiful documentary about the world's disappearing coral reefs. It's already won an audience award at Sundance and been picked up for distribution by Netflix.
- It has a virtual reality lounge.
- Maybe Energy Secretary and noted climate skeptic Rick Perry, Texas Railroad Commissioner and fracking enthusiast Ryan Sitton, or one of the petroleum industry representatives on hanc into a screening of *Fern* the bad guys bulldozing in that movie.
- This panel discussion al progress documentary :

Get the Best Seat in the House

Never miss out on arts and entertainment events in Dallas. Our monthly FrontRow newsletter keeps you up to date on shows, festivals, and fun across North Texas.

ENTERTAIN ME

The case for Thin Line (April 19-23 at Campus Theatre and elsewhere around Denton)

- Everything is free
- Live music, including a really great Friday night lineup at Dan's Silverleaf with Riverboat Gamblers, Pee-lander Z, and Mind Spiders
- There's steady photography programming, including a "gallery experience" at the Golden Triangle Mall
- Documentaries have always been this festival's bread and butter, and a couple eye-catching films on the lineup this year include a doc about Bill Nye the Science Guy and *Alone Among the Taliban.*
- It's the festival's 10th anniversary, which is special.

MOVIES

Get the Best Seat in the House

Never miss out on arts and entertainment events in Dallas. Our monthly FrontRow newsletter keeps you up to date on shows, festivals, and fun across North Texas.

Never miss out on arts a
our F

Email

ENTERTAIN ME

CALLIOPE MUSICALS
LILY TAYLOR
6/30

JOSH THOMPSON
CHRIS NORWOOD
7/15

JUST ANNOUNCED

MC 900 FT JESUS
COTTONMOUTH, TEXAS
7/22

JOAN SHELLEY
SAM BAKER
7/23

The 10th Thin Line Fest Has a Huge Music Lineup, and It Won't Cost You a Penny to See

BY DANNY GALLAGHER

FRIDAY, MARCH 10, 2017 AT 10:30 A.M.

From top left to lower right: The Oxymorons, Larkin Poe, Peelander-Z and BLXPLTN will headline the 10th annual Thin Line Festival in Dallas in April.

Courtesy of Thin Line Fest

422 27 0 A A

The Thin Line Fest has brought an eclectic mix of musical acts and documentaries to downtown Denton for the last nine years. This year, they plan to celebrate their 10th by giving a gift to their fans that's more than just a lineup of music and movies.

The 10th annual Thin Line Fest will offer free admission from Wednesday, April 19 to Sunday, April 23.

ADVERTISING

inRead invented by Teads

advertisement

"It's the festival's 10th anniversary but aside from that, we wanted to see what would happen if we eliminated the price of a ticket as a barrier," says Dallas Guill, the festival's music programmer. "We want to pull more people in and get

the community involved and expose these documentaries and bands to more people and this seemed like a good way to do it."

This year, the festival is also moving outdoors for the first time to accommodate a larger expected crowd. The festival will not only stage shows and screenings at various venues around the downtown Denton area but will also erect its main music stage on the lawn of the Denton County Courthouse and screen films in Travelstead.

UPCOMING EVENTS

Morbid Angel
Fri., Jun. 23, 8:00pm TICKETS

Aaron Lewis
Sat., Jun. 24, 7:00pm TICKETS

Future: Nobody Safe Tour
Sat., Jun. 24, 7:00pm TICKETS

Jermaine Dupri Presents SoSoSUMMER 1...
Sun., Jun. 25, 8:00pm TICKETS

Deftones & Rise Against
Tue., Jun. 27, 6:30pm TICKETS

"What we really wanted to do was create an experience that spans the whole downtown area," he says. "Having something on the courthouse lawn kind of helped connect everything."

Guill says they've also worked to make sure that the music and movie lineups feature a wide mix of talent and stories that can reach as many different tastes as possible and give the fans plenty of opportunities to discover new favorites.

"For me, it's a mix of old and new," Guill says. "That's why I feel like me and Bryan Denny [make a good team]. He used to do bookings at Rubber Gloves. He knows so many of these bands that have been around longer than I was and I kind of complement him with some of the newer ones. So there definitely was some preference there on either side but we went for diversity and I feel we definitely achieved it and especially compared to previous years."

The full lineup of musical acts playing Thin Line Fest this year:

PPL MRV
Larkin Poe
Peelander-Z
Oxymorons
Mind Spiders
Madisons
Supersonic Lips
Bastards of Soul
Sam Lao
Mydolls
Kwinton Gray
Raelyn Nelson
88 Killa

BLXPLTN
Nite
Erik Chandler Band
Raised Right Men
Biographies
tomkat
Southpaw Preachers
The Monkberries
Sky Window
Birds of Night
Sonar Lights
Chase Ryan
Alex Hastings
Wee-Beasties
Paul Slavens
Claire Morales
Frankie J. Rienke
TheHollerTime
Ten Can Riot
Party Static
NikkoNostalgia
Elijah Heaps & Nikolai Rya
J. Catalyst
Richard Gilbert
Ellie Meyer
Matt Farmer
Bereah
The Single Issues
Leoncarlo
For Now
The Heavy Hands
Danny Diamonds
Bad Sports
Dead Flowers
Layne Elizabeth
Matt Grigsby
Purlsnapshirts
Nakamara
Vanessa Peters
Felt & Fur
Somogyi
Mountain Song
Project Freeplay
Greg Vanderpool
Huffer
Hoof
Duell
Shaolin Death Squad

Ex #B

2:19 PM
05/19/17
Cash Basis

Thin Line Fest
Balance Sheet Prev Year Comparison
As of August 31, 2016

	Aug 31, 16	Aug 31, 15
ASSETS		
Current Assets		
Checking/Savings		
10905 · Loan Holdings	0.00	375.00
11000 · Chase Checking	713.94	167.05
Total Checking/Savings	713.94	542.05
Other Current Assets		
12000 · Undeposited Funds	300.00	0.00
Total Other Current Assets	300.00	0.00
Total Current Assets	1,013.94	542.05
Fixed Assets		
15000 · Furniture and Equipment	8,801.71	8,801.71
15100 · Accumulated Depreciation	-3,188.60	-943.60
Total Fixed Assets	5,613.11	7,858.11
TOTAL ASSETS	**6,627.05**	**8,400.16**
LIABILITIES & EQUITY		
Liabilities		
Long Term Liabilities		
27200 · Other Liabilities	18,873.00	16,773.00
Total Long Term Liabilities	18,873.00	16,773.00
Total Liabilities	18,873.00	16,773.00
Equity		
30000 · Opening Balance Equity	0.00	2,215.47
32000 · Unrestricted Net Assets	-8,264.10	-5,369.69
Net Income	-3,981.85	-5,218.62
Total Equity	-12,245.95	-8,372.84
TOTAL LIABILITIES & EQUITY	**6,627.05**	**8,400.16**

Ex C

2:21 PM
05/19/17
Cash Basis

Thin Line Fest
Profit & Loss Prev Year Comparison
September 2015 through August 2016

	Sep '15 - Aug 16	Sep '14 - Aug 15
Ordinary Income/Expense		
Income		
43300 · Direct Public Grants		
43340 · Nonprofit Organization Grants	4,900.00	0.00
Total 43300 · Direct Public Grants	4,900.00	0.00
43400 · Direct Public Support		
43410 · Corporate Contributions	3,125.00	0.00
43450 · Individ, Business Contributions	4,411.88	3,860.90
Total 43400 · Direct Public Support	7,536.88	3,860.90
44500 · Government Grants		
44530 · Local Government Grants	8,269.00	7,875.00
Total 44500 · Government Grants	8,269.00	7,875.00
46000 · Merchandise Sales	1,495.00	0.00
46400 · Other Types of Income		
46430 · Services Revenue	2,063.93	249.73
Total 46400 · Other Types of Income	2,063.93	249.73
46491 · Returned Check Charges	0.00	7.87
47200 · Program Income		
47250 · Festival Submission Fees	3,348.82	4,722.38
47260 · Festival Advertising	8,430.00	7,662.50
47270 · Festival Sponsorship	19,650.00	21,345.89
47280 · Festival Concessions Revenue	827.00	0.00
47290 · Festival Ticket Sales	18,560.55	35,371.49
47925 · Festival Pass Sales	4,512.00	0.00
Total 47200 · Program Income	55,328.37	69,102.26
Total Income	79,593.18	81,095.76
Cost of Goods Sold		
52900 · Purchases - Resale Items	1,354.16	772.50
Total COGS	1,354.16	772.50
Gross Profit	78,239.02	80,323.26
Expense		
60200 · Charitable Contributions	0.00	900.00
60300 · Awards and Grants		
60320 · Cash Awards and Grants	2,700.00	2,109.90
Total 60300 · Awards and Grants	2,700.00	2,109.90
60900 · Business Expenses		
60910 · Bad Debts	0.00	2,050.00
60950 · Bank Fees		
60952 · Payment Processing Fees	3,683.34	3,249.24
60954 · Bank Account Fees	60.00	66.00
60950 · Bank Fees - Other	515.04	164.12
Total 60950 · Bank Fees	4,258.38	3,479.36
60960 · Licenses and Permits	871.40	840.00
60970 · Dues & Memberships	0.00	250.00

ER C

2:21 PM
05/19/17
Cash Basis

Thin Line Fest
Profit & Loss Prev Year Comparison
September 2015 through August 2016

	Sep '15 - Aug 16	Sep '14 - Aug 15
60900 · Business Expenses - Other	0.00	0.00
Total 60900 · Business Expenses	5,129.78	6,619.36
62100 · Contract Services		
62150 · Outside Contract Services	1,767.70	6,294.72
62160 · Security Services	1,335.00	0.00
Total 62100 · Contract Services	3,102.70	6,294.72
62800 · Facilities and Equipment		
62810 · Depr and Amort - Allowable	2,245.00	0.00
62840 · Equip Rental and Maintenance	6,704.55	8,027.43
62860 · Office Utilities	423.62	400.35
62890 · Facilities Rental and Parking	3,349.00	3,284.37
Total 62800 · Facilities and Equipment	12,722.17	11,712.15
65000 · Operations		
65020 · Postage, Mailing Service	392.14	186.60
65030 · Printing and Copying	7,477.61	8,338.24
65040 · Supplies	2,801.05	1,994.68
65050 · Telephone, Telecommunications	235.50	175.50
65060 · Software and Internet Costs	2,273.89	1,482.38
65070 · Automobile Expenses		
65071 · Gasoline	12.85	403.32
65070 · Automobile Expenses - Other	144.50	67.50
Total 65070 · Automobile Expenses	157.35	470.82
Total 65000 · Operations	13,337.54	12,648.22
65100 · Other Types of Expenses		
65110 · Advertising Expenses	8,541.27	10,185.26
65120 · Insurance - Liability, D and O	500.00	1,194.00
65150 · Memberships and Dues	124.90	0.00
65160 · Marketing	1,248.00	619.00
65170 · Meals & Entertainment	1,710.63	322.01
65190 · Other Costs	54.60	39.84
65191 · Talent Costs	27,840.00	27,915.00
Total 65100 · Other Types of Expenses	40,019.40	40,275.11
65200 · Sales Tax	296.07	0.00
68300 · Travel and Meetings		
68320 · Travel		
68321 · Room Accommodations	3,481.53	4,332.42
68320 · Travel - Other	1,431.68	650.00
Total 68320 · Travel	4,913.21	4,982.42
Total 68300 · Travel and Meetings	4,913.21	4,982.42
Total Expense	82,220.87	85,541.88
Net Ordinary Income	-3,981.85	-5,218.62
Net Income	**-3,981.85**	**-5,218.62**

Texas Filmmakers
HOT Funds PY 2018

Exhibit 6D Proposed Budget for Use of Advertising Funds

Description	Qty / Size	Cash
Digital		
Facebook	Pay-Per-Click	$3,500.00
Dallas Observer	Blog, Ads, Twitter, Events, Deals	$2,500.00
DMN, Guide Live	Splash Pages, Banners	$2,500.00
Google	Pay-Per-Click	$3,500.00
		$12,000.00
Outdoor		
E-Billboard	1 every minute during peak times	$1,500.00
		$1,500.00
Print		
Various Regional Publications		$11,500.00
		$11,500.00
	TOTAL:	**$25,000.00**

EXE

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: NOV 09 2004

TEXAS FILMMAKERS CORPORATION
309 N LOCUST ST
DENTON, TX 76201-4126

Employer Identification Number:
27-0098133
DLN:
17053261026024
Contact Person:
EVELYN D GRIFFITHS ID# 31432
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
AUGUST 31
Public Charity Status:
509(a)(2)
Form 990 Required:
YES
Effective Date of Exemption:
JUNE 03, 2004
Contribution Deductibility:
YES
Advance Ruling Ending Date:
AUGUST 31, 2008

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

CF

Form **W-9**
(Rev. December 2014)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Texas Filmmakers Corporation

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only **one** of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC ☑ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☐ Other (see instructions) ▶

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any) _____
Exemption from FATCA reporting code (if any) _____
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
1501 SOUTH LOOP 288, STE 104, PMB147

Requester's name and address (optional)

6 City, state, and ZIP code
DENTON, TEXAS 76205

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number
☐☐☐ - ☐☐ - ☐☐☐☐

or

Employer identification number
2 7 - 0 0 9 8 1 3 3

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here | **Signature of U.S. person** ▶ [signature] | **Date** ▶ 4-4-17

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at *www.irs.gov/fw9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

6+6

Franchise Tax Account Status

As of : 05/19/2017 15:38:38

This Page is Not Sufficient for Filings with the Secretary of State

TEXAS FILMMAKERS' CORPORATION

Texas Taxpayer Number	12700981330
Mailing Address	1501 S LOOP 288 STE 104 DENTON, TX 76205-4708
Right to Transact Business in Texas	ACTIVE ✓
State of Formation	TX
Effective SOS Registration Date	06/03/2004
Texas SOS File Number	0800352681
Registered Agent Name	JOSHUA H BUTLER
Registered Office Street Address	405 S ELM ST., SUITE 102 DENTON, TX 76201

Ex H

Texas Filmmakers Corporation
List of Board Members

Joshua Butler, President
Address: 1216 3rd St Northlake, TX. 76226
Phone: 214-727-3567
E-Mail: jbutler@thinline.us

Alex Payne
Address: 1517 Centre Place Dr Suite 250, Denton, TX 76205
Phone: (972) 979-7727
E-Mail: alex@axisrealty.biz

Kathy Orr, Vice President
Address: 625 Londonderry, Denton, TX, 76210
Phone: (940) 391-4901
E-Mail: kathyorr44@gmail.com

Paul Meltzer, Vice President
Address: 1914 West Oak St, Denton, TX 76201
Phone: (646) 436-7847
E-Mail: pmeltzer33@gmail.com

Dallas Guill
Address: 1008 Anna St., Denton, TX 76201
Phone: (214) 864-8426
E-Mail : dallas@thineline.us

Stanton Brasher
Address: 3512 Chapel Hill Ln, Denton, TX 76207
Phone : (940) 349-0135
E-Mail : stanton@deepellumonair.com

Mindy Arendt
Address : 1409 Paisley, Denton, TX 76209
Phone : (940) 736-0310
E-Mail : mindyarendt@gmail.com

Ed Steele
Address : 2225 Pembrooke Pl, Denton, TX 76205
Phone : (214) 228-5624
E-Mail : edsteele@edsteelephotography.com

Anne Sullivan
Address : 2225 Pembrooke Pl, Denton, TX 76205
E-Mail : asullivan@gmail.com

Michael Fraga
Address : 2520 John Dr, Denton, TX 76207
Phone : (214) 236-8682
E-Mail : michael_fraga@yahoo.com

Texas Filmmakers Corporation
HOT Funds Grant PY2018
Exhibit I
List of Meetings of Governing Body

Board of Director Meetings (Monthly)

3rd Thursdays

CITY OF DENTON

HOTEL OCCUPANCY TAX

PROGRAM YEAR 2018

APPLICATION

MUST BE TYPED

DELIVER TO:

City of Denton
Attn: Randee Klingele
215 E. McKinney St.
Denton, TX 76201

Rate

RECEIVED MAY 22 2017

COMPLETE APPLICATIONS ARE DUE: FRIDAY, MAY 19, 2017 5:00 P.M.

Organization Name:	Water Works Park
Name of Event:	
Website Address:	www.dentonwaterworks.com
Mailing Address:	2400 Long Rd.
	Denton, TX 76207
Physical Address:	321 E. McKinney St., Denton, TX 76201
Telephone #:	(940) 349-8733 Fax #:
Primary Contact Name: (Project Director)	Maria Denison
Mailing Address:	601 E. Hickory St., Suite B
	Denton, TX 76205
Telephone #:	940-349-7463 Fax #:
Email Address:	maria.denison@cityofdenton.com
Secondary Contact Name: (Local Board Chairman)	Christine Taylor
Mailing Address:	601 E. Hickory St., Suite B
	Denton, TX 76205
Telephone #:	940-349-7889 Fax #:
Email Address:	christine.taylor@cityofdenton.com

INCOMPLETE APPLICATIONS WILL NOT BE FORWARDED TO THE COMMITTEE

1) Mark an "X" next to the category or categories that your organization is requesting funds in the attached budget request.

__X__ **Advertising 351.101 (a) 3**
Conducting solicitation or promotional programs that encourage tourists and delegates to come to the City of Denton.

_____ **Arts 351.101 (a) 4**
Providing encouragement, promotion, improvement, and application of the arts as it relates to the presentation, performance, execution or exhibition of the major art forms.

_____ **Historical 351.101 (a) 5**
Providing historical restoration, preservation programs and encouragement to visit preserved historic sites or museums.

_____ **Convention Center 351.101 (a) 1**
The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation and maintenance of convention center facility and/or information center.

_____ **Convention Registration 351.101 (a) 2**
The furnishing of facilities, personnel and materials for the registration of convention delegates and registrants.

_____ **Sporting Events 351.101 (a) 6**
Expenses directly related to a sporting event in which the majority of participants are tourists who substantially increase economic activity at hotels and motels within the municipality.

_____ **Transportation 351.110**
Transporting of tourist from hotels to nearby tourism venues using transportation systems which are owned, operated or financed by the city.

2) Briefly state the purpose of your organization.
Water Works Park is a seasonal outdoor aquatic facility operated by the Denton Parks and Recreation Department. It is a tourist destination that attracts guests from several target markets from different regions that include the DFW to North Texas region, as well as statewide to southwest region of the US.

3) Does your organization have paid staff?
__x__ Yes _____6_____ # Full-time _____Approx 200+_____ # Part-time
_____ No

4) Does your organization use volunteers?
_____ Yes Approximately how many? _____
__x__ No

5) Does your organization _____X____ own or _____ rent office space?

6) Does your organization own a vehicle?

____x____ Yes
_____ No

7) Is the event that the organization is requesting HOT funds for held on City property?

____x____ Yes Name Location(s) Water Works Park, 2400 Long Rd.
_____ No Name Location(s) _____

8) Will the organization be able to provide insurance coverage for the event if held on City property?

____x____ Yes
_____ No

9) List ALL other sources of funding your organization receives and how much.

_____ Check here if information is attached.

Source	Please Circle One		Dollar Amount
Please see Exhibit B	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$
	Earned	Donated	$

10) List the programs, activities or exhibits for the upcoming year that the attached requested budget will fund partially or in full. (351.108)

Advertising 351.101 (a) 3

With the addition of the new wave pool and concessions, we have an opportunity to increase our level our competition for weekend family adventures and overnight staycations. Our goal is to partner with local hotels, motels, and downtown businesses to create weekend getaways with a focus on the water park. Funds requested will be used to advertise the new features and getaway packages.

11) Provide three years attendance and estimated hotel night history for the events listed above in question 10.

Year	Audience Size	# From Out of Town	Hotel Nights	Event
2013-14	84,414	16,040	undetermined	summer season
2014-15	103,716	25,929	undetermined	summer season
2015-16	90,993	22,748	undetermined	summer season
With the addition of the wave pool, we plan to create and feature NEW getaway packages to improve performance measures related to reporting hotel nights.				

12) How do the requested budget expenditures meet the definition of the categories marked on page two? (Advertising, Arts, Historical, Convention Center, Convention Registration, Sporting and/or Transportation)

Advertising 351.101 (a) 3

The requested funds will be used to advertise a new "live offline" water park campaign via getaway packages that will encourage overnight vacations and improve performance measures.

13) What specific market will you target with the organization's marketing plan?

Attach examples and evidence of marketing area and readership. Label Exhibit A (Limit 5)

Tourist Markets

1. Primary tourist market consists of families with kids, ages 2-17; 30+ drive time
2. Secondary tourist market consists of the "bleisure traveler" to capitalize on the growing demographic of business and leisure guests. We'll cross-promote Denton Civic Center's "off the beaten path" campaign with the water park's "live offline" campaign to encourage participants to maximize their experience by bringing the family.

Tourist Gen X: 35% oF Texas travelers; kids under age 18

Tourist Millennial: 30% oF Texas travelers; kids under age 18

Core Market: Families with parents ages 24-52 and kids in household ages 2-17

14) Describe in detail how your event, program or exhibition will promote tourism and the hotel and convention industry.

In an effort to capitalize on the new water park features, we will create new getaway packages via hotel and motel partnerships that will encourage Denton overnight stays targeting our core and tourist markets.

Our plan is to incorporate a new "living offline" campaign that will invite guests from the southwest region of the US to visit Denton and enjoy the water park, as well as explore Denton's off the beaten path attractions i.e. parks, trails, Greenbelt, Downtown, etc.

The addition of the wave pool increases our ability to leverage overnight stays. Through new partnerships, we also plan to promote the living offline campiagn with a variety of NEW Denton ventures that will include weekend getaways in conjunction with the water park triathlon, kayaking programs, July 4 and island party package experiences.

15) Provide the following financial information and attach the last two years' audited financials **or** balance sheet. Label Exhibit B

Year	Fiscal Year	Begin. Balance	Revenue	Expenses	End Balance
2016	2015-16	N/A	1,741,341	2,283,014	-541,673
2015	2014-15	N/A	1,815,747	2,130,038	-314,291

16) Briefly describe the organization's long-term plan (3-5 year) in regard to the program, event or exhibition that funds are being requested.

Our long-term plan is to maximize the new living offine campaign and getaway packages to have a better impact and contribution on tourism and water park cost recovery. The addition of a new wave pool and new concession facility adds value to admission and season passes and will help establish the park as a higher profile destination.

We plan to expand our reach statewide and regionally via new social media marketing strategies and Texas Travel website.

17) The City of Denton requires segregated accounting of its HOT funds. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of two options listed below.

1) Separate checking account without commingling with any other revenues or maintaining in any other bank account or
2) Maintain segregated fund accounting, whereby accounting of HOT revenues and expenditures may not be commingled with any other revenues or expenditures. The funds may be maintained in the same account, however, if HOT funds are invested, a separate account must be established. (All interest earned will be considered restricted HOT funds)

Will the organization be able to segregate the accounting process in either way listed above?

__X__ Yes
_____ No

18) Please provide **all** the following documentation with this application and label as directed.

Exhibit A Provide examples and evidence of marketing area and readership. (limit 5)

Exhibit B Provide the last two years' audited financials or balance sheets and income and expense statement.

Exhibit C Provide the organization's last two years' itemized income and expenses for the event in which your organization received Hotel Occupancy Tax funding.

Exhibit D Provide a proposed budget for funds to be requested for use during the Program Year 2018. Each category request should detail all expenses planned for the total dollar. This must be a separate sheet and not included in the application answers.

Exhibit E Letter of Determination certifying federal tax-exempt status under the Internal Revenue Code. Unless already on file.

Exhibit F Current W-9.

Exhibit G Proof of current status as a non-profit Texas corporation in good standings as reflected on the websites of the State Comptroller and Secretary of State.

Exhibit H List local members of the governing body of the organization. Include title, mailing address and phone number.

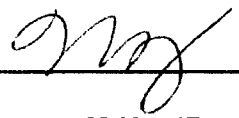
Exhibit I Provide schedule of local governing body's meetings.

Exhibit J Provide constitution and/or by-laws. Unless already on file or if changes have not occurred.

Exhibit K Provide list of all donations made by your organization last year. Include organization and dollar amount.

Local Board Chairman: Maria Denison

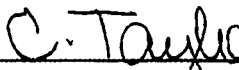
(Print Name)

X 

Date: 22-May-17

Project Director Christine Taylor

(Print Name)

X 

Date: 22-May-17

Late applications are subject to reduction or denial of funding.

EXHIBIT A

Exhibit A: SAMPLES Marketing and Readership

Texas Highways Magazine and eNewsletter

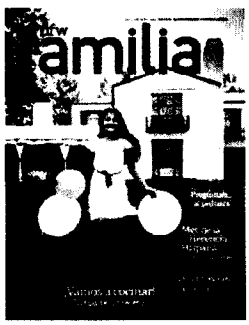
- eNewsletter sent twice-monthly to 103,000+ travelers
- 77% small-town travel, 45% family travel
- 73% traveled to destination advertised in *Texas Highways*
- 79% stayed in hotel when traveling within State of Texas.
- 87% traveled by car when traveling within State of Texas

National Cinemedia; Water Works Park Theater Commercial

- Target: movies that parallel our core and tourist markets
- Per Nielsen, NCM gets 33% higher engagement levels than live sports and broadcast prime TV
- In terms of average monthly reach, NCM ranks 5th between the Broadcast and major Cable Networks.

Clear Channel Digital Billboard

- Dominant Digital provider with over 100 displays
- Reaches 85% of the DMA 18+ population weekly
- 82.2 MM impressions weekly
- 32% Traveled 200+ total miles per week
- 32% Have a 30+ minute commute



dfw familia

- 40,000 magazines printed monthly
- DFW Familia is the FIRST and ONLY magazine exclusively targeting Hispanic families in the Dallas Metroplex area

AD SAMPLES

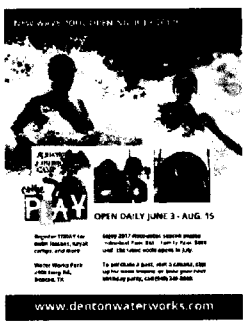


EXHIBIT B

NEIGHBORHOOD SERVICES
PARKS - AQUATIC CENTER

EXPENDITURES	2015-16 ACTUAL	2016-17 BUDGET	2016-17 ESTIMATE	2017-18 PROPOSED
Personnel Services	$ 1,329,000	$ 1,764,985	$ 1,764,985	$ 1,836,509
Materials & Supplies	$ 237,257	$ 378,991	$ 378,991	$ 386,427
Maintenance & Repair	$ 154,323	$ 179,662	$ 179,662	$ 177,912
Insurance	$ 43,078	$ 39,643	$ 39,643	$ 52,008
Operations	$ 421,223	$ 462,345	$ 462,345	$ 456,898
Cost of Service Transfers	$ 98,133	$ 115,871	$ 115,871	$ 114,670
Fixed Assets		-	-	-
TOTAL EXPENDITURES	$ 2,283,014	$ 2,941,497	$ 2,941,497	$ 3,024,424

EXPENDITURES				
Natatorium	$ 1,478,928	$ 1,508,756	$ 1,508,756	$ 1,587,659
Water Works Park	804,086	1,432,741	1,432,741	1,436,765
TOTAL EXPENDITURES	$ 2,283,014	$ 2,941,497	$ 2,941,497	$ 3,024,424

PERSONNEL Full-Time Equivalents (FTE)	2015-16 ACTUAL	2016-17 BUDGET	2016-17 ESTIMATE	2017-18 PROPOSED
TOTAL PERSONNEL	36.18	49.78	49.78	49.78

MAJOR BUDGET ITEMS

FY 2016-17	FY 2017-18
The budget included funding for program expansions at the Natatorium and Waterpark.	The budget reflects no major changes.

(1) This is a joint project between the City of Denton and the Denton Independent School District.

2070-AQUATIC CENTER FUND REV

Statement of Revenues over Expenditures

For the Thirteen Months Ending September 30, 2017

Unaudited - Not for public distribution

		Prior Year Actuals	Current Annual Budget			Proposed
		Annual	Original*	Modified	Avail Balance	Budget
4400	REVENUE - FEES FOR SERVICE	0.00	0.00	0.00	0.00	0.00
4401	COMMUNITY BUILDING RENTAL	0.00	0.00	0.00	0.00	0.00
4401	NATATORIUM FACILITY RENTALS	(78,707.50)	0.00	0.00	37,569.00	0.00
4401	WATER PARK FACILITY RENTALS	(85,130.00)	0.00	0.00	21,170.00	0.00
	COMMUNITY BUILDING RENTAL	(163,837.50)	0.00	0.00	58,739.00	0.00
4440	RECREATION SERVICE FEES	0.00	0.00	0.00	0.00	0.00
4440	NATATORIUM	(135,678.20)	(410,585.00)	(410,585.00)	(346,659.36)	0.00
4440	WATER PARK	(574,610.34)	(1,454,650.00)	(1,454,650.00)	(1,417,781.38)	0.00
4440	WATER PARK GIFT SHOP	(14,632.10)	0.00	0.00	1,711.18	0.00
4440	WATER PARK CONCESSIONS	(119,444.78)	0.00	0.00	4,320.36	0.00
4440	WATER PARK VENDOR COMMISSION	(4,641.58)	0.00	0.00	14.62	0.00
4440	WATER PARK LOCKER RENTALS	(9,976.93)	0.00	0.00	0.00	0.00
4440	CITY AQUATICS PROGRAM REVENUE	(263,673.97)	0.00	0.00	74,225.80	0.00
4440	NATATORIUM CONCESSIONS	(5,200.86)	0.00	0.00	1,098.34	0.00
4440	NATATORIUM MERCHANDISE	(3,230.68)	0.00	0.00	417.68	0.00
4440	NATATORIUM VENDOR COMMISSION	(248.46)	0.00	0.00	0.00	0.00
4440	WATER PARK AQUATICS PROGRAM	(22,044.94)	0.00	0.00	6,018.50	0.00
	RECREATION SERVICE FEES	(1,153,382.84)	(1,865,235.00)	(1,865,235.00)	(1,676,634.26)	0.00
4450	MISCELLANEOUS FEES	0.00	0.00	0.00	0.00	0.00
	MISCELLANEOUS FEES	0.00	0.00	0.00	0.00	0.00
	REVENUE - FEES FOR SERVICE	**(1,317,220.34)**	**(1,865,235.00)**	**(1,865,235.00)**	**(1,617,895.26)**	**0.00**
4500	REVENUE - INVESTMENT	0.00	0.00	0.00	0.00	0.00
4505	INVESTMENT INTEREST INCOME	0.00	0.00	0.00	0.00	0.00
	INVESTMENT INTEREST INCOME	0.00	0.00	0.00	0.00	0.00
	REVENUE - INVESTMENT	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
4600	REVENUE - INTERGOVERNMENTAL	0.00	0.00	0.00	0.00	0.00
4640	GRANT REVENUE	0.00	0.00	0.00	0.00	0.00
	GRANT REVENUE	0.00	0.00	0.00	0.00	0.00
4652	CONTRIBUTIONS DISD	(424,615.00)	0.00	(437,353.00)	(437,353.00)	0.00
	REVENUE - INTERGOVERNMENTAL	**(424,615.00)**	**0.00**	**(437,353.00)**	**(437,353.00)**	**0.00**
4700	REVENUE - CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00
	REVENUE - CONTRIBUTIONS	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
5900	MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
5904	MISCELLANEOUS INCOME	477.00	0.00	0.00	0.00	0.00
5912	LEASE REVENUES	0.00	0.00	0.00	0.00	0.00
	LEASE REVENUES	0.00	0.00	0.00	0.00	0.00
5917	CASH OVER/SHORT	17.69	0.00	0.00	0.01	0.00
	MISCELLANEOUS	**494.69**	**0.00**	**0.00**	**0.01**	**0.00**
		(1,741,340.65)	(1,865,235.00)	(2,302,588.00)	(2,055,248.25)	0.00
8000	OTHER REVENUE & EXPENDITURES					
8001	REVENUE-INVESTMENTS	0.00	0.00	0.00	0.00	0.00
	REVENUE-INVESTMENTS	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
8050	PROCEEDS FROM LONG TERM DEBT	0.00	0.00	0.00	0.00	0.00
	PROCEEDS FROM LONG TERM DEBT	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
8150	REVENUE - OTHER	0.00	0.00	0.00	0.00	0.00
8210	DEBT SERVICE TRANSFERS	0.00	0.00	0.00	0.00	0.00
	DEBT SERVICE TRANSFERS	0.00	0.00	0.00	0.00	0.00
	REVENUE - OTHER	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
	OTHER REVENUE & EXPENDITURES	0.00	0.00	0.00	0.00	0.00
	Net(Income)/Loss	***($1,741,340.65)***	***($1,865,235.00)***	***($2,302,588.00)***	***($2,055,248.25)***	***$0.00***

Exhibit B

Selected Total - Aquatics

Statement of Expenditures

For the Thirteen Months Ending September 30, 2017

	Prior Year Actuals 15-16	Current Annual Budget 16-17			Proposed 17-18
	Annual	Original*	Modified	Avail Balance	Budget
6000 EXPENDITURES					
PURCHASED POWER	0.00	0.00	0.00	0.00	0.00
FUEL	0.00	0.00	0.00	0.00	0.00
PURCHASE OF WATER	0.00	0.00	0.00	0.00	0.00
TRANSMISSN OF POWER	0.00	0.00	0.00	0.00	0.00
PERSONNEL SERVICES	1,329,000.56	1,758,678.00	1,758,678.00	1,122,255.94	1,836,509.00
MATERIALS AND SUPPLIES	237,256.89	378,991.00	378,991.00	178,192.45	386,427.00
MAINTENANCE & REPAIR	154,322.71	179,662.00	179,662.00	81,651.08	177,912.00
DEPRECIATION EXPENSE	0.00	0.00	0.00	0.00	0.00
INSURANCE	43,077.96	39,643.00	39,643.00	16,517.87	52,006.00
ADMINISTRATIVE COST	0.00	0.00	0.00	0.00	0.00
MISCELLANEOUS	0.00	0.00	0.00	0.00	0.00
OPERATIONS	421,222.96	462,345.00	462,345.00	285,042.18	456,898.00
INTEREST EXPENSES & FISCAL CHA	0.00	0.00	0.00	0.00	0.00
DEBT SERVICE TRANSFER	0.00	0.00	0.00	0.00	0.00
INTERFUND TRANSFERS	98,133.00	115,871.00	115,871.00	53,529.56	114,670.00
FIXED ASSETS	0.00	0.00	0.00	0.00	0.00
EXPENDITURES	2,283,014.08	2,935,190.00	2,935,190.00	1,737,189.08	3,024,422.00
Net(Income)/Loss	***$2,283,014.08***	***$2,935,190.00***	***$2,935,190.00***	***$1,737,189.08***	***$3,024,422.00***

Exhibit B

EXHIBIT D

RECEIVED MAY 22 2017
Late

Water Works Park, 2017-2018
Exhibit D: Proposed Budget Request

Advertising 351.101 (a)

Arrington Interstate Digital Billboard	$6,000
(three-month contract)	
Clear Channel Interstate Digital Billboard	$6,000
(three -month contract)	
National CineMedia; theater advertising	$8,000
DFW and Statewide Magazine Advertising	
Lone Star Go direct mail inserts $2,745 (4)	$10,980
Dallas Child full-page ads $1775 (4)	$7,100
Suburban Parent; Spanish ads $1200 (2)	$2,400
Texas Highways; 1/3 page ad	$3,492
Targeted Digital and Social Media Advertising	
DFW Dallas County email marketing (2)	$4,144
Collin County email marketing (2)	$2,336
Travel Texas email newsletter; Roadtripping Texas	$2,000
TravelTexas.com "Things to Do" banner	$1,500
Texas Highways eNewsletter banner	$1,500
Social media advertising	$2,000
Google adwords	$2,000
	$59,452

EXHIBIT E

TEXAS SALES TAX EXEMPTION CERTIFICATE | **VENDOR**

NAME OF PURCHASER, FIRM OR AGENCY

CITY OF DENTON

ADDRESS (STREET & NUMBER, P.O. BOX OR ROUTE NUMBER) | PHONE

215 E. MCKINNEY STREET | (940) 349-7100

CITY, STATE, ZIP CODE

DENTON, TEXAS 76201

******* TIN # 75-6000514 *******

I, the purchaser named above, claim an exemption from payment of sales tax for the purchase of taxable items described below or on the attached order or invoice:

Description of items to be purchased, or on the attached order or invoice:

Purchaser claims this exemption for the following reason:

MUNICIPAL GOVERNMENT AND UTILITY

I understand that I will be liable for payment of Sales Tax which may become due for failure to comply with the provisions of the State, City and/or Metropolitan Transit Authority Sales and Use Tax Laws and Comptroller rules regarding exempt purchases. Liability for the tax will be determined by the price paid for the taxable items purchased or the fair market rental value for the period of time used.

I understand that it is a misdemeanor to give an Exemption Certificate to the seller for taxable items which I know, at the time for purchase, will be used in a manner other than that expressed in this certificate and that upon conviction may be fined not more than $500.00 per offense.

PURCHASER	TITLE	DATE
	Interim Purchasing Manager	4/12/17

NOTE: This certificate cannot be issued for the purchase, lease or rental of a motor vehicle.

THIS CERTIFICATE DOES NOT REQUIRE A NUMBER TO BE VALID

Sales and Use Tax *EXEMPTION NUMBERS* or "TAX EXEMPT" Numbers do not exist

This certificate should be furnished to the supplier. DO NOT send the completed certificate to the Comptroller of Public Accounts

EXHIBIT F

Form **W-9**
(Rev. December 2014)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print or type
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
City of Denton

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only one of the following seven boxes:
☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶
Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.
☑ Other (see instructions) ▶ Municipality

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
Exempt payee code (if any)
Exemption from FATCA reporting code (if any)
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)
215 East McKinney Street

Requester's name and address (optional)

6 City, state, and ZIP code
Denton, TX 76201

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number
[ ][ ][ ] - [ ][ ] - [ ][ ][ ][ ]

or

Employer identification number
7 5 - 6 0 0 0 5 1 4

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here | **Signature of U.S. person ▶** [signature] C.I.M **Date ▶** 1/1/2017

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at *www.irs.gov/fw9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

EXHIBIT H

City of Denton
City Council Contact Information

Mailing Address for the City Council:
City of Denton
215 E. McKinney
Denton, TX 76201

Voice Mail: 349-7717
Fax: 349-8596

Mayor
Chris Watts
2216 S. Bonnie Brae
Denton, TX 76207
E-mail: chris.watts@cityofdenton.com

Office: 349-7717
Cell: 594-6604

Council Member – District 1
Gerard Hudspeth (Diane)
606 Wilson Street
Denton, TX 76205
E-mail: gerard.hudspeth@cityofdenton.com

Cell: 214/543-9091

Council Member – District 2
Keely G. Briggs (Chris)
3108 Broken Bow
Denton, TX 76209
E-mail: keely.briggs@cityofdenton.com

Cell: 453-8377

Council Member– District 3
Kathleen Wazny (Raymond)
9117 Perimeter Street
Denton, TX 76207
E-mail: kathleen.wazny@cityofdenton.com

Cell: 367-0171

Council Member – District 4
John Ryan (Carol)
43 Wellington Oaks Circle
Denton, TX 76210
E-mail: john.ryan@cityofdenton.com

Cell: 940/206-7213

Council Member – At Large Place 5
Dalton Gregory (Donna)
2408 Emerson Lane
Denton, TX 76209
E-mail: dalton.gregory@cityofdenton.com

Home: 565-9331

Mayor Pro Tem – At Large Place 6
Sara Bagheri (Chris Robles)
3201 Westgate Drive
Denton, TX 76207
E-mail: sara.bagheri@cityofdenton.com

Cell: 230-1601

Revised 05/17/17

EXHIBIT I

2017 CITY COUNCIL MEETING DATES AND DEADLINES

MEETING DATE	TYPE OF MEETING	DUE DATE LEGAL REQUEST	CAPTIONS DUE TO PURCHASING (BIDS/PURCHASES)	CAPTIONS DUE IN LEGISTAR BY NOON	BACKUP 'AGENDA READY' IN LEGISTAR BY 10 AM
January 2	**No Luncheon**				
January 3	**No Meeting**				
January 10	Special Called Session	December 16	December 20	December 22*	January 6
January 17	**No Meeting**				
January 24	4th Tuesday Session	December 30		January 9	January 20
January 31	**No Meeting**				
February 6	Luncheon	January 13		January 23	February 2**
February 7	Work/Regular Session	January 13	January 17	January 23	February 3
February 14	2nd Tuesday Session	January 20		January 30	February 10
February 21	Work/Regular Session	January 27	January 31	February 6	February 17
February 28	**No Meeting**				
March 6	**No Luncheon**				
March 7	Work/Regular Session	February 10	February 14	February 20	March 3
March 14	**No Meeting**				
March 21	Work/Regular Session	February 24	February 28	March 6	March 17
March 28	4th Tuesday Session	March 3		March 13	March 24
April 3	Luncheon	March 10		March 20	March 30**
April 4	Work/Regular Session	March 10	March 14	March 20	March 31
April 11	2nd Tuesday Session	March 17		March 27	April 7
April 18	Work/Regular Session	March 24	March 28	April 3	April 14
April 25	4th Tuesday Session	March 31		April 10	April 21
May 1	Luncheon	April 7		April 17	April 27**
May 2	Work/Regular Session	April 7	April 11	April 17	April 28
May 9	2nd Tuesday Session	April 14		April 24	May 5
May 16	Work/Regular Session	April 21	April 25	May 1	May 12
May 23	Election Meeting	April 28		May 8	May 19
May 30	**No Meeting**				
June 5	Luncheon	May 12		May 22	June 1**
June 6	Work/Regular Session	May 12	May 16	May 22	June 2
June 13	2nd Tuesday Session	May 19		May 26*	June 9
June 20	Work/Regular Session	May 26	May 30	June 5	June 16
June 27	4th Tuesday Session	June 2		June 12	June 23
July 3	**No Luncheon**				
July 4	**No Meeting**				
July 11	**No Meeting**				

2017 CITY COUNCIL MEETING DATES AND DEADLINES

Meeting Date	Type Of Meeting	Due Date Legal Request	Captions Due To Purchasing (Bids/Purchases)	Captions Due In Legistar by Noon	Backup 'Agenda Ready' in Legistar by 10 AM
July 18	Work/Regular Session	June 23	June 27	July 3	July 14
July 25	4th Tuesday Session	June 30		July 10	July 21
August 1	Work/Regular Session	July 7	July 11	July 17	July 28
August 3	Budget Workshop	July 7		July 17	July 28
August 7	Luncheon	July 14		July 24	August 3**
August 8	2nd Tuesday Session	July 14		July 24	August 4
August 15	Work/Regular Session	July 21	July 25	July 31	August 11
August 22	4th Tuesday Session	July 28		August 7	August 18
August 29	**No Meeting**				
September 4	**No Luncheon**				
September 5	**No Meeting**				
September 12	Special Called Session	August 18	August 22	August 28	September 8
September 19	Work/Regular Session	August 25	August 29	September 1*	September 15
September 26	4th Tuesday Session	September 1		September 11	September 22
October 2	Luncheon	September 8		September 18	September 28**
October 3	**No Meeting**				
October 10	2nd Tuesday Session	September 15		September 25	October 6
October 17	Work/Regular Session	September 22	September 26	October 2	October 13
October 24	4th Tuesday Session	September 29		October 9	October 20
October 31	**No Meeting**				
November 6	Luncheon	October 13		October 23	November 2**
November 7	Work/Regular Session	October 13	October 17	October 23	November 3
November 14	2nd Tuesday Session	October 20		October 30	November 10
November 21	**No Meeting**				
November 28	4th Tuesday Session	November 3		November 13	November 21**
December 4	Luncheon	November 10		November 20	November 30**
December 5	Work/Regular Session	November 17	November 14	November 20	December 1
December 12	2nd Tuesday Session	November 22*		November 27	December 8
December 19	**No Meeting**				
December 26	**No Meeting**				

* Denotes earlier due date because of holiday

** Denotes earlier due date / Backup 'Agenda Ready' in Legistar by 5 PM

[11/15/2016]