



## MEMORANDUM

**DATE:** September 3, 2025  
**TO:** Honorable Mayor and Council Members  
**FROM:** Christine Taylor, Assistant City Manager  
**SUBJECT:** Budget Work Session Follow-Up Questions and Budget Simulator Responses

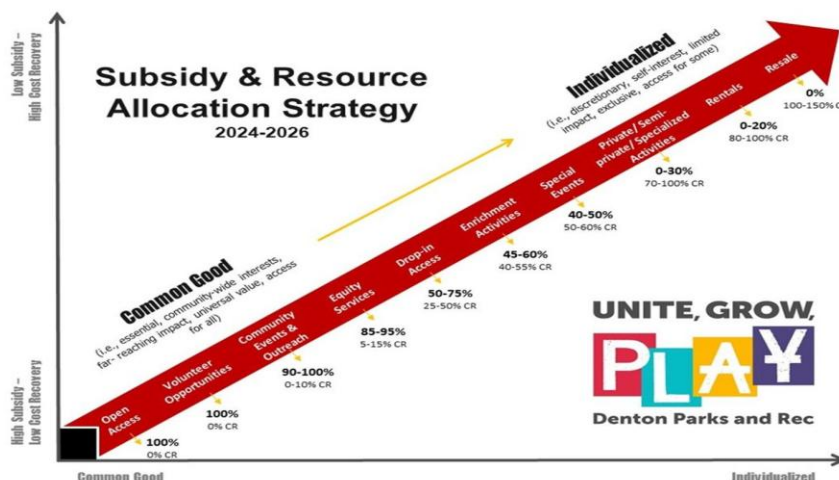
### 1. What is the sales tax generated from the proposed Ambassador boundary?

As a follow-up to the Budget Workshop on August 9, 2025, staff have compiled the monthly sales tax revenue year-to-date (September 2024 through July 2025) for the current and proposed ambassador areas.

Monthly sales tax revenues for the original ambassador area were approximately \$843,080. The proposed new ambassador program area, which encompasses the downtown square proper, generated approximately \$384,568 in sales tax revenue during the same period. Due to the confidentiality requirements of the Texas Tax Code, sections 111. 006, 151. 027, and 321. In 2022, the data can only be shared in aggregate without identifying business information.

### 2. How does the Parks and Recreation Department determine its annual fees?

The Parks and Recreation Department uses a Subsidy and Resource Allocation Strategy. With this strategy, the cost recovery percentage increases as the individual benefit of a program or service increases.



## OUR CORE VALUES

Inclusion • Collaboration • Quality Service • Strategic Focus • Fiscal Responsibility

### 3. Budget Simulator Feedback

Following the Budget Workshop, the City invited residents to explore the Fiscal Year 2026 Budget and share their perspectives through the interactive online tool. The interactive platform provides an engaging way for residents to see how tax dollars are allocated across essential services by allowing users to simulate different General Fund budget scenarios.

As of September 2, 2025, 58 responses were received.

#### Response Demographics:

| Age Range:   | Count:    | % of Results | % of Adult Population* |
|--------------|-----------|--------------|------------------------|
| 18-29        | 11        | 19%          | 35%                    |
| 30-49        | 30        | 52%          | 30%                    |
| 50-69        | 14        | 24%          | 25%                    |
| 70+          | 3         | 5%           | 10%                    |
| <b>Total</b> | <b>58</b> | <b>100%</b>  | <b>100%</b>            |

| Postal Code: | Count:    | % of Results | % of Population** |
|--------------|-----------|--------------|-------------------|
| 76201        | 18        | 31%          | 20%               |
| 76205        | 4         | 7%           | 14%               |
| 76207        | 6         | 11%          | 12%               |
| 76208        | 7         | 13%          | 19%               |
| 76209        | 9         | 16%          | 20%               |
| 76210        | 10        | 18%          | 16%               |
| 76226        | 2         | 4%           | N/A               |
| 76227        | 2         | 4%           | N/A               |
| <b>Total</b> | <b>58</b> | <b>100%</b>  | <b>100%</b>       |

\*ACS 2023 1-Year Estimate

\*\*2020 Census Data

#### Simulator Spending Results:

- 15 responses – Increase the proposed rate
- 16 responses – Keep the proposed rate
- 27 responses – Decrease the proposed rate

| General Fund Department | Decrease/Increase<br>(# of Responses) | Majority Response Feedback |
|-------------------------|---------------------------------------|----------------------------|
| Community Improvement   | 4/11                                  | Fund at 103%, \$1,257,922  |
| Transportation          | 3/10                                  | Fund at 103%, \$2,544,109  |
| Library                 | 4/11                                  | Fund at 103%, \$7,176,340  |
| Traffic                 | 2/6                                   | Fund at 102%, \$3,110,424  |
| Community Development   | 4/11                                  | Fund at 102%, \$1,257,922  |
| Parks and Recreation    | 4/9                                   | Fund at 101%, \$27,088,614 |
| Building Inspections    | 3 / 4                                 | Fund at 99%, \$4,382,343   |

### OUR CORE VALUES

Inclusion • Collaboration • Quality Service • Strategic Focus • Fiscal Responsibility

|                              |      |                           |
|------------------------------|------|---------------------------|
| <b>Planning</b>              | 5/4  | Fund at 99%, \$4,702,872  |
| <b>Internal Audit</b>        | 3/0  | Fund at 98%, \$728,736    |
| <b>Fire</b>                  | 3/0  | Fund at 98%, \$48,954,142 |
| <b>Animal Services</b>       | 4/1  | Fund at 98%, \$4,533,872  |
| <b>Legal</b>                 | 5/0  | Fund at 97%, \$3,817,676  |
| <b>Economic Development</b>  | 9/3  | Fund at 97%, \$5,961,586  |
| <b>Municipal Judge</b>       | 6/0  | Fund at 97%, \$676,640    |
| <b>PS Communications</b>     | 8/0  | Fund at 97%, \$6,052,772  |
| <b>Finance</b>               | 6/0  | Fund at 96%, \$8,182,848  |
| <b>Human Resources</b>       | 7/0  | Fund at 95%, \$4,847,275  |
| <b>City Council</b>          | 9/0  | Fund at 95%, \$241,591    |
| <b>City Manager's Office</b> | 14/0 | Fund at 94%, \$3,706,579  |
| <b>Police</b>                | 13/0 | Fund at 94%, \$51,801,133 |

### Simulator Responses:

| <b>Age Range</b> | <b>Zip Code</b> | <b>Comment</b>  |
|------------------|-----------------|---|
| <b>50-69</b>     | 76201           | Better government looks to act like a business and streamline, find efficiencies while reducing costs in order to drive profits. While government shouldn't drive profit it should look to operate efficiently and lean. Be excellent stewards of taxpayers money.  |
| <b>50-69</b>     | 76201           | People are struggling to pay for necessities. The county has increased the values of our homes due to the increased homestead exemption. The school district is asking for so much it has to go to vote. Now this. You are all taxing us out of our homes. Find somewhere else to cut.  |
| <b>30-49</b>     | 76210           | How about cutting cost in office. Do we really need that many in admin. I don't see or hear any of them complaining about the cost of living, but yet they think it's easy to raise the rates for people. Look at cuts internally vs putting it back on the community. There is a ton of wasted money.  |
| <b>30-49</b>     | 76208           | Decrease administrative costs. Instead of having the public take on percentage increase, find where there can be cost savings on the administrative side. If we have to do that in our house for the price increases you should have to do so internally as well.   |
| <b>30-49</b>     | 76205           | Cut the waste in the CMO office   |
| <b>50-69</b>     | 76201           | Please contact me if you need assistance with addressing the budget shortfall   |
| <b>30-49</b>     | 76209           | I'm happy to pay slightly more in taxes if the money is prioritized for providing services to residents. I believe we can find efficiencies in the police department, particularly when it comes to overtime; that's where my most substantial cut would be. I did not see a spending category for road maintenance and construction, but I believe more money should be allocated there to make sure road projects aren't just taken on, but also completed quickly and on time. In addition, I allocated more funds to planning, building inspections, etc. because I believe staff in planning should have |

### OUR CORE VALUES

Inclusion • Collaboration • Quality Service • Strategic Focus • Fiscal Responsibility

|              |       |  |
|--------------|-------|--|
|              |       | more capacity to study and implement changes to our city code to allow for the by-right development of missing middle housing, decreased minimum lot sizes, abandonment of parking minimums, and other measures that would make development of housing that is affordable to middle and lower income individuals more attractive. Finally, I am hoping that allocating more funds to economic development can help spur development in the Southern part of downtown by expanding TIRZ One or creating a third TIRZ to include the part of downtown south of the square to help promote high quality housing and retail development there. |
| <b>30-49</b> | 76207 | Please don't raise our property taxes thanks   |
| <b>50-69</b> | 76208 | 10% across the board cuts. Give me broad a** categories with no f***ing detail and this is what you get. Plus a 1 cut in property taxes. Boom surplus  |
| <b>50-69</b> | 76208 | Public safety is paramount. We need sufficient police and firefighters. Does this budget include DME and the landfill? Does it include raises for city staff?  |
| <b>50-69</b> | 76208 | Do not increase property taxes please. Many of us have already paid for many years and kids are grown, no longer in school. Tax the developers you allow to build so many apartments calling it affordable housing yet no pride of ownership comes from tenants. Literally driving us to find elsewhere to move as Denton is not looking out for homeowners by raising our taxes.  |
| <b>30-49</b> | 76201 | Easy. Cut the p**s.  |
| <b>30-49</b> | 76209 | Outsource public grounds maintenance and landscaping to an approved contractor. Outsource "streets" department.  |
| <b>18-29</b> | 76207 | I would really like to see an effort put into the community spaces of Denton. I would love to see better roads, side walks for accessibility, and transportation. There are a lot of college students (and other adults) who cannot afford to own a car and there are not accessible ways for those people to travel around the city. I chose to take money away from the police because I believe that the budget they have is much too high and the money that goes to them could be put in helping the community of Denton become a better place.   |
| <b>30-49</b> | 76210 | Spend less on the bureaucracy and spend more on community oriented pursuits.   |
| <b>50-69</b> | 76227 | Quit taxing us out of the ability to make out house payments and learn to do your job and quit spending more then you have. If it cost 500 dollars to light a softball field, make the people using it pay 500 dollars   |
| <b>18-29</b> | 76201 | I really want more routes for University students to reach more of Denton, not all students have a car or can afford to have a car here so transportation is really important. I also would love more stuff that involves helping the community.   |
| <b>18-29</b> | 76208 | Reduce property tax and reduce spend   |

### OUR CORE VALUES

Inclusion • Collaboration • Quality Service • Strategic Focus • Fiscal Responsibility

|              |       |   |
|--------------|-------|---|
| <b>30-49</b> | 76210 | Money should be spent to figure out traffic problems. Traffic signals are not the only option! Put in more roundabouts on major roads!  |
| <b>50-69</b> | 76226 | <p>Cuts in all departments except public safety, streets, &amp; infrastructure. Stop with the virtue signaling and support of non-critical services.</p> <p>The recent audit findings of our infrastructure management is a tell for just how poorly our city is being run.</p> <p>Fire the city manager and the street management staff. Hire professionals.</p> <p>I'll not vote for any city council who runs on any other issues.</p> |
| <b>30-49</b> | 76205 | We need to reduce spending as much as possible and do not start any more bond debt.   |
| <b>50-69</b> | 76208 | Including federal, I lose nearly 40% of my paycheck to taxes, more if we count layered taxation. Government spending is out of control in all levels. Big government doesn't work, big government only gets worse and more demanding.   |
| <b>30-49</b> | 76207 | Increase affordable housing. Increase/develop intra-city public transport   |
| <b>30-49</b> | 76201 | If you want more money, get it out of the developers instead of making more sweetheart deals and raising property taxes. Denton property taxes are already higher than most of the surrounding cities and we get nothing more from it.  |
| <b>30-49</b> | 76201 | cops are significantly overpaid and ineffective - money should be rerouted to libraries, public transportation and public parks services.   |
| <b>18-29</b> | 76201 | By lowering the police presence and focusing on community development, we will need less policing.  |
| <b>30-49</b> | 76201 | More money for Community Improvement Services would improve neighborhood services, and more for Parks would allow needed park improvements - both directly benefit property tax payers.   |
| <b>18-29</b> | 76201 | Police are overfunded, patrolling all over the city while streets are permanently under construction. It is inconvenient and an eyesore to be surround by orange cones and constant construction on campus and the surrounding area.  |
| <b>18-29</b> | 76209 | It's wild that we're spending more on "public safety communications" than on the entirety of Transportation. More buses!  |
| <b>30-49</b> | 76227 | 55M on police is insane. Statistically there's no measurable effect by spending more on police enforcement.   |

### OUR CORE VALUES

Inclusion • Collaboration • Quality Service • Strategic Focus • Fiscal Responsibility

|              |       |   |
|--------------|-------|---|
| <b>70+</b>   | 76201 | You need to stop letting staff influence policy, that is NOT their job. Bond money and community service needs to aggressively go after transitional and permanent supportive housing by encouraging, cooperating with and facilitating NPOs who want to build housing. Stop blocking access out of neighborhoods by working on several streets at a time. Hire highly qualified ppl.   |
| <b>18-29</b> | 76201 | Decrease in inflated police (2/3 of the whole budget originally! They must be so bored!) budget allowing drastic increases to community improvement, legal, management, traffic, and public transportation.   |
| <b>30-49</b> | 76209 | I obviously have no idea what goes into these numbers. So all I can do is give a general opinion. My general opinion is that if property taxes are increased, you will not see an increase in revenue because people will simply stop using and spending so much. You've already seen this effect in sales tax figures I assume. People are in budget tightening mode. Which means the city should also be in budget tightening mode. I have had to make cuts in my business, and it was hard. It's time for the city to do the same. |

### OUR CORE VALUES

Inclusion • Collaboration • Quality Service • Strategic Focus • Fiscal Responsibility