



City of Denton

City Hall
215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Meeting Agenda

Community Partnership Committee

Wednesday, July 29, 2026

9:00 AM

City Hall Conference Room

SPECIAL CALLED

After determining that a quorum is present, the Community Partnership Committee of the City of Denton, Texas, will convene in a Special Called Meeting on Wednesday July 29, 2026, at 9:00 a.m. in the Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas at which the following items will be considered:

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

This section of the agenda permits a person to make comments regarding public business on items not listed on the agenda. This is limited to two speakers per meeting with each speaker allowed a maximum of four (4) minutes.

2. ITEMS FOR CONSIDERATION

[CPC26-021](#) Consider approval of the minutes for the Community Partnership Committee meetings held July 16, 2026, and July 17, 2026.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)
 [Exhibit 2 - 7-16-2026 draft minutes](#)
 [Exhibit 3 - 7-17-2026 draft minutes](#)

[CPC26-022](#) Receive a report, hold a discussion, and provide recommendations regarding the Sponsorship Program funding levels and budget requests for Fiscal Year 2026-27.

Attachments:

[Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - Sponsorship Presentation](#)
[Exhibit 3 - Sponsorship Program Guidelines](#)
[Exhibit 4 - Sponsorship Financials](#)
[Exhibit 5 - In-Kind Financials](#)
[Exhibit 6a - Children's Advocacy Center for North Texas](#)
[Exhibit 6b - Denton Parks Foundation -Juneteenth Celebration 2027](#)
[Exhibit 6c - Health Services of North Texas](#)
[Exhibit 6d - Denton Black Film Festival Institute Inc](#)
[Exhibit 6e - DMAC Amplify Denton](#)
[Exhibit 6f - DMAC Monster Dash](#)
[Exhibit 6g - TejasStorytelling](#)
[Exhibit 6h - DMAC Joan of Bark](#)
[Exhibit 6i - Texas Veterans Hall of Fame](#)
[Exhibit 6j - Denton Maker Center \(DMC\)](#)
[Exhibit 6k - Denton Parks Foundation-Dog Days of Denton](#)
[Exhibit 6l - Kiwanis Youth Services Inc.](#)
[Exhibit 6m - North Texas State Fair Association](#)
[Exhibit 6n - Vokkaliga Parishat of America](#)
[Exhibit 6o - Denton Breakfast Kiwanis Club](#)
[Exhibit 6p - Denton County Friends of the Family Friends of the Badge](#)
[Exhibit 6q - Denton County Friends of the Family Coffee Crawl](#)
[Exhibit 6r - Denton Black Chamber of Commerce](#)
[Exhibit 6s - Denton's Day of the Dead Festival](#)
[Exhibit 6t - Greater Denton Arts Council](#)
[Exhibit 6u - Downtown Denton Foundation Denton Main Street Association](#)
[Exhibit 6v - Denton Festival Foundation Inc.](#)
[Exhibit 6w - Southwest Celtic Music Association](#)
[Exhibit 6x - Denton Community Market](#)
[Exhibit 6y - Denton Holiday Festival Association Inc.](#)
[Exhibit 6z - Texas Filmmakers Corporation](#)
[Exhibit 6aa - Friends with Benefits](#)
[Exhibit 6ab - Filmmaking Access Incorporated](#)

[CPC26-023](#) Receive a report, hold a discussion, and provide recommendations regarding the Hotel Occupancy Tax Program funding levels and budget requests for Fiscal Year 2026-27 covering Program Year 2027.

Attachments:

[Exhibit 1 - Agenda Information Sheet HOT Funds](#)
[Exhibit 2 - HOT Presentation](#)
[Exhibit 3 - HOT Funds Program Guidelines](#)
[Exhibit 4a - HOT Financials - Rubric Based Funding](#)
[Exhibit 4b - HOT Financials - Level Funding](#)
[Exhibit 5a - Denton Parks Foundation - Juneteenth Celebration](#)
[Exhibit 5b - Denton Parks Foundation - Dog Days of Denton](#)
[Exhibit 5c - Denton Black Film Festival Institute](#)
[Exhibit 5d - Greater Denton Arts Council](#)
[Exhibit 5e - North Texas State Fair Association](#)
[Exhibit 5f - Texas Veterans Hall of Fame](#)
[Exhibit 5g - Texas Festival](#)
[Exhibit 5h - DMAC Amplify Denton](#)
[Exhibit 5i - Denton County Office of History and Culture](#)
[Exhibit 5j - City Denton Main Street Program](#)
[Exhibit 5k - Instant Film Society](#)
[Exhibit 5l - Denton Destination Management & Marketing Organization](#)
[Exhibit 5m - Downtown Denton Foundation](#)
[Exhibit 5n - Denton Breakfast Kiwanis Club](#)
[Exhibit 5o - Denton Festival Foundation Inc.](#)
[Exhibit 5p - City of Denton Parks and Recreation Department](#)
[Exhibit 5q - Denton's Day of the Dead Festival](#)
[Exhibit 5r - Southwest Celtic Music Association](#)
[Exhibit 5s - Denton Black Chamber of Commerce](#)
[Exhibit 5t - Denton Holiday Festival Association Inc.](#)
[Exhibit 5u - Texas Filmmakers Corporation](#)

[CPC26-024](#) Management Report

Attachments:

[Management Report](#)

3. CONCLUDING ITEMS

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Community Partnership Committee or the public with specific factual information or recitation of policy, or accept a proposal to place the matter on the agenda for an upcoming meeting AND Under Section 551.0415 of the Texas Open Meetings Act, provide reports about items of community interest regarding which no action will be taken, to include: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen; a reminder about an upcoming event organized or sponsored by the governing body; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality; or an announcement involving an imminent threat to the public health and safety of people in the municipality that has arisen after the posting of the agenda.

NOTE: The Community Partnership Committee reserves the right to adjourn into a Closed Meeting on any item on its Open Meeting agenda consistent with Chapter 551 of the Texas Government Code, as amended, or as otherwise allowed by law.

CERTIFICATE

I certify that the above notice of meeting was posted on the official website (<https://tx-denton.civicplus.com/242/Public-Meetings-Agendas>) and bulletin board at City Hall, 215 E. McKinney Street, Denton, Texas, on Thursday July 23, 2026, in advance of the three (3) business day posting deadline, as applicable, and in accordance with Chapter 551 of the Texas Government Code.

OFFICE OF THE CITY SECRETARY

NOTE: THE CITY OF DENTON'S DESIGNATED PUBLIC MEETING FACILITIES ARE ACCESSIBLE IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT. THE CITY WILL PROVIDE ACCOMMODATION, SUCH AS SIGN LANGUAGE INTERPRETERS FOR THE HEARING IMPAIRED, IF REQUESTED AT LEAST TWO (2) BUSINESS DAYS IN ADVANCE OF THE SCHEDULED MEETING. PLEASE CALL THE CITY SECRETARY'S OFFICE AT 940-349-8309 OR USE TELECOMMUNICATIONS DEVICES FOR THE DEAF (TDD) BY CALLING 1-800-RELAY-TX SO THAT REASONABLE ACCOMMODATION CAN BE ARRANGED.



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: July 29, 2026

SUBJECT

Consider approval of the minutes for the Community Partnership Committee meetings held July 16, 2026, and July 17, 2026.

BACKGROUND

The draft minutes from the Community Partnership Committee meetings held on July 16, 2026, and July 17, 2026, are attached for the Committee's consideration and approval.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Draft Minutes July 16, 2026

Exhibit 3 – Draft Minutes July 17, 2026

Respectfully submitted:

Matt Hamilton

Chief Financial Officer

Prepared By:

Sarah Burton

Administrative Assistant

City of Denton Community Partnership Committee

After determining that a quorum was present, the Community Partnership Committee of the City of Denton, Texas, convened in a Special Called Meeting on Thursday July 16, 2026, at 9:00 a.m. in the City Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Chair Joe Holland, Jordan Villarreal, George Ferrie

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

- None

2. ITEMS FOR CONSIDERATION

A. CPC26-018 Hold a discussion and elect a Chair and Vice Chair for the Community Partnership Committee.

The item was presented, and discussion followed. Member Joe Holland nominated himself as Chair, and Member Jordan Villarreal seconded the motion.

(2) AYES: Joe Holland, Jordan Villarreal
(0) NAYS:
(1) ABSENT: George Ferrie

The item was presented, and discussion followed. Member Jordan Villarreal nominated George Ferrie as Vice Chair, and Joe Holland seconded the motion.

(2) AYES: Joe Holland, Jordan Villarreal
(0) NAYS:
(1) ABSENT: George Ferrie

B. CPC26-015 Consider approval of the minutes for the April 17, 2026, Community Partnership Committee meeting.

The item was presented, and discussion followed. Jordan Villarreal brought the motion to approve the minutes, and Joe Holland seconded the motion.

(2) AYES: Joe Holland, Jordan Villarreal
(0) NAYS:
(1) ABSENT: George Ferrie

Member George Ferrie arrived at 9:04 a.m.

C. CPC26-016 Receive presentations and hold a discussion regarding organizations that receive Hotel Occupancy Tax and Sponsorship funding.

The item was presented, and presentations followed. The committee asked presenters their questions at the conclusion of each presentation. Following the presentations, Chair Holland motioned to continue the item during the Special Called Meeting July 17, 2026. Jordan Villarreal seconded the motion.

(3) AYES: Joe Holland, Jordan Villarreal, George Ferrie
(0) NAYS:
(0) ABSENT:

D. CPC26-004 Management Report

1. Future Agenda Items
Item was presented and discussion followed.

3. CONCLUDING ITEMS

None.

With no further business, the meeting was adjourned at 10:19 a.m.

Joe Holland
Chair

Sarah Burton
Recording Secretary

MINUTES APPROVED ON: _____

City of Denton Community Partnership Committee

After determining that a quorum was present, the Community Partnership Committee of the City of Denton, Texas, convened in a Special Called Meeting on Friday July 17, 2026, at 9:00 a.m. in the City Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Chair Joe Holland, Jordan Villarreal, George Ferrie

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

- None

2. ITEMS FOR CONSIDERATION

C. **CPC26-016** Receive presentations and hold a discussion regarding organizations that receive Hotel Occupancy Tax and Sponsorship funding.

Per the motion made at the July 16, 2026, meeting, the item was continued and the final presentation was received. Following the presentation the committee asked the presenters their questions.

A. **CPC26-019** Receive presentations and hold a discussion regarding organizations that receive Hotel Occupancy Tax and Sponsorship funding.

The item was presented, and presentations followed. The committee asked presenters their questions at the conclusion of each presentation.

B. **CPC26-020** Management Report

1. Future Agenda Items
Item was presented and discussion followed.

Due to schedule conflicts, the committee determined that the meeting on July 24th should be cancelled, and a Special Called Meeting would be held on Wednesday July 29, 2026, at 9:00 a.m. in the City Council Work Session Room.

3. CONCLUDING ITEMS

None.

With no further business, the meeting was adjourned at 10:22 a.m.

Joe Holland
Chair

Sarah Burton
Recording Secretary

MINUTES APPROVED ON: _____



City of Denton

City Hall
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AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: July 29, 2026

SUBJECT

Receive a report, hold a discussion, and provide recommendations regarding the Sponsorship Program funding levels and budget requests for Fiscal Year 2026-27.

BACKGROUND

The Sponsorship Program provides a combination of cash support and in-kind services and resources to non-profit and civic-minded programs and organizations. The Community Partnership Committee meets annually to review requests from applicants who meet the guidelines of the program. The Committee makes recommendations on awards for consideration by the City Council in conjunction with the upcoming fiscal year budget.

The Sponsorship Program was opened for applications on May 1, 2026. The Sponsorship Program guidelines and application were posted on the City website. Previous Sponsorship recipients, as well as organizations that expressed interest in the program, were notified by email of the opportunity. The application period closed on June 30, 2026. Staff have reviewed the applications and assessed any in-kind costs requested.

FISCAL INFORMATION

The Sponsorship program is budgeted at \$150,000 for cash support and \$200,000 for in-kind support.

EXHIBITS

- Exhibit 1 - Agenda Information Sheet
- Exhibit 2 - Presentation
- Exhibit 3 - Sponsorship Program Guidelines
- Exhibit 4 - Sponsorship Financials
- Exhibit 5 - In-Kind Financials
- Exhibit 6 - Sponsorship Applications (6a – 6ab)

Respectfully submitted:
Terrance Jones
Grants Program Manager

Prepared By:
Terrance Jones
Grant Program Manager



Sponsorship Program

FY 2026/27

Application Statistics

- 28 submitted
- 25 Eligible applicants
- Total Cash Sponsorship Funding requested \$323,000



Program Overview



General Relevance

- The applicant must be a tax-exempt 501(c)(3) organization or public agency
- Applicant and event must be based in the City of Denton
- Nondiscrimination practice
- Successfully fulfilled prior contracts
- Funding aligns with the City's Fiscal Year (October – September)

Community Engagement

- Must further a charitable cause, economic or community growth, or public interest
- Serve to benefit the entire community
- Open to the public
- Encourage community engagement

Safe, Livable, and Family-Friendly

- Must be held in a safe, accessible and family-friendly location
- Must support the City's core values
- Must be compliant with the Special Events Ordinance

Program Funding

Cash Support



\$150,000 Annually

- \$110,000 General Fund
- \$40,000 Electric Fund

In-Kind Support



- General Fund – PARD Operating Budget
- Covers in-kind services provided by the City
- Expenses transferred from impacted departments
- Fiscal Year Budgets:
 - 2023 - \$250,000
 - 2024 - \$400,000
 - 2025 - \$400,000
 - 2026 - \$200,000
 - 2027 - \$200,000

Application Scoring

Section	Points
A. Eligibility & Compliance	
B. Economic Impact	40
C. Marketing Plan	15
D. Budget & Fiscal Responsibility	15
E. Organizational Capacity	10
F. Community Benefit & Alignment	10
G. Reporting & Evaluation Plan	10
TOTAL	100

Application Scoring

FINAL SCORING INTERPRETATION

90–100 Points:	Exceptional – Priority funding (100%)
75–89 Points:	Strong – Recommended funding (70%)
60–74 Points:	Moderate – Partial funding consideration (50%)
Below 60 Points:	Not recommended (0%)

Application Scoring

Name	Avg Score	Cash Sponsorship FY 25/26	Cash Sponsorship Funding Requested	Cash Sponsorship Recommendation	Funding Level	In-Kind Recommendation
Denton's Day of the Dead Festival	95.00	\$8,000	\$15,000	\$15,000	100%	\$15,000
Denton Festival Foundation, Inc.	93.50	\$20,000	\$20,000	\$20,000	100%	\$76,000
North Texas State Fair Association	91.50	\$10,000	\$32,000	\$32,000	100%	\$5,000
Denton Black Film Festival Institute, Inc	88.50	\$12,000	\$12,000	\$8,400	70%	\$0
Denton Holiday Festival Association Inc.	81.50	\$6,000	\$10,000	\$7,000	70%	\$20,000
Downtown Denton Foundation	79.00		\$25,000	\$17,500	70%	\$0
Greater Denton Arts Council	75.00	\$3,768	\$6,000	\$4,200	70%	\$0
Denton Parks Foundation - Juneteenth Celebration 2027	73.00	\$4,000	\$5,000	\$2,500	50%	\$20,000
Denton Black Chamber of Commerce	71.00	\$4,000	\$10,000	\$5,000	50%	\$10,000

Application Scoring

Name	Avg Score	Cash Sponsorship FY 25/26	Cash Sponsorship Funding Requested	Cash Sponsorship Recommendation	Funding Level	In-Kind Recommendation
Texas Filmmakers Corporation	71.00	\$8,000	\$10,000	\$5,000	50%	\$10,000
Denton Community Market	67.50	\$11,800	\$12,000	\$6,000	50%	\$12,000
Denton Breakfast Kiwanis Club	67.00		\$7,000	\$3,500	50%	\$2,000
Denton County Friends of the Family: 2027 Coffee Crawl	65.50	\$2,000	\$5,000	\$2,500	50%	\$0
Texas Veterans Hall of Fame	64.00	\$2,000	\$10,000	\$5,000	50%	\$0
DMAC Amplify Denton 2027 Sponsorship Application	62.50	\$2,600	\$6,500	\$3,250	50%	\$5,000
Friends with Benefits	61.00	\$3,000	\$5,000	\$2,500	50%	\$5,000

Application Scoring

Name	Avg Score	Cash Sponsorship FY 25/26	Cash Sponsorship Funding Requested	Cash Sponsorship Recommendation	Funding Level	In-Kind Recommendation
Denton County Friends of the Family: Friends of the Badge	56.50	\$2,932	\$5,000		0%	\$0
Filmmaking Access Incorporated	50.50		\$12,000		0%	\$0
Denton Maker Center (DMC)	50.00		\$10,000		0%	\$0
DMAC Joan of Bark 2026 Application	49.50	\$2,000	\$5,000		0%	\$0
DMAC Monster Dash 2026 Sponsorship Application	48.00	\$1,800	\$4,500		0%	\$0
Kiwanis Youth Services Inc.	47.50	\$26,800	\$65,000		\$0	\$0
Denton Parks Foundation - Dog Days of Denton 2027	43.00		\$25,000		\$0	\$0
Health Services of North Texas	42.50		\$6,000		\$0	\$0
Contingency				\$10,650		\$20,000
	Total		\$323,000	\$150,000		\$200,000

The Community Partnership Committee may reallocate funding amounts and also apply contingency to any event.

Next Steps

- Review applications and discuss funding recommendations.
- Funding recommendations included in the City's overall budget process and considered by City Council.
- Award agreements processed in October



City of Denton Sponsorship Guidelines

Fiscal Year 2026 - 2027

I. PURPOSE

The purpose of the guidelines is to provide requirements for the evaluation, administration, and acceptance of Sponsorship requests received by the City of Denton for community events.

II. GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

III. ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code ;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;

- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

IV. SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City

logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

V. LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

VI. CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

VII. REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

STEP 1 | Application Submission

Submission	Sponsorship request applications are accepted annually for community events taking place in the next fiscal year. The sponsorship application does not replace or provide exemptions from applicable permit requirements. A Special Event Permit is required to host a community event per the most recent ordinance enacted at the time of application.
Deadline	Sponsorship applications must be submitted electronically no later than the deadline set each year by the sub-committee. An exception to the deadline is made for first-time events seeking co-sponsorship support, however, consideration may be potentially impacted by staff and facility availability and limited budgetary resources.
Application Requirements	Applicants must submit all the following requirements that are outlined in the application. Failure to do so may deem the application incomplete. • Event organizer and/or organization contact details; • Proposed event, date(s), and location(s); • Anticipated attendance and historical attendance, if applicable; • Description and purpose of the event; • Statement of how the event benefits the community; • Statement of request and itemized in-kind services and resources; • Description of how the requested co-sponsorship support will complement other funding provided by the City, when applicable • Disclosure of other funding or support requested and/or received by the City

STEP 2 | Application Assessment

Assessment	Special Events Supervisor and/or other City Staff will review and assess all applications based on the eligibility criteria. All applications are individually assessed and reviewed.
Value Allocation	Special Events Supervisor and City department stakeholders will review each application and apply a cost and/or value to each in-kind service request and resource based on current fees, costs, and prior year actuals. A sponsorship allocation report will be attached as a supplemental document to the application.

STEP 3 | Subcommittee Review and Recommendations

Review The applications that meet eligibility criteria will be delivered with the allocation report to City Council’s designated subcommittee for review and consideration for City Council recommendations.

During this process a set of secondary criteria may be considered by the subcommittee, in no particular order of importance or weight, to help further identify the ranking of applications for City Council’s consideration.

Secondary Criteria may include, but is not limited to:

- Impact on existing City operations, assets, facilities, and resources
- Impact on the delivery of City services
- Extent of City-wide value and economic benefits
- Production of measurable outcomes in alignment with City’s Strategic Plan
- Demonstrated public support for the proposed event
- Financial need and event financial stability
- Funding and support from other City programs
- Experience in the planning and execution of the proposed event
- Impact on residential and business communities, including but not limited to street closure requests, traffic flow, and interference with commercial and/or business activities
- Data collected on previous years’ attendees is applicable
- Other factors deemed relevant to the co-sponsorship request, including but not limited to, reoccurring events that are in good standing

Recommendation Sub-committee’s recommendations will be submitted for consideration to the City Council during the annual budget work session meeting.

STEP 4 | City Council Review and Approval

City Council Review Sponsorship requests can be approved as submitted, revised, or denied by City Council.

STEP 5 | Notification and Co-Sponsorship Agreement

Completion The Grants Management Office will notify individual applicants of City Council’s approval or denial of sponsorship. Sponsorship approvals will be effective beginning October 1 of the upcoming fiscal year. Approval for sponsorship in one year does not imply or guarantee approval in subsequent years. Council will approve each sponsorship agreement by ordinance in a regular meeting during the first quarter of the City’s fiscal year.

VIII. APPLICATION PROVISIONS

Budget Allocation	The annual approved budget for sponsorships may not be increased unless a budget adjustment is approved by City Council.
Award of Funding or In-Kind Services	City Council approval of awards does not guarantee receipt of award. Disbursement of funding and/or in-kind service sponsorship awards are dependent on compliance with all applicable contract terms, permits, and ordinance requirements.
Special Event Process	All events receiving Sponsorship support must submit a Special Event application 60 days prior to the event start date. A Letter of Request for activities requiring City Council approval is required 90 days prior to the event date. All required Special Event permits must be obtained, and documents completed and submitted 30 days prior to the event start date. Failure to meet these timelines may result in a denial of an event permit.
Facility Use	The availability and capacity of a City park and/or facility will be verified during the application process.
Permits	Event organizers are responsible for obtaining all required permits 30 days prior to the event start date. The City will not waive issuance of permit requirements or applicable permit fees under any circumstances.
Insurance	The City will not waive insurance requirements under any circumstances. Indemnification and proof of insurance is required as part of the agreement in accordance with City's Special Events Ordinance.
Non-Profit Status	Verification of non-profit status might be requested in the form of documentation to the City sufficient to prove non-profit status, such as Articles of Incorporation and/or IRS Employer Identification Number. The organization must be in good standing with the State of Texas during the application process through the end of the event.
Employee Ethics Policy (10.00)	Sponsorship application requests must be initiated by the applicant and not pursued by City staff in order to remain impartial. No City employee shall directly or indirectly solicit, seek, or accept anything of value in return for being influenced in the performance of an official act; influenced to commit, aid in committing, collude or allow fraud; or induced to perform or fail to perform an act in violation of the employee's official duty or the City's Employee Ethics Policy (10.00). In order to eliminate risk to City employees and to manage any possible conflicts regarding co-sponsorship requests, no City employee shall engage in any solicitation of co-sponsorship or enter into an agreement or approval on behalf of the City.

IX. TERMS AND DEFINITIONS

Applicant	Refers to the person submitting the request as one of the following: • Organizer of the proposed event • Representative of the organization hosting the proposed event • Committee and/or board member of presiding organization
Subrecipient	A third-party organization receiving Sponsorship support passed-through an Applicant. Subrecipients are responsible for complying with all applicable Sponsorship and Special Event requirements.
Conflict of Interest	A conflict of interest is a situation in which personal, and/or financial, considerations have the potential to influence or compromise professional judgement or actions. They are subject to sensitivities based on perception and can negatively compromise the integrity of the City's public image. In order to manage the associated risks, real or perceived, it is the City's policy to address conflicts of interest through disclosure and recusal.
Sponsorship Agreement	Specifies the City's contribution of cash and/or in-kind services and resources and outlines the responsibility, risk, and accountability of the applicant.
In-Kind Services or Resources	Where City services and resources are leveraged in lieu of cash for sponsorship offerings. Examples include staff time, public safety services, equipment use, and/or the use of City facilities.
Public Agency	Public agency refers to an organization with administrative or functional responsibilities which are directly or indirectly affiliated with a governmental body, state, or local jurisdiction. Examples include universities and/or public-school districts.

CITY OF DENTON
SPONSORSHIP PROGRAM
Community Partnership Committee
Wednesday July 29, 2026

	<u>FY2024-25</u> <u>Budgets</u>	<u>FY 2025-26</u> <u>Budget</u>	<u>FY 2026-27</u> <u>Requests</u>	<u>FY 2026-27</u> <u>Budget</u>
Sponsorship Budgets				
Electric Fund	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
General Fund	110,000	110,000	110,000	110,000
Sponsorship Total Budget	<u>150,000</u>	<u>150,000</u>	<u>150,000</u>	<u>150,000</u>
 Organization				
Denton Black Chamber of Commerce	-	4,000	10,000	5,000
Denton Black Film Festival Institute	10,000	12,000	12,000	8,400
Denton Community Market	-	-	12,000	6,000
Denton County Friends of the Family Friends of the Badge	2,360	2,932	5,000	-
Breakfast Kiwanis Club	-	-	7,000	3,500
Denton Parks Foundation	-	-	25,000	-
Denton County Friends of the Family Jingle Mingle	790	-	-	-
Denton's Day of the Dead Festival	4,240	8,000	15,000	15,000
Denton Festival Foundation	20,000	20,000	20,000	20,000
Denton Holiday Lighting Festival	3,140	6,000	10,000	7,000
Downtown Denton Foundation	-	-	25,000	17,500
Denton Music and Art Collaborative - Joan of Bark	770	2,000	5,000	-
Explorium Denton Coffee Crawl - DCFOF	2,040	2,000	5,000	2,500
Filmmaking Access	790	-	12,000	-
Health Services	-	-	6,000	-
Friends with Benefits - Boil Buddies	770	3,000	5,000	2,500
Fry Street Charities	770	-	-	-
Greater Denton Arts Council	6,280	3,768	6,000	4,200
Juneteenth Celebration	4,710	4,000	5,000	2,500
Kiwanis Youth Services	75,300	26,800	65,000	-
North Texas State Fair Association	3,140	10,000	32,000	32,000
Twilight Tunes	-	10,000	-	-
Texas Filmmakers Corporation	9,420	8,000	10,000	5,000
Texas Veterans Hall of Fame	3,140	2,000	10,000	5,000
Denton Maker Center (DMC)	-	-	10,000	-
United Way Trubite	1,570	-	-	-
United Way Kickoff Breakfast	770	-	-	-
United Way Peterbilt Parade	-	800	-	-
Denton Bach Society	-	-	-	-
Denton Community Market	-	11,800	-	-
Real Waves Radio	-	-	-	-
DMAC Monster Dash	-	1,800	4,500	-
DMAC Amplify	-	2,600	6,500	3,250
Cinco de Mayo	-	5,000	-	-
Instant Film Society - PolaCon	-	1,000	-	-
Touch a Truck - Explorium Denton - DCFOF	-	2,500	-	-
Contingency				<u>10,650</u>
Total:	\$ 150,000	\$ 150,000	\$ 323,000	\$ 150,000

In Kind
Estimates
FY26/27

Expenditures:

Denton Black Film Festival Institute	
Denton Chamber of Commerce - Discover Denton	
Discover Denton PY 2026 One-Time Funding	
Denton's Day of the Dead	\$15,000
North Texas State Fair Association	\$5,000
Denton 31 Days of Halloween 2026	
Denton Black Chamber of Commerce	\$10,000
Denton County Office of History & Culture	
Denton Festival Foundation	\$76,000
Downtown Denton Foundation	
Greater Denton Arts Council - Operations	
Tejas Storytelling Association	
Texas Filmmakers Corporation	\$10,000
Theatre Denton, Inc. (Denton Community Theater)	
Denton Parks Foundation - Juneteenth	\$20,000
Denton Holiday Festival Association	\$20,000
Denton Main Street Association	-
Texas Veterans Hall of Fame Foundation	
DMAC Amplify	\$5,000
Denton Parks Foundation - Dog Days of Denton	
Instant Film Society	
Denton Breakfast Kiwanis	\$2,000
Greater Denton Arts Council - Public Art	
Denton Bach Society	
Denton Community Market	\$12,000
Denton Public Art Committee	
Mount Zion - African Festival	
Real Waves Radio Network	
Denton Music and Art Collaborative	
Denton Parks Foundation	-
Downtown Ambassador	
Denton County Friends of the Family - Coffee Crawl	
Denton County Friends of the Family - Friends of the Badfe	-
Friends with Benefits	\$5,000
Filmmaking Access Incorporated	
DMAC Monstor Dash	-
DMAC Joan of Bark	
Denton Marker Center	
Kiwanis Youth Services Inc	

Health Services of North Texas	
Vokkaliga Parishat of America	-
Contingency	\$20,000

Total \$200,000

Program Overview

Completed by kweaver@cacnorthtexas.org on 6/23/2026 3:33 PM

Case Id: 30235

Name: Children's Advocacy Center for North Texas -

Address: 306 N. Loop 288, Suite 300, Denton, TX 76209--

Program Overview

Please provide the following information.



City of Denton Sponsorship Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

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Case Id: 30235

Name: Children's Advocacy Center for North Texas -

Address: 306 N. Loop 288, Suite 300, Denton, TX 76209--

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

KW

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

KW

☒ Must be based in the City of Denton.

Initial:

KW

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

KW

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

KW

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

KW

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

KW

☒ Must have an active governing body.

Initial:

KW

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

KW

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

KW

A. Applicant Information

Completed by kweaver@cacnorthtexas.org on 6/29/2026 3:43 PM

Case Id: 30235

Name: Children's Advocacy Center for North Texas -

Address: 306 N. Loop 288, Suite 300, Denton, TX 76209--

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Children's Advocacy Center for North Texas

A.2. Mailing Address

306 N. Loop 288, Suite 300 Denton, TX 76209--4959

A.3. Tax ID Number

75-2559765

A.4. Name of Event

2027 Champions for Children Denton County Luncheon

A.5. Physical Address of the Event

3100 Town Center Tr, Denton, TX 76201 Denton, TX 76201--1400

A.6. Phone Number

(972) 317-2818

A.7. Website

cacnorthtexas.org

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Our Mission is to empower child abuse victims, their families, and the community through education, healing, and justice. We are the only non-profit organization that uses a unified, multi-disciplinary team approach to provide education, healing and justice to children, families, and our community.

A.9. Event Start Date

04/29/2027

Event End Date

Printed By: Terrance Jones on 7/21/2026

PRIMARY CONTACT

A.11. First Name

Kollin

A.12. Last Name

Weaver

A.13. Title

Regional Director of Development

A.14. Phone Number

(940) 597-2020

A.15. Email

KWeaver@cacnorthtexas.org

SECONDARY CONTACT

A.16. First Name

David

A.17. Last Name

Broughton

A.18. Title

Chief Development Officer

A.19. Phone Number

(940) 367-0995

A.20. Email

DBroughton@cacnorthtexas.org

A.10. Describe the event in which funds are being requested to support.

The 2027 Champions for Children Denton County Luncheon will be hosted at the Embassy Suites by Hilton Denton Convention Center in April 2027. The event will host a famous keynote speaker (who is a child abuse survivor) to pique public interest and community engagement. The event will bring together 600 community leaders across the DFW Metroplex for an afternoon of advocacy and awareness. 2027 marks the Center's 30th anniversary combating child abuse in the community with a multi-disciplinary team (MDT) response. Children's Advocacy Center for North Texas successfully hosted two notable keynote speakers, Anthony Edwards (Top Gun, ER) for our Denton County Luncheon on April 30th, 2026 and Elizabeth Smart (Child safety activist, abductee) for our Wise County Luncheon on June 16th, 2026. We are in negotiations with well-known public figures (John Stamos, Julianne Hough, Queen Latifah) and other notable child abuse survivors to be our keynote speaker for our 2027 Denton County Luncheon.

B. Event and Economic Impact

Completed by kweaver@cacnorthtexas.org on 6/29/2026 8:55 PM

Case Id: 30235

Name: Children's Advocacy Center for North Texas -

Address: 306 N. Loop 288, Suite 300, Denton, TX 76209--

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

On April 30th, 2026, Children's Advocacy Center for North Texas (the Center) hosted our 2026 Champions for Children Denton County Luncheon with keynote speaker Anthony Edwards. As a Golden-Globe award-winning actor and producer who is well known for his role as Goose in Top Gun and Dr. Mark Greene in the show ER, we were honored to have Mr. Edwards converse about his personal story as a survivor and dedicated advocate for survivors of child sexual abuse. We were pleased to garner significant public interest with 550 community leaders in attendance at the Embassy Suites by Hilton Denton Convention Center, 60+ new donors acquired, 30+ corporate partner sponsorships secured, and \$170,941 raised in net revenue for thousands of child abuse victims and their families across Denton, Wise, and Jack counties. Of the 480+ active nonprofit organizations in the City of Denton, no other organization partners with all of Denton, Wise, and Jack County's law enforcement agencies and local governments like Children's Advocacy Center for North Texas to ensure the children in each jurisdiction who have suffered from abuse are adequately provided for. Our Luncheons and Gala are vehicles to drive major gifts, donations, and sponsorships into our core services. When a constituent or organization supports the Center, they are not just supporting our nonprofit organization, but our 67+ partners as well. The 2027 Champions for Children Denton County Luncheon will commemorate our Center's 30th anniversary since our inception from the D.A.'s office in 1997. We plan to host another internationally known guest speaker to raise awareness of child abuse prevention and funds to support our \$8.7m operating budget. The City of Denton's Sponsorship Program support for our Luncheon will help sustain and strengthen critical programming for thousands of child abuse victims and families (400+ City of Denton child abuse victims served by our Center in 2025 alone).

B.2. What was the attendance of last year's event?

550

B.3. What is the estimated attendance for next year's event?

600

B.4. How is attendance measured?

Murad Auctions Platform, Raiser's Edge Platform

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
H-E-B	2026 Champions for Children Gala Presenting Sponsor
SouthState Bank	2026 Agreement
Pros PM	2026 Agreement
CoServ	2026 Agreement
DATCU	2026 Agreement

Merki & Associates	2026 Agreement
Axis Realty/NorthBridge, Inc.	2026 Agreement
Key Custom Homes	Historic Partner
Peterbilt	2026 Agreement
Texas Health Presbyterian Denton	2026 Agreement
American National Bank & Trust	Historic Partner
Texas Regional Bank	Historic Partner
HealthTrackRx	2026 Agreement
Medical City Denton	Historic Partner
SVN Verus Commercial	Historic Partner
Denton ISD	Historic Partner
CBS Mechanical	Historic Partner
Tinker Federal Credit Union	2026-2027 Agreement
Denton Record Chronicle	In-Kind Agreement
Community Impact	In-Kind Agreement
Atmos Energy	2026 Agreement

C. Marketing Plan

Completed by kweaver@cacnorthtexas.org on 6/29/2026 8:56 PM

Case Id: 30235

Name: Children's Advocacy Center for North Texas -

Address: 306 N. Loop 288, Suite 300, Denton, TX 76209--

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

As the 2027 Champions for Children Denton County Luncheon Speaker Sponsor, the City of Denton will be promoted in the following ways: - 2 Premier reserved tables for 10 guests each at the Denton County Luncheon - 1 reserved table for 10 guests at our 2027 Gala - 10 Invitations to VIP-Meet-And-Greet with keynote speaker - Introduction of keynote speaker by sponsor representative - Keynote speaker seated at your table - Logo recognition on agency website and PowerPoint at event - Social media marketing recognition (13.3k followers on FaceBook and Instagram) - Full-page ad in digital event program - 45-second commercial played during event - Other exclusive benefits may be added per request of City staff (Glad to add and negotiate to enhance partnership and City of Denton exposure) From February 2nd, 2026 - April 30th, 2026 (Marketing window for our 2026 Denton County Luncheon) we received 10k visits, 8.6k unique visitors, and 18k pageviews on our website. During the same timeframe, our Facebook and Instagram pages received 93k views and 5k likes, reactions, and comments on the organic posts published including photos, videos, carousels, reels, and stories. We have 13.3k followers on Facebook and Instagram.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☒ Email
- ☐ CVB
- ☐ Influencers
- ☒ Print
- ☐ Radio
- ☒ TV
- ☐ Travel Sites
- ☐ Hotels
- ☐ Other

C.3. Geographic markets targeted:

☒ Denton

☒ DFW

☒ Texas

☐ Multi-State

☐ National

C.4. Total marketing budget:

\$1,000.00

C.5. Marketing budget targeting overnight visitors:

\$0.00

C.6. Past marketing performance metrics:

Website traffic

18,000

Social reach

93,000

Email subscribers

15,997

D. Budget and Fiscal Responsibility

Completed by kweaver@cacnorthtexas.org on 6/29/2026 1:57 PM

Case Id: 30235

Name: Children's Advocacy Center for North Texas -

Address: 306 N. Loop 288, Suite 300, Denton, TX 76209--

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

No

D.2. What amount are you requesting in Cash Sponsorship?

\$30,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

The City of Denton Speaker Sponsorship funds will be used to partially support our 2027 Champions for Children Denton County Luncheon. Our total actual expenses for the 2026 Denton County Luncheon were \$118,774. For 2027, the total budgeted expenses will be similar. In conjunction with the fame and admiration of the individual that we are in negotiations with to be our speaker, the City of Denton's support will increase all aspects of the Luncheon such as: Attendance, ticket sales, table purchases, participation from corporate sponsors and individuals, event visibility, higher sponsorship revenue, media and public relations value, news coverage, social media engagement, and increased community awareness.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☒ Postpone the event
- ☐ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
2026 Denton County Luncheon Sponsorships	\$183,567.00
2026 Denton County Luncheon Individual Tickets	\$4,600.00
2026 Denton County Luncheon Pre-Event Donations	\$50,000.00
2026 Denton County Luncheon Day of Donations	\$51,548.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Speaker	\$60,000.00
F&B	\$39,474.00
Hotel AV	\$8,239.60
Rooms	\$426.23
Venue Misc.	\$354.76
Photo	\$1,050.00
Floral	\$6,437.00
Furniture	\$859.61
Linen	\$353.40
Marketing	\$627.16
Thank You Gifts	\$190.00
Misc.	\$762.72
	\$118,774.48

E. Organizational Capacity

Completed by kweaver@cacnorthtexas.org on 6/29/2026 9:11 PM

Case Id: 30235

Name: Children's Advocacy Center for North Texas -

Address: 306 N. Loop 288, Suite 300, Denton, TX 76209--

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

10

E.2. Number of full-time staff:

80

E.3. Number of volunteers:

333

E.4. Previously received funding:

No

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

The Center hosted an annual Breakfast fundraiser at the UNT Gateway Center for several years. Two years ago the Breakfast turned into the Luncheon. Last year, we moved our Luncheon to the Embassy Suites to accommodate more attendees for a bigger and more impactful event. The Center has set an event standard with high-profile keynote speakers to increase public interest, particularly due to the difficult nature of raising awareness for child abuse. The Center's long-term plan concerning our Denton County Luncheon is to continue to raise awareness and funds at a high-level so that our mission and services are more well-known and funded, future child abuse is prevented in the City and County, and famous keynote speakers can bridge the gap on the difficult, sensitive, and complex topic of child abuse where the community at large can be interested in hearing and wanting to learn more. The City of Denton's consistent support via Fair Share initiative with the Center is remarkable. We are extremely proud of our relationship with the City of Denton as it truly saves thousands of lives. Through the Sponsorship Program, the City's long-time support can be heralded and publicized where the 175k City residents and approximate 35k new County residents can be proud to follow suit with their City and County Seat in taking a stand against child abuse.

F. Community Benefit and Alignment

Case Id: 30235

Name: Children's Advocacy Center for North Texas -

Address: 306 N. Loop 288, Suite 300, Denton, TX 76209--

Completed by kweaver@cacnorthtexas.org on 6/29/2026 9:20 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

Attendance for our Denton County Luncheon is open to the public. Anyone who plans to attend the event must be registered and seated at a corporate sponsor's table or must purchase an individual ticket. The Embassy Suites by Hilton Denton Convention Center is ADA compliant and offers extensive accessibility features for guests with mobility and hearing needs. Adult attendees are more than welcome to invite their families and friends for an afternoon of advocacy and education. Although our Luncheon is tailored to an adult, business professional audience, we welcome high-school students to join who have been impacted by our educational programs. In CY2025, we provided educational programs to 50,085 kids and 4,082 adults across Denton, Wise, and Jack Counties. We partner with Denton ISD (and others) to offer education to children about body safety and internet safety based on grade level. Happy Bear is a play for Pre-K-2nd grade. Kid Safety is a presentation designed for 3rd-5th grade. Personal Safety is offered to middle school. Sexual Assault: What You Need to Know is a comprehensive presentation for high school. Content tailored to each age group.

F.2. How does your event encourage community engagement?

In addition to donors, our Luncheons and Gala are vehicles for volunteer engagement and community partner recruitment. Our 2026 Champions for Children Denton County Luncheon with Anthony Edwards increased the number of volunteers as individuals want to align themselves (and their company's) resources and viability with a cause of hope, healing, and justice. In addition, our Denton County Luncheon with Anthony Edwards introduced new audiences to our mission, built community trust and transparency, and created a shared experience where we brought together community members, business leaders, and government officials. Through the City of Denton's Sponsorship Program support for the Center's 2027 Champions for Children Denton County Luncheon, we hope to foster more interactions, relationships, and collaboration not only for the advancement of our mission, but also to generate economic activity and increase visibility for the City of Denton.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Our keynote speakers in 2026 (Anthony Edwards (Top Gun, ER) and Elizabeth Smart (Abductee, survivor, Netflix) align with the City of Denton's foundation of the arts. Film, music, and journalism are all popular studies (UNT, TWU) and industries in the City. Our Denton County Luncheon's speaker will be aligned with the cultural, artistic, and recreational aspects of the City of Denton, but will also stand as an educational event for professionals in non-profit, healthcare, and law enforcement careers as they learn about the reality of child abuse, how to prevent and respond accordingly, and how to better understand abuse in their own communities. More than 200 community members that attended our 2026 Denton County Luncheon live outside of the City of Denton in other parts of Denton County as well as other counties like Wise, Tarrant, and Dallas. Our Luncheon truly brings the community together in the City of Denton where connections are built, the community is strengthened, and organizational excellence is pursued.

G. Reporting and Evaluation Plan

Completed by kweaver@cacnorthtexas.org on 6/29/2026 9:23 PM

Case Id: 30235

Name: Children's Advocacy Center for North Texas -

Address: 306 N. Loop 288, Suite 300, Denton, TX 76209--

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

G.1a. What is the ticket price?

\$200.00

G.1b. Add any additional information related to your Ticket Price

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

Murad Auctions Platform and Raiser's Edge Platform are the Center's tools to collect data. Analysis relies strictly on voluntarily shared details. For example, of the 550 Luncheon guests in 2026, we have 100% of emails but physical addresses vary based on attendance being tied to a company's sponsorship.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Attendance, marketing and social media metrics, financial reconciliation, donor engagement, donor dollars, community partner participation, and new volunteers acquired.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

The Center's plan to fulfill this reporting requirement is to comprehensively collect, analyze, and share data, successes, and other pertinent details about the 2027 Champions for Children Denton County Luncheon. The Center looks forward to collaborating with City of Denton staff via Sponsorship Program on whatever metrics are needed for the 30-day report.

H. Required Documents

Completed by kweaver@cacnorthtexas.org on 6/29/2026 9:24 PM

Case Id: 30235

Name: Children's Advocacy Center for North Texas -

Address: 306 N. Loop 288, Suite 300, Denton, TX 76209--

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

CACNT IRS Determination Letter.pdf



Current Board of Directors roster including name, title, address and phone number *Required

2026 Board Roster Term.pdf



Board Meeting Schedule *Required

2026 board of directors meetings.pdf



Provide constitution/by-laws *Required

CACNT Bylaws Recommnded for RevisionDecember 2024 SIGNED.pdf



Provide last two year's audited financial or balance sheet. *Required

2024 and 2025 Audits.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

CACNT IRS Determination Letter.pdf

 **Most recent 990 Form submitted to IRS *Required**

990 CACNT 2024.pdf

 **Substitute W-9 for PO *Required**

W9 for CACNTX - 2026.pdf

 **List of all donations made by your org last year. Name and dollar amount included. *Required**

2025 donations.pdf

 **Other Documents**

2026 Luncheon.pdf

Submit

Completed by kweaver@cacnorthtexas.org on 6/29/2026 9:25 PM

Case Id: 30235

Name: Children's Advocacy Center for North Texas -

Address: 306 N. Loop 288, Suite 300, Denton, TX 76209--

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Kollin Weaver

Electronically signed by kweaver@cacnorthtexas.org on 6/29/2026 9:25 PM

Secretary/Treasurer's signature

Kollin Weaver

Electronically signed by kweaver@cacnorthtexas.org on 6/29/2026 9:25 PM

Admin Docs

No data saved

Case Id: 30235

Name: Children's Advocacy Center for North Texas -

Address: 306 N. Loop 288, Suite 300, Denton, TX 76209--

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30235

Name: Children's Advocacy Center for North Texas -

Address: 306 N. Loop 288, Suite 300, Denton, TX 76209--

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by slambtx@yahoo.com on 5/14/2026 7:01 PM

Case Id: 30237

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton, TX 76202

Program Overview

Please provide the following information.



City of Denton Sponsorship Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by slambtx@yahoo.com on 5/14/2026 7:02 PM

Case Id: 30237

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton, TX 76202

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

SL

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

SL

☒ Must be based in the City of Denton.

Initial:

SL

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

SL

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

SL

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

SL

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

SL

☒ Must have an active governing body.

Initial:

SL

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

SL

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

SL

A. Applicant Information

Completed by slambtx@yahoo.com on 6/14/2026 8:57 PM

Case Id: 30237

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton, TX 76202

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Parks Foundation

A.2. Mailing Address

PO Box 75 Denton, TX 76202

A.3. Tax ID Number

75-2275201

A.4. Name of Event

Denton Juneteenth 2027 Celebration

A.5. Physical Address of the Event

501 S. Bradshaw St. Denton, TX 76205

A.6. Phone Number

(214) 478-5745

A.7. Website

<https://dentonparksfoundation.org> and
<https://dentonjuneteenth.com>

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Our Mission - To engage the Denton community to enhance the mission of the Denton Parks & Recreation Department to unite, grow and play. The Denton Parks Foundation is a nonprofit organization dedicated to enhancing, preserving, and advocating for Denton's parks, trails, and recreational spaces. We believe parks are essential to a healthy, connected, and vibrant community—places where people of all ages can gather, play, and thrive. Through fundraising, partnerships, and community events, the Foundation supports projects and programs that improve access to outdoor recreation,

PRIMARY CONTACT

A.11. First Name

Stephanie

A.12. Last Name

Lamb

A.13. Title

Treasurer

A.14. Phone Number

(214) 478-5745

A.15. Email

slambtx@yahoo.com

SECONDARY CONTACT

A.16. First Name

Jean

A.17. Last Name

Keller

A.18. Title

President

A.19. Phone Number

(972) 814-9724

A.20. Email

jean.keller@unt.edu

strengthen neighborhood connections, and enrich quality of life across Denton. From playground improvements and park enhancements to inclusive programming and community celebrations, our work helps ensure Denton's parks continue to serve current and future generations. As a community-driven organization, we collaborate with residents, local businesses, and the City of Denton to invest in public spaces that reflect the spirit and diversity of our city. Together, we are building stronger parks and a stronger Denton.

A.9. Event Start Date

06/17/2027

Event End Date

06/19/2027

A.10. Describe the event in which funds are being requested to support.

Join us for a multiday celebration of freedom, culture, and community! Experience live concerts, a vibrant parade, a hero reception honoring community leaders, children's and family activities, storytelling sessions, financial empowerment workshops, a poetry slam, an art exhibit, diverse vendors, and an incredible selection of food. This unforgettable event offers something for all ages as we come together to celebrate freedom, heritage, and unity

B. Event and Economic Impact

Completed by slambtx@yahoo.com on 6/14/2026 9:03 PM

Case Id: 30237

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton, TX 76202

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The requested funding supports categories eligible under the Texas Hotel Occupancy Tax statute, including advertising and promotional efforts that directly promote tourism and the hotel industry, arts programming that attracts visitors to Denton, and administrative support related to the execution of the event. The Denton Juneteenth Celebration utilizes digital advertising, social media campaigns, billboard advertising, livestream promotion, print marketing, and regional outreach to attract visitors from across North Texas and surrounding communities. The event also features live music, spoken word performances, visual arts, and cultural exhibitions that qualify as arts promotion activities. The event encourages overnight visitation by attracting performers, vendors, families, and guests traveling from outside Denton. Multiday programming creates opportunities for extended stays and increased economic activity within the city. The organization's expanded merchandise distribution efforts also increase tourism awareness and regional recognition of Denton Juneteenth branding through promotional apparel and marketing visibility.

B.2. What was the attendance of last year's event?

5K

B.3. What is the estimated attendance for next year's event?

6K

B.4. How is attendance measured?

The organization gathers attendance estimates, social media analytics, website traffic, live stream metrics, vendor participation information, and community engagement data to evaluate event performance.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
First State Bank	
Point Bank	
Advantage Hail Repair	
Bell Avenue Self Storage	
Baylor, Scott & White	
Denton Housing Authority	
Strittmatter Counseling	
Modern Woodmen Fraternal Financial	
Best Western Premier	
Caraway Business Solutions	
The Church of Jesus Christ of Latter-Day Saints	
San Bay Studio	

Joe's Jumps	
5 Star Rental	

C. Marketing Plan

Completed by slambtx@yahoo.com on 6/14/2026 9:06 PM

Case Id: 30237

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton, TX 76202

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

The Denton Juneteenth Celebration utilizes a multiplatform marketing strategy designed to promote both the event and the City of Denton as a destination for cultural tourism and community engagement. Marketing efforts include social media campaigns, website promotion, livestream advertising, digital billboards, print materials, online event listings, influencer promotion, radio streaming advertisements, email marketing, community outreach, and regional partnerships. Promotional materials prominently feature Denton venues, local attractions, event locations, and city branding. The organization also maintains an active event website and social media presence that experiences increased engagement during the weeks surrounding Juneteenth. Advertising campaigns are intentionally targeted toward audiences throughout Denton, DFW, and surrounding Texas communities. Expanded merchandise distribution through the organization's partnership with Caraway Business Solutions LLC also serves as an ongoing promotional tool that increases visibility and awareness of Denton Juneteenth beyond the event itself.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☐ Email
- ☒ CVB
- ☒ Influencers
- ☒ Print
- ☒ Radio
- ☐ TV
- ☐ Travel Sites
- ☐ Hotels
- ☒ Other

C.3. Geographic markets targeted:

- ☒ Denton

- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☐ National

C.4. Total marketing budget:

\$18,000.00

C.5. Marketing budget targeting overnight visitors:

\$18,000.00

C.6. Past marketing performance metrics:

Website traffic

The organization's 2025 promotional campaign generated over 1.5 million billboard impressions, more than 36,000.

Social reach

Facebook views, over 21,000 website interactions according to internal analytics, livestream engagement across multiple platforms, and regional audience reach throughout North Texas and surrounding communities.

Email subscribers

D. Budget and Fiscal Responsibility

Completed by slambtx@yahoo.com on 6/14/2026 9:11 PM

Case Id: 30237

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton, TX 76202

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

Yes

D.2. What amount are you requesting in Cash Sponsorship?

\$5,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

Funds will be used to partially or fully support event expenses, including performers, artists, marketing, onsite operations, and vendors.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
Sponsorship	\$11,000.00
HOT Funds	\$70,000.00
City Grant	\$4,000.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Artist	\$40,000.00
Photographers	\$3,000.00
Site Operations	\$9,000.00
Administration	\$1,000.00
Sound	\$4,500.00

Radio	\$3,000.00
Internet/Social Media	\$5,000.00
Billboards/Flyers	\$4,500.00
	\$70,000.00

E. Organizational Capacity

Completed by slambtx@yahoo.com on 6/14/2026 9:13 PM

Case Id: 30237

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton, TX 76202

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

162

E.2. Number of full-time staff:

0

E.3. Number of volunteers:

80

E.4. Previously received funding:

Yes

E.4a. Amount

\$30,800.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Over the next 3–5 years, the organization plans to continue expanding the Denton Juneteenth Celebration into a larger regional cultural tourism event featuring expanded arts programming, educational opportunities, live entertainment, youth engagement, vendor participation, and community partnerships. Longterm goals include increasing tourism visibility, strengthening regional partnerships, enhancing visitor experiences, growing economic impact within Denton, and creating sustainable annual programming that continues to celebrate culture, history, unity, and community engagement.

F. Community Benefit and Alignment

Case Id: 30237

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton, TX 76202

Completed by slambtx@yahoo.com on 6/14/2026 9:15 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

See F.3.

F.2. How does your event encourage community engagement?

See F.3.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Join us for a multiday celebration of freedom, culture, and community! Experience live concerts, a vibrant parade, a hero reception honoring community leaders, children's and family activities, storytelling sessions, financial empowerment workshops, a poetry slam, an art exhibit, diverse vendors, and an incredible selection of food. This unforgettable event offers something for all ages as we come together to celebrate freedom, heritage, and unity. Juneteenth is more than a celebration—it is a communitydriven movement that honors freedom, supports economic development, and fosters unity. Through our partnership with JustServe, we coordinate volunteers who help bring this multiday event to life. We collaborate with local churches, provide a Juneteenth Senior Scholarship Program for graduating students from Dentonarea high schools, and create opportunities that support small businesses and entrepreneurs throughout the community. Our commitment to local engagement includes partnerships with San Bay Studios, local photographers, radio stations, and media outlets. Event promotion reaches audiences throughout the Dallas/Fort Worth Metroplex through billboards, flyers, and multimedia marketing platforms. By showcasing local vendors, artists, performers, and business owners, we help strengthen economic growth and create meaningful opportunities for entrepreneurship and community advancement.

G. Reporting and Evaluation Plan

Completed by slambtx@yahoo.com on 6/14/2026 9:25 PM

Case Id: 30237

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton, TX 76202

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

The organization gathers attendance estimates, social media analytics, website traffic, live stream metrics, vendor participation information, and community engagement data to evaluate event performance.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

The organization can report attendance estimates, marketing analytics, social media reach, live stream, engagement, website traffic, vendor participation, sponsorship support, billboard impressions, economic activity indicators, and post event financial reconciliation information.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

The organization plans to maintain organized financial tracking, attendance estimates, marketing analytics, and operational documentation throughout the planning and execution process in order to fulfill all required quarterly and post event reporting requirements.

H. Required Documents

Completed by slambtx@yahoo.com on 6/21/2026 5:13 PM

Case Id: 30237

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton, TX 76202

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Good Standing 6.14.2026.pdf



Current Board of Directors roster including name, title, address and phone number *Required

2026 Board Roster.pdf



Board Meeting Schedule *Required

2026 Board Meetings.pdf



Provide constitution/by-laws *Required

Approved August 2025 Bylaws.pdf



Provide last two year's audited financial or balance sheet. *Required

2024 Denton Parks Foundation Audit Report FINAL.pdf

12.2025 Financials.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

DPF IRS letter.501c3 (1).pdf

 **Most recent 990 Form submitted to IRS **Required***

TR 990 for Year 2025.pdf

 **Substitute W-9 for PO **Required***

W9 - DPF 7.11.2025.pdf

 **List of all donations made by your org last year. Name and dollar amount included. **Required***

2025 DPF Donations.pdf

 **Other Documents**

Denton Juneteenth Attendance Information.docx

DJ_impact.pdf

Visitors By Origin Fred Moore Park zcta.csv

Submit

Completed by jean.keller@unt.edu on 6/23/2026 6:42 PM

Case Id: 30237

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton, TX 76202

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

M. Jean Keller

Electronically signed by jean.keller@unt.edu on 6/23/2026 6:42 PM

Secretary/Treasurer's signature

Stephanie Lamb

Electronically signed by slambtx@yahoo.com on 6/23/2026 6:26 PM

Admin Docs

No data saved

Case Id: 30237

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton, TX 76202

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30237

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton, TX 76202

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by funding@healthntx.org on 5/26/2026 11:33 AM

Case Id: 30241

Name: Health Services of North Texas - 2026

Address: 4401 N Interstate 35, STE 312, Denton, TX 76207

Program Overview

Please provide the following information.



City of Denton
Sponsorship
Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
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An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

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- A. An executed contract with the City will be administered for the receipt of these funds.
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- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
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In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

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- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

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- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by funding@healthntx.org on 6/22/2026 1:30 PM

Case Id: 30241

Name: Health Services of North Texas - 2026

Address: 4401 N Interstate 35, STE 312, Denton, TX 76207

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

MF

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

MF

☒ Must be based in the City of Denton.

Initial:

MF

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

MF

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

MF

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

MF



Must have a history of continuous, stable programming prior to the application date.

Initial:

MF



Must have an active governing body.

Initial:

MF



Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

MF



If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

MF

A. Applicant Information

Completed by funding@healthntx.org on 6/22/2026 12:53 PM

Case Id: 30241

Name: Health Services of North Texas - 2026

Address: 4401 N Interstate 35, STE 312, Denton, TX 76207

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Health Services of North Texas

A.2. Mailing Address

4401 N Interstate 35, STE 312 Denton, TX 76207

A.3. Tax ID Number

75-2252866

A.4. Name of Event

Stride N' Thrive 5K

A.5. Physical Address of the Event

2001 W Windsor Dr Denton, TX 76207

A.6. Phone Number

(940) 381-1501

A.7. Website

www.healthservicesntx.org

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Health Services of North Texas' mission is to improve the quality of life for all North Texans through medical care, support services, and advocacy. Our vision is a healthy community.

A.9. Event Start Date

08/07/2026

Event End Date

A.10. Describe the event in which funds are being

Printed By: Terrance Jones on 7/21/2026

PRIMARY CONTACT

A.11. First Name

Jessica

A.12. Last Name

Boldt

A.13. Title

Senior Marketing Communications Specialist

A.14. Phone Number

(940) 381-1501

A.15. Email

jboldt@healthntx.org

SECONDARY CONTACT

A.16. First Name

Teri

A.17. Last Name

Johnson

A.18. Title

Chief Communications Officer

A.19. Phone Number

(940) 293-6009

A.20. Email

tjohnson@healthntx.org

requested to support.

HSNT will celebrate National Health Center Week with our second community-wide Stride 'n Thrive 5K on Saturday, August 7, 2027. The event will bring together community members, local families, patients, policymakers, school districts, healthcare partners, and community stakeholders for a fun and meaningful morning focused on wellness, connection, and access to care. The family-oriented event will take place at North Lakes Park in Denton and will include a 5k run/walk as well as a 1 mile "fun run." The adjoining Race Village will feature music and booths from local sponsors.

B. Event and Economic Impact

Completed by funding@healthntx.org on 6/22/2026 12:59 PM

Case Id: 30241

Name: Health Services of North Texas - 2026

Address: 4401 N Interstate 35, STE 312, Denton, TX 76207

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

Established in 1988, Health Services of North Texas (HSNT) is a nonprofit Federally Qualified Health Center (FQHC) providing quality, affordable medical care to people in need. Proceeds from the Stride N' Thrive 5K will go directly to support patient care for North Texas residents in need at HSNT health centers. HSNT's mission is to improve the quality of life for all North Texans through medical care, support services, and advocacy.

B.2. What was the attendance of last year's event?

n/a

B.3. What is the estimated attendance for next year's event?

300

B.4. How is attendance measured?

Attendance is measured by the number of registrations for the 5K submitted via the race website.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
Labcorp	Presenting sponsor for the 2026 first annual Stride N' Thrive 5K event
United Healthcare	Gold sponsor for the 2026 first annual Stride N' Thrive 5K event
McKesson	Gold sponsor for the 2026 first annual Stride N' Thrive 5K event
Therapy 2000	Gold sponsor for the 2026 first annual Stride N' Thrive 5K event
DATCU	Business stakeholder for HSNT for multiple years
Texas Health Denton	Business stakeholder for HSNT for multiple years
Baylor Scott & White Heart Hospital Denton	Community partner

C. Marketing Plan

Completed by funding@healthntx.org on 6/22/2026 1:01 PM

Case Id: 30241

Name: Health Services of North Texas - 2026

Address: 4401 N Interstate 35, STE 312, Denton, TX 76207

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

With a Presenting Sponsorship, The City of Denton's support would be recognized through prominent naming rights, i.e. "Stride N' Thrive 5K presented by The City of Denton," along with the largest logo placement across all event materials. Promotion materials will include the event website, registration page, event signage, race t-shirts, press and media outreach, dedicated sponsor spotlights on social media (Facebook, Instagram, and LinkedIn), and recognition during the opening ceremony. In addition, the sponsor will receive premium booth space at the Race Village, the opportunity to include items in race bags, and 15 race registrations. Together, these marketing efforts will increase visibility for both the event and the City of Denton as the Presenting Sponsor across digital, print, on-site, and community engagement platforms.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☐ CVB
- ☐ Influencers
- ☒ Print
- ☐ Radio
- ☐ TV
- ☐ Travel Sites
- ☐ Hotels
- ☐ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW

☐ Texas

☐ Multi-State

☐ National

C.4. Total marketing budget:

\$700.00

C.5. Marketing budget targeting overnight visitors:

\$0.00

C.6. Past marketing performance metrics:

Website traffic

Social reach

Email subscribers

D. Budget and Fiscal Responsibility

Completed by funding@healthntx.org on 6/22/2026 1:09 PM

Case Id: 30241

Name: Health Services of North Texas - 2026

Address: 4401 N Interstate 35, STE 312, Denton, TX 76207

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

No

D.2. What amount are you requesting in Cash Sponsorship?

\$6,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

A generous sponsorship from the City of Denton will help cover the costs of logistic needs such as an official 5k race timer, and materials such as t-shirts and bibs for participants, and prize medals for race winners.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☐ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
n/a	\$0.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Racing Time and Results	\$2,000.00
Park Permit	\$170.00
Park Rental	\$450.00
Race Shirts	\$2,000.00
Medals	\$750.00
Race Bags	\$300.00
Sticker	\$150.00

Tents	\$200.00
Portable Toilets	\$600.00
Sound System/Announcer	\$500.00
Stage/Platform	\$300.00
Photographer	\$500.00
Sponsorship Signage	\$300.00
Mile Markers	\$30.00
Finish Line Banner	\$2,000.00
Music (Local Band/DJ)	\$500.00
Children's Entertainment (Face Painter)	\$200.00
Snack/Beverage Vendor	\$350.00
Water Bottles	\$75.00
Sports Drinks	\$125.00
Bananas	\$75.00
Granola / Snacks	\$180.00
Ice	\$50.00
Posters/Flyers	\$100.00
Digital Ads	\$300.00
Social Media Promotion	\$300.00
Volunteer Shirts	\$320.00
Volunteer Food	\$200.00
Printing	\$90.00
Credit Card/ Platform Fees	\$500.00
	\$13,615.00

E. Organizational Capacity

Completed by funding@healthntx.org on 6/22/2026 1:12 PM

Case Id: 30241

Name: Health Services of North Texas - 2026

Address: 4401 N Interstate 35, STE 312, Denton, TX 76207

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

0

E.2. Number of full-time staff:

140

E.3. Number of volunteers:

5

E.4. Previously received funding:

No

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

HSNT plans to make this event an annual community celebration of National Health Center Week every year in August, beginning with the first event on Saturday, August 8, 2026. Each year we hope to scale up the number of participants and sponsors for the event.

F. Community Benefit and Alignment

Case Id: 30241

Name: Health Services of North Texas - 2026

Address: 4401 N Interstate 35, STE 312, Denton, TX 76207

Completed by funding@healthntx.org on 6/22/2026 1:15 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

The Stride N' Thrive 5K will take place at North Lakes park inside the City of Denton, an accessible, family-friendly space equipped with accessible parking, nature trails, a playground, and green space.

F.2. How does your event encourage community engagement?

The Stride N' Thrive 5K promotes community engagement through a focus on community health and well-being.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

The Stride N' Thrive 5K promotes Denton's recreational assets via the race course that runs through North Lakes Park. The course will provide race participants with an up-close view of the park's scenic trails and green spaces. The Race Village will also feature local vendors as race sponsors, highlighting Denton's unique and thriving business and non-profit community.

G. Reporting and Evaluation Plan

Completed by funding@healthntx.org on 6/22/2026 1:19 PM

Case Id: 30241

Name: Health Services of North Texas - 2026

Address: 4401 N Interstate 35, STE 312, Denton, TX 76207

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

G.1a. What is the ticket price?

\$25.00

G.1b. Add any additional information related to your Ticket Price

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

Data on attendees is collected through their online registration via runsignup.com.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

HSNT will be able to report the number of registrations for the 5K via our race website and the amount of funds raised for patient care via registrations and sponsorships.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

The post-event 30-day report will be completed by HSNT's Senior Marketing Communications Specialist, in collaboration with the rest of the HSNT Marketing and Communications team.

H. Required Documents

Completed by funding@healthntx.org on 6/23/2026 10:08 AM

Case Id: 30241

Name: Health Services of North Texas - 2026

Address: 4401 N Interstate 35, STE 312, Denton, TX 76207

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

HSNT - 501(c)3 IRS Determination Letter.pdf



Current Board of Directors roster including name, title, address and phone number *Required

HSNT - Board of Directors List.pdf



Board Meeting Schedule *Required

2026_2027 HSNT Governing Board Schedule.pdf



Provide constitution/by-laws *Required

HSNT_Bylaws_Revised_3.24.docx.pdf



Provide last two year's audited financial or balance sheet. *Required

HSNT Audited Financials and Balance Sheet.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

HSNT - Secretary of State Confirmation.pdf

 **Most recent 990 Form submitted to IRS *Required**

HSNT - 990 2024.pdf

 **Substitute W-9 for PO *Required**

HSNT - Substitute W-9 Form.pdf

 **List of all donations made by your org last year. Name and dollar amount included. *Required**

HSNT Donation Statement.pdf

 **Other Documents**

Stride n Thrive 5K_Sponsorship (1).pdf

Submit

Completed by funding@healthntx.org on 6/23/2026 10:11 AM

Case Id: 30241

Name: Health Services of North Texas - 2026

Address: 4401 N Interstate 35, STE 312, Denton, TX 76207

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Lee Brown

Electronically signed by funding@healthntx.org on 6/23/2026 10:09 AM

Secretary/Treasurer's signature

Eric Schwarz

Electronically signed by funding@healthntx.org on 6/23/2026 10:10 AM

Admin Docs

No data saved

Case Id: 30241

Name: Health Services of North Texas - 2026

Address: 4401 N Interstate 35, STE 312, Denton, TX 76207

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30241

Name: Health Services of North Texas - 2026

Address: 4401 N Interstate 35, STE 312, Denton, TX 76207

Email Fields

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☐

- Form 990

☐

- Tax exemption letter

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- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by harrydbff@gmail.com on 5/30/2026 3:59 PM

Case Id: 30246

Name: Denton Black Film Festival Institute, Inc - 2026

Address: PO Box 1217, Denton, TX 76202

Program Overview

Please provide the following information.



City of Denton Sponsorship Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

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- A. The event must be held in a safe, accessible, and family-friendly location;
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In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

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- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by harrydbff@gmail.com on 5/30/2026 4:01 PM

Case Id: 30246

Name: Denton Black Film Festival Institute, Inc - 2026

Address: PO Box 1217, Denton, TX 76202

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

HE

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

HE

☒ Must be based in the City of Denton.

Initial:

HE

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

HE

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

HE

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

HE

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

HE

☒ Must have an active governing body.

Initial:

HE

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

HE

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

HE

A. Applicant Information

Completed by harrydbff@gmail.com on 5/30/2026 4:10 PM

Case Id: 30246

Name: Denton Black Film Festival Institute, Inc - 2026

Address: PO Box 1217, Denton, TX 76202

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Black Film Festival Institute

A.2. Mailing Address

PO Box 1217 Denton, TX 76202

A.3. Tax ID Number

84-4064554

A.4. Name of Event

Denton Black Film Festival

A.5. Physical Address of the Event

PO Box 1217 Denton, TX 76202

A.6. Phone Number

(940) 368-6918

A.7. Website

www.dentonbfff.com

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Our mission is to educate, entertain, and inspire. We share stories of the Black community – it's traditions, ideas and experiences – in a multitude of ways through our programming and experiences. Storytelling is the core of any culture and at DBFF we share stories of the Black Community - it's traditions, ideas, and experiences in a multitude of ways though film, music, art, spoken word, comedy, dance, workshops, panels, etc.

A.9. Event Start Date

01/27/2027

PRIMARY CONTACT

A.11. First Name

Harry

A.12. Last Name

Eaddy

A.13. Title

Executive Director

A.14. Phone Number

(940) 368-6918

A.15. Email

harrydbff@gmail.com

SECONDARY CONTACT

A.16. First Name

Reginald

A.17. Last Name

Logan

A.18. Title

Treasurer

A.19. Phone Number

(940) 390-3204

A.20. Email

logpastor@aol.com

Event End Date

02/07/2027

A.10. Describe the event in which funds are being requested to support.

The Denton Black Film Festival is a premier event that attracts attendees from all over the US and other countries. DBFF is a multidisciplinary platform. Film is the anchor for the festival but it also includes art, music, spoken word, comedy, workshops, panels, dance and much more. The festival offers approximately 60 events in 5 days of in person attendance with an additional 20+ virtual events after the in person portion of the festival has ended. The festival was voted as one of the best festivals in Texas by Texas Travel Magazine in 2019. The festival attract filmmakers, artists and attendees from all over the US and other countries. The attendance for the festival in 2026 was 9000+ with the first two days of the festival impacted by snow and frozen conditions.

B. Event and Economic Impact

Completed by harrydbff@gmail.com on 6/28/2026 10:05 AM

Case Id: 30246

Name: Denton Black Film Festival Institute, Inc - 2026

Address: PO Box 1217, Denton, TX 76202

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

DBFF is one of the most respected film festivals in the country. The festival became known for its excellence in operations and it received an award for one of the "Best Festivals in Texas in 20219 from Texas Travel magazine. The festival is known for being a place for filmmakers and where attendees can have an amazing experience meeting new friends and talking advantage of the hospitality of the Denton community. DBFF uses Film Freeway as its submission platform which attracts hundreds of submissions each year and 80-120 are selected for their films to be included into the festival. The festival includes other components like art, music, spoken word, comedy and more to bring talent for our audience to experience. Film Festivals are great draws for Communities because the bring people from other parts of the US and different countries to share stories and have meaningful discussion which enhances the quality of life for the community. This benefit shows up in the in the everyday life of the community. Economic Impact DBFF adds to the economic impact to Denton because we have been told by many restaurants that the festival makes many of their months and quarters because to the business they generate from DBFF in January every year. We know many of the restaurants have 30-45 minute waits when the festival is in Denton because the majority of the activities are downtown. The Discover Denton group has told the festival that it is an economic generator for the city of Denton. Community Impact DBFF brings attendees of all backgrounds to Denton and months prior to the opening of the festival promotional material has been shared with people from all over the US through social/digital media, billboards, IG, Threads and other ways to bring the community together. This has allowed the festival to have attendance of 10-12,000. The festival collaborates with several Community organizations Partners and Universities.

B.2. What was the attendance of last year's event?

9,000

B.3. What is the estimated attendance for next year's event?

12,000

B.4. How is attendance measured?

Attendance is measured in a variety of ways 1. DBFF has volunteers and staff that scans QR codes as the guest enter the venues 2. DBFF also measures the number of VIP and Sponsors that attend the various events 3. In 2027 DBFF is moving to an integrated system to provide more detail and information about attendees 4. This new marketing company that does alot of data analytics which will be helpful in the future and will integrate with our ticketing platform and allow DBFF to provide more comprehensive reporting.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
City of Denton	Hot funds and Sponsorship, Community engagement and Presenting Sponsor

Alamo Drafthouse Denton	Presenting Sponsor for film Screenings
The Fine Arts Theatre	Screening Partner
UNT	Media, UNT CoLab Visual Art, Student organizations
TWU	Art, Student life, Faculty life, Music
NCTC	Workshops & Panels, Student Life
Denton ISD	Art & Essay Awards Event for 4th&5th graders & Teachers
Friends of the Family	Community Partner for the festival
GDAC	Community Programming Partner
DCTA	Transportation Partner
Peterbilt	Community Partner
Main Street Association	Community Partner
DRC	Media Community Partner
Denton Black Chamber	Community Partner
McDonalds (Denton locations)	Community Partner
Discover Denton	Media and Community Partner
NBC 5	Media Sponsor for the City of Denton
Denton County Historical Society	Quakertown

C. Marketing Plan

Completed by harrydbff@gmail.com on 6/25/2026 1:01 AM

Case Id: 30246

Name: Denton Black Film Festival Institute, Inc - 2026

Address: PO Box 1217, Denton, TX 76202

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

DBFF is one of the most respected film festivals in the country. The festival became known for its excellence in operations and it received an award for one of the "Best Festivals in Texas in 20219 from Texas Travel magazine. The festival is known for being a place for filmmakers and where attendees can have an amazing experience meeting new friends and talking advantage of the hospitality of the Denton community. DBFF uses Film Freeway as its submission platform which attracts hundreds of submissions each year and 80-120 are selected for their films to be included into the festival. The festival includes other components like art, music, spoken word, comedy and more to bring talent for our audience to experience. DBFF will work with a professional marketing company to develop and overall marketing strategy to elevate the festival, increase sponsors, activations for the festivals with brand name sponsors and increase attendance. This will benefit the festival and city of Denton and continue to elevate the festival as a destination event. The DBFF marketing team will continue to bring awareness and promote the festival. While at the festival attendees will experience: - Approximately 60 events in 5 days in person - 90-100 Independent films - Art Exhibits - Music from featured performers or Grammy award nominees/winners - Nationally ranked Spoken Word Artist Slam Competition - Nationally recognised Comedy performers - Workshops & Panels and more People have heard by word of mouth the how great the festival is for filmmakers, creatives and attendees. The DBFF marketing team uses the latest tools and applications to promote Denton along with other partners including DRC, Discover Denton, Dallas Observer, Local Profile Magazine, Metro News, Ft Worth Telegram, Google, FB, X, Instagram, (8) billboards outside of Denton. They have heard about the City of Denton and its hospitality, great food by independent restaurants and how walkable the city is for visitors. The festival gets thousand of attendees coming to the festival because of social media, print, billboards and word of mouth.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☒ CVB
- ☒ Influencers
- ☒ Print
- ☒ Radio
- ☒ TV

- ☒ Travel Sites
- ☒ Hotels
- ☒ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

C.4. Total marketing budget:

\$0.00

C.5. Marketing budget targeting overnight visitors:

\$0.00

C.6. Past marketing performance metrics:

Website traffic

Social reach

Email subscribers

D. Budget and Fiscal Responsibility

Completed by harrydbff@gmail.com on 6/29/2026 5:54 PM

Case Id: 30246

Name: Denton Black Film Festival Institute, Inc - 2026

Address: PO Box 1217, Denton, TX 76202

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

No

D.2. What amount are you requesting in Cash Sponsorship?

\$12,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

The funds will be used to support Marketing, Screenings rentals, Performers, Travel, Hotels, etc. DBFF manages almost 60 events over 5 days of in person programming

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☒ Other

Please specify

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
City of Denton Hot Funds	\$98,000.00
City of Denton Sponsorship	\$12,000.00
Michael Jordan Foundation	\$10,000.00
Jordan Brands	\$10,000.00
Texas Community on the Arts	\$17,000.00
Texas Community on the Arts (Arts Respond Project)	\$7,000.00
Charles Schwab Bank	\$10,000.00
DCTA	\$2,500.00

MEOW WOLF	\$2,500.00
McDonald's	\$5,000.00
Texas Film Commission	\$1,000.00
Dallas Film Commission	\$2,500.00
Fort Worth Film Commission	\$2,500.00
Anderson Merchandisers	\$2,500.00
UNT Media Department	\$1,000.00
NBC 5	\$2,500.00
Dallas Producers Association	\$500.00
Josh Goler	\$1,000.00
DBFF Ticket sales	\$51,000.00
DBFF Merch sales	\$4,500.00
Peterbilt	\$2,500.00
Other Sponsors	\$8,200.00
H.E.B	\$10,000.00
Walmart	\$10,000.00
Texas Instruments	\$5,000.00
Capital One	\$5,000.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
DBFF Video/Audio Production	\$21,500.00
Film Acquisition	\$4,500.00
Speakers, Performers, Awardees	\$53,000.00
Marketing support, social media, ads, promotions	\$47,000.00
Printing	\$18,700.00
Public Relation	\$4,600.00
Billboards	\$12,000.00
Facilities Rental	\$18,800.00
Hotels	\$16,500.00
Travel	\$8,900.00
Sound Rental, contractors, labor	\$8,600.00
Trophies & Awards	\$5,800.00
Contract services Video, Photographers, Ticketing	\$17,500.00
Bizperks (BPDI)	\$12,600.00
Operations, Facilities Staff, Onsite staff	\$23,600.00
	\$273,600.00

E. Organizational Capacity

Completed by harrydbff@gmail.com on 6/25/2026 1:03 AM

Case Id: 30246

Name: Denton Black Film Festival Institute, Inc - 2026

Address: PO Box 1217, Denton, TX 76202

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

12

E.2. Number of full-time staff:

0

E.3. Number of volunteers:

175

E.4. Previously received funding:

Yes

E.4a. Amount

\$12,000.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

DBFF is recognized as a go to premier event and a sought out film festival. Currently the festival is a Regional/National festival and in the future as the festival attracts more industry talent this will drive more attendees to the festival. The festival is a multidisciplinary platform similar to SXSW and the mixture of film, art, music, spoken word, comedy and other disciplines will bring more attendees to the festival. DBFF is working with a professional marketing company to develop a marketing strategy elevate and grow the festival. This will allow the festival to increase sponsors, activations and raise DBFF as a national Film Festival. This help DBFF become a National festival brand. DBFF is applying to Academy of the Arts to become an Oscar qualifying film festival for short films for the festival this August 2026. This would be a game changer for the festival and Denton. This is a very difficult approval to get but we believe we have a chance to do it this year. The festival is collaborating with streaming platforms and other companies to broaden the brand and appeal. We see the festival growing significantly in size over the next 2-3 years. DBFF believes the festival will grow to 15,000-20,000 attendees annually. This will increase hotel stays and become an even greater economic driver for the city of Denton. Summary 1. Apply for Oscar qualification for Short Films through the Academy of the Arts for Motion Pictures 2. Work with a professional marketing company to develop a strong marketing strategy, elevate the festival and bring new sponsors and activations to the festival.

F. Community Benefit and Alignment

Case Id: 30246

Name: Denton Black Film Festival Institute, Inc - 2026

Address: PO Box 1217, Denton, TX 76202

Completed by harrydbff@gmail.com on 6/28/2026 10:52 AM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

DBFF is a safe, accessible and family friendly festival. DBFF has received an award as one of the "Best Festivals in Texas" by Texas Travel Magazine.

F.2. How does your event encourage community engagement?

DBFF has several Denton Partner relationships including GDAC, Denton ISD, UNT, TWU, NCTC, Friends of the Family, health organizations. The festival not only encourages community engagement but collaborations community partnerships.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

DBFF promotes Denton cultural, artistic and historic assets including the Quakertown USA film that premiered at the festival in 2026. DBFF has two goals in mind 1. share culture and 2. build community through storytelling.

G. Reporting and Evaluation Plan

Completed by harrydbff@gmail.com on 6/29/2026 1:02 AM

Case Id: 30246

Name: Denton Black Film Festival Institute, Inc - 2026

Address: PO Box 1217, Denton, TX 76202

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

G.1a. What is the ticket price?

\$11.00

G.1b. Add any additional information related to your Ticket Price

DBFF also offers VIP Passes at Box Office prices of 350 dollars for all of the events in person and virtual

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

The data is collected by scanning the tickets and Passes for the various in person events. We do a double count. DBFF is moving to a app that will provide a lot more detail about our guest and and sponsors.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

DBFF in 2027 will be able to report on alot more data on attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc. This is why we are selecting this app.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

DBFF is is able to fulfill this requirement.

H. Required Documents

Completed by harrydbff@gmail.com on 6/29/2026 2:10 PM

Case Id: 30246

Name: Denton Black Film Festival Institute, Inc - 2026

Address: PO Box 1217, Denton, TX 76202

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

DBFFI Tax Status Document_2026-06-23_075548.pdf



Current Board of Directors roster including name, title, address and phone number *Required

DBFFI Board Members.pdf



Board Meeting Schedule *Required

DBFFI Scheduled Board Meetings.pdf



Provide constitution/by-laws *Required

Bylaws--Denton Black Film Festival .pdf



Provide last two year's audited financial or balance sheet. *Required

Denton Black Film Festival_Balance Sheet_FY24 & FY25.pdf

Denton Black Film Festival_Income Statement_FY24 & FY25.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

501C3 EXEMPTION DBFFi (1).jpeg



Most recent 990 Form submitted to IRS *Required

DBFFI 990 1-12 V2 Document_2026-04-20_075406-compressed.pdf



Substitute W-9 for PO *Required

DBFFI Signed W9 Form Document_2026-02-12_141330.pdf



List of all donations made by your org last year. Name and dollar amount included. *Required

DBFF Donations 2026.docx



Other Documents

DBFFI 2027 Sponsorship Cover Letter.pdf

Sponsorship Investment Proposal.pdf

DBFF - Week at a Glance brochure 2026 FINAL.pdf

Denton Black Film Festival 2026 Dallas Observer Recap.pdf

Denton Black Film Festival CultureMap Campaign Report 2026 (1).pdf

1273849-DFW 010626-012526 Activity Reporting - Clear Cast v1 (1).pdf

DBFF LD Marketing Campaign Email 1.pdf

Submit

Completed by logpastor@aol.com on 6/30/2026 12:56 PM

Case Id: 30246

Name: Denton Black Film Festival Institute, Inc - 2026

Address: PO Box 1217, Denton, TX 76202

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Harry Eaddy

Electronically signed by harrydbff@gmail.com on 6/30/2026 10:06 AM

Secretary/Treasurer's signature

REGINALD LOGAN

Electronically signed by logpastor@aol.com on 6/30/2026 12:56 PM

Admin Docs

No data saved

Case Id: 30246

Name: Denton Black Film Festival Institute, Inc - 2026

Address: PO Box 1217, Denton, TX 76202

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30246

Name: Denton Black Film Festival Institute, Inc - 2026

Address: PO Box 1217, Denton, TX 76202

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by brian.wright@dmacdenton.org on 6/3/2026 12:33 PM

Case Id: 30253

Name: DMAC Amplify Denton 2027 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

Program Overview

Please provide the following information.



City of Denton Sponsorship Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

Printed By: Terrance Jones on 7/21/2026

1 of 21

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by info@dmacdenton.org on 6/18/2026 6:39 PM

Case Id: 30253

Name: DMAC Amplify Denton 2027 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

JAMK

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

JAMK

☒ Must be based in the City of Denton.

Initial:

JAMK

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

JAMK

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

JAMK

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

JAMK

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

JAMK

☒ Must have an active governing body.

Initial:

JAMK

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

JAMK

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

JAMK

A. Applicant Information

Completed by info@dmacdenton.org on 6/28/2026 8:09 PM

Case Id: 30253

Name: DMAC Amplify Denton 2027 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Music and Art Collaborative

A.2. Mailing Address

624 W University Dr 113 Denton, TX 76201

A.3. Tax ID Number

82-1519472

A.4. Name of Event

Amplify Denton 2027

A.5. Physical Address of the Event

Greater Denton Arts Council 400 East Hickory St Denton, TX 76201

A.6. Phone Number

(940) 382-2787

A.7. Website

<https://dmacdenton.org/amplify-denton>

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Denton Music and Art Collaborative (DMAC) is a 501(c)(3) non-profit organization that works to preserve, promote, and continue the unique and culturally significant musical and artistic heritage of Denton by providing vital healthcare subsidies for local artists and musicians.

A.9. Event Start Date

05/01/2027

Event End Date

05/01/2027

PRIMARY CONTACT

A.11. First Name

Jennifer

A.12. Last Name

Kapinos

A.13. Title

President

A.14. Phone Number

(940) 600-3092

A.15. Email

jennifer.kapinos@dmacdenton.org

SECONDARY CONTACT

A.16. First Name

Steve

A.17. Last Name

Dorman

A.18. Title

Treasurer

A.19. Phone Number

(817) 962-7211

A.20. Email

steve.dorman@dmacdenton.org

A.10. Describe the event in which funds are being requested to support.

The requested Sponsorship funds will be used to support the third annual Amplify Denton music festival, a free event that will bring together locals and tourists in celebration of Denton's vibrant local music scene. Spread across multiple stages, the event will be hosted at the Greater Denton Arts Council (GDAC) on Saturday May 1, 2027. In addition to music, the festival will feature local art, food and beverage offerings, and a silent art auction. Notably, by spotlighting the work of local Denton musicians, the Amplify festival promotes economic development within the City of Denton and further enhances its reputation as a certified "music friendly community."

B. Event and Economic Impact

Completed by info@dmacdenton.org on 6/28/2026 8:10 PM

Case Id: 30253

Name: DMAC Amplify Denton 2027 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The proceeds that DMAC earns from Amplify Denton goes to support our mission of providing healthcare subsidies for local artists and musicians. Through events like these, in the last 12 months, DMAC was able to raise more than \$11,000, which we used to subsidize the healthcare of 60 members of our community and to support GDAC's programming efforts throughout the year. Our work not only spotlights the city's local arts scene, it also grows our community by encouraging new musicians and artists to put down roots in Denton. Furthermore, events such as Amplify Denton help grow the local economy by bringing in new consumers to the city.

B.2. What was the attendance of last year's event?

1,100

B.3. What is the estimated attendance for next year's event?

1,400

B.4. How is attendance measured?

The event is free and open to the public, but attendees must register for it in advance or at the event. This process is done through GDAC's GiveSmart account, which also collects demographic information about attendees.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
Little Guys Movers	Logistical and setup support

C. Marketing Plan

Completed by brian.wright@dmacdenton.org on 6/3/2026 12:40 PM

Case Id: 30253

Name: DMAC Amplify Denton 2027 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

As detailed in our accompanying budget, we have developed a robust marketing plan to promote Amplify Denton; this marketing, in turn, would also serve to promote the City of Denton and further enhance its reputation as a certified “music friendly community.” Our plan includes targeted Facebook and Instagram ads targeting the Denton, Dallas-Fort Worth, Houston, and Oklahoma City areas. We also plan to promote our event using a digital billboard located on I-35W. Similarly, we will purchase sponsored event listings with Do214, a popular platform for promoting live music in the DFW area, and since Amplify Denton is a live music festival, we also plan to advertise it on various radio stations in Texas, such as 91.7 KXT and 88.1 Indie. Additionally, we will pay 88.1 Indie to do a 2-hour, on-location remote segment promoting the event. Through press releases and contact with the local media, we will also promote the event using the Denton Record Chronicle, KERA, the Cross Timbers Gazette, and the Dallas Morning News. Lastly, the marketing plan also includes support for graphic design, signage, and other promotional costs related to the event.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☒ Email
- ☐ CVB
- ☐ Influencers
- ☒ Print
- ☒ Radio
- ☒ TV
- ☐ Travel Sites
- ☐ Hotels
- ☒ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☐ National

C.4. Total marketing budget:

\$10,000.00

C.5. Marketing budget targeting overnight visitors:

\$5,000.00

C.6. Past marketing performance metrics:

Website traffic

Social reach

80,323

Email subscribers

D. Budget and Fiscal Responsibility

Completed by info@dmacdenton.org on 6/18/2026 6:43 PM

Case Id: 30253

Name: DMAC Amplify Denton 2027 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

Yes

D.2. What amount are you requesting in Cash Sponsorship?

\$6,500.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

We are seeking Sponsorship funds to offset two of the event's biggest expenses: musicians' performance fees and outdoor stage rental. If approved, these Sponsorship funds would cover approximately 25% of our operating expenses. Notably, increased support from the City of Denton will also allow us to bring in even more prominent headlining artists.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
City of Denton HOT Funds (requested)	\$11,000.00
City of Denton Sponsorship Funds (requested)	\$6,500.00
Musicians' Union In-Kind Contribution	\$5,000.00
Sponsorships from local businesses	\$4,500.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Advertising	\$10,000.00
Performance fees for musicians	\$10,000.00

Stage rental and sound engineer	\$4,000.00
Barrier and portapotty rental	\$3,000.00
	\$27,000.00

E. Organizational Capacity

Completed by info@dmacdenton.org on 6/18/2026 6:44 PM

Case Id: 30253

Name: DMAC Amplify Denton 2027 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

2

E.2. Number of full-time staff:

0

E.3. Number of volunteers:

50

E.4. Previously received funding:

Yes

E.4a. Amount

\$0.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

DMAC intends to stage Amplify every year. Over the next 3-5 years, we are committed to growing the event's reach and its number of attendees annually. Notably, as the scope of the event expands, we are also looking into bringing in bigger headline acts that will draw even more attendees. Ultimately, our goal is to find cost-effective ways to bring more locals and tourists to these events in order to raise even more money for our organization, which we will then spend on further subsidizing healthcare costs for local artists and musicians.

F. Community Benefit and Alignment

Case Id: 30253

Name: DMAC Amplify Denton 2027 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

Completed by info@dmacdenton.org on 6/28/2026 8:21 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

Our event is free and open to the public, making it accessible to all Dentonites. We also work with the local police department to ensure security and safety, and since we began staging this festival, we have never had a single incident. The event is also family-friendly. Each year, we include an afternoon program for young children to learn more about music. Additionally, many parents bring their older children to the festival itself, to see the art and listen to the music. Families are a common sight at our event.

F.2. How does your event encourage community engagement?

Our event encourages community engagement in three ways: First, the event itself brings member of our community together to celebrate Denton's vibrant musical and artistic culture. Second, the money raised through the event goes to support DMAC's healthcare subsidies for local artists and musicians, and to GDAC's arts programming, ensuring that the creative professionals who define Denton's culture can afford to remain and work in the city. Third, it provides income for those who are performing on stage or selling their art at the event, providing more opportunity for them to build a career in Denton.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Amplify Denton directly strengthens Denton's identity as a certified music friendly community by showcasing the city's vibrant musical and artistic heritage. Crucially, the event also promotes the sustainability of our artistic community; the proceeds directly fund healthcare subsidies for artists and musicians, as well as the programming offered by GDAC throughout the year for the community.

G. Reporting and Evaluation Plan

Completed by info@dmacdenton.org on 6/18/2026 6:46 PM

Case Id: 30253

Name: DMAC Amplify Denton 2027 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

The event is free and open to the public, but attendees must register for it in advance or at the event. This process is done through GDAC's GiveSmart account, which also collects information about attendees.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

We collect multiple metrics for the event related to attendance (which is tracked through registration information) and marketing. For example, last year DMAC created 15 separate social media posts promoting Amplify Denton, which had a cumulatively reached 80,323 people.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

Internally, we keep an itemized record of all expenses and revenue connected to our events. This will make it easy for us to generate both quarterly financial reports and a post-event report.

H. Required Documents

Completed by info@dmacdenton.org on 6/28/2026 8:20 PM

Case Id: 30253

Name: DMAC Amplify Denton 2027 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Copy of IRS 501(c)3 Determination Letter (1).pdf



Current Board of Directors roster including name, title, address and phone number *Required

May 2026 List of DMAC Board Members.pdf



Board Meeting Schedule *Required

Board Meeting Schedule.pdf



Provide constitution/by-laws *Required

DMAC Bylaws 3-14-2026.pdf



Provide last two year's audited financial or balance sheet. *Required

2025 DMAC- Independent Accountants Review Report - FY 2024 - FINAL.pdf

StatementofFinancialPosition as of 04.30.2024.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

Copy of IRS 501(c)3 Determination Letter (1).pdf

 **Most recent 990 Form submitted to IRS **Required***

2024Form990Package-Final.pdf

 **Substitute W-9 for PO **Required***

2026 DMAC W-9.pdf

 **List of all donations made by your org last year. Name and dollar amount included. **Required***

DMAC Donation Statement 2025.docx

 **Other Documents**

Sponsorship Budget - Amplify 2027.pdf

IMG_8616.jpg

IMG_8660.jpg

IMG_8669.jpg

IMG_8709.jpg

Submit

Completed by steve.dorman@dmacdenton.org on 6/29/2026 10:01 AM

Case Id: 30253

Name: DMAC Amplify Denton 2027 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Jennifer Kapinos

Electronically signed by info@dmacdenton.org on 6/28/2026 8:21 PM

Secretary/Treasurer's signature

Steven C. Dorman

Electronically signed by steve.dorman@dmacdenton.org on 6/29/2026 10:01 AM

Admin Docs

No data saved

Case Id: 30253

Name: DMAC Amplify Denton 2027 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

Admin Docs

Please provide the following information.

Documentation



HOT Report Form with TPID *Required

***No files uploaded*



Post Event Form *Required

***No files uploaded*

Email Fields

No data saved

Case Id: 30253

Name: DMAC Amplify Denton 2027 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by brian.wright@dmacdenton.org on 6/3/2026 4:47 PM

Case Id: 30255

Name: DMAC Monster Dash 2026 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

Program Overview

Please provide the following information.



City of Denton Sponsorship Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

Printed By: Terrance Jones on 7/21/2026

1 of 21

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by info@dmacdenton.org on 6/17/2026 9:16 PM

Case Id: 30255

Name: DMAC Monster Dash 2026 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

JAMK

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

JAMK

☒ Must be based in the City of Denton.

Initial:

JAMK

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

JAMK

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

JAMK

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

JAMK

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

JAMK

☒ Must have an active governing body.

Initial:

JAMK

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

JAMK

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

JAMK

A. Applicant Information

Completed by info@dmacdenton.org on 6/28/2026 7:43 PM

Case Id: 30255

Name: DMAC Monster Dash 2026 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Music and Art Collaborative

A.2. Mailing Address

624 W University Dr 113 Denton, TX 76201

A.3. Tax ID Number

82-1519472

A.4. Name of Event

Monster Dash 2026

A.5. Physical Address of the Event

North Lakes Park 2001 W Windsor Dr Denton, TX 76207

A.6. Phone Number

(940) 349-7275

A.7. Website

<https://dmacdenton.org/monsterdash>

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Denton Music and Art Collaborative (DMAC) is a 501(c)(3) non-profit organization that works to preserve, promote, and continue the unique and culturally significant musical and artistic heritage of Denton by providing vital healthcare subsidies for local artists and musicians.

A.9. Event Start Date

10/18/2026

Event End Date

10/18/2026

PRIMARY CONTACT

A.11. First Name

Jennifer

A.12. Last Name

Kapinos

A.13. Title

President

A.14. Phone Number

(940) 600-3092

A.15. Email

jennifer.kapinos@dmacdenton.org

SECONDARY CONTACT

A.16. First Name

Steve

A.17. Last Name

Dorman

A.18. Title

Treasurer

A.19. Phone Number

(817) 962-7211

A.20. Email

steve.dorman@dmacdenton.org

A.10. Describe the event in which funds are being requested to support.

Monster Dash is a family-friendly, Halloween-themed charity fun run that will take place on Sunday October 18, 2026. It includes a 5k run, a “Trick or Treat Trail” for children, and a costume contest. It is an annual event that takes place in October and is part of the City of Denton’s Thirty One Days of Halloween tourism campaign.

B. Event and Economic Impact

Completed by info@dmacdenton.org on 6/23/2026 4:37 PM

Case Id: 30255

Name: DMAC Monster Dash 2026 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The proceeds that DMAC earns from our Monster Dash events go to support our charitable mission of providing healthcare subsidies for local artists and musicians. Through events like these, in the last 12 months, DMAC was able to raise more than \$11,000, which we used to subsidize the healthcare of 60 members of our community. Our work not only expands the city’s local arts scene, it also grows our community by encouraging new musicians and artists to put down roots in Denton. Furthermore, events such as Monster Dash help grow the local economy by bringing in new consumers to the city; it also serves the public interest by furthering the city’s goals of making Denton the “Halloween Capital of Texas.”

B.2. What was the attendance of last year’s event?

200

B.3. What is the estimated attendance for next year’s event?

300

B.4. How is attendance measured?

Each runner in the Monster Dash is required to register for the event via RunSignUp. Through this process, we collect demographic data on each participant, including their contact information, age, and the county where they reside.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
Little Guys Movers	Logistical and setup support

C. Marketing Plan

Completed by brian.wright@dmacdenton.org on 6/3/2026 5:06 PM

Case Id: 30255

Name: DMAC Monster Dash 2026 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

We have developed a robust marketing plan to promote both Monster Dash 2026, which, in turn, will promote the City of Denton and its Thirty One Days of Halloween tourism campaign. As detailed in our accompanying budget, our marketing plan will primarily center on Facebook and Instagram ads targeting running enthusiasts and families in Denton and the DFW Metroplex. Also, through press releases and interviews, we will also promote the event through the local media.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☐ Email
- ☐ CVB
- ☐ Influencers
- ☒ Print
- ☐ Radio
- ☒ TV
- ☐ Travel Sites
- ☐ Hotels
- ☐ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☐ Texas

☐ Multi-State

☐ National

C.4. Total marketing budget:

\$2,000.00

C.5. Marketing budget targeting overnight visitors:

\$0.00

C.6. Past marketing performance metrics:

Website traffic

Social reach

31,314

Email subscribers

D. Budget and Fiscal Responsibility

Completed by info@dmacdenton.org on 6/17/2026 9:35 PM

Case Id: 30255

Name: DMAC Monster Dash 2026 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

Yes

D.2. What amount are you requesting in Cash Sponsorship?

\$4,500.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

We are requesting Sponsorship support to help cover three expenses: in-kind use of park facilities and city personnel, event promotion and advertising, and race timing services, which will enhance the event's credibility and attract more runners. If approved, these funds would cover approximately 50% of our marketing expenses and 60% of our operational expenses.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
City of Denton Sponsorship Funds (Requested)	\$4,500.00
Runner Registration Fees	\$1,000.00
Community Fundraising and Sponsorship	\$1,000.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Advertising and Marketing	\$2,000.00
Park Rental, Permits, and Personnel	\$1,500.00
Race Timing Services	\$2,000.00

Additional Supplies	\$1,000.00
	\$6,500.00

E. Organizational Capacity

Completed by info@dmacdenton.org on 6/28/2026 7:49 PM

Case Id: 30255

Name: DMAC Monster Dash 2026 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

2

E.2. Number of full-time staff:

0

E.3. Number of volunteers:

40

E.4. Previously received funding:

Yes

E.4a. Amount

\$1,800.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

DMAC intends to stage Monster Dash every October. Over the next 3-5 years, we are committed to growing the events' reach and its number of participants annually, and our goal is to make it a distinctive, fun event that appeals both to tourists and locals. Notably, as the event expands, we have discussed relocating it to Quakertown Park, and potentially even having the run weave through the square—both of which would increase tourist activity in Downton Denton. Ultimately, our goal is to use these events to raise as much money as possible for our organization, which we will then spend on further subsidizing healthcare costs for local artists and musicians, and growing those services to include other services that will make Denton a place to put down roots and build community.

F. Community Benefit and Alignment

Case Id: 30255

Name: DMAC Monster Dash 2026 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

Completed by info@dmacdenton.org on 6/28/2026 7:50 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

Monster Dash is open to the public as an all-ages event. In addition to a traditional 5k run, it includes a multi-station "Trick or Treat Trail" for children and families that is free. We encourage our participants to dress in costume, since the event is also part of the City of Denton's Thirty One Days of Halloween. It is held at North Lakes Park, which is ADA accessible, and a beautiful, clean park for us to hold the event. The route we have outlined ranges all over the park, providing scenic views, and fun for the whole family.

F.2. How does your event encourage community engagement?

Our event brings local community members together for a 5k, building community and camaraderie through a healthy and fun sporting event. By holding an event that is not centered on music or art, we endeavor to draw in parts of the community that may not otherwise know about DMAC's mission together with our regular donors and supporters to continue to grow a vibrant and connected community in Denton. It also enhances and supports the City of Denton's "Thirty One Days of Halloween" initiative.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Our event takes place at North Lakes Park and therefore supports Denton's recreational assets.

G. Reporting and Evaluation Plan

Completed by info@dmacdenton.org on 6/28/2026 7:54 PM

Case Id: 30255

Name: DMAC Monster Dash 2026 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

G.1a. What is the ticket price?

\$50.00

G.1b. Add any additional information related to your Ticket Price

Children under age 13 are \$20

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

Each runner in the Monster Dash is required to register for the event via RunSignUp. Through this process, we collect demographic data on each participant, including their contact information, their age, and the county where they reside.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

We will be able to report the number of people who registered for the event, how many of those came from beyond Denton county, and the cumulative reach of our various social media campaigns.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

Internally, we keep an itemized record of all expenses and revenue connected to our events. This will make it easy for us to generate both quarterly financial reports and a post-event report.

H. Required Documents

Completed by info@dmacdenton.org on 6/28/2026 8:07 PM

Case Id: 30255

Name: DMAC Monster Dash 2026 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Copy of IRS 501(c)3 Determination Letter (1).pdf



Current Board of Directors roster including name, title, address and phone number *Required

May 2026 List of DMAC Board Members.pdf



Board Meeting Schedule *Required

Board Meeting Schedule.pdf



Provide constitution/by-laws *Required

DMAC Bylaws 3-14-2026.pdf



Provide last two year's audited financial or balance sheet. *Required

DMAC Spending and Income Report 2024.xlsx - 2024 Budget.pdf

2025 DMAC- Independent Accountants Review Report - FY 2024 - FINAL.pdf

StatementofFinancialPosition as of 04.30.2024.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

Copy of IRS 501(c)3 Determination Letter (1).pdf

 **Most recent 990 Form submitted to IRS *Required**

2024Form990Package-Final.pdf

 **Substitute W-9 for PO *Required**

2026 DMAC W-9.pdf

 **List of all donations made by your org last year. Name and dollar amount included. *Required**

DMAC Donation Statement 2025.docx

 **Other Documents**

MD 2026 Sponsorship Budget.pdf

Monster_Dash_Graphic 3 color 2025 w Logo.png

Submit

Completed by steve.dorman@dmacdenton.org on 6/29/2026 10:01 AM

Case Id: 30255

Name: DMAC Monster Dash 2026 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Jennifer Kapinos

Electronically signed by info@dmacdenton.org on 6/28/2026 8:07 PM

Secretary/Treasurer's signature

Steven C. Dorman

Electronically signed by steve.dorman@dmacdenton.org on 6/29/2026 10:01 AM

Admin Docs

No data saved

Case Id: 30255

Name: DMAC Monster Dash 2026 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30255

Name: DMAC Monster Dash 2026 Sponsorship

Address: 624 W University Dr, 113, Denton, TX 76201

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by kimblevalerie@yahoo.com on 6/15/2026 12:50 PM

Case Id: 30256

Name: Tejas Storytelling - 2026

Address: 214 West Hickory, Denton, TX 76201--4118

Program Overview

Please provide the following information.



City of Denton Sponsorship Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by kimblevalerie@yahoo.com on 6/22/2026 12:09 PM

Case Id: 30256

Name: Tejas Storytelling - 2026

Address: 214 West Hickory, Denton, TX 76201--4118

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

VK

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

VK

☒ Must be based in the City of Denton.

Initial:

VK

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

VK

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

VK

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

VK

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

VK

☒ Must have an active governing body.

Initial:

VK

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

VK

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

VK

A. Applicant Information

Completed by kimblevalerie@yahoo.com on 6/8/2026 1:28 PM

Case Id: 30256

Name: Tejas Storytelling - 2026

Address: 214 West Hickory, Denton, TX 76201--4118

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Tejas Storytelling Association

A.2. Mailing Address

214 West Hickory Denton, TX 76201--4118

A.3. Tax ID Number

75-2231093

A.4. Name of Event

Texas Storytelling Festival

A.5. Physical Address of the Event

321 East McKinney St. Denton, TX 76201--4231

A.6. Phone Number

(940) 380-9320

A.7. Website

<https://tejasstorytelling.com/>

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

The mission and purpose of the Tejas Storytelling Association are to foster an appreciation of storytelling as an oral tradition, a performing art, and an educational tool.

A.9. Event Start Date

03/11/2027

Event End Date

03/14/2027

A.10. Describe the event in which funds are being

PRIMARY CONTACT

A.11. First Name

Valerie

A.12. Last Name

Kimble

A.13. Title

TSA Grants Committee Member

A.14. Phone Number

(405) 823-6500

A.15. Email

kimblevalerie@yahoo.com

SECONDARY CONTACT

A.16. First Name

Dalton

A.17. Last Name

Gregory

A.18. Title

TSA Treasurer Emeritus

A.19. Phone Number

(940) 391-8989

A.20. Email

daltonrgregory@gmail.com

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requested to support.

In-kind assistance is requested with 50% reduction of Quakertown Civic Center rental fees for the 42nd Annual Texas Storytelling Festival, March 11-14, 2027.

B. Event and Economic Impact

Completed by kimblevalerie@yahoo.com on 6/22/2026 12:10 PM

Case Id: 30256

Name: Tejas Storytelling - 2026

Address: 214 West Hickory, Denton, TX 76201--4118

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Texas Storytelling Festival is the premier storytelling event in Texas. It makes Denton a destination for cultural tourism. The Texas Storytelling Festival provides entertainment for the public and access for Denton school children to this art form. It provides workshops for parents, educators, clergy, counselors, attorneys, librarians and performers who use storytelling in their work. Economically, it benefits the city by providing income from rental fees for the Civic Center for 4 days, and business income for hotels and restaurants. The attendees also purchase gas and incidentals at local businesses. Advertising Funding from this grant helps market Denton throughout Texas, Oklahoma, Louisiana, and nationally.

B.2. What was the attendance of last year's event?

2218

B.3. What is the estimated attendance for next year's event?

2300

B.4. How is attendance measured?

Attendance is measured by visual count at each concert, workshop and program.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
Denton Benefit League	Grantor Sponsor
Recycled Books	Donor Sponsor
McAlister's Delie	Catered/Box lunches Friday and Saturday
Jimmy Meredith	Catered fundraising dinner Saturday night
Marco's Pizza	Pizza for Kid's lunch on Saturday
Woman's Building	Rental for 3 days
Denton Parks and Recreation	In-kind discount for Quakertown Civic Center
Emily Fowler Public Library	In-kind free use of meeting room
Groggy Dog Printing	In-kind discounted T-shirt printing
HEB	In-kind products
Sign Language Interpreting Program, Tarrant County College	In-kind student volunteer time as ASL interpreters
Blue Bell	In-kind products
Tipi Tellers	Donation
Darlene Tone, LLC	Donation
Buff City Soap	In-kind products

Printed By: Terrance Jones on 7/21/2026

8 of 22

C. Marketing Plan

Completed by kimblevalerie@yahoo.com on 6/26/2026 12:03 PM

Case Id: 30256

Name: Tejas Storytelling - 2026

Address: 214 West Hickory, Denton, TX 76201--4118

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

The primary target market is well-educated 40-75-year-olds with disposable income, families with children, and special interest groups related to the featured performers. All media that appeals to this demographic will be used, including radio, TV/PBS, publications both print and online, plus targeted professional journals and online calendars. TSA's 302 members live throughout Texas, the region, nationally, and internationally, and are reached by direct mail, enewsletter, social media, email bursts, and word of mouth. The focus is on the warmth and welcoming atmosphere of this place as a festival destination and the great storytelling available. Advertising: Funding from this grant allows marketing of Denton throughout Texas, Oklahoma, Louisiana, and nationally, which brings people to Denton and involves hotel stays, restaurant meals, and incidental purchases.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☒ CVB
- ☐ Influencers
- ☒ Print
- ☒ Radio
- ☒ TV
- ☒ Travel Sites
- ☐ Hotels
- ☐ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW

☒ Texas

☒ Multi-State

☒ National

C.4. Total marketing budget:

\$55,021.00

C.5. Marketing budget targeting overnight visitors:

\$42,508.00

C.6. Past marketing performance metrics:

Website traffic

4414 total users, 5370 sessions, 8435 views

Social reach

Facebook - 900 likes, 13 comments, 28 shares

Email subscribers

2000, includes 302 members

D. Budget and Fiscal Responsibility

Completed by kimblevalerie@yahoo.com on 6/30/2026 10:36 AM

Case Id: 30256

Name: Tejas Storytelling - 2026

Address: 214 West Hickory, Denton, TX 76201--4118

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

Yes

D.2. What amount are you requesting in Cash Sponsorship?

\$0.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

The in-kind request is for a 50% reduction in the rental cost of the Quakertown Civic Center. Current quote for the dates 3/11/2027-3/14/2027 is \$23,191.00, so 50% is \$11,595.50.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
TX Commission on the Arts Cultural District Project Grant, Partial rental of Civic Center, pending	\$5,000.00
Denton Benefit League 2026, Rental of Woman's Bldg. & partial rental of Civic Center, pending	\$3,000.00
City of Denton, Hotel Occupancy Tax Grant 2027, pending	\$59,055.00
TCA Arts Respond HHS grant, for 2 ASL interpreters fees & expenses, pending	\$3,000.00
City of Denton Co-Sponsorship, 50% Reduction in Civic Center costs, pending	(\$11,595.50)
Admissions	\$15,113.00
Corporate & Individual Donations	\$7,394.00

Earned Income - Silent Auction, Talespinners Dinner, etc.	\$17,719.00
TCA Musicians grant	\$400.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Quakertown Civic Center rental	\$11,595.50
Advertising	\$52,617.00
Storytellers Fees	\$6,925.00
Travel	\$6,904.00
Workshop Presenters	\$390.00
ASL Interpreter Fees	\$3,000.00
Technical Crew	\$4,300.00
Postage/Printing	\$1,658.00
Supplies	\$668.00
Meals	\$6,527.00
Resource Sales & Consignments	\$4,500.00
Woman's Building Rental	\$675.00
Minor Site Expenses	\$930.00
Festival Producer Fees	\$195.00
Event Musicians	\$1,150.00
Kids Day expenses	\$258.00
Bank Charges	\$25.00
Historian Expenses (Display(	\$89.00
Awards	\$419.00
Quakertown Civic Center - permit & deposit	\$450.00
	\$103,275.50

E. Organizational Capacity

Completed by kimblevalerie@yahoo.com on 6/25/2026 1:02 PM

Case Id: 30256

Name: Tejas Storytelling - 2026

Address: 214 West Hickory, Denton, TX 76201--4118

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

41

E.2. Number of full-time staff:

1.5 FTE

E.3. Number of volunteers:

65

E.4. Previously received funding:

Yes

E.4a. Amount

\$59,055.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

TSA's goals include continuing to co-sponsor the Texas Storytelling Festival (TSF) with the City of Denton Parks & Recreation Department which has been a Denton fixture for 41 years; to continue to add events/or featured performers to attract younger professionals and special interest groups; and to utilize all media formats for promotion. TSA will explore the best use of festival recordings for marketing and outreach to attract new audiences and maintain international audience developed through Zoom. The financial goals of TSF continue to be supplementing the income from all programming with available grants, so admission fees can be kept at a reasonable level to attract a broad audience, while still showcasing exceptional storytellers. And allocate any excess revenue that may occur annually to build TSA reserve funds for future operating initiatives.

F. Community Benefit and Alignment

Case Id: 30256

Name: Tejas Storytelling - 2026

Address: 214 West Hickory, Denton, TX 76201--4118

Completed by kimblevalerie@yahoo.com on 6/22/2026 12:18 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

The Texas Storytelling Festival is presented in two city facilities, the Quakertown Civic Center and the Emily Fowler Public Library, and another public building, the Woman's Building, all of which meet ADA accessibility standards. The Civic Center undergoes a safety inspection by the city. Denton. Police provide security throughout the 4 days of the festival. ASL interpreters interpret concerts and are available to provide additional services as requested. ASL student volunteers are available for personal assistance to Deaf attendees. All events are supervised by TSA volunteers to ensure access and assistance as needed. Texas Storytelling Festival is advertised as "family-friendly" with specific programs for families and children and youth provided. Any program not suitable for children is clearly marked in the festival program. Emcees or facilitators are present at every performance or workshop to intervene as needed for safety of attendees and suitability of content.

F.2. How does your event encourage community engagement?

Attendees at TSF are not just passive listeners. Their active participation is invited and encouraged. Story swaps, a liars contest, story slam, and poetry slam are offered and audience members may sign up to perform. Children and families are invited through advertising, special programs for families (concert) and youth (Kid's Day), and through outreach programs to the Denton ISD through the Tellers in the Schools program. Target marketing to the Deaf, blind, and seniors is done, with a special YouTube video provided in sign language only. Opportunities for new storytellers, local storytelling guilds, and Texas tellers are all included in program offerings. Often tellers from different ethnic groups or heritages are featured, so community members see themselves represented on the stage.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

The Texas Storytelling Festival is a cultural asset to Denton. Traditional oral storytelling is one of the oldest art forms. It is recognized as a literary art form by the National Endowment for the Arts and the Texas Commission on the Arts. It is also a performing art form. 2027 will be the 42nd consecutive festival in Denton, bringing a rich tradition and history of the art form to Denton. The location of the festival in Quakertown Park highlights this aspect of Denton's history. As attendees move from the Quakertown Civic Center, to the Emily Fowler Library, to the Woman's Building, they have the opportunity to read the historical markers detailing the history of the area. They can observe the natural beauty of the park as a recreational asset. Information about the variety of attractions in Denton is provided to all festival registrants. The partnership between the Texas Storytelling Festival and the Denton Parks and Recreation Department fosters an identification of this city department as an artistic sponsor.

G. Reporting and Evaluation Plan

Completed by kimblevalerie@yahoo.com on 6/26/2026 12:13 PM

Case Id: 30256

Name: Tejas Storytelling - 2026

Address: 214 West Hickory, Denton, TX 76201--4118

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

G.1a. What is the ticket price?

\$135.00

G.1b. Add any additional information related to your Ticket Price

General Admission: \$100.00 (early registration discount) or \$135.00. Single Event or Workshop Tickets: \$15 at the door. One-day Tickets, either Friday or Saturday: \$60. Talespinner Dinner Tickets \$30. Master Class \$75 (additional – not included Full Festival ticket).

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

Data is collected through registrations, sign-in sheets, visual counts, and written evaluations.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

TSA will be able to report attendance, hotel blocks booked, economic impact, marketing metrics, financial reconciliation, and evaluation survey results.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

The TSA volunteer grant writer will provide a post-event report 30 days after the end of the event. Note, it will be based on evaluations and bank statements received as of that date,

H. Required Documents

Completed by kimblevalerie@yahoo.com on 6/30/2026 10:37 AM

Case Id: 30256

Name: Tejas Storytelling - 2026

Address: 214 West Hickory, Denton, TX 76201--4118

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

FRANCHISE TAX ACCOUNT STATUS.pdf



Current Board of Directors roster including name, title, address and phone number *Required

2026-2027 TSA Board.pdf



Board Meeting Schedule *Required

TSA Board Meeting dates 2026-2027.pdf



Provide constitution/by-laws *Required

TSA Bylaws As Amended 11 23 2021.pdf



Provide last two year's audited financial or balance sheet. *Required

TSA 2 years financials unaudited.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

TSA IRS letter.pdf

☒ **Most recent 990 Form submitted to IRS **Required***

TSA 990.pdf

☒ **Substitute W-9 for PO **Required***

Substitute W-9 Form -TSA 20260615 signed.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. **Required***

Donations 2026-Storytelling in the Schools-1.docx

☐ **Other Documents**

***No files uploaded*

Submit

Completed by daltonrgregory@gmail.com on 6/30/2026 1:09 PM

Case Id: 30256

Name: Tejas Storytelling - 2026

Address: 214 West Hickory, Denton, TX 76201--4118

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

John Hale

Electronically signed by johnhale.naturally@gmail.com on 6/30/2026 12:18 PM

Secretary/Treasurer's signature

Dalton Gregory

Electronically signed by daltonrgregory@gmail.com on 6/30/2026 1:09 PM

Admin Docs

No data saved

Case Id: 30256

Name: Tejas Storytelling - 2026

Address: 214 West Hickory, Denton, TX 76201--4118

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30256

Name: Tejas Storytelling - 2026

Address: 214 West Hickory, Denton, TX 76201--4118

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by info@dmacdenton.org on 6/18/2026 6:50 PM

Case Id: 30258

Name: DMAC Joan of Bark 2026 Application - 2026

Address: 624 West University Drive, 113, Denton, TX

Program Overview

Please provide the following information.



City of Denton
Sponsorship
Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by info@dmacdenton.org on 6/17/2026 9:43 PM

Case Id: 30258

Name: DMAC Joan of Bark 2026 Application - 2026

Address: 624 West University Drive, 113, Denton, TX

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

JAMK

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

JAMK

☒ Must be based in the City of Denton.

Initial:

JAMK

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

JAMK

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

JAMK

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

Printed By: Terrance Jones on 7/21/2026

4 of 21

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

JAMK

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

JAMK

☒ Must have an active governing body.

Initial:

JAMK

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

JAMK

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

JAMK

A. Applicant Information

Completed by s9lucas@gmail.com on 6/22/2026 1:10 PM

Case Id: 30258

Name: DMAC Joan of Bark 2026 Application - 2026

Address: 624 West University Drive, 113, Denton, TX

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Music and Art Collaborative

A.2. Mailing Address

624 West University Drive 113 Denton, TX 76201--1889

A.3. Tax ID Number

82-1519472

A.4. Name of Event

Joan of Bark

A.5. Physical Address of the Event

411 E Sycamore St Denton, TX 76205--6144

A.6. Phone Number

(940) 514-0675

A.7. Website

<https://joanofbarkmusic.com/>

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Denton Music and Art Collaborative (DMAC) is a 501(c)(3) non-profit organization that works to preserve, promote, and continue the unique and culturally significant musical and artistic heritage of Denton by providing vital healthcare subsidies for local artists and musicians.

A.9. Event Start Date

12/12/2026

Event End Date

12/12/2026

PRIMARY CONTACT

A.11. First Name

Jennifer

A.12. Last Name

Kapinos

A.13. Title

President

A.14. Phone Number

(940) 600-3092

A.15. Email

jennifer.kapinos@dmacdenton.org

SECONDARY CONTACT

A.16. First Name

Stephen

A.17. Last Name

Lucas

A.18. Title

Joan of Bark Technical Coordinator

A.19. Phone Number

(940) 395-2324

A.20. Email

s9lucas@gmail.com

A.10. Describe the event in which funds are being requested to support.

This application is to partially support the Joan of Bark Fest event which happens every December. Joan of Bark (previously called Molten Plains) is a concert series and record label that focuses on experimental and free jazz music, hosted at Rubber Gloves Rehearsal Studios (411 E Sycamore St, Denton, TX 76205). The festival is an evening long event that celebrates the end of the year for the Joan of Bark monthly concert series, aiming to bring high profile, out-of-town artists and draw an even wider audience of concertgoers to our Denton music community. The festival features a variety of local, national, and international experimental, multimedia, and cross-genre musicians and performers.

B. Event and Economic Impact

Completed by s9lucas@gmail.com on 6/22/2026 2:00 PM

Case Id: 30258

Name: DMAC Joan of Bark 2026 Application - 2026

Address: 624 West University Drive, 113, Denton, TX

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

DMAC has partnered with Joan of Bark to support this event because of a mutual commitment to develop the music scene by supporting adventurous music. This is a genre that often suffers from a shortage of performance opportunities and underrepresentation of women and minority groups. Joan of Bark endeavors to create a diverse and inclusive space for the music community, bringing local artists to perform on bills with major, out-of-town artists. This helps grow the careers of our local artists and brings in wider audiences to celebrate our musical and cultural scene. Additionally, out of town attendees very often shop at our local arts and music stores (like Recycled Books and Records), bringing them to the Denton square to patronize other restaurants and businesses.

B.2. What was the attendance of last year's event?

225

B.3. What is the estimated attendance for next year's event?

275

B.4. How is attendance measured?

We gather attendance data at the door to the venue to track how many attendees are from within Denton or have traveled from out of town. We also track the demographics of performing artists to maintain a level of diversity and inclusivity in the artists presented.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
Recycled Books and Records	Cash Sponsorship
Taylor Collins Photography	In-Kind Donation
Animals Mistaken for Monsters Videography	In-Kind Donation

C. Marketing Plan

Completed by s9lucas@gmail.com on 6/23/2026 3:56 PM

Case Id: 30258

Name: DMAC Joan of Bark 2026 Application - 2026

Address: 624 West University Drive, 113, Denton, TX

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

We have developed a robust marketing plan to promote Joan of Bark Fest; this marketing, in turn, would also serve to promote the City of Denton and further enhance its reputation as a major destination for innovative music. The booking of major artists goes hand-in-hand with the marketing — getting the word out is important, but exceptional programming is what really brings people from out of town. Our plan includes social media ads on Facebook and Instagram targeting the DFW, Houston, Austin, and Oklahoma City areas. We also plan to further target radio programs specialized to similar music audiences on stations in Austin, Houston, San Antonio, Oklahoma City, Tulsa, and Santa Fe. Similarly, we would purchase ad spots in arts & entertainment periodicals in Dallas, Austin, San Antonio, and Houston, as well as The Wire, an internationally distributed magazine that focuses on experimental music. We also create handbill postcards to send to similar regional events and venues for distribution to similar music audiences. We have an email campaign that sends to a subscriber list from our events and website. Lastly, we create merchandise that both promotes the Joan of Bark brand and the City.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☒ Email
- ☐ CVB
- ☐ Influencers
- ☒ Print
- ☒ Radio
- ☐ TV
- ☐ Travel Sites
- ☐ Hotels
- ☐ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☐ Texas
- ☒ Multi-State
- ☐ National

C.4. Total marketing budget:

\$3,000.00

C.5. Marketing budget targeting overnight visitors:

\$2,500.00

C.6. Past marketing performance metrics:

Website traffic

Average 300 hits per month before festival

Social reach

1396 followers on Instagram

Email subscribers

100 email subscribers

D. Budget and Fiscal Responsibility

Completed by info@dmacdenton.org on 6/24/2026 12:54 PM

Case Id: 30258

Name: DMAC Joan of Bark 2026 Application - 2026

Address: 624 West University Drive, 113, Denton, TX

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

No

D.2. What amount are you requesting in Cash Sponsorship?

\$5,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

Primarily, we are seeking funding to advertise Joan of Bark Fest across the state of Texas, as well as in other nearby markets. Secondly, we are seeking funding to offset the event's most significant expense, paying musician's performance fees and travel expenses. We cover much of the event's direct production and documentation costs through ticket sales and in-kind donation. However, meeting all of our funding goals could allow us to significantly lower ticket prices, which would certainly boost our attendance and make the event more accessible to a wider audience. Supporting the event also grows our ability to apply for other external grants, including matching funds from sources like Texas Commission on the Arts.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
Denton City Sponsorship	\$5,000.00
Texas Commission on the Arts	\$2,500.00
Local Business Sponsorship and In-Kind Donation	\$1,000.00
Joan of Bark Merchandising	\$1,000.00
New Music USA	\$5,000.00
Ticket Sales	\$1,600.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Production Costs	\$800.00
Artists Fees and Travel	\$10,000.00
Advertising	\$3,000.00
Documentation	\$1,000.00
Artist Hospitality and Catering	\$1,300.00
	\$16,100.00

E. Organizational Capacity

Completed by info@dmacdenton.org on 6/23/2026 5:03 PM

Case Id: 30258

Name: DMAC Joan of Bark 2026 Application - 2026

Address: 624 West University Drive, 113, Denton, TX

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

4

E.2. Number of full-time staff:

0

E.3. Number of volunteers:

10

E.4. Previously received funding:

Yes

E.4a. Amount

\$2,000.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Our primary goal is to continue to grow the audience for Joan of Bark Fest, and by extension, the Joan of Bark Concert Series. While we endeavor to engage as many people as possible in the DFW community, we are very focused on drawing more out-of-town attendees and maintaining Denton as a destination for experimental music. To do this, we need to consistently book high-profile artists to make it worth their while to travel here. Ideally, within the next 3-5 years, we could develop momentum to establish continuous, reliable funding sources, which would give us flexibility in booking timelines for major artists.

F. Community Benefit and Alignment

Case Id: 30258

Name: DMAC Joan of Bark 2026 Application - 2026

Address: 624 West University Drive, 113, Denton, TX

Completed by s9lucas@gmail.com on 6/23/2026 3:51 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

Our event takes place at Rubber Gloves Rehearsal Studios, which has long been a destination for a variety of art and music shows for the North Texas community. The venue is fully accessible to disabled attendees. Rubber Gloves has policies in place to create a safe environment for all-ages audiences, and we have never had a security or safety problem at this event. Our programming, while experimental in nature, is appropriate for all ages – many parents bring their children to the festival, to hear new kinds of music.

F.2. How does your event encourage community engagement?

Music audiences in North Texas tend to be more siloed than in other metropolitan areas — jazz, classical, and experimental communities rarely overlap, and contemporary concert music has limited visibility outside of university settings. Joan of Bark endeavors to present this music in an accessible, public-facing venue, and bring those audiences together with diverse programming. We look for artists whose work reaches across genre lines, as a chance to pull in a different corner of the broader music community and expose them to further areas of experimental music. Giving performance opportunities to the local artist community is equally central to what we do. The DFW/Denton area has a vibrant and diverse pool of musicians, and our series gives them a platform for building their career alongside visiting artists, to perform and sell their art at the event.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

The primary asset that our event promotes is our local musical artists, with a focus on presenting a diverse demographic of cultural and musical backgrounds, and there is a direct financial benefit to our local artists by reaching audiences from outside the city. Denton has a long history of artistic innovation, but the growth of the city sometimes overlooks this history in favor of more popularly appealing art. It's vital to continue to cultivate this adventurous attitude in our local artists, to maintain this status as a haven for innovation. Bringing major artists here is part of that, since it demonstrates that the external artistic community has a reason to come here.

G. Reporting and Evaluation Plan

Completed by s9lucas@gmail.com on 6/22/2026 2:23 PM

Case Id: 30258

Name: DMAC Joan of Bark 2026 Application - 2026

Address: 624 West University Drive, 113, Denton, TX

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

G.1a. What is the ticket price?

\$25.00

G.1b. Add any additional information related to your Ticket Price

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

We gather attendance data to track how many attendees are from within Denton or have traveled from out of town. We also track the demographics of performing artists to maintain a level of diversity and inclusivity in the artists presented.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

We can report attendance and marketing engagement. We have not collected detailed surveys for economic engagement in the past, but would be open to expanding that as part of our metrics.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

All of our costs are paid either before or immediately after the event. We are able to compile accounting reports within a 30-day window.

H. Required Documents

Completed by info@dmacdenton.org on 6/24/2026 12:54 PM

Case Id: 30258

Name: DMAC Joan of Bark 2026 Application - 2026

Address: 624 West University Drive, 113, Denton, TX

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Copy of IRS 501(c)3 Determination Letter (1).pdf



Current Board of Directors roster including name, title, address and phone number *Required

May 2026 List of DMAC Board Members.pdf



Board Meeting Schedule *Required

Board Meeting Schedule.pdf



Provide constitution/by-laws *Required

DMAC Bylaws 3-14-2026.pdf



Provide last two year's audited financial or balance sheet. *Required

2025 DMAC- Independent Accountants Review Report - FY 2024 - FINAL.pdf

StatementofFinancialPosition as of 04.30.2024.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

Copy of IRS 501(c)3 Determination Letter (1).pdf

 **Most recent 990 Form submitted to IRS *Required**

2024Form990Package-Final.pdf

 **Substitute W-9 for PO *Required**

2026 DMAC W-9.pdf

 **List of all donations made by your org last year. Name and dollar amount included. *Required**

DMAC Donation Statement 2025.docx

 **Other Documents**

2025-joanofbarkfest_web.jpg

JoB2025-Audience Members Live Conduct the Joan of Bark Ensemble.jpg

JoB2025-Double Bass and Cello Trio- Aaron,Henna,Kory.jpg

JoB2025-Experimental Electronic Collaboration of Wenepa and Spirit Plate.jpg

JoB2025-Free Jazz - Electronic Trio- Mattie,Joshua,Stefan.jpg

PY26-27 DMAC-JoB Denton City Sponsorship Budget (Proposed).pdf

Submit

Completed by steve.dorman@dmacdenton.org on 6/24/2026 1:12 PM

Case Id: 30258

Name: DMAC Joan of Bark 2026 Application - 2026

Address: 624 West University Drive, 113, Denton, TX

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Jennifer Kapinos

Electronically signed by info@dmacdenton.org on 6/24/2026 12:55 PM

Secretary/Treasurer's signature

Steven C. Dorman

Electronically signed by steve.dorman@dmacdenton.org on 6/24/2026 1:12 PM

Admin Docs

No data saved

Case Id: 30258

Name: DMAC Joan of Bark 2026 Application - 2026

Address: 624 West University Drive, 113, Denton, TX

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30258

Name: DMAC Joan of Bark 2026 Application - 2026

Address: 624 West University Drive, 113, Denton, TX

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by steele_garye@yahoo.com on 6/14/2026 4:02 PM

Case Id: 30259

Name: Texas Veterans Hall of Fame - 2026

Address: PO Box 51288, Denton, TX 76206

Program Overview

Please provide the following information.



City of Denton Sponsorship Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by steele_garye@yahoo.com on 6/14/2026 4:04 PM

Case Id: 30259

Name: Texas Veterans Hall of Fame - 2026

Address: PO Box 51288, Denton, TX 76206

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

ges

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

ges

☒ Must be based in the City of Denton.

Initial:

ges

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

ges

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

ges

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

Printed By: Terrance Jones on 7/21/2026

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

ges



Must have a history of continuous, stable programming prior to the application date.

Initial:

ges



Must have an active governing body.

Initial:

ges



Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

ges



If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

ges

A. Applicant Information

Completed by steele_garye@yahoo.com on 6/29/2026 5:27 PM

Case Id: 30259

Name: Texas Veterans Hall of Fame - 2026

Address: PO Box 51288, Denton, TX 76206

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Texas Veterans Hall of Fame

A.2. Mailing Address

PO Box 51288 Denton, TX 76206

A.3. Tax ID Number

30-1143810

A.4. Name of Event

85 Remembrance of Pearl Harbor

A.5. Physical Address of the Event

2201 E. I35 S. Denton, TX 76206

A.6. Phone Number

(940) 391-9626

A.7. Website

www.txveterans.org

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

To honor and preserve the stories, sacrifices and accomplishments of Texas Veterans.

A.9. Event Start Date

12/04/2026

Event End Date

12/07/2026

A.10. Describe the event in which funds are being requested to support.

Pearl Harbor 85th Anniversary Texas Remembrance Event

PRIMARY CONTACT

A.11. First Name

Gary

A.12. Last Name

Steele

A.13. Title

President

A.14. Phone Number

(940) 391-9626

A.15. Email

steele_garye@yahoo.com

SECONDARY CONTACT

A.16. First Name

Jere

A.17. Last Name

Delano

A.18. Title

Vice President

A.19. Phone Number

(210) 365-3217

A.20. Email

jerekay@swbell.net

Sponsorship Request Honoring the Texans Who Answered the Call On December 7, 2026, our nation will mark the 85th Anniversary of the attack on Pearl Harbor, the day that forever changed America and propelled the United States into World War II. As the number of surviving Pearl Harbor veterans continues to diminish, the responsibility to preserve their stories and honor their sacrifices now rests with us. The Texas Veterans Hall of Fame (TVHOF) respectfully seeks sponsorship support for a four-day Pearl Harbor Remembrance Event dedicated to honoring the Texans who were killed, wounded, and served during and following the attack on Pearl Harbor. This special event will bring together veterans, military families, students, educators, historians, civic leaders, and members of the public to remember one of the most significant moments in American history while ensuring that future generations understand the price of freedom.

Event Purpose The purpose of this four-day remembrance is to: Honor Texans who lost their lives at Pearl Harbor. Recognize Texans who survived the attack and continued to serve during World War II. Preserve and share personal stories, photographs, documents, uniforms, artifacts, and historical records. Educate students and the public about the events leading up to December 7, 1941, and America's entry into World War II. Pay tribute to Gold Star families whose loved ones never returned home. Inspire a renewed appreciation for service, sacrifice, patriotism, and citizenship.

Event Highlights Over four days, visitors will experience: Historical exhibits and displays focused on Texas service members involved in Pearl Harbor. Memorial walls honoring Texans who were killed or wounded. Personal stories and biographies of Texas heroes. Military vehicle and artifact displays. Student and community Pearl Harbor art competitions. Educational presentations and guest speakers. Living history displays and demonstrations. Opening and closing remembrance ceremonies. Honor Guard presentations. Gold Star Family recognition. Bell-ringing ceremonies honoring the fallen. Candle and Flame of Remembrance ceremonies. Interactive educational activities for students and families. Special emphasis will be placed on identifying and honoring Texans from communities throughout the state, ensuring local heroes are remembered alongside nationally recognized figures.

Why Sponsorship Matters This event is designed to be accessible to the public and educational for all ages. Sponsorship support helps us provide exhibits, educational materials, memorial displays, venue preparation,

advertising, signage, student participation opportunities, volunteer support, historical research, and preservation efforts. Most importantly, sponsorship allows us to keep these stories alive at a time when firsthand witnesses are rapidly disappearing. The Legacy We Preserve Every name on a memorial wall represents a son, daughter, husband, wife, brother, sister, friend, or neighbor whose life was forever changed by the events of December 7, 1941. Their sacrifices helped secure the freedoms we enjoy today. As one generation passes the torch to the next, we have a duty to ensure these stories are never forgotten.

Sponsorship Partnership By becoming a sponsor, your organization joins a mission larger than any single event. You become a partner in preserving Texas history, educating future generations, and honoring those who answered our nation's call during one of the darkest moments in American history. Your support demonstrates a commitment to patriotism, education, historical preservation, and community service. Together, we can ensure that the courage, sacrifice, and service of the Texans who stood at Pearl Harbor—and throughout World War II—remain alive for generations to come. Closing Eighty-five years ago, America was tested. Texans answered that call. Today, it is our turn to answer theirs. We respectfully invite you to join us as a sponsor of this historic four-day remembrance event and help ensure that the stories, sacrifices, and accomplishments of these heroes are preserved, honored, and shared with future generations. For additional information regarding sponsorship opportunities, exhibit participation, or event partnerships, please contact the Texas Veterans Hall of Fame. "Remembering the Past — Inspiring the Future."

B. Event and Economic Impact

Completed by steele_garye@yahoo.com on 6/29/2026 5:47 PM

Case Id: 30259

Name: Texas Veterans Hall of Fame - 2026

Address: PO Box 51288, Denton, TX 76206

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Texas Veterans Hall of Fame (TVHOF), a Denton-based 501(c)(3) nonprofit organization, is requesting sponsorship support for the 85th Anniversary Pearl Harbor Remembrance Weekend, scheduled for December 2026. This community-wide event will honor the men and women whose lives were forever changed by the attack on Pearl Harbor on December 7, 1941, while educating current and future generations about one of the most significant events in American history. This event directly serves a charitable, educational, historical, and public-interest purpose by preserving the stories, sacrifices, and accomplishments of our nation's Greatest Generation and the thousands of Texans who answered the call to serve during World War II. As the number of living Pearl Harbor survivors and World War II veterans continues to decline, there is an urgent need to capture and share their stories before they are lost forever. The event will feature: A Pearl Harbor Memorial Ceremony honoring those killed and wounded during the attack. Historical exhibits and educational displays highlighting Pearl Harbor, World War II, and the contributions of Texas veterans. Museum and military artifact exhibits from organizations throughout Texas. Student art, essay, and history competitions focused on Pearl Harbor and World War II. Storytelling presentations sharing personal accounts of veterans and their families. JROTC and youth participation programs that promote citizenship, leadership, and patriotism. Honor Guard presentations, military branch displays, POW/MIA recognition, Gold Star Family recognition, and wreath-laying ceremonies. Live patriotic music, military bands, educational speakers, and historical reenactments. Veteran service organizations, military support groups, and community resource booths. Interactive educational experiences including the Texas Veterans Hall of Fame exhibits, Remember Them Forever program, flight simulator experiences, and veteran oral history presentations. Public Interest and Community Benefit The Pearl Harbor Remembrance Weekend serves a vital public interest by promoting civic pride, patriotism, historical awareness, and community engagement. The event provides residents, students, veterans, and visitors an opportunity to reflect on the sacrifices made to preserve the freedoms enjoyed today. As communities across America struggle to maintain historical awareness among younger generations, this event creates meaningful opportunities for families to learn together and connect with living history. It also provides recognition and support for veterans, military families, Gold Star families, and those currently serving. The event aligns with educational goals by supporting local schools, homeschool families, JROTC programs, scouts, and youth organizations seeking experiential learning opportunities related to American history and citizenship. Economic and Tourism Impact The event is expected to attract visitors from throughout North Texas and beyond, bringing additional traffic to local hotels, restaurants, retail establishments, and entertainment venues. As one of the few large-scale Pearl Harbor commemorations in the region, the event has the potential to become an annual destination program that enhances Denton's reputation as a community that values history, education, and service. Visitors attending the weekend activities are encouraged to explore other Denton attractions, restaurants, cultural venues, and businesses, creating additional economic activity and increasing exposure for local merchants. Community Growth and Civic Identity The event strengthens Denton's identity as a community that honors service, sacrifice, and citizenship. It encourages collaboration among veterans organizations, schools, colleges, civic groups, businesses, museums, faith organizations, and local government agencies. The Texas Veterans Hall of Fame believes that communities are judged not only by how they celebrate entertainment and

recreation, but also by how they remember those who sacrificed for the freedoms we enjoy today. The 85th Anniversary Pearl Harbor Remembrance Weekend provides an opportunity for Denton to demonstrate leadership in preserving history, honoring veterans, and educating future generations. By supporting this event, the City of Denton helps ensure that the lessons of Pearl Harbor—and the courage, resilience, and sacrifice that followed—are never forgotten. The event fulfills a charitable mission, promotes tourism and economic activity, strengthens community partnerships, and serves the public interest through education, remembrance, and civic engagement.

B.2. What was the attendance of last year’s event?

225

B.3. What is the estimated attendance for next year’s event?

2000

B.4. How is attendance measured?

Attendance Tracking and Reporting Attendance for the four-day Pearl Harbor 85th Anniversary Remembrance Event will be recorded daily to provide sponsors, community partners, and public officials with a clear record of public participation and event impact. Visitors will be counted through a combination of sign-in sheets, volunteer clicker counts at entry points, QR-code check-ins, student/group registration forms, and special event participation logs. Each day’s attendance will be recorded separately and then combined into a final event report. The final report will include: Total attendance for all four days Daily attendance numbers Number of students and youth participants Number of veterans and military family members attending Number of volunteers serving Number of schools, museums, civic groups, and organizations represented Number of sponsors and community partners Estimated number of visitors who viewed displays, memorial walls, ceremonies, and educational exhibits This information will allow sponsors to see the direct community reach of their support and will help document the educational, historical, patriotic, and tourism value of the remembrance event.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership

C. Marketing Plan

Completed by steele_garye@yahoo.com on 6/29/2026 4:27 PM

Case Id: 30259

Name: Texas Veterans Hall of Fame - 2026

Address: PO Box 51288, Denton, TX 76206

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

The Texas Veterans Hall of Fame (TVHOF) Pearl Harbor 85th Anniversary Remembrance Event will serve as a regional and statewide tourism attraction designed to bring visitors to the City of Denton from across Texas and neighboring states. All marketing materials will prominently identify Denton, Texas as the host city and encourage visitors to experience Denton's hotels, restaurants, retail establishments, entertainment venues, and historical attractions during their stay. The four-day event will be marketed as one of the largest Pearl Harbor remembrance activities in Texas and will feature exhibits, memorial displays, educational presentations, historical artifacts, student competitions, veteran recognition ceremonies, and community engagement activities. Marketing Platforms Digital Marketing TVHOF website (txveterans.org) Dedicated event landing page City of Denton tourism references and links Email marketing campaigns Online event calendars Community organization websites Partner museum websites Veteran service organization websites Social Media Marketing Facebook event pages and paid promotions Instagram campaigns YouTube promotional videos LinkedIn announcements X (Twitter) posts and event updates Community and veteran-focused Facebook groups School district and educational partner social media channels Traditional Media Press releases distributed throughout North Texas Local and regional newspaper coverage Radio public service announcements Television interviews and feature stories Community newsletters Chamber of Commerce publications Tourism and Travel Promotion Texas military museums Historical societies Veterans organizations statewide Convention and visitor bureaus Regional tourism publications Hotel visitor information displays Community event calendars Educational Outreach Public schools Private schools Home-school networks JROTC and ROTC programs Colleges and universities Historical education organizations Promotional Reach Marketing efforts will target: Dallas-Fort Worth Metroplex North Texas region Veterans and military families throughout Texas Historical and museum enthusiasts Educational organizations Civic groups and service clubs Military reunions and associations Promoting Denton as a Destination Every advertisement, press release, social media post, event flyer, poster, and promotional piece will prominently identify: Denton, Texas – Home of the Texas Veterans Hall of Fame Visitors will be encouraged to: Stay in Denton hotels Dine in Denton restaurants Shop at local businesses Visit other Denton attractions Extend their stay beyond the event Marketing materials will include information about Denton's museums, downtown square, shopping, entertainment, and cultural attractions. Estimated Marketing Exposure The event marketing campaign is expected to generate: Over 250,000 digital impressions More than 50,000 social media engagements Regional television and radio coverage Newspaper coverage throughout North Texas Promotion through hundreds of veteran, civic, educational, and historical organizations Economic and Tourism Impact The Pearl Harbor 85th Anniversary Remembrance Event is expected to attract visitors from outside Denton County, generating hotel stays, restaurant visits, retail spending, and tourism-related economic activity. The event will position Denton as a destination city for military history, patriotic tourism, historical preservation, and educational programming while honoring the Texans who served, were wounded, or made the ultimate sacrifice during Pearl Harbor and World War II. This marketing effort directly supports the City of Denton's tourism objectives by increasing awareness of Denton as a destination and encouraging overnight visitation from throughout Texas and beyond.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☒ Email
- ☐ CVB
- ☒ Influencers
- ☒ Print
- ☒ Radio
- ☒ TV
- ☒ Travel Sites
- ☒ Hotels
- ☐ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

C.4. Total marketing budget:

\$0.00

C.5. Marketing budget targeting overnight visitors:

\$0.00

C.6. Past marketing performance metrics:

Website traffic

Social reach

Email subscribers

D. Budget and Fiscal Responsibility

Completed by steele_garye@yahoo.com on 6/29/2026 4:36 PM

Case Id: 30259

Name: Texas Veterans Hall of Fame - 2026

Address: PO Box 51288, Denton, TX 76206

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

No

D.2. What amount are you requesting in Cash Sponsorship?

\$10,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

Advertising & Marketing \$3,500 Visitor Information & Tourism Promotion \$1,500 Exhibit & Display Production \$2,000
Public Relations & Media Outreach \$1,000 Event Signage & Wayfinding \$1,000 Educational & Tourism Materials
\$1,000 Total Request \$10,000

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☐ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
Veterans Organizations	\$0.00
Community Private and business	\$0.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Advertising and marketing. Memorial Displays and media development	\$15,000.00
	\$15,000.00

E. Organizational Capacity

Completed by steele_garye@yahoo.com on 6/29/2026 4:40 PM

Case Id: 30259

Name: Texas Veterans Hall of Fame - 2026

Address: PO Box 51288, Denton, TX 76206

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

8

E.2. Number of full-time staff:

3

E.3. Number of volunteers:

10

E.4. Previously received funding:

Yes

E.4a. Amount

\$5,000.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

This is the first time we've done a memorial of this nature. We have brought the Vietnam memorial wall to Denton 2 times in the 8 years. We have conducted 8 induction ceremonies, but will not do one this year. We will dedicate honoring our veterans with this remembrance.

F. Community Benefit and Alignment

Case Id: 30259

Name: Texas Veterans Hall of Fame - 2026

Address: PO Box 51288, Denton, TX 76206

Completed by steele_garye@yahoo.com on 6/29/2026 5:25 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

It will be located in the Golden Triangle Mall. Indoors and with security.

F.2. How does your event encourage community engagement?

The Pearl Harbor 85th Anniversary Remembrance Event is designed to be a highly interactive and community-centered experience that encourages participation from residents, visitors, veterans, students, families, civic organizations, businesses, and educational institutions throughout Denton and North Texas. The event will create opportunities for community engagement through the following activities: Veteran and Family Participation Veterans and their families will be invited to share stories, photographs, memorabilia, and personal experiences related to Pearl Harbor and World War II. These contributions will become part of the educational displays, helping preserve local and state history while creating meaningful connections between generations. Educational Opportunities Students from public schools, private schools, home-school programs, JROTC units, and colleges will be encouraged to participate in educational activities, research projects, historical presentations, and guided tours. These activities promote civic education, historical awareness, and an appreciation for military service and sacrifice. Community Art Competition A Pearl Harbor-themed art competition will invite students, amateur artists, and professional artists to create works inspired by the events of December 7, 1941. Visitors will have opportunities to view the artwork and participate in People's Choice voting, encouraging active engagement throughout the event. Volunteer Opportunities Community members will be invited to serve as event volunteers, exhibit guides, registration assistants, greeters, researchers, and support staff. Volunteers will play an important role in welcoming visitors and helping preserve the stories of Texas veterans. Civic and Organizational Partnerships The event will engage local civic organizations, veteran service organizations, historical societies, museums, scouting organizations, educational institutions, and businesses. These partnerships will strengthen community involvement while expanding the event's reach and impact. Interactive Historical Exhibits Visitors will experience exhibits featuring artifacts, personal stories, photographs, military equipment, and educational displays. QR codes and digital resources will allow guests to learn more about individual Texans who served during Pearl Harbor and World War II. Opening and Closing Ceremonies Community members will be invited to participate in remembrance ceremonies featuring the presentation of colors, patriotic music, prayers, remarks from community leaders, wreath presentations, and bell-ringing ceremonies honoring those who served, those who were wounded, those who lost their lives, and Gold Star families. Support for Local Businesses Visitors attending the event will be encouraged to dine, shop, and stay within the City of Denton, providing economic benefits to local businesses while increasing community involvement in the success of the event. Intergenerational Connections Perhaps most importantly, the event will bring together multiple generations of Americans. Veterans will have opportunities to share their experiences with students and families, helping preserve stories that might otherwise be lost while strengthening community appreciation for those who served. Lasting Community Impact The event is expected to generate lasting community engagement by encouraging ongoing participation in veteran remembrance activities, historical preservation efforts, educational programs, and future community events hosted by the Texas Veterans Hall of Fame. Through these activities, the Pearl Harbor 85th Anniversary Remembrance Event will serve not only as a memorial observance but as a community-wide educational

Printed By: Terrance Jones on 7/21/2026

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and cultural experience that strengthens civic pride, historical awareness, and community involvement while promoting Denton as a destination for heritage tourism and patriotic events.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. The Pearl Harbor 85th Anniversary Remembrance Event promotes and enhances several of Denton's cultural, artistic, historic, and recreational assets by attracting visitors to experience the city's unique heritage, educational opportunities, public spaces, and community resources.

Historic Assets The event directly supports Denton's growing role as a center for historical preservation and military heritage through the Texas Veterans Hall of Fame, which serves as one of the region's premier locations dedicated to preserving and sharing the stories, sacrifices, and accomplishments of Texas veterans. Visitors attending the event will experience: Historical exhibits highlighting Texans who served during Pearl Harbor and World War II. Educational displays documenting military history and the impact of the war on Texas communities. Preservation of personal stories, artifacts, photographs, and records that contribute to Denton's historical offerings. Opportunities to learn about notable Denton-area veterans and their contributions to our nation. The event further strengthens Denton's reputation as a destination for heritage tourism and historical education.

Cultural Assets The event celebrates values deeply rooted in American and Texas culture, including service, sacrifice, patriotism, citizenship, and community involvement. Cultural programming will include: Opening and closing remembrance ceremonies. Military music and patriotic presentations. Veteran storytelling and oral history programs. Community remembrance activities. Recognition of Gold Star families and military families. These activities bring together residents and visitors from diverse backgrounds to share in a common appreciation of history and service.

Artistic Assets The event will include a community and student art competition featuring Pearl Harbor and World War II themes. Artists, students, and community members will be invited to create: Paintings Drawings Mixed-media artwork Historical interpretations Artwork will be displayed throughout the event, encouraging public participation while showcasing local and regional artistic talent. This component promotes Denton's commitment to the arts while creating additional visitor engagement opportunities.

Educational and Cultural Tourism The event complements Denton's identity as a community known for education, learning, and cultural enrichment through institutions such as: The University of North Texas Texas Woman's University North Central Texas College Local school districts Museums and historical organizations Visitors will have opportunities to engage in educational experiences that encourage lifelong learning and historical awareness.

Recreational and Community Assets The four-day event encourages visitors to explore Denton's many recreational and community attractions during their stay. Visitors will be encouraged to enjoy: Denton's historic downtown square Local parks and recreational areas Restaurants and shopping destinations Entertainment venues Community gathering spaces Other museums and cultural attractions By attracting visitors for a multi-day event, the program supports increased use of local amenities and encourages extended stays within the community.

Community Pride and Destination Awareness The Pearl Harbor 85th Anniversary Remembrance Event positions Denton as a destination for heritage tourism, educational programming, patriotic observances, and cultural engagement. By combining history, education, art, community participation, and tourism, the event showcases Denton's commitment to preserving the past while creating meaningful experiences for residents and visitors alike. As a result, the event not only honors the Texans who served during Pearl Harbor and World War II but also highlights Denton's cultural, artistic, historical, and recreational assets to thousands of potential visitors, generating increased awareness of the city as a destination worthy of exploration and return visits.

G. Reporting and Evaluation Plan

Completed by steele_garye@yahoo.com on 6/29/2026 5:30 PM

Case Id: 30259

Name: Texas Veterans Hall of Fame - 2026

Address: PO Box 51288, Denton, TX 76206

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

Thru guest logs and surveys

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Will be able to report estimated attendance. Actual guest logs and survey summaries, that will include residential info and number in the party.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

Yes...we have done in the past. Pearl Harbor committee will have all the required tasks.

H. Required Documents

Completed by steele_garye@yahoo.com on 6/29/2026 6:01 PM

Case Id: 30259

Name: Texas Veterans Hall of Fame - 2026

Address: PO Box 51288, Denton, TX 76206

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

501c3 pdf 2025.pdf



Current Board of Directors roster including name, title, address and phone number *Required

TVHOF 2026 board members ms word.pdf



Board Meeting Schedule *Required

Baord Meeting Schedule 2026 pdf.pdf



Provide constitution/by-laws *Required

*TVHOF bylaws revision 8-2022 pdf.pdf



Provide last two year's audited financial or balance sheet. *Required

BalanceSheet-8.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

Tax Exempt Organization Search Details | Internal Revenue Service.pdf

☒ **Most recent 990 Form submitted to IRS **Required***

2025 xt.pdf

☒ **Substitute W-9 for PO **Required***

denton tx w9 pdf.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. **Required***

Donations for 2025 pdf.pdf

☐ **Other Documents**

***No files uploaded*

Submit

Completed by steele_garye@yahoo.com on 6/29/2026 6:04 PM

Case Id: 30259

Name: Texas Veterans Hall of Fame - 2026

Address: PO Box 51288, Denton, TX 76206

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Gary E. Steele

Electronically signed by steele_garye@yahoo.com on 6/29/2026 6:02 PM

Secretary/Treasurer's signature

Gary E. Steele

Electronically signed by steele_garye@yahoo.com on 6/29/2026 6:04 PM

Admin Docs

No data saved

Case Id: 30259

Name: Texas Veterans Hall of Fame - 2026

Address: PO Box 51288, Denton, TX 76206

Admin Docs

Please provide the following information.

Documentation



HOT Report Form with TPID *Required

***No files uploaded*



Post Event Form *Required

***No files uploaded*

Email Fields

No data saved

Case Id: 30259

Name: Texas Veterans Hall of Fame - 2026

Address: PO Box 51288, Denton, TX 76206

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by madscientist@dentonmakercenter.com on
6/10/2026 7:54 PM

Case Id: 30260

Name: Denton Maker Center (DMC) - 2026

Address: 418 Marietta Street, Denton, TX 76201

Program Overview

Please provide the following information.



City of Denton Sponsorship Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

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events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by madscientist@dentonmakercenter.com on
6/10/2026 7:56 PM

Case Id: 30260

Name: Denton Maker Center (DMC) - 2026

Address: 418 Marietta Street, Denton, TX 76201

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

TN

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

TN

☒ Must be based in the City of Denton.

Initial:

TN

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

TN

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

TN

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

TN

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

TN

☒ Must have an active governing body.

Initial:

TN

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

TN

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

TN

A. Applicant Information

Completed by madscientist@dentonmakercenter.com on
6/10/2026 8:01 PM

Case Id: 30260

Name: Denton Maker Center (DMC) - 2026

Address: 418 Marietta Street, Denton, TX 76201

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Maker Center (DMC)

A.2. Mailing Address

418 Marietta Street Denton, TX 76201

A.3. Tax ID Number

99-0977770

A.4. Name of Event

Year-long Public Programming

A.5. Physical Address of the Event

728 N. Elm St. Denton, TX 76201

A.6. Phone Number

(940) 268-4096

A.7. Website

www.dentonmakercenter.com

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

The Denton Maker Center strives to be the central location for creative making in the greater Denton area. This will be accomplished by providing activities and resources that nurture a community of makers. Activities include workshops (both in-person and online), exhibitions, sales, open studio times, and related special events. Resources include tools/equipment, expertise of personnel, safe workspace, and a retail store. Generation of public interest and appreciation will be accomplished through promotion of these activities and resources through personal networking, social media, website, print materials, and

PRIMARY CONTACT

A.11. First Name

James

A.12. Last Name

Thurman

A.13. Title

President

A.14. Phone Number

(814) 883-1943

A.15. Email

president@dentonmakercenter.com

SECONDARY CONTACT

A.16. First Name

Teran

A.17. Last Name

Nickells

A.18. Title

Treasurer

A.19. Phone Number

(512) 629-7429

A.20. Email

madscientist@dentonmakercenter.com

shared distribution by aligned institutions.

A.9. Event Start Date

10/01/2026

Event End Date

09/30/2027

A.10. Describe the event in which funds are being requested to support.

The Denton Maker Center has become a vibrant and active space for the community to engage in creative making. In 2025, DMC hosted over 150 workshops and more than 50 free events. Funding would enable DMC to improve its marketing as well as improve the tools and materials available to workshop participants and members.

B. Event and Economic Impact

Completed by madscientist@dentonmakercenter.com on
6/10/2026 8:03 PM

Case Id: 30260

Name: Denton Maker Center (DMC) - 2026

Address: 418 Marietta Street, Denton, TX 76201

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Denton Maker Center's combination of paid workshops and free events simultaneously contributes to local economic growth while advancing its mission of providing a safe and welcoming space to the community. Local artists have the opportunity to be paid for teaching workshops as well as selling their artworks through DMC. By providing shared work-spaces, such as the Photographic Darkroom, a community of like-minded creatives is fostered and supported. DMC has been successful in receiving public art commissions, connecting local artists with sponsoring institutions (such as the City of Denton), nurturing a growing network of clients and makers. Affordable vendor markets are offered on a quarterly basis, which attracts increasing numbers of customers to local artisans. Monthly free events invite the community into the space to experience the value and benefits of exploring their own personal self-expression. All of these aspects of DMC's programming serve to reinforce and advance DMC's Mission of supporting creative making in the greater Denton community.

B.2. What was the attendance of last year's event?

In 2025, there were 318 paid student registrations. Based on an approximate attendance of 25 people per free event (48 total in 2025), a conservative estimate of 1200 people attended other free events at the Denton Maker Center over the course of the year.

B.3. What is the estimated attendance for next year's event?

As the data from the first six months of 2025 versus 2026 shows, there was a 34% growth in workshops and a 52% increase in free events to the community. For the October 1, 2026 to September 30, 2027 time frame, we would estimate paid student registrations growing to 425 and free event attendance increasing to over 1800 people.

B.4. How is attendance measured?

Paid workshop registration receipts and photographic documentation of free community events.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
UNT CoLab	Sells work by DMC artists
Andersons Distillery	Hosts off-site evening workshops
Denton Yarnworks	Offers DMC members discount
Voertman's	Offers DMC members discount
University of North Texas	Student professional internship program
UNT OLLI (Lifelong Learning Institute)	Privately scheduled workshops
The Art Room	Free workshops provided by DMC instructors
True Leaf Studio	Collaboratively offered workshops

C. Marketing Plan

Completed by madscientist@dentonmakercenter.com on
6/10/2026 8:05 PM

Case Id: 30260

Name: Denton Maker Center (DMC) - 2026

Address: 418 Marietta Street, Denton, TX 76201

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

The Denton Maker Center has implemented a regular marketing plan that integrates social media, email, and printed monthly calendars and the City of Denton could be promoted through all of these channels. DMC sends a weekly email to all of its current subscribers, highlighting the workshops and events in the coming week. DMC has a social media schedule that includes simultaneous posting to Instagram and Facebook (Sunday: highlights from the weekly email, Monday: markets/events, Tuesday: Photography Darkroom, Wednesday: workshop-related, Thursday: News from the President, Friday: Retail updates). Printed monthly calendars are distributed both online as well as being physically posted in approximately fifty Denton businesses.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☐ CVB
- ☐ Influencers
- ☒ Print
- ☐ Radio
- ☐ TV
- ☐ Travel Sites
- ☐ Hotels
- ☐ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW

☐ Texas

☐ Multi-State

☐ National

C.4. Total marketing budget:

\$0.00

C.5. Marketing budget targeting overnight visitors:

\$0.00

C.6. Past marketing performance metrics:

Website traffic

Social reach

Instagram 2060, Facebook: 883, MeetUp 111, Discord 51

Email subscribers

800

D. Budget and Fiscal Responsibility

Completed by madscientist@dentonmakercenter.com on
6/10/2026 8:09 PM

Case Id: 30260

Name: Denton Maker Center (DMC) - 2026

Address: 418 Marietta Street, Denton, TX 76201

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

No

D.2. What amount are you requesting in Cash Sponsorship?

\$10,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

Funding would significantly enhance and expand the resources that DMC could offer to the greater Denton community. Given that DMC is a relatively new and small non-profit arts organization, all income and support to this point has been needed simply to pay monthly expenses, with almost no funding available for improving studio resources or for paying for any marketing (even basic boosting of social media posts). This funding would be transformative at this point in DMC's development. Not only would the funding expand its marketing channels, it would also facilitate additions and improvements to the available tools and materials, which enhances every student's workshop experience and increase paid membership as well.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☐ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
City of Denton sponsorships	\$10,000.00
Workshop Registrations (based on 425 registrations at \$25/each)	\$10,625.00
Retail Sales	\$5,000.00
Memberships	\$4,000.00
Donations	\$20,000.00

Additional income (facility rentals, grants, etc.)	\$6,000.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Workshop payout (based on 40/60 split to instructors)	\$6,375.00
Retail payout (based on 40/60 split to instructors)	\$3,000.00
Rent	\$32,400.00
Utilities & Internet	\$3,600.00
Fees (insurance, software, taxes, etc.)	\$3,000.00
Resource Improvements (new tools and materials)	\$6,000.00
	\$54,375.00

E. Organizational Capacity

Completed by madscientist@dentonmakercenter.com on
6/10/2026 8:09 PM

Case Id: 30260

Name: Denton Maker Center (DMC) - 2026

Address: 418 Marietta Street, Denton, TX 76201

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

Since October 2024

E.2. Number of full-time staff:

0

E.3. Number of volunteers:

29

E.4. Previously received funding:

No

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

The long-term plan (3-5 years) of the Denton Maker Center is focused on expanding its reach and resources. Through increased off-site workshops, additional interest and support will be generated to facilitate additional studio offerings, including blacksmithing/welding, ceramics, printmaking, and woodworking. These additional studio offerings will, in turn, generate additional interest and revenue (memberships, additional workshops, facility rentals, donations). Until funding can be secured to enable paid staff, additional Volunteer Coordinators will need to be recruited. Currently, DMC has four Volunteer Coordinators (Events, Facilities, Photographic Darkroom, and Staffing). The following Coordinators are a priority to support this growth: Community Outreach, Grant Writing, Membership, and Retail/Marketing. As of October 2027, DMC will have completed 36 months of continuous programming, which will qualify DMC to pursue larger state and national- level grants. Pursuing these grants will be a priority due to the existing needs of DMC along with its projected growth.

F. Community Benefit and Alignment

Case Id: 30260

Name: Denton Maker Center (DMC) - 2026

Address: 418 Marietta Street, Denton, TX 76201

Completed by mads scientist@dentonmakercenter.com on
6/10/2026 8:10 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

The Denton Maker Center is located in a handicap-accessible building with a large parking lot. It is centrally located less than ½ mile from the Denton Square on North Elm Street. All of DMC's free events are open to everyone of all ages and paid workshops are open to families with parents present.

F.2. How does your event encourage community engagement?

The Denton Maker Center's entire Mission is focused on community engagement. As an entirely volunteer non-profit arts organization, DMC could not exist without significant ongoing community involvement. Beyond the regularly offered workshops and events, DMC is open to the community for over fifty hours a week and its volunteer staff are engaged in creative making while at DMC. Fundamentally, we know that "Making Makes Life Better" and we embody that philosophy through everything that DMC facilitates.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

The Denton Maker Center is focused on creative making and see ourselves as an essential artistic asset of the Denton community. In our efforts to expand our network and highlight our programming, we strive to actively promote DMC along with related artistic and cultural assets in Denton. Denton is home to two significant Universities that regularly graduate accomplished creatives that are poised to actively contribute our cultural community. One of the goals of DMC is to serve as an incubator for many of these recent alumni that want to contribute to Denton but do not yet have the resources to support and continue their creative pursuits. By providing opportunities not just for these emerging creatives but for the larger creative community of Denton, DMC not only serves as one of these artistic assets but assists others in becoming contributors and assets themselves.

G. Reporting and Evaluation Plan

Completed by madscientist@dentonmakercenter.com on
6/10/2026 8:11 PM

Case Id: 30260

Name: Denton Maker Center (DMC) - 2026

Address: 418 Marietta Street, Denton, TX 76201

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

G.1a. What is the ticket price?

\$35.00

G.1b. Add any additional information related to your Ticket Price

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

DMC uses Square as its financial backend. Through Square, all workshop attendees are entered into our customer database, along with all facility rentals, private lessons, retail sales, and memberships. For all free events, our most reliable method of attendance tracking are images of the event taken throughout the event.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

By 2027, DMC will have more than two years of data to compare to 2027 to accurately measure the impact of the funding. As part of the monthly meetings of the Board of Directors, marketing metrics are recorded into the Minutes to provide accurate data points over time. Use of Square as a comprehensive financial package enables DMC to track attendance and finances and easily cross-reference that data with other relevant or requested information, such as email campaign impact or customer activity across events.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

DMC will continue its extensive tracking of participants along with our required financial reporting. Based on all of the data that we regularly collect, providing an in-depth and accurate report on the impact of the funding will be easily completed.

H. Required Documents

Completed by madscientist@dentonmakercenter.com on
6/17/2026 12:19 PM

Case Id: 30260

Name: Denton Maker Center (DMC) - 2026

Address: 418 Marietta Street, Denton, TX 76201

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Tax Exempt Organization Search Details _ Internal Revenue Service.pdf



Current Board of Directors roster including name, title, address and phone number *Required

DMC Board Roster.pdf



Board Meeting Schedule *Required

DMC Board Schedule.pdf



Provide constitution/by-laws *Required

DMC bylaws.pdf



Provide last two year's audited financial or balance sheet. *Required

2024-2025 sales summary.pdf

2025-2026 sales summary.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

IRS letter of determination.pdf

☒ **Most recent 990 Form submitted to IRS **Required***

990.pdf

☒ **Substitute W-9 for PO **Required***

DMC W-9 6-2026.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. **Required***

DMC Donations sent.pdf

☒ **Other Documents**

2026-6 DMC overview.pdf

Submit

Completed by madscientist@dentonmakercenter.com on
6/17/2026 12:20 PM

Case Id: 30260

Name: Denton Maker Center (DMC) - 2026

Address: 418 Marietta Street, Denton, TX 76201

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

James Thurman

Electronically signed by madscientist@dentonmakercenter.com on 6/17/2026 12:20 PM

Secretary/Treasurer's signature

Teran Nickells

Electronically signed by madscientist@dentonmakercenter.com on 6/17/2026 12:20 PM

Admin Docs

No data saved

Case Id: 30260

Name: Denton Maker Center (DMC) - 2026

Address: 418 Marietta Street, Denton, TX 76201

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30260

Name: Denton Maker Center (DMC) - 2026

Address: 418 Marietta Street, Denton, TX 76201

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by slambtx@yahoo.com on 6/15/2026 11:25 AM

Case Id: 30264

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton , TX 76202

Program Overview

Please provide the following information.



City of Denton
Sponsorship
Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by slambtx@yahoo.com on 6/15/2026 11:26 AM

Case Id: 30264

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton , TX 76202

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

SL

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

SL

☒ Must be based in the City of Denton.

Initial:

SL

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

SL

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

SL

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

Printed By: Terrance Jones on 7/21/2026

4 of 26

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

SL

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

SL

☒ Must have an active governing body.

Initial:

SL

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

SL

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

SL

A. Applicant Information

Completed by slambtx@yahoo.com on 6/15/2026 11:35 AM

Case Id: 30264

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton , TX 76202

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Parks Foundation

A.2. Mailing Address

PO Box 75 Denton , TX 76202

A.3. Tax ID Number

75-2275201

A.4. Name of Event

Dog Days of Denton 2027

A.5. Physical Address of the Event

515 N. Bell Ave Denton , TX 76209

A.6. Phone Number

(214) 478-5745

A.7. Website

<https://dentonparksfoundation.org/dogdays>

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Our Mission - To engage the Denton community to enhance the mission of the Denton Parks & Recreation Department to unite, grow and play. The Denton Parks Foundation is a nonprofit organization dedicated to enhancing, preserving, and advocating for Denton's parks, trails, and recreational spaces. We believe parks are essential to a healthy, connected, and vibrant community—places where people of all ages can gather, play, and thrive. Through fundraising, partnerships, and community events, the Foundation supports projects and programs that improve access to outdoor recreation, strengthen neighborhood connections, and enrich quality

PRIMARY CONTACT

A.11. First Name

Stephanie

A.12. Last Name

Lamb

A.13. Title

Treasurer

A.14. Phone Number

(214) 478-5745

A.15. Email

slambtx@yahoo.com

SECONDARY CONTACT

A.16. First Name

Tim

A.17. Last Name

Smith

A.18. Title

Special Events Coordinator

A.19. Phone Number

(940) 597-4939

A.20. Email

dogdaysdenton@dentonparksfoundation.com

of life across Denton. From playground improvements and park enhancements to inclusive programming and community celebrations, our work helps ensure Denton's parks continue to serve current and future generations. As a community-driven organization, we collaborate with residents, local businesses, and the City of Denton to invest in public spaces that reflect the spirit and diversity of our city. Together, we are building stronger parks and a stronger Denton.

A.9. Event Start Date

09/11/2027

Event End Date

09/11/2027

A.10. Describe the event in which funds are being requested to support.

Dog Days of Denton is North Texas' longest-running celebration for dogs and their owners, bringing together thousands of residents, visitors, families, and pet enthusiasts for a free, community-focused festival at Quakertown Park and the Civic Center Pool in Denton. Hosted by the Denton Parks Foundation, the event celebrates the human-animal bond while promoting community engagement, local businesses, parks, recreation, and responsible pet ownership. The event features a wide variety of activities including canine costume contests, dog trick competitions, dog singing contests, live entertainment, educational demonstrations, pet-related exhibitors, local vendors, food trucks, and family-friendly attractions. A signature component of the event is the V.I.Paw Pool Party, which allows dogs and their owners exclusive access to the Civic Center Pool for a unique end-of-summer experience. As one of Denton's most recognizable annual community events, Dog Days of Denton attracts more than 5,000 attendees and serves as a platform to showcase local businesses, nonprofit organizations, and community resources. Event proceeds support improvements to local parks and dog-friendly amenities, helping enhance quality of life for residents while strengthening Denton's reputation as a welcoming, pet-friendly destination. This event provides a unique opportunity for sponsors to connect with a highly engaged audience while supporting community recreation, tourism, and the continued development of Denton's parks and public spaces.

B. Event and Economic Impact

Completed by slambtx@yahoo.com on 6/21/2026 5:52 PM

Case Id: 30264

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton , TX 76202

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Denton Parks Foundation is a nonprofit organization dedicated to supporting and enhancing the work of the City of Denton Parks and Recreation Department through fundraising, advocacy, and community engagement. Funds raised by the Foundation are invested back into Denton's parks, recreational facilities, programs, and public spaces, creating lasting benefits for residents and visitors alike. Dog Days of Denton furthers this charitable mission by generating financial support for projects and initiatives that improve quality of life throughout the community. As one of Denton's largest annual community events, it brings together residents, local businesses, nonprofit organizations, and visitors in a family-friendly environment that promotes community connection, wellness, outdoor recreation, and responsible pet ownership. The event also contributes to economic growth by attracting thousands of attendees who support local vendors, restaurants, hotels, and small businesses. By drawing visitors from across North Texas, Dog Days of Denton increases tourism activity and showcases Denton as a vibrant, welcoming, and pet-friendly destination. Beyond its economic impact, the event serves the public interest by providing free access to community programming, educational resources, and recreational opportunities for families of all backgrounds. The funds generated through sponsorships and event participation help support improvements to public parks and recreational amenities that are enjoyed year-round by residents, creating long-term community value and enhancing Denton's overall quality of life. Through its direct support of the City of Denton Parks and Recreation Department, the Denton Parks Foundation ensures that the benefits of Dog Days of Denton extend far beyond a single event, resulting in meaningful, lasting investments in community spaces and programs that serve the entire Denton community.

B.2. What was the attendance of last year's event?

3,000

B.3. What is the estimated attendance for next year's event?

4,000

B.4. How is attendance measured?

Fill this in.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
American National Bank & Trust	
Norman Rosco	
Tinker Federal Credit Union	
Minor & Jester	
Modern Woodmen Fraternal Financial	
Chrissy Mallouf	

Huffines Subaru	
Texas Health Presbyterian	
Denton Lake Cities Rotary	
Hollywood Feed	
Frazier Commercial Real Estate	
Merki & Associates	
Ryan Everet Insurance	
D&L Farm and Home	
Scott Brown Group	
Title Resources	
Pros PM	
EastOakDangeline's	

C. Marketing Plan

Completed by slambtx@yahoo.com on 6/21/2026 5:51 PM

Case Id: 30264

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton , TX 76202

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

The Denton Parks Foundation will implement a comprehensive marketing campaign designed to promote Dog Days of Denton while showcasing the City of Denton as a premier destination for recreation, tourism, community events, and family-friendly experiences. The campaign will highlight Denton's parks, local businesses, and unique community character, encouraging both residents and visitors from across North Texas to attend and explore the city. Marketing efforts will include:

Social Media Marketing: The Foundation will utilize Facebook, Instagram, LinkedIn, and other digital platforms to promote the event through organic content, paid advertising, event pages, sponsor spotlights, and shareable media. Posts will highlight the City of Denton, its parks, and local attractions to encourage attendees to extend their visit and support local businesses.

Billboard Advertising: Strategic billboard placements throughout Denton and surrounding markets will increase regional awareness and attract visitors from neighboring communities.

Messaging will position Dog Days of Denton as a signature community event and promote Denton as a pet-friendly destination.

Print Marketing and Flyers: Flyers, posters, and promotional materials will be distributed throughout Denton and surrounding communities through local businesses, veterinary clinics, pet-related businesses, community centers, libraries, and partner organizations. These materials will include City of Denton branding and information about local attractions and amenities.

Website and Email Marketing: Event information will be promoted through the Denton Parks Foundation website, email newsletters, community calendars, and partner websites. These communications will provide event details while directing visitors to resources about Denton's parks, dining, shopping, and entertainment opportunities.

Partnership with Discover Denton (Convention and Visitors Bureau): The Foundation will collaborate with Discover Denton to market the event through tourism channels, visitor guides, event calendars, digital platforms, and regional promotional opportunities. This partnership will help attract out-of-town visitors and further position Denton as a destination for unique community events, recreation, and tourism.

Sponsor and Partner Promotion: Sponsors, vendors, exhibitors, and community partners will be encouraged to promote the event through their own marketing channels, expanding the campaign's reach and increasing exposure for Denton throughout the region. Through these combined marketing efforts, Dog Days of Denton is expected to reach thousands of individuals across North Texas, driving attendance, supporting local businesses, increasing tourism activity, and enhancing awareness of the City of Denton's parks, amenities, and community offerings. The campaign will reinforce Denton's reputation as a welcoming, vibrant, and engaged community while generating measurable economic and community benefits.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☒ Email

- ☒ CVB
- ☐ Influencers
- ☒ Print
- ☐ Radio
- ☐ TV
- ☐ Travel Sites
- ☐ Hotels
- ☒ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☐ Texas
- ☐ Multi-State
- ☐ National

C.4. Total marketing budget:

\$10,000.00

C.5. Marketing budget targeting overnight visitors:

\$0.00

C.6. Past marketing performance metrics:

Website traffic

Social reach

Email subscribers

D. Budget and Fiscal Responsibility

Completed by slambtx@yahoo.com on 6/21/2026 5:51 PM

Case Id: 30264

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton , TX 76202

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

Yes

D.2. What amount are you requesting in Cash Sponsorship?

\$25,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

The Denton Parks Foundation is requesting \$45,000 in sponsorship funding and HOT Funds from the City of Denton to serve as the primary funding source for Dog Days of Denton event operations and marketing. These funds will cover a significant portion of the event's expenses, including marketing and advertising, event infrastructure, equipment rentals, entertainment, public safety measures, sanitation services, event production, and other operational costs necessary to host a successful community event. By utilizing City sponsorship funds to support the core expenses of the event, the Foundation can maximize the impact of revenue generated through corporate sponsorships, vendor participation, and ticket sales. Rather than being used solely to cover event costs, those revenues can be reinvested directly into initiatives that benefit Denton residents and enhance community quality of life. Specifically, proceeds generated from Dog Days of Denton support the City of Denton Parks and Recreation Department through park improvement projects, enhancements to recreational facilities and amenities, and recreational scholarship programs that provide access to parks and recreation opportunities for residents who may otherwise face financial barriers to participation. This investment creates a multiplier effect for the community. City sponsorship helps ensure the success of a signature Denton event that attracts thousands of attendees, promotes tourism and local business activity, and generates charitable revenue that is returned to the community through parks, recreation, and scholarship opportunities. As a result, the requested funding not only supports the event itself but also helps create lasting benefits for Denton residents long after the event conclusion.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☐ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received

☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
HOT Funds	\$20,000.00
City of Denton	\$25,000.00
American National Bank & Trust	\$0.00
Tinker Federal Credit Union	\$0.00
Modern Woodmen Fraternal Financial	\$0.00
Minor & Jester	\$0.00
Groggy Dog	\$0.00
Huffines Subaru	\$0.00
Texas Health Presbyterian	\$0.00
Denton Lake Cities Rotary	\$0.00
Hollywood Feed	\$0.00
D&L Farm and Home	\$0.00
Title Resources	\$0.00
Scott Brown Group	\$0.00
Ryan Everet Insurance	\$0.00
Norman Rosco	\$0.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Entertainment	\$6,000.00
Photography	\$3,000.00
Site Operations	\$18,000.00
Administration	\$1,000.00
Fencing	\$7,000.00
Print/Flyers and Billboards	\$6,000.00
Social Media/Website	\$4,000.00
	\$45,000.00

E. Organizational Capacity

Completed by slambtx@yahoo.com on 6/15/2026 12:10 PM

Case Id: 30264

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton , TX 76202

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

33

E.2. Number of full-time staff:

0

E.3. Number of volunteers:

50

E.4. Previously received funding:

Yes

E.4a. Amount

\$30,000.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Over the next three to five years, the Denton Parks Foundation plans to continue growing Dog Days of Denton as a premier community event and regional attraction that showcases the City of Denton, supports tourism, and generates meaningful revenue for parks and recreation initiatives. The Foundation's goal is to increase attendance, expand sponsorship opportunities, enhance programming, and attract visitors from across North Texas while maintaining the event's reputation as a unique, family-friendly celebration of the community and its parks. As the Foundation approaches its 40th anniversary in 2027, it is focused on building greater awareness of its mission and increasing its impact throughout the community. This milestone provides an opportunity to strengthen partnerships with the City of Denton, local businesses, community organizations, and visitors while highlighting four decades of support for parks, recreation, and quality-of-life initiatives. In addition to growing Dog Days of Denton, the Foundation is exploring opportunities to develop additional signature events that promote Denton's parks and recreational amenities. One long-term vision is the creation of a "Parkapalooza" event that would celebrate Denton's park system, recreational programs, and community spaces while attracting residents and visitors alike. Such an event would further support tourism, community engagement, and economic activity while generating additional resources for park improvements and recreational programming. The Foundation also plans to expand its ability to fund park enhancement projects and recreational scholarships, ensuring that more Denton residents have access to quality parks, programs, and outdoor experiences. Through continued event growth, increased community support, and strategic partnerships, the Foundation aims to create sustainable funding sources that will benefit the City of Denton Parks and Recreation.

Department for years to come. Ultimately, the Foundation's long-term vision is to establish a portfolio of successful community events that strengthen Denton's reputation as a vibrant destination, support local economic activity, and provide lasting investments in parks, recreation, and community well-being.

F. Community Benefit and Alignment

Case Id: 30264

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton , TX 76202

Completed by slambtx@yahoo.com on 6/15/2026 12:14 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

Dog Days of Denton is designed as a safe, accessible, and family-friendly community event that welcomes residents and visitors of all ages, backgrounds, and abilities. Safety, inclusion, and positive guest experience are central to the planning and execution of the event. Safety: The event includes coordinated safety planning in partnership with local public safety agencies and event security staff to ensure a secure environment for all attendees. Safety measures include controlled event layout design, clear entry and exit points, on-site security presence, first aid support, and emergency response planning. In addition, pet safety is prioritized through designated dog-friendly areas, rules for responsible pet ownership, and on-site guidance to ensure a safe experience for both animals and attendees. Accessibility: The event is hosted in a public park and civic space that provides accessible pathways, parking options, and restrooms to accommodate individuals with disabilities and mobility needs. Event layouts are designed to maintain clear walkways and accessible viewing and activity areas. Staff and volunteers are available throughout the event to assist attendees and ensure that all guests can comfortably navigate and participate in activities. Family-Friendly Programming: Dog Days of Denton offers a wide range of activities suitable for all ages, including dog costume contests, interactive games, live entertainment, educational demonstrations, and community exhibitors. The event is intentionally structured to provide entertainment for children, adults, and seniors alike in a welcoming and inclusive atmosphere. Programming is designed to encourage family participation, outdoor recreation, and community engagement. Overall, Dog Days of Denton provides a well-organized, inclusive environment that prioritizes safety, accessibility, and enjoyment for both people and pets, making it a signature family-friendly event in the City of Denton.

F.2. How does your event encourage community engagement?

Dog Days of Denton is intentionally designed to foster strong community engagement by creating an interactive, inclusive, and highly participatory event that brings residents together in a shared public space. One of the primary ways the event encourages engagement is through a variety of free-to-enter contests that invite attendees to actively participate rather than simply observe. These contests—such as costume competitions, talent-based pet activities, and other interactive challenges—encourage individuals and families to get involved, showcase creativity, and connect with others in a fun and welcoming environment. In addition to contests, the event features community vendors, nonprofit exhibitors, and local organizations that provide opportunities for attendees to learn about services, resources, and programs available throughout the City of Denton. This creates meaningful connections between residents and community partners while increasing awareness of local support systems and civic opportunities. Dog Days of Denton also encourages engagement through its emphasis on volunteer involvement and sponsor participation. Community members, local businesses, and organizations play an active role in supporting the event, which strengthens partnerships and builds a sense of shared ownership and pride in the success of the event. By bringing together residents, families, pets, local businesses, and community organizations in a highly interactive setting, Dog Days of Denton creates a space where people can connect, participate, and build relationships. The event strengthens community identity, encourages civic pride, and promotes ongoing engagement with Denton's parks, programs, and public spaces.

Printed By: Terrance Jones on 7/21/2026

17 of 26

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. Dog Days of Denton actively promotes the City of Denton's recreational assets and highlights the community's broader cultural and civic identity. The event is hosted in one of Denton's key public recreation spaces and directly showcases the City's parks system as a central gathering place for residents and visitors. Through its programming and setting, the event encourages attendees to experience Denton's outdoor recreational amenities, including public parks, open spaces, and community facilities. By drawing thousands of participants into these spaces, Dog Days of Denton reinforces the value of the City's park system and promotes continued use of recreational resources year-round. The event also supports local culture by featuring Denton-area vendors, small businesses, nonprofits, and community organizations. This creates opportunities for residents and visitors to engage with the local community, learn about available services, and support the local economy. In doing so, the event reflects Denton's creative, community-oriented spirit and helps strengthen connections between residents and local institutions. Additionally, Dog Days of Denton encourages community participation through interactive activities and contests that celebrate creativity, companionship, and shared public experiences. While the event is primarily focused on recreation, it contributes to a broader sense of civic pride and helps position Denton as a vibrant, welcoming, and active community. Overall, Dog Days of Denton serves as a strong promotional platform for the City's recreational assets while reinforcing Denton's identity as a community that values parks, outdoor engagement, and quality of life for residents and visitors alike.

G. Reporting and Evaluation Plan

Completed by slambtx@yahoo.com on 6/15/2026 1:19 PM

Case Id: 30264

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton , TX 76202

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

G.1a. What is the ticket price?

\$0.00

G.1b. Add any additional information related to your Ticket Price

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Need to answer.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

The Foundation maintains organized financial systems and established internal controls that allow for clear tracking of all event-related income and expenses, including sponsorship revenue, vendor fees, ticket sales, and operational costs. All Dog Days of Denton-related transactions will be coded and tracked separately within the Foundation's accounting system to ensure transparency and ease of reporting. This will allow for accurate quarterly financial summaries that clearly show how City funds and other event revenues are allocated and expended. In preparation for the 30-day post-event report, the Foundation will compile data throughout the planning and execution process, including attendance estimates, marketing metrics, sponsorship and vendor participation, and final financial reconciliation. Staff will work closely with event partners, vendors, and accounting personnel to ensure all invoices, receipts, and supporting documentation are collected and finalized promptly after the event. The Foundation also has established experience managing City partnerships and grant-style reporting requirements and understands the importance of compliance, transparency, and accountability in the use of public funds. Designated staff will be responsible for coordinating reporting efforts to ensure deadlines are met and all required information is submitted in a complete and accurate manner. Overall, the Foundation is committed to maintaining strong financial oversight and providing the City of Denton with clear, consistent reporting that demonstrates responsible stewardship of awarded funds and the overall impact of the event.

H. Required Documents

Completed by slambtx@yahoo.com on 6/21/2026 5:52 PM

Case Id: 30264

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton , TX 76202

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Good Standing 6.14.2026.pdf



Current Board of Directors roster including name, title, address and phone number *Required

2026 Board Roster.pdf



Board Meeting Schedule *Required

2026 Board Meetings.pdf



Provide constitution/by-laws *Required

Approved August 2025 Bylaws.pdf



Provide last two year's audited financial or balance sheet. *Required

2024 Denton Parks Foundation Audit Report FINAL.pdf

12.2025 Financials.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

DPF IRS letter.501c3 (1).pdf

 **Most recent 990 Form submitted to IRS *Required**

TR 990 for Year 2025.pdf

 **Substitute W-9 for PO *Required**

W9 - DPF 7.11.2025.pdf

 **List of all donations made by your org last year. Name and dollar amount included. *Required**

2025 DPF Donations.pdf

 **Other Documents**

Dog Days - PlacerAI Information.pdf

Engagement in 2025.pdf

Insights from 2025.pdf

Submit

Completed by jean.keller@unt.edu on 6/29/2026 10:08 AM

Case Id: 30264

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton , TX 76202

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

M. Jean Keller

Electronically signed by jean.keller@unt.edu on 6/29/2026 10:08 AM

Secretary/Treasurer's signature

Stephanie Lamb

Electronically signed by slambtx@yahoo.com on 6/29/2026 9:51 AM

Admin Docs

No data saved

Case Id: 30264

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton , TX 76202

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30264

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton , TX 76202

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by denton.kiwanis@verizon.net on 6/17/2026 2:12 PM

Case Id: 30267

Name: Kiwanis Youth Services Inc. - 2026

Address: 1001 N. Elm Street, , Denton, TX 76201

Program Overview

Please provide the following information.



City of Denton Sponsorship Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by denton.kiwanis@verizon.net on 6/17/2026 2:13 PM

Case Id: 30267

Name: Kiwanis Youth Services Inc. - 2026

Address: 1001 N. Elm Street, , Denton, TX 76201

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

RM

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

RM

☒ Must be based in the City of Denton.

Initial:

RM

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

RM

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

RM

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

RM

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

RM

☒ Must have an active governing body.

Initial:

RM

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

RM

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

RM

A. Applicant Information

Completed by denton.kiwanis@verizon.net on 6/17/2026 2:22 PM

Case Id: 30267

Name: Kiwanis Youth Services Inc. - 2026

Address: 1001 N. Elm Street, , Denton, TX 76201

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Kiwanis Youth Services Inc.

A.2. Mailing Address

1001 N. Elm Street Denton, TX 76201

A.3. Tax ID Number

81-3642738

A.4. Name of Event

Denton Kiwanis 4th of July Fireworks Show

A.5. Physical Address of the Event

2217 N. Carroll Blvd Denton, TX 76201

A.6. Phone Number

(940) 387-6323

A.7. Website

dentonkiwanis.org

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

The mission of the Kiwanis Youth Services Inc. dba Kiwanis Children's Clinic is to help provide medical, dental, glasses, counseling services and prescription assistance to the under-privileged children of the City of Denton and Northern Denton County to help ease their pain and suffering. With the growing population of the City of Denton and Denton County, our goal is to expand the scope of services and increase the number of cases funded through the clinic.

A.9. Event Start Date

07/04/2027

PRIMARY CONTACT

A.11. First Name

Hank

A.12. Last Name

Dickenson

A.13. Title

Fireworks Chairperson

A.14. Phone Number

(940) 367-0919

A.15. Email

hank@dentonchamber.org

SECONDARY CONTACT

A.16. First Name

Robin

A.17. Last Name

Meyer

A.18. Title

Executive Director

A.19. Phone Number

(940) 387-6323

A.20. Email

denton.kiwanis@verizon.net

Event End Date

07/04/2027

A.10. Describe the event in which funds are being requested to support.

4th of July Fireworks Show Celebration to include fireworks, live music and activities for children.

B. Event and Economic Impact

Completed by denton.kiwanis@verizon.net on 6/17/2026 2:29 PM

Case Id: 30267

Name: Kiwanis Youth Services Inc. - 2026

Address: 1001 N. Elm Street, , Denton, TX 76201

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

While the event is providing a fun, family friendly event for everyone to enjoy, it also offers the Kiwanis the opportunity to raise funds by charging for parking and utilizing the "Bucket Brigade", by requesting donations from patrons of the event, along with other fundraising opportunities during the event. These funds will enable the Kiwanis to be able to offer free services through children's clinic and other efforts the club is involved in to help underserved children in the city of Denton and Northern Denton County

B.2. What was the attendance of last year's event?

2500 plus inside the fairgrounds, thousands outside of the fairgrounds

B.3. What is the estimated attendance for next year's event?

3000 plus inside the fairgrounds and thousands more outside of the fairgrounds

B.4. How is attendance measured?

Estimated by number of cars parked inside the fairgrounds and also utilizing the North Texas State Fair & Rodeo capacity estimates on walk in attendees who park in area lots and walk into the fairgrounds.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
City of Denton Parks & Rec	We are assuming we will have this continued partnership for 2027

C. Marketing Plan

Completed by denton.kiwanis@verizon.net on 6/17/2026 2:35 PM

Case Id: 30267

Name: Kiwanis Youth Services Inc. - 2026

Address: 1001 N. Elm Street, , Denton, TX 76201

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

The event marketing plan will promote the City of Denton as a welcoming, family-friendly destination with strong community spirit, local entertainment, food vendors, and civic pride. Promotional materials will identify the event as taking place in Denton and encourage both residents and visitors from surrounding areas to attend, helping support local businesses, restaurants, shops, and hotels. Marketing platforms will include social media, email blasts, digital flyers, community calendars, the Denton Kiwanis website, City of Denton website, Discover Denton, press releases, sponsor and partner promotions, printed signage, banners, and word-of-mouth outreach through members, volunteers, and community organizations.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☒ Email
- ☒ CVB
- ☐ Influencers
- ☐ Print
- ☐ Radio
- ☐ TV
- ☐ Travel Sites
- ☒ Hotels
- ☐ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☐ DFW
- ☐ Texas

☐ Multi-State

☐ National

C.4. Total marketing budget:

\$0.00

C.5. Marketing budget targeting overnight visitors:

\$0.00

C.6. Past marketing performance metrics:

Website traffic

Social reach

Email subscribers

D. Budget and Fiscal Responsibility

Completed by denton.kiwanis@verizon.net on 6/17/2026 3:05 PM

Case Id: 30267

Name: Kiwanis Youth Services Inc. - 2026

Address: 1001 N. Elm Street, , Denton, TX 76201

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

No

D.2. What amount are you requesting in Cash Sponsorship?

\$65,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

The requested funds will be used solely to put on the event for the City of Denton, its citizens and people from outside of the city. The partnership with the City providing funding along with police and fire services and the Kiwanis providing the manpower and the organization and execution of the event, this event provides a fun, free event to be enjoyed by all. With the City providing the funding for the fireworks show and related expenses, this allows for the Denton Kiwanis Club to raise funds for the Kiwanis Youth Services (Denton Kiwanis Children's Clinic). For 101 years the clinic has been providing FREE medical, dental and vision care to kids in Denton & northern Denton County who may have otherwise gone untreated.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☐ Fundraise for the event
- ☐ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
None at this time	\$0.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Big Boom Pyro	\$35,000.00
Band and Sound	\$10,000.00

Golf Cart	\$2,800.00
Porta Pots & Handwashing Stations	\$2,100.00
Advertising including door hangers	\$1,200.00
Clean up	\$1,500.00
Flood Lights	\$1,800.00
Signage	\$1,000.00
Help	\$1,000.00
Fairground Rental	\$2,500.00
Facepainting/Balloon Artists	\$1,400.00
	\$60,300.00

E. Organizational Capacity

Completed by denton.kiwanis@verizon.net on 6/17/2026 3:12 PM

Case Id: 30267

Name: Kiwanis Youth Services Inc. - 2026

Address: 1001 N. Elm Street, , Denton, TX 76201

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

54

E.2. Number of full-time staff:

1

E.3. Number of volunteers:

60

E.4. Previously received funding:

Yes

E.4a. Amount

\$26,800.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

The Denton Kiwanis long-term plan is to continue the tradition of providing a first-class fireworks show for the citizens of the City of Denton while also promoting the city as a destination to enjoy all that Denton has to offer.

F. Community Benefit and Alignment

Case Id: 30267

Name: Kiwanis Youth Services Inc. - 2026

Address: 1001 N. Elm Street, , Denton, TX 76201

Completed by denton.kiwanis@verizon.net on 6/17/2026 3:16 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

Safety is a top priority, with the event held at the North Texas Fairgrounds, allowing for controlled parking, designated viewing areas, vendor placement, and room for crowd movement. Volunteers and event organizers help guide attendees, and emergency access is considered throughout the event layout. The fireworks display is handled by professionals and staged at a safe distance from the public. The event is accessible to families, seniors, and individuals with mobility needs, with on-site parking, open viewing areas, restrooms, and seating options available. The fairgrounds setting helps provide easier access than more congested locations. The event is family-friendly by design, offering an alcohol-controlled environment, food vendors, live entertainment, and a patriotic fireworks show that brings the community together. Proceeds benefit Kiwanis Youth Services and the Denton Kiwanis Children's Clinic, reinforcing the event's focus on children, families, and community service.

F.2. How does your event encourage community engagement?

The Denton Kiwanis 4th of July Fireworks Show encourages community engagement by bringing residents, families, local businesses, civic groups, volunteers, and visitors together for a free, family-friendly celebration. The event creates a shared community experience with live entertainment, food vendors, VIP tables, volunteer opportunities, and a fireworks show that has become a Denton tradition. The event also engages the community through sponsorships, partnerships, and volunteer service. Local businesses support the event through sponsorships and vendor participation, while Kiwanis members and community volunteers help with parking, setup, guest assistance, and event operations. Proceeds from the event benefit Kiwanis Youth Services and the Denton Kiwanis Children's Clinic, allowing attendees and sponsors to directly support programs that serve children and families in Denton County.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

The Denton Kiwanis 4th of July Fireworks Show promotes Denton's recreational and community assets by bringing residents and visitors together for a large, family-friendly celebration at the North Texas Fairgrounds. The event highlights Denton as a vibrant place to gather, celebrate, and enjoy live entertainment, food vendors, local businesses, and a patriotic fireworks display. The fireworks show also supports Denton's tradition of community service. Proceeds benefit Kiwanis Youth Services and the Denton Kiwanis Children's Clinic, which has served children and families in Denton for more than 100 years. By combining recreation, local entertainment, volunteerism, and charitable impact, the event showcases Denton's strong community spirit and encourages people to experience and support the city.

G. Reporting and Evaluation Plan

Completed by denton.kiwanis@verizon.net on 6/17/2026 3:21 PM

Case Id: 30267

Name: Kiwanis Youth Services Inc. - 2026

Address: 1001 N. Elm Street, , Denton, TX 76201

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

G.2. Does your organization gather data on attendees to your events/programs?

No

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

After the Denton Kiwanis 4th of July Fireworks Show, our organization will be able to report several key event metrics, including estimated attendance, parking revenue, VIP table sales, sponsorship revenue, vendor participation, volunteer hours, and overall financial reconciliation. We will also track marketing and outreach results such as social media engagement. Additional reporting may include vendor feedback, attendee comments, safety/accessibility observations, and the overall community impact of the event. These metrics will help show how the event promoted Denton, encouraged local participation, supported area businesses, and raised funds for Kiwanis Youth Services and the Denton Kiwanis Children's Clinic.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

We will put in report form, as much information as possible such as number of cars parked inside the fairgrounds, number of food and beverage vendors and any other information that the City would like to have.

H. Required Documents

Completed by denton.kiwanis@verizon.net on 6/24/2026 11:50 AM

Case Id: 30267

Name: Kiwanis Youth Services Inc. - 2026

Address: 1001 N. Elm Street, , Denton, TX 76201

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

TX Comptroller Active Status.pdf



Current Board of Directors roster including name, title, address and phone number *Required

Board_of_Directors_2025-2026.docx



Board Meeting Schedule *Required

Board Meeting Schedule.docx



Provide constitution/by-laws *Required

Denton K00634 Approved.pdf



Provide last two year's audited financial or balance sheet. *Required

Prior Two Years (2025 & 2024) Financial Statements.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

IRS Determination Letter 2019.tif

☒ **Most recent 990 Form submitted to IRS *Required**

2024 Form 990-EZ (3).pdf

☒ **Substitute W-9 for PO *Required**

2026 W-9.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. *Required**

Kiwanis Donations.docx

☐ **Other Documents**

***No files uploaded*

Submit

Completed by denton.kiwanis@verizon.net on 6/24/2026 11:51 AM

Case Id: 30267

Name: Kiwanis Youth Services Inc. - 2026

Address: 1001 N. Elm Street, , Denton, TX 76201

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Jackie deMontmollin

Electronically signed by denton.kiwanis@verizon.net on 6/24/2026 11:51 AM

Secretary/Treasurer's signature

Simone Royster

Electronically signed by denton.kiwanis@verizon.net on 6/24/2026 11:51 AM

Admin Docs

No data saved

Case Id: 30267

Name: Kiwanis Youth Services Inc. - 2026

Address: 1001 N. Elm Street, , Denton, TX 76201

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30267

Name: Kiwanis Youth Services Inc. - 2026

Address: 1001 N. Elm Street, , Denton, TX 76201

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by gcarlton@ntfair.com on 6/25/2026 12:45 PM

Case Id: 30270

Name: North Texas State Fair Association - 2026

Address: PO Box 1695, Denton , TX 76202

Program Overview

Please provide the following information.



City of Denton
Sponsorship
Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by gcarlton@ntfair.com on 6/25/2026 12:45 PM

Case Id: 30270

Name: North Texas State Fair Association - 2026

Address: PO Box 1695, Denton , TX 76202

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

GTC

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

GTC

☒ Must be based in the City of Denton.

Initial:

GTC

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

GTC

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

GTC

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

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authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

GTC

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

GTC

☒ Must have an active governing body.

Initial:

GTC

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

GTC

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

GTC

A. Applicant Information

Completed by gcarlton@ntfair.com on 6/25/2026 3:00 PM

Case Id: 30270

Name: North Texas State Fair Association - 2026

Address: PO Box 1695, Denton , TX 76202

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

North Texas State Fair Association

A.2. Mailing Address

PO Box 1695 Denton , TX 76202

A.3. Tax ID Number

75-2080098

A.4. Name of Event

North Texas Fair and Rodeo

A.5. Physical Address of the Event

2217 N Carroll Blvd Denton , TX 76201

A.6. Phone Number

(940) 387-2632

A.7. Website

www.ntfair.com

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

The North Texas State Fair Association is a volunteer supported 501 (c) (3) non-profit community organization that preserves and promotes western heritage and values.

The North Texas State Fair and Rodeo contributes to the quality of life in the City of Denton, Denton County and throughout the North Texas area. This is done through a first class ten-day Fair and Rodeo, year around facilities and various community and youth oriented programs and events. The North Texas State Fair Association strives to preserve and promote an understanding of the agricultural industry. The North Texas State Fair Association is true and committed to its mission of supporting Youth, Agriculture,

PRIMARY CONTACT

A.11. First Name

Glenn

A.12. Last Name

Carlton

A.13. Title

Executive Director

A.14. Phone Number

(940) 368-2806

A.15. Email

gcarlton@ntfair.com

SECONDARY CONTACT

A.16. First Name

Allison

A.17. Last Name

Haubold

A.18. Title

Executive Assistant

A.19. Phone Number

(940) 736-4132

A.20. Email

allison@ntfair.com

and Community. All revenue generated is reinvested into our various programs, scholarships, and facilities.

A.9. Event Start Date

08/21/2026

Event End Date

08/30/2026

A.10. Describe the event in which funds are being requested to support.

98th Annual North Texas Fair and Rodeo

B. Event and Economic Impact

Completed by gcarlton@ntfair.com on 6/25/2026 3:01 PM

Case Id: 30270

Name: North Texas State Fair Association - 2026

Address: PO Box 1695, Denton , TX 76202

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The North Texas State Fair Association and associates contribute over \$1,000,000 back into the community each year through scholarships, facility rentals and support of youth and agriculture projects. Estimated Economic Impact to be \$12 million dollars annually on the City of Denton, and 22 million on Denton County. This is based on a 2021 Economic Impact Study conducted by Professional Development Institute at the University of North Texas. The North Texas Fair and Rodeo is the fundraiser that makes all this possible.

B.2. What was the attendance of last year's event?

175,000

B.3. What is the estimated attendance for next year's event?

175,000

B.4. How is attendance measured?

By a scanning process at all gates/points of entry.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
City of Denton	Utility provider / Sponsor
First State Bank	Banking services/ Sponsor
First United Bank	Banking services/ Sponsor
Texas Regional Bank	Banking services/ Sponsor
Point Bank	Banking services/ Sponsor
PlainsCapital Bank	Banking services/ Sponsor
Guaranty Bank	Banking services/ Sponsor
DATCU	Banking services/ Sponsor
Dealers Electric	Supplier
Elliot Electric	Supplier
City Electric	Supplier
Ace Hardware	Supplier
Herr Business Forms	Supplier
Kelsoe Oil Company	Supplier / Sponsor
Fisher59	Supplier / Sponsor
Spectrum	Supplier
Atmos Energy	Supplier
Signarama	Supplier

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8 of 22

Reding Advertising	Supplier
Ramey & King Insurance	Insurance Provider
AMC Services	Heat and AC Maintenance
Haltex Plumbing	Maintenance
Home Depot	Maintenance
Lowes	Maintenance
Integrity Supplies	Maintenance
Hankins, Allsup, Deaton , Seay, Tonn, and Scarabough	CPA
Hayes, Berry, White & Vanzant	Legal

C. Marketing Plan

Completed by gcarlton@ntfair.com on 6/25/2026 3:01 PM

Case Id: 30270

Name: North Texas State Fair Association - 2026

Address: PO Box 1695, Denton , TX 76202

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

We have been very successful in the past using the following Broadcast TV Cable TV Streaming TV AM Radio FM Radio Streaming Radio Hispanic Radio Hispanic TV NTFR Website Social Media Podcast Newspaper Magazine Digital Advertising Outdoor Signage Outdoor Billboards The City of Denton Logo is included on many of the platforms above. The length of the event results in multiple room nights stayed in Denton.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☒ Email
- ☒ CVB
- ☒ Influencers
- ☒ Print
- ☒ Radio
- ☒ TV
- ☐ Travel Sites
- ☐ Hotels
- ☒ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

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C.4. Total marketing budget:

\$350,000.00

C.5. Marketing budget targeting overnight visitors:

\$350,000.00

C.6. Past marketing performance metrics:

Website traffic

153,000

Social reach

4,742,600

Email subscribers

1,871

D. Budget and Fiscal Responsibility

Completed by gcarlton@ntfair.com on 6/25/2026 3:33 PM

Case Id: 30270

Name: North Texas State Fair Association - 2026

Address: PO Box 1695, Denton , TX 76202

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

Yes

D.2. What amount are you requesting in Cash Sponsorship?

\$32,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

We are asking for \$12,000.00 in City of Denton Police Department services for our Parade held on Saturday, August 22, 2026. We are also asking for \$20,000.00 of Solid Waste services for the event. Depending on how the accounting is handled, we are fine with a cash reimbursement or simply not being billed for these services.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☐ Fundraise for the event
- ☐ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
Fair Income	\$4,000,000.00
Hot Funds	\$490,000.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Fair Expenses	\$3,000,000.00
Marketing and Marketing Salary	\$350,000.00
Musical Entertainment	\$530,000.00
	\$3,880,000.00

E. Organizational Capacity

Completed by gcarlton@ntfair.com on 6/25/2026 3:05 PM

Case Id: 30270

Name: North Texas State Fair Association - 2026

Address: PO Box 1695, Denton , TX 76202

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

97

E.2. Number of full-time staff:

3

E.3. Number of volunteers:

800

E.4. Previously received funding:

Yes

E.4a. Amount

\$25,000.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Continue to grow and enhance the event. Even though we are geographically "land locked" we continue to find ways to grow this event. Through remote parking locations, with free shuttles to bringing in the best entertainment available to us. We always seem to find a way to grow. We are very proud of the tourism we have brought to Denton, and will continue to bring. Our long term plans will be to relocate to the much anticipated North Texas Expo Center. This will allow us to continue to grow the event and do more positive things for our community.

F. Community Benefit and Alignment

Case Id: 30270

Name: North Texas State Fair Association - 2026

Address: PO Box 1695, Denton , TX 76202

Completed by gcarlton@ntfair.com on 6/25/2026 3:13 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

Security and emergency management plan is based on years of operational experience. We very seldom have any security issues. City of Denton, Denton County Sheriff's Office, and private security company are involved in the planning and staffing of our plan. Attractions are hired for all ages to enjoy. Pricing is very family-friendly. All tickets include concerts and rodeo performances. Children ages 7-12 are \$5.00 while ages 6 and under are free. We have not changed our children pricing in over 25 years. We distribute 50,000 Child Tickets to schools throughout the area.

F.2. How does your event encourage community engagement?

We are a community driven event by our 800 volunteers that work every day to serve the event. We also feature many community contests: Beauty Pageant, Livestock Shows, Mutton Bustin, Creative Arts, Photography, Youth Art, Rodeo Queen, Baking/Cooking, and Cookoffs. We distribute 50,000 Child Tickets to schools throughout the area.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes, we are a recreational asset to Denton. We think we are a very popular asset. The "preservation of western heritage" is in our mission statement. On the Artistic side, we hire over 30 musical artists to entertain our patrons. From local, to regional and even national acts, we try to have something for everyone. Our Hispanic Heritage Day is also very popular, showcasing Spanish heritage.

G. Reporting and Evaluation Plan

Completed by gcarlton@ntfair.com on 6/25/2026 3:14 PM

Case Id: 30270

Name: North Texas State Fair Association - 2026

Address: PO Box 1695, Denton , TX 76202

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

G.1a. What is the ticket price?

\$25.00

G.1b. Add any additional information related to your Ticket Price

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

Post Event Survey

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Attendance estimates, marketing metrics, financial reconciliation, and survey results.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

A 30-day report will be submitted, however, financial accuracy at 30 days will be difficult and will require some estimates. A full and accurate accounting report can be provided at the end of the fourth quarter.

H. Required Documents

Completed by gcarlton@ntfair.com on 6/25/2026 3:14 PM

Case Id: 30270

Name: North Texas State Fair Association - 2026

Address: PO Box 1695, Denton , TX 76202

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

NTSFA_ActiveNonProfit.pdf



Current Board of Directors roster including name, title, address and phone number *Required

BOD_Members.xlsx



Board Meeting Schedule *Required

NTSFA_BODMeetings_2027.pdf



Provide constitution/by-laws *Required

NTSFA_ByLaws.pdf



Provide last two year's audited financial or balance sheet. *Required

NTSFA_Financials_2026.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

NTSFA_LetterDetermination.pdf

 **Most recent 990 Form submitted to IRS *Required**

NTSFA_990_2026.pdf

 **Substitute W-9 for PO *Required**

NTSFA_W9_06_25_26.pdf

 **List of all donations made by your org last year. Name and dollar amount included. *Required**

NTSFA_CashDonationReport_2026.pdf

 **Other Documents**

2025_HOT_Funds_Website_Report.pdf

2025_HOTFunds_FacebookReport.png

2025_HOTFunds_InstagramReport.png

Submit

Completed by gcarlton@ntfair.com on 6/25/2026 3:34 PM

Case Id: 30270

Name: North Texas State Fair Association - 2026

Address: PO Box 1695, Denton , TX 76202

Submit

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President/Chairman's Signature

Carl R. Anderson

Electronically signed by gcarlton@ntfair.com on 6/25/2026 3:33 PM

Secretary/Treasurer's signature

Mickie Blagg

Electronically signed by gcarlton@ntfair.com on 6/25/2026 3:33 PM

Admin Docs

No data saved

Case Id: 30270

Name: North Texas State Fair Association - 2026

Address: PO Box 1695, Denton , TX 76202

Admin Docs

Please provide the following information.

Documentation



HOT Report Form with TPID *Required

***No files uploaded*



Post Event Form *Required

***No files uploaded*

Email Fields

No data saved

Case Id: 30270

Name: North Texas State Fair Association - 2026

Address: PO Box 1695, Denton , TX 76202

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by amarlaxmin@gmail.com on 6/29/2026 9:41 PM

Case Id: 30272

Name: Vokkaliga Parishat of America - 2026

Address: 1325 Miami Dr, Carrollton, TX 75010

Program Overview

Please provide the following information.



City of Denton
Sponsorship
Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

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events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by amarlaxmin@gmail.com on 6/29/2026 9:43 PM

Case Id: 30272

Name: Vokkaliga Parishat of America - 2026

Address: 1325 Miami Dr, Carrollton, TX 75010

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

AL

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

AL

☒ Must be based in the City of Denton.

Initial:

AL

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

AL

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

AL

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

Printed By: Terrance Jones on 7/21/2026

4 of 21

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

AL



Must have a history of continuous, stable programming prior to the application date.

Initial:

AL



Must have an active governing body.

Initial:

AL



Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

AL



If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

AL

A. Applicant Information

Completed by amarlaxmin@gmail.com on 6/29/2026 9:54 PM

Case Id: 30272

Name: Vokkaliga Parishat of America - 2026

Address: 1325 Miami Dr, Carrollton, TX 75010

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Vokkaligara Parishat of America (VPA)

A.2. Mailing Address

1325 Miami Dr Carrollton, TX 75010

A.3. Tax ID Number

31-1529941

A.4. Name of Event

19 th Vishwa Vokkaligara Sammelana (19 th VPA Convention)

A.5. Physical Address of the Event

Embassy Suites by Hilton Denton Convention Center
Denton, TN 76201

A.6. Phone Number

(972) 971-9100

A.7. Website

<https://myvpa.org>

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Vokkaligara Parishat of America (VPA) is dedicated to assisting and promoting literacy, cultural, educational, social, economic, and health of the rural farming community. VPA has conducted 18 Conventions across USA.

A.9. Event Start Date

07/02/2027

Event End Date

Printed By: Terrance Jones on 7/21/2026

PRIMARY CONTACT

A.11. First Name

Amarnath

A.12. Last Name

Laxminarayan

A.13. Title

President

A.14. Phone Number

(972) 971-9100

A.15. Email

amarlaxmin@gmail.com

SECONDARY CONTACT

A.16. First Name

Nagaraj

A.17. Last Name

Nagathihalli

A.18. Title

Joint Secretary

A.19. Phone Number

(615) 509-1565

A.20. Email

nagathihalli@gmail.com

A.10. Describe the event in which funds are being requested to support.

2027 VPA Convention is a multi-day international convention in Denton featuring keynote sessions, professional development workshops, cultural programs, youth and family activities, networking events, vendor exhibitions, and community engagement activities. The convention is expected to attract attendees from across North America and across the world.

B. Event and Economic Impact

Completed by amarlaxmin@gmail.com on 6/29/2026 9:58 PM

Case Id: 30272

Name: Vokkaliga Parishat of America - 2026

Address: 1325 Miami Dr, Carrollton, TX 75010

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

Explain how your organization and/or event further a charitable cause, economic or community growth, or serves the public interest: The convention will generate hotel stays, restaurant spending, retail purchases, transportation use, and local business engagement. Visitors from across the world will increase economic activity while showcasing Denton as a destination for conferences and cultural events and encouraging visits to local attractions

B.2. What was the attendance of last year's event?

About 1100 people

B.3. What is the estimated attendance for next year's event?

About 1300 people

B.4. How is attendance measured?

Registration system, badge scans, ticketing, workshop attendance logs, volunteer counts, and post-event surveys.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
Embassy Hilton	Hotel Stay
Denton Convention Center	For the event
ALOFT HOTEL	Overflow from Block
Andy B's Bowl Social	Use for entertaining young adult and kids
Alamo Draft house and cinema	Use for entertainment
Local Area Restaurants (n=15)	Dining partnerships
Shopping Centers	Visitor Shopping Promotion
Golden Triangle Mall, Denton	Visitor Shopping Promotion
Local Tourist Attractions, Denton	Visitor tourism activities

C. Marketing Plan

Completed by amarlaxmin@gmail.com on 6/29/2026 10:00 PM

Case Id: 30272

Name: Vokkaliga Parishat of America - 2026

Address: 1325 Miami Dr, Carrollton, TX 75010

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

Include all marketing platforms that will be used. International marketing through website, email campaigns, social media, Google Ads, partner organizations, universities, hotels, tourism organizations, local media, and influencers. Marketing materials will highlight Denton attractions, businesses, hotels, restaurants, and cultural assets.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☐ CVB
- ☒ Influencers
- ☒ Print
- ☐ Radio
- ☐ TV
- ☒ Travel Sites
- ☒ Hotels
- ☒ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

C.4. Total marketing budget:

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\$7,000.00

C.5. Marketing budget targeting overnight visitors:

\$7,000.00

C.6. Past marketing performance metrics:

Website traffic

500-3000 per month

Social reach

~1,000–5,000

Email subscribers

1,500

D. Budget and Fiscal Responsibility

Completed by amarlaxmin@gmail.com on 6/29/2026 10:05 PM

Case Id: 30272

Name: Vokkaliga Parishat of America - 2026

Address: 1325 Miami Dr, Carrollton, TX 75010

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

Yes

D.2. What amount are you requesting in Cash Sponsorship?

\$40,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

Marketing, venue expenses, partial room buyout, transportation (from hotel to event and airport to Hotel), attendee engagement activities, signage, AV support, community programming, and visitor attraction efforts.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☒ Other

Please specify

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
Donations from Community Members	\$200,000.00
Ticketing	\$250,000.00
Business Sponsorship	\$32,000.00
Advertisement	\$8,000.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Venue expense	\$80,000.00

AV	\$100,000.00
Food	\$225,000.00
Entertainment	\$50,000.00
Decoration	\$25,000.00
Awards	\$13,000.00
Souvenir	\$12,000.00
Miscellaneous	\$20,000.00
	\$525,000.00

E. Organizational Capacity

Completed by amarlaxmin@gmail.com on 6/29/2026 10:09 PM

Case Id: 30272

Name: Vokkaliga Parishat of America - 2026

Address: 1325 Miami Dr, Carrollton, TX 75010

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

36 years

E.2. Number of full-time staff:

None

E.3. Number of volunteers:

All

E.4. Previously received funding:

Yes

E.4a. Amount

\$25,000.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Establish Denton as a recurring destination for VPA programs, expand partnerships with local organizations, increase attendance annually, and strengthen educational and cultural programming.

F. Community Benefit and Alignment

Case Id: 30272

Name: Vokkaliga Parishat of America - 2026

Address: 1325 Miami Dr, Carrollton, TX 75010

Completed by amarlaxmin@gmail.com on 6/29/2026 10:10 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

ADA-compliant venue, family-friendly programming, security plan, emergency procedures, and accessible facilities. Attendees use Personal Vehicles, including Shuttle and Uber Services.

F.2. How does your event encourage community engagement?

Public sessions, volunteer opportunities, local vendors, student participation, cultural programs, and networking events.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

The convention will promote Denton's hotels, restaurants, arts, music, universities, downtown district, and local attractions. Denton officials will be invited to speak about economic development and community opportunities.

G. Reporting and Evaluation Plan

Completed by amarlaxmin@gmail.com on 6/29/2026 10:11 PM

Case Id: 30272

Name: Vokkaliga Parishat of America - 2026

Address: 1325 Miami Dr, Carrollton, TX 75010

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

G.1a. What is the ticket price?

\$250.00

G.1b. Add any additional information related to your Ticket Price

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

Registration and Check-IN

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Attendance, hotel room nights, visitor origin, economic impact estimates, marketing analytics, financial reconciliation, surveys, volunteer participation, and sponsorship outcomes.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

Dedicated post-event reporting team; submission within 30 days using registration, financial, survey, and marketing data.

H. Required Documents

Completed by amarlaxmin@gmail.com on 6/30/2026 9:46 PM

Case Id: 30272

Name: Vokkaliga Parishat of America - 2026

Address: 1325 Miami Dr, Carrollton, TX 75010

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

VPA-501c3.pdf



Current Board of Directors roster including name, title, address and phone number *Required

Board Members Details .docx



Board Meeting Schedule *Required

Meeting dates .docx



Provide constitution/by-laws *Required

VPAConstitution_July-02-2023.pdf



Provide last two year's audited financial or balance sheet. *Required

VPA 2 Years audited report .docx



Letter of determination certifying federal tax-exempt status under the IRS *Required

VPA Texas State Registration.PDF

☒ **Most recent 990 Form submitted to IRS *Required**

VPATaxFiling2025 (1).pdf

☒ **Substitute W-9 for PO *Required**

W9 form.docx

☒ **List of all donations made by your org last year. Name and dollar amount included. *Required**

VPA Donations .docx

☐ **Other Documents**

***No files uploaded*

Submit

Completed by amarlaxmin@gmail.com on 6/30/2026 9:48 PM

Case Id: 30272

Name: Vokkaliga Parishat of America - 2026

Address: 1325 Miami Dr, Carrollton, TX 75010

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Amarnath Laxminarayan

Electronically signed by amarlaxmin@gmail.com on 6/30/2026 9:47 PM

Secretary/Treasurer's signature

Prashanth Gowda

Electronically signed by amarlaxmin@gmail.com on 6/30/2026 9:48 PM

Admin Docs

No data saved

Case Id: 30272

Name: Vokkaliga Parishat of America - 2026

Address: 1325 Miami Dr, Carrollton, TX 75010

Admin Docs

Please provide the following information.

Documentation



HOT Report Form with TPID *Required

***No files uploaded*



Post Event Form *Required

***No files uploaded*

Email Fields

No data saved

Case Id: 30272

Name: Vokkaliga Parishat of America - 2026

Address: 1325 Miami Dr, Carrollton, TX 75010

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by danielclanton.dc@gmail.com on 6/24/2026 5:22 PM

Case Id: 30277

Name: Denton Breakfast Kiwanis Club - 2026

Address: PO Box 14, Denton, TX 76202

Program Overview

Please provide the following information.



City of Denton Sponsorship Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
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- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
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- A. The event must be held in a safe, accessible, and family-friendly location;
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- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

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Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by danielclanton.dc@gmail.com on 6/24/2026 5:23 PM

Case Id: 30277

Name: Denton Breakfast Kiwanis Club - 2026

Address: PO Box 14, Denton, TX 76202

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

dc

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

dc

☒ Must be based in the City of Denton.

Initial:

dc

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

dc

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

dc

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

Printed By: Terrance Jones on 7/21/2026

4 of 21

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

dc

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

dc

☒ Must have an active governing body.

Initial:

dc

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

dc

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

dc

A. Applicant Information

Completed by danielclanton.dc@gmail.com on 6/28/2026 12:22 PM

Case Id: 30277

Name: Denton Breakfast Kiwanis Club - 2026

Address: PO Box 14, Denton, TX 76202

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Breakfast Kiwanis Club

A.2. Mailing Address

PO Box 14 Denton, TX 76202

A.3. Tax ID Number

75-6049456

A.4. Name of Event

44th Annual Denton Turkey Roll Bicycle Rally

A.5. Physical Address of the Event

3001 Bronco Way Denton, TX 76202

A.6. Phone Number

(940) 231-5933

A.7. Website

DentonTurkeyRoll.com and DentonBreakfastKiwanis.com

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Improving the lives of children and strengthening the Denton community through service. As part of Kiwanis International (established 1960), we focus on children's programs, youth leadership, and community service projects that help every child in Denton grow, succeed, and thrive.

A.9. Event Start Date

11/21/2026

Event End Date

Printed By: Terrance Jones on 7/21/2026

PRIMARY CONTACT

A.11. First Name

Daniel

A.12. Last Name

Clanton

A.13. Title

Board Member

A.14. Phone Number

(940) 231-5933

A.15. Email

danielclanton.dc@gmail.com

SECONDARY CONTACT

A.16. First Name

Chrissie

A.17. Last Name

Clanton

A.18. Title

Chair

A.19. Phone Number

(940) 231-5932

A.20. Email

Swetltl1@aol.com

A.10. Describe the event in which funds are being requested to support.

The Turkey Roll is a one-day bicycle rally featuring multiple scenic routes (8 to 62+ miles) through northern Denton and southern Cooke counties. It is our signature annual fundraiser, attracting a record 1,083 registered riders in 2025. All proceeds support local children's programs including coats for kids, book giveaways/Tiny Libraries, beds for children in need, disaster relief, school support, and youth leadership initiatives (Key Clubs and scholarships).

B. Event and Economic Impact

Completed by danielclanton.dc@gmail.com on 6/28/2026 12:24 PM

Case Id: 30277

Name: Denton Breakfast Kiwanis Club - 2026

Address: PO Box 14, Denton, TX 76202

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

he event raises critical funds for the Denton Breakfast Kiwanis Club's charitable programs that directly serve local children and families (coats for kids, books, beds for children in need, disaster relief, school support, and youth leadership). Economically, it draws over 1,000 riders — many from outside Denton — who stay in local hotels, dine at restaurants, and Denton Breakfast Kiwanis Club • dentonturkeyroll.com • dentonbkclub@gmail.com • Prepared June 2026 City of Denton FY 2026-27 Sponsorship Application Denton Turkey Roll Bicycle Rally shop locally, providing a direct boost to Denton businesses. It serves the public interest by promoting health, active living, cycling safety, and community pride. We are specifically requesting in-kind police

B.2. What was the attendance of last year's event?

Attendance last year's event (2025): 1,083 registered riders (record high — biggest year in event history)

B.3. What is the estimated attendance for next year's event?

Estimated attendance for 2026: 1,200 – 1,300 riders (base forecast: 1,263 based on recent growth trends)

B.4. How is attendance measured?

How attendance is measured: Through our online registration platform (detailed participant data including city/state of origin) and verified at packet pickup and the start line.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
Raising Cane's Chicken Fingers	Premium rest stop food provider & sponsorship
Rudy's Bar-B-Q	Premium rest stop for long-distance route
Local Denton bicycle shops	Flyer distribution & regional outreach
Denton High School	Venue for start/finish line & packet pickup
Discover Denton / CVB	Event promotion & tourism support
Anderson's	Post Ride Food

C. Marketing Plan

Completed by danielclanton.dc@gmail.com on 6/28/2026 12:29 PM

Case Id: 30277

Name: Denton Breakfast Kiwanis Club - 2026

Address: PO Box 14, Denton, TX 76202

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

Our marketing plan prominently features Denton's scenic fall routes, vibrant community atmosphere, and welcoming spirit to position the city as a top North Texas cycling and family-friendly destination. We use professional flyers distributed to bike shops across the region, a dedicated promotional presence at the major Hotter 'n Hell Hundred cycling event in Wichita Falls, and geo-targeted Facebook/digital advertising reaching surrounding cities and neighboring states. This drives overnight visitors who spend at Denton hotels, restaurants, and shops while raising awareness of Denton's recreational assets and high quality of life. We also partner with Discover Denton for broader promotion.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☒ CVB
- ☐ Influencers
- ☒ Print
- ☐ Radio
- ☐ TV
- ☐ Travel Sites
- ☐ Hotels
- ☒ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas

☒ **Multi-State**

☒ **National**

C.4. Total marketing budget:

\$7,000.00

C.5. Marketing budget targeting overnight visitors:

\$4,000.00

C.6. Past marketing performance metrics:

Website traffic

Strong and growing (detailed analytics available upon request)

Social reach

Facebook page with 1,600+ followers; high engagement on event posts, photos, and reels

Email subscribers

Growing database from past event registrations

D. Budget and Fiscal Responsibility

Completed by danielclanton.dc@gmail.com on 6/28/2026 12:34 PM

Case Id: 30277

Name: Denton Breakfast Kiwanis Club - 2026

Address: PO Box 14, Denton, TX 76202

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

Yes

D.2. What amount are you requesting in Cash Sponsorship?

\$7,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

The \$7,000 will be used to fully fund and expand our critical marketing efforts for the 2026 event. Specific uses include: professional flyer design, printing, and distribution to surrounding bicycle shops and cycling clubs; costs associated with our promotional booth, travel, and materials at the Hotter 'n Hell Hundred in Wichita Falls; and geo-targeted Facebook and digital advertising campaigns focused on surrounding cities and neighboring states to attract more out-of-town riders. These efforts directly increase participation, which increases net funds raised for local children's programs and brings additional economic activity to Denton businesses.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☐ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☒ Other

Please specify

Reduce our Marketing.

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
Rider Registrations (est. 1,200 riders @ avg. \$37.50)	\$45,000.00
Sponsorships & Donations (various levels)	\$10,000.00
City of Denton Cash Sponsorship - HOT Funds (requested)	\$7,000.00
In-Kind (police escorts – estimated value)	\$2,000.00

Printed By: Terrance Jones on 7/21/2026

11 of 21

Other donations / misc.	\$3,000.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Marketing & Promotion (flyers, ads, Hotter 'n Hell, etc.)	\$7,000.00
Rider Packets (t-shirts, maps, sponsor goodies)	\$8,000.00
Rest Stops (food, supplies, volunteer support)	\$7,000.00
Insurance, Permits & Safety (incl. SAG support)	\$5,000.00
Venue, Logistics & Volunteer Coordination	\$4,000.00
Net proceeds to Kiwanis children's programs	\$36,000.00
	\$67,000.00

E. Organizational Capacity

Completed by danielclanton.dc@gmail.com on 6/28/2026 12:34 PM

Case Id: 30277

Name: Denton Breakfast Kiwanis Club - 2026

Address: PO Box 14, Denton, TX 76202

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

44 years (2026 is the 44th Annual Turkey Roll)

E.2. Number of full-time staff:

0

E.3. Number of volunteers:

50+

E.4. Previously received funding:

Yes

E.4a. Amount

\$7,000.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

We plan to continue growing the Turkey Roll as Denton's premier cycling event, targeting 1,500+ riders within 3–5 years, expanding route options (including additional gravel segments), strengthening partnerships with the City of Denton and local businesses, and maximizing net proceeds for Kiwanis children's programs. Our goal is to solidify Denton's reputation as a top cycling and recreational destination in North Texas while enhancing community engagement and youth leadership opportunities through the event

F. Community Benefit and Alignment

Case Id: 30277

Name: Denton Breakfast Kiwanis Club - 2026

Address: PO Box 14, Denton, TX 76202

Completed by danielclanton.dc@gmail.com on 6/28/2026 12:35 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

Required helmets for all riders, SAG wagons for mechanical/support issues, experienced route design, and requested police escorts from Denton High School to city limits for traffic control and rider safety.

F.2. How does your event encourage community engagement?

Through extensive local volunteer opportunities (50+ volunteers), partnerships with Denton businesses and schools, rider camaraderie across generations and skill levels, and by bringing families and cyclists from Denton and the broader region together for a positive, shared experience that builds community pride and connection.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. The scenic routes showcase the natural beauty of Denton County countryside in the fall. The start/finish venue at Denton High School highlights local educational facilities. The event positions Denton as a vibrant, active, and welcoming community with excellent recreational opportunities. We actively partner with Discover Denton to promote tourism and the city's high quality of life

G. Reporting and Evaluation Plan

Completed by danielclanton.dc@gmail.com on 6/28/2026 12:37 PM

Case Id: 30277

Name: Denton Breakfast Kiwanis Club - 2026

Address: PO Box 14, Denton, TX 76202

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

G.1a. What is the ticket price?

\$45.00

G.1b. Add any additional information related to your Ticket Price

The price ranges to the level and course

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

Data is collected through our online registration platform (participant names, emails, cities/states of origin, route choices, emergency contacts). Additional data is gathered at packet pickup verification and through optional post-event rider surveys.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Total attendance/registrations broken down by route and geographic origin • Estimated economic impact (based on out-of-town rider numbers and typical visitor spending) • Marketing performance metrics (social reach, ad impressions/clicks, website traffic) • Full financial reconciliation (revenue vs. expenses) • Rider satisfaction survey results and feedback • Safety/incident summary

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

Immediately after the event, we will export all registration data and compile attendance and demographic statistics. We will pull marketing performance metrics from ad platforms and social media analytics, complete a full financial reconciliation, and (if surveys are distributed) summarize rider feedback. Our experienced volunteer team and robust online registration system make data collection straightforward and reliable. A concise, professional written report covering all required elements will be submitted within 30 days of the event

H. Required Documents

Completed by danielclanton.dc@gmail.com on 6/28/2026 12:45 PM

Case Id: 30277

Name: Denton Breakfast Kiwanis Club - 2026

Address: PO Box 14, Denton, TX 76202

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Tax Exemption letter 2021 (1).pdf



Current Board of Directors roster including name, title, address and phone number *Required

Board of Directors.pdf



Board Meeting Schedule *Required

Board Meeting Schedule.docx



Provide constitution/by-laws *Required

Bylaws Denton Breakfast Denton K05278 Approved.pdf



Provide last two year's audited financial or balance sheet. *Required

Denton_HOT_Funds_Last_Two_Years_Financial_Summary (2).pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

Tax Exemption letter 2021 (1).pdf

☒ **Most recent 990 Form submitted to IRS **Required***

990.pdf

☒ **Substitute W-9 for PO **Required***

DBK W9.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. **Required***

Denton_Breakfast_Kiwanis_Donation_Record_TYPED (1).pdf

☐ **Other Documents**

***No files uploaded*

Submit

Completed by danielclanton.dc@gmail.com on 6/28/2026 12:51 PM

Case Id: 30277

Name: Denton Breakfast Kiwanis Club - 2026

Address: PO Box 14, Denton, TX 76202

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Chrissie Clanton

Electronically signed by danielclanton.dc@gmail.com on 6/28/2026 12:51 PM

Secretary/Treasurer's signature

Jerry Eastup

Electronically signed by danielclanton.dc@gmail.com on 6/28/2026 12:51 PM

Admin Docs

No data saved

Case Id: 30277

Name: Denton Breakfast Kiwanis Club - 2026

Address: PO Box 14, Denton, TX 76202

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30277

Name: Denton Breakfast Kiwanis Club - 2026

Address: PO Box 14, Denton, TX 76202

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by toni@dcfoc.org on 6/26/2026 3:31 PM

Case Id: 30279

Name: Denton County Friends of the Family: Friends of

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

Program Overview

Please provide the following information.



City of Denton Sponsorship Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by toni@dcfop.org on 6/27/2026 6:59 PM

Case Id: 30279

Name: Denton County Friends of the Family: Friends of

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

TJS

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

TJS

☒ Must be based in the City of Denton.

Initial:

TJS

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

TJS

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

TJS

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

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4 of 21

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

TJS

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

TJS

☒ Must have an active governing body.

Initial:

TJS

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

TJS

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

TJS

A. Applicant Information

Completed by toni@dcfoc.org on 6/26/2026 3:42 PM

Case Id: 30279

Name: Denton County Friends of the Family: Friends of

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton County Friends of the Family

A.2. Mailing Address

4845 S. I-35E, Suite 100 PROSPER, TX 75078

A.3. Tax ID Number

75-1734175

A.4. Name of Event

Friends of the Badge

A.5. Physical Address of the Event

400 E Hickory Street Denton, TX 76201

A.6. Phone Number

(940) 387-5131

A.7. Website

www.dcfoc.org

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Denton County Friends of the Family is dedicated to providing compassionate and comprehensive services to those impacted by sexual abuse and domestic violence while partnering with our community to promote safety, hope, healing, prevention and justice.

A.9. Event Start Date

05/11/2027

Event End Date

05/11/2027

PRIMARY CONTACT

A.11. First Name

Toni

A.12. Last Name

Johnson-Simpson

A.13. Title

Executive Director

A.14. Phone Number

(940) 387-5131

A.15. Email

toni@dcfoc.org

SECONDARY CONTACT

A.16. First Name

Heather

A.17. Last Name

Lehr

A.18. Title

Director of Marketing and Development

A.19. Phone Number

(940) 387-5131

A.20. Email

hlehr@dcfoc.org

A.10. Describe the event in which funds are being requested to support.

Denton County Friends of the Family (DCFOF) will host the annual Friends of the Badge Luncheon to honor the law enforcement officers and justice system partners who help protect and serve our community. As the only agency in Denton County providing free, comprehensive services to victims of domestic violence and sexual assault, DCFOF relies heavily on strong collaboration with local law enforcement and legal professionals to ensure victim safety and offender accountability. This luncheon provides a meaningful opportunity to recognize the vital partnerships that make this work possible and to express our gratitude for the unwavering support of those on the front lines of justice.

B. Event and Economic Impact

Completed by toni@dcfop.org on 6/30/2026 3:58 PM

Case Id: 30279

Name: Denton County Friends of the Family: Friends of

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

Friends of the Badge is an annual community luncheon that recognizes the partnership between Denton County Friends of the Family (DCFOF), law enforcement, prosecutors, first responders, and other justice professionals who work together to support victims of domestic violence and sexual assault. The event strengthens collaboration, recognizes outstanding public service, and raises community awareness about victim safety, violence prevention, and the importance of coordinated community response. As the sole provider of comprehensive services for victims of domestic violence and sexual assault in Denton County, DCFOF serves more than 5,700 survivors each year through emergency shelter, counseling, legal advocacy, crisis response, transitional housing, children's services, and prevention education at no cost to clients. Our trauma-informed services help survivors achieve safety, healing, and long-term stability while reducing repeat calls for emergency services, homelessness, and other community costs associated with violence. Friends of the Badge brings together nonprofit leaders, local businesses, elected officials, public safety agencies, healthcare providers, and community partners to strengthen the relationships that make this coordinated response possible. By celebrating collaboration and encouraging continued partnership, the event promotes a safer, healthier community while reinforcing Denton's commitment to public service, public safety, and support for crime victims.

B.2. What was the attendance of last year's event?

225

B.3. What is the estimated attendance for next year's event?

250

B.4. How is attendance measured?

Attendance is tracked through our electronic registration and event management system. Guests register in advance and check in upon arrival, allowing us to accurately verify attendance and generate post-event participation reports.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
Greater Denton Arts Council	Venue for Friends of the Badge Event 2026 & 2027
City of Denton	Sponsorship Request
Local Caterer	Will hire a local caterer - one is not selected for 2027 as of yet.
Zera Coffee	We purchase the coffee for this event at Zera.
AlphaGraphics	Printing Needs

C. Marketing Plan

Completed by toni@dcfop.org on 6/27/2026 7:00 PM

Case Id: 30279

Name: Denton County Friends of the Family: Friends of

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

The Friends of the Badge Luncheon will promote the City of Denton by recognizing the City's commitment to public safety, victim services, and community collaboration. As a sponsor, the City will receive recognition before, during, and after the event through a coordinated marketing campaign. With the City's sponsorship approval, its logo will be prominently displayed on event signage, the event program, DCFOF's website, event registration page, email invitations, newsletters, press releases, and social media platforms, including Facebook, Instagram, and LinkedIn. The City will also be recognized during the event program, and all promotional materials will acknowledge that the event is funded in part by the City of Denton. Marketing efforts will highlight the City's partnership in supporting survivors and strengthening collaboration among law enforcement, public safety agencies, nonprofit organizations, local businesses, and community leaders, reinforcing Denton's reputation as a community committed to safety, service, and civic engagement.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☒ Email
- ☐ CVB
- ☐ Influencers
- ☒ Print
- ☒ Radio
- ☐ TV
- ☐ Travel Sites
- ☐ Hotels
- ☒ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☐ DFW

Printed By: Terrance Jones on 7/21/2026

☐ Texas

☒ Multi-State

☐ National

C.4. Total marketing budget:

\$1,500.00

C.5. Marketing budget targeting overnight visitors:

\$0.00

C.6. Past marketing performance metrics:

Website traffic

4,333 Visits in May 2026

Social reach

10,663 Facebook followers

Email subscribers

6,706

D. Budget and Fiscal Responsibility

Completed by toni@dcfoc.org on 6/27/2026 7:00 PM

Case Id: 30279

Name: Denton County Friends of the Family: Friends of

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

Yes

D.2. What amount are you requesting in Cash Sponsorship?

\$5,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

The Friends of the Badge Luncheon is not a fundraiser. It is a community appreciation event that recognizes the law enforcement officers, prosecutors, judges, first responders, and other justice professionals who work every day to support victims of domestic violence and sexual assault. City sponsorship funds will be used to offset the direct costs of hosting the event, including venue rental, catering, event signage, printed materials, and other logistical expenses. Sponsorships allow us to provide a complimentary lunch to all invited public safety and justice partners as a meaningful expression of gratitude for their service and ongoing collaboration. By helping cover these event expenses, the City of Denton's sponsorship makes it possible for DCFOF to host a high-quality community event that strengthens partnerships, recognizes public service, and reinforces the coordinated response that helps survivors find safety, healing, and justice.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☒ Fundraise for the event
- ☐ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
Sponsors (Goal) - Local Business, City of Denton	\$7,000.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount

Venue Rental	\$2,500.00
Decorations	\$350.00
Awards for Law Enforcement (Purchased in the City of Denton)	\$750.00
Printing (Sponsorship Signage, Print Materials)	\$500.00
Food / Lunch	\$3,000.00
	\$7,100.00

E. Organizational Capacity

Completed by toni@dcfof.org on 6/26/2026 5:38 PM

Case Id: 30279

Name: Denton County Friends of the Family: Friends of

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

14

E.2. Number of full-time staff:

91

E.3. Number of volunteers:

652

E.4. Previously received funding:

Yes

E.4a. Amount

\$0.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Over the next three to five years, Denton County Friends of the Family plans to continue growing the Friends of the Badge Luncheon as a premier community recognition event honoring the law enforcement officers and justice system partners who play a critical role in supporting victims of domestic violence and sexual assault. We aim to expand attendance, strengthen partnerships with local agencies, increase community and business sponsorships, and enhance opportunities for collaboration between public safety professionals and community leaders. By continuing to recognize these partnerships, the event will foster stronger relationships, increase public awareness of victim services, and reinforce our shared commitment to safety, justice, and support for survivors throughout Denton County.

F. Community Benefit and Alignment

Case Id: 30279

Name: Denton County Friends of the Family: Friends of

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

Completed by toni@dcfjf.org on 6/26/2026 4:41 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

The Friends of the Badge Luncheon is held in a professional, ADA-accessible venue that provides a safe and welcoming environment for all attendees. The event is open to community members of all ages and is designed to be respectful, educational, and inclusive. Event staff and volunteers are present to assist guests, and the venue follows all applicable safety and accessibility standards. The program focuses on recognizing local law enforcement and justice partners while promoting community engagement, making it an appropriate and family-friendly event for attendees.

F.2. How does your event encourage community engagement?

The Friends of the Badge Luncheon brings together law enforcement agencies, justice system partners, community leaders, local businesses, elected officials, and residents to recognize the collaborative efforts that support victims of domestic violence and sexual assault. By celebrating these partnerships, the event fosters stronger relationships, encourages cross-sector collaboration, raises awareness of available victim services, and inspires continued community involvement in creating a safer Denton County. The luncheon also provides networking opportunities that strengthen connections between public safety professionals, nonprofit organizations, and the community they serve.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. The Friends of the Badge Luncheon is hosted at the Greater Denton Arts Council, a cornerstone of Denton's vibrant arts and cultural community. By utilizing this local venue, the event supports a well-known cultural asset while bringing community members, civic leaders, and public safety professionals together in a space dedicated to creativity and community engagement. Hosting the event in this location also encourages attendees to experience and support one of Denton's valued cultural institutions.

G. Reporting and Evaluation Plan

Completed by toni@dcfjf.org on 6/27/2026 7:00 PM

Case Id: 30279

Name: Denton County Friends of the Family: Friends of

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

We collect attendee registration information, including name, email address, phone number, organization or law enforcement agency, and city represented through our electronic registration and event check-in system.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Following the event, Denton County Friends of the Family will report measurable outcomes including total attendance, sponsorship participation, event revenue and expenses (financial reconciliation), marketing and promotional metrics (social media reach and engagement, website traffic, email marketing performance, and media coverage), and attendee demographics when available. We will also summarize participant feedback collected through post-event surveys to evaluate attendee satisfaction and identify opportunities for future improvement. These metrics will demonstrate the event's reach, community engagement, and responsible stewardship of City sponsorship funds.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

Denton County Friends of the Family has established processes for tracking event data and grant outcomes. Throughout the planning and execution of the event, our team collects attendance, financial, sponsorship, marketing, and participant feedback metrics using electronic registration systems, financial reporting tools, and marketing analytics. Following the event, staff will compile attendance, financial, sponsorship, marketing, and survey data; reconcile event expenses; and prepare the required 30-day report to ensure all reporting requirements are completed accurately and submitted on time.

H. Required Documents

Completed by toni@dcfop.org on 6/30/2026 2:55 PM

Case Id: 30279

Name: Denton County Friends of the Family: Friends of

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Secretary of State document.jpeg



Current Board of Directors roster including name, title, address and phone number *Required

2026 DCFOF Board Roster.pdf



Board Meeting Schedule *Required

2026 DCFOF Board Meeting Schedule.pdf



Provide constitution/by-laws *Required

Revised Bylaws.pdf



Provide last two year's audited financial or balance sheet. *Required

2024 DCFOF Audit Report FINAL.pdf

DCFOF 2025 Audit Final Report 6.10.26 v2.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

IRS Letter 2018 (4).pdf

☒ **Most recent 990 Form submitted to IRS *Required**

2024_DCFOF Form 990.pdf

☒ **Substitute W-9 for PO *Required**

W-9.DCFOF 2026.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. *Required**

2026 DCFOF Memo_Donations.pdf

☐ **Other Documents**

***No files uploaded*

Submit

Completed by toni@dcfof.org on 6/30/2026 4:12 PM

Case Id: 30279

Name: Denton County Friends of the Family: Friends of

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Toni Johnson-Simpson

Electronically signed by toni@dcfof.org on 6/30/2026 4:12 PM

Secretary/Treasurer's signature

Linda Dodson

Electronically signed by toni@dcfof.org on 6/30/2026 4:12 PM

Admin Docs

No data saved

Case Id: 30279

Name: Denton County Friends of the Family: Friends of

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30279

Name: Denton County Friends of the Family: Friends of

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by toni@dcfoc.org on 6/26/2026 4:45 PM

Case Id: 30280

Name: Denton County Friends of the Family: 2027

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

Program Overview

Please provide the following information.



City of Denton Sponsorship Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by toni@dcfop.org on 6/26/2026 4:46 PM

Case Id: 30280

Name: Denton County Friends of the Family: 2027

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

TJS

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

TJS

☒ Must be based in the City of Denton.

Initial:

TJS

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

TJS

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

TJS

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

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4 of 23

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

TJS

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

TJS

☒ Must have an active governing body.

Initial:

TJS

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

TJS

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

TJS

A. Applicant Information

Completed by toni@dcfoc.org on 6/27/2026 6:09 PM

Case Id: 30280

Name: Denton County Friends of the Family: 2027

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton County Friends of the Family

A.2. Mailing Address

4845 S. I-35E, Suite 100 PROSPER, TX 75078

A.3. Tax ID Number

75-1734175

A.4. Name of Event

9th Annual Coffee Crawl

A.5. Physical Address of the Event

111 N Elm St. 9+ Local Shops Denton, TX 76201

A.6. Phone Number

(940) 387-5131

A.7. Website

www.dcfoc.org

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Since 1980, Denton County Friends of the Family has been dedicated to providing compassionate and comprehensive services to those impacted by sexual abuse and domestic violence while partnering with our community to promote safety, hope, healing, prevention and justice.

A.9. Event Start Date

01/23/2027

Event End Date

01/23/2027

PRIMARY CONTACT

A.11. First Name

Toni

A.12. Last Name

Johnson-Simpson

A.13. Title

Executive Director

A.14. Phone Number

(940) 347-5131

A.15. Email

toni@dcfoc.org

SECONDARY CONTACT

A.16. First Name

Heather

A.17. Last Name

Lehr

A.18. Title

Director of Marketing and Development

A.19. Phone Number

(940) 387-5131

A.20. Email

hlehr@dcfoc.org

A.10. Describe the event in which funds are being requested to support.

Denton County Friends of the Family's annual Coffee Crawl is a self-guided community event that encourages participants to discover Downtown Denton's locally owned coffee shops, restaurants, retailers, and small businesses while supporting survivors of domestic violence and sexual assault. Participants visit multiple coffee shops to enjoy exclusive beverage samples, special promotions, and interactive activities while experiencing the unique culture and charm of Downtown Denton. The Coffee Crawl attracts participants from throughout Denton County and the greater North Texas region, bringing new and returning visitors into Downtown Denton. Throughout the day, attendees shop, dine, and explore local businesses beyond the participating coffee shops, generating additional economic activity and increasing foot traffic for the downtown business community. The event also highlights Denton as a vibrant destination for community events, local entrepreneurship, and cultural experiences. Proceeds from the Coffee Crawl directly support Denton County Friends of the Family's free services for survivors of domestic violence and sexual assault and their children, including emergency shelter, counseling, legal advocacy, children's programs, and violence prevention education. By combining local business promotion, community engagement, and philanthropy, the Coffee Crawl creates meaningful economic benefits for Downtown Denton while advancing a charitable mission that strengthens the entire community.

B. Event and Economic Impact

Completed by toni@dcfoc.org on 6/27/2026 6:52 PM

Case Id: 30280

Name: Denton County Friends of the Family: 2027

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Coffee Crawl is an annual community event that encourages residents and visitors to explore Downtown Denton's locally owned coffee shops, restaurants, retailers, and small businesses while supporting survivors of domestic violence and sexual assault. Participants visit multiple Coffee Crawl locations throughout the downtown district to enjoy exclusive beverage samples, special promotions, and unique experiences that showcase the character and vibrancy of Denton's local business community. The event attracts participants from across Denton County and the greater North Texas region, bringing new and returning visitors to Downtown Denton. Throughout the day, attendees shop, dine, and explore local businesses beyond the participating coffee shops, increasing foot traffic, supporting small businesses, and generating additional economic activity. By encouraging visitors to spend time in Downtown Denton, the Coffee Crawl helps promote the city as a vibrant destination for shopping, dining, and community events. As the sole provider of comprehensive services for survivors of domestic violence and sexual assault in Denton County, Denton County Friends of the Family (DCFOF) provides free emergency shelter, counseling, legal advocacy, children's services, crisis intervention, and violence prevention education to thousands of individuals each year. Proceeds from the Coffee Crawl directly support these essential services, helping survivors and their children find safety, healing, and long-term stability. By combining local business promotion, community engagement, and charitable giving, the Coffee Crawl creates meaningful economic benefits for Downtown Denton while advancing a public mission that strengthens the health, safety, and well-being of the entire community.

B.2. What was the attendance of last year's event?

220

B.3. What is the estimated attendance for next year's event?

250

B.4. How is attendance measured?

Attendance is measured through our electronic ticketing and registration system, participant check-in records, and confirmation of completed visits at participating Coffee Crawl locations.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
Zera Coffee	Community Partner/Coffee Crawl Stop
Beth Marie's Ice Cream	Community Partner/Coffee Crawl Stop
Two Gentlemen of Verona	Community Partner/Coffee Crawl Stop
L'Amitie	Community Partner/Coffee Crawl Stop
Boka Feliz	Community Partner/Coffee Crawl Stop
Tryptych	Community Partner/Coffee Crawl Stop

C. Marketing Plan

Completed by toni@dcfof.org on 6/27/2026 6:53 PM

Case Id: 30280

Name: Denton County Friends of the Family: 2027

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

Our marketing plan is designed to promote the City of Denton as a vibrant regional destination while driving visitation to Downtown Denton and supporting locally owned businesses. Coffee Crawl will be marketed to audiences across North Texas, including Dallas, Fort Worth, Plano, Frisco, McKinney, and surrounding communities, encouraging both new and returning visitors to experience Denton's unique downtown district. We will use a multi-platform marketing campaign that includes paid digital advertising on Facebook and Instagram, organic social media content, email marketing, regional event calendars, community partners, local influencers, print materials, and media outreach. Marketing materials will encourage attendees to spend the day in Denton by visiting participating coffee shops, shopping local retailers, dining at area restaurants, and exploring Downtown attractions. We will also promote Discover Denton as a resource for hotels, restaurants, attractions, and other visitor information to encourage extended visits when appropriate. With the City's sponsorship approval, the City of Denton will be recognized as a sponsor through event marketing materials, the event website, registration page, social media, email communications, printed materials, and event signage. These efforts will showcase Denton as a welcoming destination for community events, support local businesses, and align with City's sponsorship goals by increasing visitation and promoting economic activity throughout Downtown Denton.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☐ CVB
- ☒ Influencers
- ☒ Print
- ☒ Radio
- ☒ TV
- ☐ Travel Sites
- ☐ Hotels
- ☒ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☐ Multi-State
- ☐ National

C.4. Total marketing budget:

\$1,500.00

C.5. Marketing budget targeting overnight visitors:

\$0.00

C.6. Past marketing performance metrics:

Website traffic

10,040 Visits in January 2026

Social reach

10,663 Facebook followers

Email subscribers

6,706

D. Budget and Fiscal Responsibility

Completed by toni@dcfop.org on 6/30/2026 3:59 PM

Case Id: 30280

Name: Denton County Friends of the Family: 2027

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

No

D.2. What amount are you requesting in Cash Sponsorship?

\$5,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

The requested \$5,000 sponsorship will be used to expand the marketing and promotion of the Coffee Crawl to attract visitors from throughout North Texas to Downtown Denton. Funds will support paid digital advertising, printed promotional materials, event signage, wayfinding, and other marketing initiatives designed to increase attendance and encourage participants to explore local coffee shops, restaurants, retailers, and other downtown businesses. These investments will expand the event's regional reach, increase foot traffic for participating businesses, and encourage visitors to shop, dine, and experience Denton beyond the event itself, supporting the City's tourism and economic development goals.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
Ticket / T-Shirt Sales	\$3,500.00
City of Denton	\$5,000.00
	\$0.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount

Printing (Sponsor Signage, Post cards, Passports for the shops to stamp)	\$1,500.00
Materials for Arts/Crafts	\$500.00
Coffee mugs for each person that purchases a ticket	\$2,000.00
T-Shirt Order (Volunteers & Coffee Crawl Stop Employees)	\$4,000.00
Paid Advertising	\$500.00
	\$8,500.00

E. Organizational Capacity

Completed by toni@dcfop.org on 6/27/2026 6:53 PM

Case Id: 30280

Name: Denton County Friends of the Family: 2027

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

8

E.2. Number of full-time staff:

91

E.3. Number of volunteers:

652

E.4. Previously received funding:

Yes

E.4a. Amount

\$0.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Over the next three to five years, Denton County Friends of the Family plans to grow the Coffee Crawl into a signature annual Downtown Denton event that attracts increasing numbers of visitors from across North Texas while raising critical funds to support survivors of domestic violence and sexual assault. Our goals include expanding participation among locally owned coffee shops, restaurants, retailers, and other downtown businesses; increasing attendance, sponsorships, and regional marketing; and enhancing the visitor experience through new activities and partnerships. As the event grows, we will continue working with local businesses, community organizations, and tourism partners to position Denton as a destination for unique community events that encourage visitors to shop, dine, and explore Downtown Denton. By increasing regional awareness and repeat visitation, the Coffee Crawl will contribute to Downtown Denton's economic vitality while generating sustainable support for DCFOF's mission of providing safety, hope, and healing to survivors and their families

F. Community Benefit and Alignment

Case Id: 30280

Name: Denton County Friends of the Family: 2027

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

Completed by toni@dcfjf.org on 6/27/2026 6:40 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

The Coffee Crawl is designed to be a safe, accessible, and family-friendly community event. Held during daytime hours in Downtown Denton, the self-guided event takes place at participating local coffee shops and businesses that are open to the public and comply with applicable safety and accessibility standards. Participants explore the event at their own pace, creating a welcoming experience for individuals, families, and visitors of all ages and abilities. Event staff and volunteers are available throughout the event, while clear maps, signage, and check-in information help ensure a safe and enjoyable experience. The event provides an inclusive opportunity for families and visitors to explore Downtown Denton together while supporting local businesses and a meaningful community cause.

F.2. How does your event encourage community engagement?

The Coffee Crawl encourages community engagement by bringing together residents, visitors, locally owned coffee shops, retailers, restaurants, and community partners in a shared experience that celebrates Downtown Denton. Participants are encouraged to visit multiple businesses, meet local business owners, discover new shops and restaurants, and experience the unique character of Denton's downtown district. The event also raises awareness of Denton County Friends of the Family's mission and the free services available to survivors of domestic violence and sexual assault. By connecting people with local businesses and a meaningful charitable cause, the Coffee Crawl strengthens community relationships, supports the local economy, and encourages continued investment in Downtown Denton as a vibrant place to live, work, and visit.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. The Coffee Crawl showcases Downtown Denton, one of the city's most vibrant cultural and historic districts, by encouraging participants to explore locally owned coffee shops, restaurants, retailers, and community gathering spaces. The event highlights Denton's unique small-business community, walkable downtown atmosphere, historic architecture, public art, and distinctive local character while introducing visitors from across North Texas to the city's cultural and economic assets. By drawing attendees into Downtown Denton, the Coffee Crawl encourages them to shop, dine, and experience the area's entertainment, arts, and historic charm, helping position Denton as a destination for community events and tourism.

G. Reporting and Evaluation Plan

Completed by toni@dcfop.org on 6/27/2026 6:42 PM

Case Id: 30280

Name: Denton County Friends of the Family: 2027

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

G.1a. What is the ticket price?

\$35.00

G.1b. Add any additional information related to your Ticket Price

Each participant receives a commemorative Coffee Crawl mug and an event passport that guides them to participating coffee shops throughout Downtown Denton. At each stop, attendees enjoy exclusive coffee samples while collecting passport stamps, encouraging them to explore local businesses, shop, dine, and experience the unique charm of Denton's downtown district. Proceeds from each ticket directly support Denton County Friends of the Family's programs and services for survivors of domestic violence and sexual assault.

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

Attendance is measured through our electronic ticketing and registration system. Participants purchase tickets online and check in at the event, where they receive their Coffee Crawl mug and event passport. Check-in records provide an accurate count of attendees.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Following the event, Denton County Friends of the Family will report attendance, ticket sales, participating coffee shop and business counts, sponsorship participation, funds raised, financial reconciliation, and marketing performance, including website traffic, social media reach and engagement, email marketing analytics, media coverage, and digital advertising results. We will also collect participant feedback through post-event surveys, including attendee satisfaction and ZIP code data to measure participation from outside the City of Denton. These metrics will demonstrate the event's regional reach, economic impact, support for local businesses, and contribution to tourism and visitation in Downtown Denton.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

Denton County Friends of the Family has established procedures for collecting and reporting event data. Throughout the planning and execution of the Coffee Crawl, our team tracks attendance through electronic ticketing and event check-in, maintains financial records, monitors marketing performance, and documents participation from local businesses and sponsors. Following the event, staff will compile attendance and financial data, review marketing analytics, summarize

participant feedback, reconcile event results, and prepare the required 30-day report. Our team has extensive experience managing grant reporting and will ensure all reporting requirements are completed accurately and submitted on time.

H. Required Documents

Completed by toni@dcfop.org on 6/30/2026 2:59 PM

Case Id: 30280

Name: Denton County Friends of the Family: 2027

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Secretary of State document.jpeg



Current Board of Directors roster including name, title, address and phone number *Required

2026 DCFOF Board Roster.pdf



Board Meeting Schedule *Required

2026 DCFOF Board Meeting Schedule.pdf



Provide constitution/by-laws *Required

Revised Bylaws.pdf



Provide last two year's audited financial or balance sheet. *Required

2024 DCFOF Audit Report FINAL.pdf

DCFOF 2025 Audit Final Report 6.10.26 v2.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

IRS Letter 2018 (4).pdf

☒ **Most recent 990 Form submitted to IRS **Required***

DCFOF.Final990.2024.pdf

☒ **Substitute W-9 for PO **Required***

W-9.DCFOF 2026.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. **Required***

2026 DCFOF Memo_Donations.pdf

☐ **Other Documents**

***No files uploaded*

Submit

Completed by toni@dcfof.org on 6/30/2026 4:13 PM

Case Id: 30280

Name: Denton County Friends of the Family: 2027

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Toni Johnson-Simpson

Electronically signed by toni@dcfof.org on 6/30/2026 4:13 PM

Secretary/Treasurer's signature

Linda Dodson

Electronically signed by toni@dcfof.org on 6/30/2026 4:13 PM

Admin Docs

No data saved

Case Id: 30280

Name: Denton County Friends of the Family: 2027

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30280

Name: Denton County Friends of the Family: 2027

Address: 4845 S. I-35E, Suite 100, PROSPER, TX 75078

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by financedbcoc@gmail.com on 6/28/2026 6:48 PM

Case Id: 30281

Name: Denton Black Chamber of Commerce - 2026

Address: PO 51026 , Denton, TX 76206

Program Overview

Please provide the following information.



City of Denton
Sponsorship
Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by financedbcoc@gmail.com on 6/28/2026 6:49 PM

Case Id: 30281

Name: Denton Black Chamber of Commerce - 2026

Address: PO 51026 , Denton, TX 76206

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

VJ

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

VJ

☒ Must be based in the City of Denton.

Initial:

VJ

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

VJ

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

VJ

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

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authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

VJ

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

VJ

☒ Must have an active governing body.

Initial:

VJ

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

VJ

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

VJ

A. Applicant Information

Completed by financedbcoc@gmail.com on 6/30/2026 9:52 AM

Case Id: 30281

Name: Denton Black Chamber of Commerce - 2026

Address: PO 51026 , Denton, TX 76206

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Black Chamber of Commerce

A.2. Mailing Address

PO 51026 Denton, TX 76206

A.3. Tax ID Number

75-2653458

A.4. Name of Event

Denton Blues Festival

A.5. Physical Address of the Event

321 E. McKinney Street Denton, TX 76201

A.6. Phone Number

(682) 387-2233

A.7. Website

<https://www.dentonbluesfest.com/>

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Mission To strengthen Black-owned businesses, entrepreneurs, professionals, and the broader Denton business community through advocacy, business development, access to resources, strategic partnerships, and opportunities that support growth, job creation, and long-term economic impact. Vision To build a thriving, connected, and inclusive business ecosystem where entrepreneurs, professionals, and community partners have access to the relationships, resources, visibility, and opportunities needed to start, scale, hire, win contracts, and contribute to Denton's economic growth. Purpose The Denton Black Chamber of Commerce exists to advance

PRIMARY CONTACT

A.11. First Name

Ron

A.12. Last Name

Johnson

A.13. Title

Historian

A.14. Phone Number

(214) 455-7410

A.15. Email

ronjohnsondbcoc@gmail.com

SECONDARY CONTACT

A.16. First Name

Vincent

A.17. Last Name

Jackson

A.18. Title

Treasurer

A.19. Phone Number

(832) 428-3326

A.20. Email

financedbcoc@gmail.com

economic opportunity by supporting Black-owned businesses and professionals while also serving as a bridge for the broader business community. Through advocacy, education, member development, strategic partnerships, and community centered programming, DBCOC helps create pathways for businesses and professionals to connect, grow, and contribute to a stronger local economy.

A.9. Event Start Date

09/18/2027

Event End Date

A.10. Describe the event in which funds are being requested to support.

The requested funds will support the Denton Blues Festival and the Denton Black Chamber of Commerce's broader community programming. Funding will help cover festival-related marketing, community outreach, programming, production, operations, safety, compliance, and sponsor activation.

B. Event and Economic Impact

Case Id: 30281

Name: Denton Black Chamber of Commerce - 2026

Address: PO 51026 , Denton, TX 76206

Completed by financedbcoc@gmail.com on 6/30/2026 10:04 AM

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Denton Blues Festival is one of the Chamber's most visible public initiatives. As a free, family-friendly cultural event, the festival brings together residents, visitors, artists, vendors, sponsors, businesses, and community organizations through the shared experience of blues music. By keeping admission free, the festival removes cost barriers and allows families, seniors, students, small business owners, and residents from diverse backgrounds to participate in a major public event. The festival also supports economic and community growth by attracting visitors to Denton, increasing activity for local vendors and businesses, promoting tourism, and strengthening Denton's reputation as a destination for arts, culture, and inclusive community experiences. At the same time, it preserves and celebrates the legacy of blues music, which is deeply connected to African American cultural history and American cultural heritage. Together, the Chamber and the festival further a charitable cause, support economic development, strengthen community connection, and serve a public interest by expanding access, creating business opportunities, promoting cultural preservation, and delivering a high-impact event that benefits residents, visitors, entrepreneurs, sponsors, and the broader Denton community.

B.2. What was the attendance of last year's event?

15000

B.3. What is the estimated attendance for next year's event?

15000

B.4. How is attendance measured?

Because the Denton Blues Festival is a free, non-ticketed public event, attendance is measured using a multi-factor attendance estimation methodology rather than ticket scans or paid admissions. The Chamber estimates attendance by using park capacity as a baseline for maximum occupancy, then evaluating crowd fullness throughout the event during key time periods, including opening hours, mid-day activity, peak performance windows, and closing periods. These observations are compared against the venue's estimated capacity and adjusted for attendee turnover throughout the day. The Chamber also reviews marketing performance data, including website traffic, social media engagement, event responses, digital campaign reach, and geographic audience data, to evaluate public awareness and likely attendance conversion. These marketing metrics are used as supporting indicators, not as the sole attendance count. In addition, beverage sales and related consumption ratios are reviewed as a transactional benchmark to help validate the estimated attendance range. Because not every attendee purchases beverages and some attendees may make multiple purchases, beverage sales are used as a reasonableness check rather than a stand-alone attendance measure. Together, park capacity, observed crowd levels, attendee turnover, marketing conversion indicators, and beverage sales provide a reasonable and conservative methodology for estimating attendance for a free outdoor festival. For future events, the Chamber is working to improve attendance tracking by incorporating stronger post-event reporting tools, vendor participation data, attendee surveys, and potential

technology-based counting methods where feasible.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
Texas Womens University	Sponsor
Point Bank	Sponsor
NTTA	Sponsor
Medical City Denton	Sponsor
Denton Media	In Kind
North Central Texas College	Sponsor
First United Bank	Sponsor
Texas Health Presbyterian Denton	Sponsor
Guaranty Bank	Sponsor
Texas Regional Bank	Sponsor

C. Marketing Plan

Case Id: 30281

Name: Denton Black Chamber of Commerce - 2026

Address: PO 51026 , Denton, TX 76206

Completed by *financedbcoc@gmail.com* on 6/30/2026 10:08 AM

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

The Denton Blues Festival marketing plan will promote the City of Denton by positioning Denton as a regional destination for live music, cultural tourism, local business activity, and community-centered events. The festival is designed not only to attract local residents, but also to bring visitors from across North Texas and surrounding states into Denton for a major free public event. The marketing plan will highlight Denton throughout the campaign by promoting the festival location, Quakertown Park, the Denton brand, local businesses, restaurants, hotels, cultural assets, and the city's identity as a music and arts destination. By marketing the festival across multiple platforms, the campaign helps increase awareness of Denton among audiences who may not regularly visit the city. The campaign will use a multi-channel approach to reach residents, regional visitors, tourists, music fans, families, businesses, and community partners. Marketing platforms will include: Digital billboards across high-traffic markets, including DFW and other strategic regional areas, to build broad public awareness and position Denton as the host city. Radio advertising to reach regional audiences and promote Denton as the destination for the festival weekend. Social media platforms, including Facebook, Instagram, and other digital channels, to promote festival updates, artist announcements, sponsor recognition, vendor information, community engagement, and shareable content tied to Denton. Website promotion through the Denton Blues Festival and Chamber-related digital platforms, where visitors can find event details, location information, schedules, sponsor information, vendor details, and travel-related information. Email marketing to reach Chamber members, past attendees, community partners, sponsors, business owners, and regional supporters with direct festival updates and calls to attend. Digital advertising and online listings to increase visibility among people searching for music events, family-friendly activities, festivals, and things to do in Denton and North Texas. Print materials and local promotional pieces, including flyers, sponsor materials, posters, and community-facing announcements distributed through local businesses, partners, and organizations. Partner and sponsor promotion, where participating businesses, community organizations, media partners, and sponsors help extend the reach of the event through their own audiences. Public relations and community outreach through local media, business networks, civic partners, community organizations, and tourism-related channels to increase credibility and attendance. Onsite festival branding will also promote Denton through signage, sponsor recognition, vendor engagement, stage announcements, community messaging, and the overall visitor experience at Quakertown Park. This marketing plan promotes Denton by increasing destination awareness, driving traffic into the city, supporting local businesses, creating opportunities for vendors and sponsors, and reinforcing Denton's reputation as a community that supports arts, culture, entrepreneurship, and inclusive public events. Because the festival is free and open to the public, the marketing also supports broad community access while creating economic activity through visitor spending on food, lodging, transportation, shopping, and local entertainment. The campaign's regional reach helps Denton attract audiences from outside the immediate area, increasing the city's visibility and strengthening the case for continued investment in cultural tourism and community events. Following the event, the organization expects to report available marketing performance metrics such as website traffic, social media reach, digital impressions, email engagement, sponsor visibility, attendance estimates, and other post-event data. The organization is also continuing to improve tracking systems for hotel nights and economic impact, recognizing that some data and expenses may not be fully available

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within the first 30 days after the event.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☒ Email
- ☐ CVB
- ☐ Influencers
- ☒ Print
- ☒ Radio
- ☐ TV
- ☐ Travel Sites
- ☒ Hotels
- ☐ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

C.4. Total marketing budget:

\$0.00

C.5. Marketing budget targeting overnight visitors:

\$0.00

C.6. Past marketing performance metrics:

Website traffic

18,000

Social reach

216,415

Email subscribers

1405

D. Budget and Fiscal Responsibility

Completed by financedbcoc@gmail.com on 6/30/2026 10:27 AM

Case Id: 30281

Name: Denton Black Chamber of Commerce - 2026

Address: PO 51026 , Denton, TX 76206

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

Yes

D.2. What amount are you requesting in Cash Sponsorship?

\$10,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

While HOT funds are primarily tied to marketing, promotion, and tourism-related visibility, the sponsorship support we are requesting would help fund the operational categories required to successfully host a safe, high-quality, free public event. Over the past five years, the cost to produce community festivals of this size has increased dramatically. Major expense categories such as staging, sound equipment, security, fencing, insurance, porta potties, tables, chairs, lighting, banners, tents, permits, event fees, merchandise, and guest experience items have all risen significantly. These costs are essential to the event but are outside the direct marketing uses typically covered by HOT funding. Without additional sponsorship support, it becomes increasingly difficult to keep the Denton Blues Festival free and accessible to the public while maintaining the quality, safety, and professional event experience expected by residents, visitors, artists, vendors, and sponsors. The sponsorship would help support the following non-marketing needs: Event production, including stage, sound, lighting, and technical support needed to deliver a professional live music experience. Public safety and event operations, including security, fencing, insurance, permits, crowd control, and emergency access planning. Guest infrastructure, including porta potties, tables, chairs, tents, signage, banners, and site setup required to serve thousands of attendees throughout the day. Vendor and community activation areas, which allow local businesses, food vendors, artisans, nonprofits, and community partners to participate and generate direct economic activity. Festival experience enhancements, including merchandise, branded materials, hospitality areas, family-friendly engagement, and other elements that improve the visitor experience and encourage longer attendance. Our goal is not simply to host a music event. Our goal is to use the Denton Blues Festival as a tourism and economic development platform that brings more people into Denton, encourages overnight stays, and increases commerce throughout the city. The festival has regional appeal, drawing attendees from across North Texas and surrounding states, including Oklahoma, Louisiana, Arkansas, and other parts of Texas. As we strengthen the festival experience and expand promotion, we plan to position Denton as a destination for a full weekend experience, not just a single-day event. This includes encouraging visitors to book hotel rooms, eat at local restaurants, shop with local businesses, visit downtown Denton, and experience the city's cultural and entertainment assets. We are also working to improve tracking systems around hotel usage, visitor origin, attendance estimates, vendor sales, sponsor engagement, and post-event reporting so we can provide the City with stronger data on tourism impact and economic activity. Our intent is to continue building a more measurable event model that demonstrates how the festival supports hotel occupancy, local spending, business visibility, and overall destination marketing for Denton. City sponsorship would help protect the long-term sustainability of the Denton Blues Festival while allowing us to continue growing its tourism value. The additional support would directly strengthen the event infrastructure needed to attract visitors, increase overnight stays, support local vendors and businesses, and generate commerce throughout Denton.

We appreciate the City's consideration and partnership as we work to keep this event accessible, safe, impactful, and positioned as one of Denton's signature cultural and economic development events.

D.4. If the total requested funding is not received, what will the organization do?

- ☒ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
Hot Funds	\$85,000.00
Sponsors	\$50,000.00
Donations/ Community Partners	\$11,000.00
Sponsorship	\$10,000.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Marketing	\$50,000.00
Artist	\$40,000.00
Permits/Fees	\$10,000.00
Stage(s) / Sound	\$15,000.00
Fence/ Porta Potties/ Tables	\$8,000.00
Insurance	\$5,000.00
RV Dressing Rooms (for headliners)	\$5,000.00
DJ/ MC	\$3,000.00
Hotels for Artist	\$4,000.00
Event Merch/ Beverages	\$15,000.00
Security	\$4,000.00
Ice	\$3,000.00
Liquor license/ fee from State of Texas	\$1,200.00
	\$163,200.00

E. Organizational Capacity

Completed by financedbcoc@gmail.com on 6/30/2026 10:28 AM

Case Id: 30281

Name: Denton Black Chamber of Commerce - 2026

Address: PO 51026 , Denton, TX 76206

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

28

E.2. Number of full-time staff:

0

E.3. Number of volunteers:

15

E.4. Previously received funding:

Yes

E.4a. Amount

\$0.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Over the next three to five years, the Denton Black Chamber of Commerce plans to continue growing the Denton Blues Festival from a strong regional cultural event into one of the top music festivals nationwide, while increasing its measurable tourism impact for the City of Denton. Our long-term plan is focused on five priorities: First, we plan to expand the festival's marketing reach beyond North Texas into key regional visitor markets, including Oklahoma, Louisiana, Arkansas, and other Texas cities outside the immediate DFW area. The goal is to increase out-of-market attendance and position Denton as a weekend destination for live music, cultural tourism, dining, shopping, and hotel stays. Second, we plan to strengthen hotel and tourism partnerships so the festival can better track and encourage overnight stays. This includes working toward hotel room blocks, promotional codes, visitor surveys, zip code tracking, and coordination with tourism partners to help measure hotel usage and visitor spending more effectively. Third, we plan to improve the festival experience through stronger production, artist selection, vendor participation, sponsor engagement, and visitor amenities. As costs for stages, sound, security, fencing, insurance, equipment, permits, and guest experiences continue to increase, long-term sustainability will require stronger public-private partnerships and a more intentional funding model. Fourth, we plan to grow the festival's economic impact by increasing attendance, vendor sales, sponsor participation, and visitor spending throughout Denton. The festival is designed to support local businesses, restaurants, hotels, artists, vendors, and community organizations while creating a free, family-friendly cultural experience that serves residents and attracts tourists. Fifth, we plan to improve post-event reporting and measurement. The Chamber is continuing to build systems to report attendance, marketing reach, financial

reconciliation, visitor geography, hotel impact, economic impact, sponsor participation, vendor activity, and survey results. Some data may continue to be available after the initial 30-day post-event period as invoices, expenses, and final analytics are received. The long-term objective is to make the Denton Blues Festival a sustainable, high-quality cultural tourism asset that generates greater visibility for Denton, increases overnight visitation, supports local commerce, preserves blues music, and strengthens Denton's reputation as a destination for arts, culture, and community-driven events.

F. Community Benefit and Alignment

Case Id: 30281

Name: Denton Black Chamber of Commerce - 2026

Address: PO 51026 , Denton, TX 76206

Completed by financedbcoc@gmail.com on 6/30/2026 10:33 AM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

The Denton Blues Festival is designed to be a safe, accessible, and family-friendly community event that welcomes residents, visitors, families, seniors, students, and music fans of all ages. Safety is a core part of the festival planning process. The event is held at Quakertown Park and coordinated through the City of Denton's special event permitting process. The festival planning team works to address key operational needs such as security, fencing, crowd flow, emergency access, vendor placement, lighting, insurance, sanitation, and public safety coordination. We also work with the City of Denton to ensure the event has appropriate police and EMT support in place for the safety of attendees, vendors, performers, volunteers, and sponsors. The festival is also designed to be accessible to the public. Admission is free, which removes a major cost barrier for families and community members. The event location provides public park access, open viewing areas, vendor areas, seating opportunities, and space for attendees to move throughout the festival grounds. The Chamber also works to make the event welcoming for people of different ages, backgrounds, and mobility needs by maintaining clear public areas, visible event zones, and a layout that supports guest movement and access to amenities. The Denton Blues Festival is family-friendly by design. The event features live blues music, food vendors, community vendors, sponsor activations, merchandise, and cultural experiences in a public outdoor setting. The festival provides a positive environment where families can enjoy music and community connection without the cost of admission. By keeping the festival free and open to the public, the event allows children, parents, grandparents, students, and visitors to experience a major cultural event together. Overall, the Denton Blues Festival is planned as an inclusive public event that prioritizes safety, accessibility, and community enjoyment while supporting Denton's cultural identity, tourism activity, and local commerce.

F.2. How does your event encourage community engagement?

The Denton Blues Festival encourages community engagement by bringing residents, visitors, families, local businesses, vendors, artists, sponsors, volunteers, and community organizations together through a shared cultural experience. As a free public event, the festival removes cost barriers and creates an accessible gathering space where people from different backgrounds, neighborhoods, age groups, and communities can participate. This helps strengthen community connection while making live music, cultural programming, and local commerce available to a broad audience. The festival also creates direct opportunities for community participation. Local vendors, food trucks, small businesses, artists, sponsors, nonprofit organizations, and volunteers are able to engage with attendees throughout the event. This gives local businesses and community partners a platform to increase visibility, build relationships, and connect with residents and visitors in a meaningful way. The Denton Black Chamber of Commerce also uses the festival as a relationship-building platform. Through sponsorships, vendor participation, volunteer support, business partnerships, and public outreach, the festival helps connect local institutions, civic partners, businesses, and community members around a shared goal: celebrating culture while supporting economic activity in Denton. The festival further encourages engagement by celebrating the legacy of blues music and creating a welcoming environment for families, seniors, students, entrepreneurs, and tourists. By combining music, food, vendors, community resources, and public gathering space, the Denton Blues Festival strengthens civic pride, supports local commerce, and helps create a stronger sense of

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community across Denton.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. The Denton Blues Festival promotes Denton's cultural, artistic, historic, and recreational assets by using live music and community programming to showcase Denton as a vibrant destination for arts, culture, public events, and local commerce. Culturally, the festival celebrates blues music, which is deeply connected to African American history, American music traditions, and the broader development of jazz, gospel, soul, rock, and rhythm and blues. By preserving and presenting this music in a free public setting, the festival helps educate audiences, honor cultural heritage, and create a shared experience for residents and visitors. Artistically, the festival highlights live musical performance as one of Denton's strongest community assets. Denton is widely recognized for its creative energy, music scene, universities, local artists, and support for live entertainment. The Denton Blues Festival adds to that identity by bringing professional musicians, local performers, vendors, food, merchandise, and cultural experiences into one public event. Historically, the festival helps preserve the legacy of blues music and its connection to Black cultural history, entrepreneurship, storytelling, and community gathering. The Denton Black Chamber of Commerce uses the festival to honor that legacy while also creating modern opportunities for businesses, artists, sponsors, vendors, and families to participate in Denton's cultural economy. Recreationally, the event activates Quakertown Park as a major public gathering space for residents and tourists. The park setting allows attendees to enjoy outdoor music, food vendors, community booths, family-friendly activities, and open-air entertainment in the heart of Denton. This supports Denton's reputation as a destination for accessible, high-quality public events. Overall, the Denton Blues Festival promotes Denton by connecting its music culture, public parks, local businesses, community institutions, and tourism assets into one experience that attracts visitors, supports commerce, and strengthens Denton's identity as a city with rich cultural and artistic value.

G. Reporting and Evaluation Plan

Completed by financedbcoc@gmail.com on 6/30/2026 10:39 AM

Case Id: 30281

Name: Denton Black Chamber of Commerce - 2026

Address: PO 51026 , Denton, TX 76206

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

G.2. Does your organization gather data on attendees to your events/programs?

No

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

After the event, the Denton Black Chamber of Commerce will be able to report several key metrics related to attendance, marketing reach, tourism impact, and overall event performance. At this time, we have established reporting for marketing metrics and estimated attendance. Our marketing metrics report allows us to track website traffic, social media reach, digital engagement, email performance, advertising reach, geographic audience data, direct responses, and other platform-level analytics. We also estimate attendance using event capacity, crowd flow, park utilization, vendor activity, and other observable event factors. We are currently working with Discover Denton to strengthen hotel-related reporting, including hotel nights, room usage, and the number of rooms booked in connection with the festival. This is an area we are actively building so we can better understand how the event contributes to overnight visitation and tourism activity in Denton. We are also working to develop stronger economic impact reporting that connects attendance, visitor data, hotel activity, vendor participation, marketing metrics, and local commerce. Our goal is to better show how the festival supports Denton businesses, restaurants, hotels, vendors, sponsors, and the broader local economy. In addition, we will provide financial reconciliation showing event revenue, expenses, sponsorships, vendor income, major cost categories, and final budget performance. Where available, we will also report survey results, sponsor feedback, vendor feedback, attendee feedback, volunteer participation, and operational observations that can help improve the festival in future years. Some metrics may be available within the initial 30-day post-event period, while others may take longer to finalize as invoices, hotel data, economic impact inputs, survey responses, and final analytics are received. Our goal is to provide the City with a clear and transparent post-event report that reflects the metrics we currently track while also showing the reporting systems we are continuing to improve.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

If awarded, the Denton Black Chamber of Commerce can support the 30-day post-event reporting requirement. To fulfill this requirement, we would request the specific reporting requirements, format, and required data points from the City so we can align our tracking and reporting process in advance of the event. Once those requirements are provided, we will organize our post-event reporting around the requested categories and submit the report within the required timeframe. Our current plan is to include available information such as estimated attendance, marketing metrics, sponsor and vendor activity, operational observations, and any available survey or visitor feedback. We are also working to strengthen reporting around hotel activity and economic impact through coordination with Discover Denton and other partners. Some data may be available immediately after the event, while other items may take longer to finalize as

invoices, final analytics, hotel information, survey responses, and economic impact inputs are received. However, we can provide the required 30-day report based on the information available within that reporting window and identify any additional data that may be finalized after the initial submission.

H. Required Documents

Completed by *financedbcoc@gmail.com* on 6/30/2026 10:44 AM

Case Id: 30281

Name: Denton Black Chamber of Commerce - 2026

Address: PO 51026 , Denton, TX 76206

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

DBCOC Active non-profit status.pdf



Current Board of Directors roster including name, title, address and phone number *Required

Denton Black Chamber Board HF.docx



Board Meeting Schedule *Required

2027 Board Meeting Schedule.docx



Provide constitution/by-laws *Required

By laws DBCOC HF.pdf



Provide last two year's audited financial or balance sheet. *Required

Black Chamber Financial Statements for Sept 2024 (3) (1).pdf

2024- 2025 PL statement DBCOC.pdf

2025 DBCOC Balance sheet.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

DBCOC Letter of Determination.pdf

☒ **Most recent 990 Form submitted to IRS **Required***

DBCOC 2024 Form 990, signed.pdf

☒ **Substitute W-9 for PO **Required***

DBCOC W9 2024.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. **Required***

No donations were made last year.docx

☐ **Other Documents**

***No files uploaded*

Submit

Completed by financedbcoc@gmail.com on 6/30/2026 11:50 AM

Case Id: 30281

Name: Denton Black Chamber of Commerce - 2026

Address: PO 51026 , Denton, TX 76206

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Kerry Goree

Electronically signed by financedbcoc@gmail.com on 6/30/2026 11:50 AM

Secretary/Treasurer's signature

Vincent Jackson

Electronically signed by financedbcoc@gmail.com on 6/30/2026 10:44 AM

Admin Docs

No data saved

Case Id: 30281

Name: Denton Black Chamber of Commerce - 2026

Address: PO 51026 , Denton, TX 76206

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30281

Name: Denton Black Chamber of Commerce - 2026

Address: PO 51026 , Denton, TX 76206

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by deepearsmusic@gmail.com on 6/29/2026 2:12 PM

Case Id: 30282

Name: Denton's Day of the Dead Festival - 2026

Address: P.O. Box 157 , Denton , TX 76202

Program Overview

Please provide the following information.



City of Denton
Sponsorship
Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by deepearsmusic@gmail.com on 6/29/2026 2:13 PM

Case Id: 30282

Name: Denton's Day of the Dead Festival - 2026

Address: P.O. Box 157 , Denton , TX 76202

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

dp

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

dp

☒ Must be based in the City of Denton.

Initial:

dp

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

dp

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

dp

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

dp

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

dp

☒ Must have an active governing body.

Initial:

dp

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

dp

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

dp

A. Applicant Information

Completed by deepearsmusic@gmail.com on 6/29/2026 2:17 PM

Case Id: 30282

Name: Denton's Day of the Dead Festival - 2026

Address: P.O. Box 157 , Denton , TX 76202

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Day of the Dead Festival, Inc.

A.2. Mailing Address

P.O. Box 157 Denton , TX 76202

A.3. Tax ID Number

47-4453381

A.4. Name of Event

Denton's Day of the Dead Festival

A.5. Physical Address of the Event

E. Hickory, E.Oak, Industrial, Austin Sts, & 400 Hickory
(GDAC lot) Denton , TX 76201

A.6. Phone Number

(817) 657-9698

A.7. Website

www.dentondayofthedeafestival.com

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Denton's Day of the Dead Festival is a vibrant celebration of community, culture, and creativity. This free, family-friendly event in Denton, Texas, honors the spirit of autumn in the American Southwest : celebrating the harvest, Halloween, and Día de los Muertos. Rooted in inclusivity and artistic expression, the festival brings people together through music, art, and tradition. Our mission is to create a joyful and educational experience that highlights Denton's rich cultural fabric and thriving arts community.

PRIMARY CONTACT

A.11. First Name

David

A.12. Last Name

Pierce

A.13. Title

Executive Director

A.14. Phone Number

(817) 657-9698

A.15. Email

deepearsmusic@gmail.com

SECONDARY CONTACT

A.16. First Name

Marcus

A.17. Last Name

Watson

A.18. Title

Board President

A.19. Phone Number

(940) 453-1270

A.20. Email

marcus@littleguys.com

A.9. Event Start Date

10/23/2026

Event End Date

10/25/2026

A.10. Describe the event in which funds are being requested to support.

Festivalgoers can enjoy a full weekend of food and drink, arts and crafts, live music, dance, cultural programming, and family-friendly activities throughout Downtown Denton. Signature festival events include the Pine Box Derby, Coffin Races, Twilight Lantern Parade, Community Ofrenda, Flight of Souls Blessing, and the original Cirque du Horror Musical. The festival also features two dedicated family and children's areas, including the Street of Screams and Pumpkin Patch Theatre, along with a Trunk-or-Treat area in the Greater Denton Arts Council parking lot. Additional programming includes a community costume contest, storytelling, performances by Denton ISD students, and a student art exhibition at the Patterson-Appleton Arts Center, running from October through December.

B. Event and Economic Impact

Completed by deeppearismusic@gmail.com on 6/29/2026 2:46 PM

Case Id: 30282

Name: Denton's Day of the Dead Festival - 2026

Address: P.O. Box 157 , Denton , TX 76202

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

Denton's Day of the Dead Festival furthers a charitable cause, supports economic and community growth, and serves a clear public interest by combining free and accessible cultural programming with measurable community impact. Since 2015, the festival has donated more than \$40,000 to local nonprofit organizations, including Serve Denton, Cumberland Youth and Family Services, and G.O.A.L. Last year alone, Denton's Day of the Dead Festival donated \$20,000 to these three organizations, continuing our commitment to using the success of the festival to directly benefit the broader Denton community. The festival also plays a significant role in Denton's economic growth. As one of the city's largest annual cultural events, Denton's Day of the Dead Festival brings tens of thousands of attendees into downtown Denton each year, increasing foot traffic for restaurants, retailers, bars, galleries, hotels, vendors, artists, and service-based businesses. During our festival weekend, audience data showed approximately 24,400 festival visits, with an estimated audience of 23,300 and an average dwell time of 86 minutes. This level of concentrated activity provides a major boost to the downtown economy and creates meaningful exposure for local businesses. In addition to the impact of our own festival weekend, Denton's Day of the Dead Festival serves as a cornerstone of the citywide "31 Days of Denton Halloween" initiative. In 2024, this initiative helped generate more than \$215,000 in local October sales tax revenue. More recent tourism and downtown activity data also showed significant growth, including more than 883,000 visits to the Downtown District during October and an 86% increase in sales compared with the prior year. These results demonstrate the festival's role not only as a beloved community tradition, but also as a major driver of cultural tourism and economic activity. The festival serves the public interest by providing inclusive, family-friendly programming that celebrates art, culture, music, history, education, and community connection. Our programming includes live music, cultural dance, visual art, student performances, storytelling, the Community Ofrenda, the Twilight Lantern Parade, Flight of Souls Blessing, children's activities, and partnerships with Denton ISD and local arts organizations. These offerings create opportunities for residents and visitors of all ages to participate in shared civic and cultural experiences.

B.2. What was the attendance of last year's event?

approx 30,000

B.3. What is the estimated attendance for next year's event?

35000

B.4. How is attendance measured?

Denton's Day of the Dead Festival will collect attendee and visitor data through a combination of direct reporting, digital analytics, ticketing records, partner data, and post-event feedback. Because the outdoor festival is free and open to the public, we do not rely on ticket sales to measure total festival attendance. Instead, we use several supporting data sources to evaluate festival reach and visitor activity. Our website is one of the primary tools for gathering visitor information. Through Google Analytics 4, we are able to track website traffic before, during, and

after the festival, including total users, page views, traffic sources, referral links, geographic location, and visitor interest in key pages such as schedules, maps, ticketing, parking, vendor information, and event details. This helps us understand where potential attendees are coming from and how they are engaging with festival information. For Cirque du Horror, which is a ticketed production within the festival, we are able to collect direct attendance data through ticket sales and box office reporting. This allows us to track the number of tickets sold, attendance by performance, revenue generated, and overall audience participation for that specific program. We also collect audience engagement data through our social media platforms, email marketing system, and digital advertising campaigns. These tools allow us to evaluate reach, engagement, shares, video views, email opens, click-through rates, and audience growth. When available, we also review geographic and demographic insights provided by those platforms. In addition, we will use post-event feedback from vendors, sponsors, volunteers, artists, performers, downtown businesses, and community partners to better understand attendee behavior, visitor spending, crowd flow, and the overall public experience. We may also collect feedback through QR codes, online surveys, and direct outreach after the event. As part of Denton's broader "31 Days of Halloween" initiative, we will also coordinate with the City of Denton and tourism partners to reference available city-supported metrics related to downtown visitation, visitor activity, sales trends, and overall October tourism impact

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
Denton County Brewing Company	Beer/Wine sponsor/Alcohol Vendor
Union Bear	Beer/Wine sponsor/Alcohol Vendor
The Bearded Monk	Beer/Wine sponsor/Alcohol Vendor
Radical Hospitality (LSA, El Taco H)	concessions for Big Top Tent. Food for Cirque cast and crew
East Side Social Club	festival footprint sponsor. use of parking lot for Big Top Tent. ice
Downtown Denton Parking	use of parking lot for big top tent
Thin Line Film Fest	festival sponsor. 48 Hours of Hell event in Big Top Tent
Fine Arts Theatre	festival sponsor. DOD supported programming during October
GOAL	parade organizer/volunteers. charity recipient
Serve Denton	emcee/volunteers. charity recipient
Greater Denton Arts	use of parking lot. DISD art exhibit
Frost Bank	coffin race sponsor
Sticker Station	coffin race sponsor
First United Bank	twilight parade and GDAC programming
Landmark by Hillwood	Big Top Tent Sponsor
David S Bouschor	coffin race sponsor
Kelsoe Oil and Properties	coffin race sponsor
Modern Woodmen	Big Top Tent Sponsor
Axis Realty	VIP Beer Tent Sponsor
Lake Cities Rotary	Pine Box Derby Sponsor
Freese and Nichols	Ofrenda Sponsor
Little Guys Movers	title in-kind infrastructure sponsor

C. Marketing Plan

Completed by deepearsmusic@gmail.com on 6/29/2026 2:48 PM

Case Id: 30282

Name: Denton's Day of the Dead Festival - 2026

Address: P.O. Box 157 , Denton , TX 76202

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

Denton's Day of the Dead Festival promotes the City of Denton through a comprehensive, multi-platform marketing campaign that reaches local, regional, and out-of-town audiences. As one of Denton's signature annual events, the festival serves as a major promotional vehicle for downtown Denton, the Original Denton District, local businesses, cultural attractions, restaurants, hotels, artists, and the city's broader identity as a creative, welcoming, and culturally vibrant destination. Our marketing strategy includes year-round promotion through the festival website, Facebook, Instagram, TikTok, email communication, digital advertising, print materials, outdoor signage, sponsor and partner outreach, video content, media interviews, and community engagement. The festival website serves as the central hub for visitor information, including schedules, ticketing, sponsorship visibility, maps, parking information, performer details, and downtown event updates. Our social media platforms maintain an active presence throughout the year, building excitement for the festival while consistently highlighting Denton as a destination for arts, culture, live music, family activities, and unique seasonal experiences. In addition to digital outreach, the festival produces and distributes high-visibility printed and physical marketing materials, including posters, flyers, outdoor banners, event signage, sponsor signage, and promotional materials placed throughout Denton and surrounding communities. These materials help drive awareness among both residents and visitors while reinforcing Denton's image as a vibrant cultural destination. The festival also receives annual radio, television, podcast, and press coverage, further extending the reach of our promotional efforts beyond Denton County. Denton's Day of the Dead Festival also benefits from a strong working relationship with the City of Denton, Denton Main Street, and the Denton Visitor's Bureau. These partnerships help connect the festival to broader citywide tourism efforts, downtown business promotion, visitor outreach, and community programming. Through ongoing collaboration with these organizations, the festival is able to better align its marketing, visitor information, downtown activation, and public messaging with Denton's larger goals for tourism, economic development, cultural engagement, and destination branding. The festival also promotes the city through partnerships with local businesses, schools, nonprofits, artists, sponsors, and civic organizations. These relationships expand our promotional network and encourage cross-promotion among downtown merchants, restaurants, hotels, arts organizations, and community partners. By showcasing Denton's local talent, historic downtown, cultural district, small business community, and creative spirit, the festival gives visitors a strong reason to explore the city before, during, and after the event. Denton's Day of the Dead Festival has also played a central role in the City of Denton's "31 Days of Halloween" initiative, helping unify dozens of October events under one shared promotional effort. As a cornerstone event of this citywide campaign, Denton's Day of the Dead Festival helps amplify Denton's brand throughout the fall season (Big Top Tent programming all October) and encourages repeat visitation during the entire month of October. This broader initiative strengthens Denton's reputation as a destination for arts, culture, festivals, live entertainment, and family-friendly seasonal programming.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☒ CVB
- ☒ Influencers
- ☒ Print
- ☒ Radio
- ☒ TV
- ☐ Travel Sites
- ☒ Hotels
- ☐ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

C.4. Total marketing budget:

\$20,000.00

C.5. Marketing budget targeting overnight visitors:

\$3,000.00

C.6. Past marketing performance metrics:

Website traffic

43000

Social reach

15400

Email subscribers

1074

D. Budget and Fiscal Responsibility

Completed by deeppearsmusic@gmail.com on 6/29/2026 4:12 PM

Case Id: 30282

Name: Denton's Day of the Dead Festival - 2026

Address: P.O. Box 157 , Denton , TX 76202

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

Yes

D.2. What amount are you requesting in Cash Sponsorship?

\$15,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

Denton's Day of the Dead Festival has become one of Denton's most distinctive and community-rooted cultural events. City sponsorship will not cover the full cost of producing the festival, but it provides critical support for the safety, infrastructure, sanitation, parade logistics, and public services necessary to continue producing an event of this size and regional significance. With this support, the festival can continue growing its tourism impact, increasing downtown foot traffic, supporting local businesses, and strengthening Denton's reputation as a vibrant cultural destination. Last year, the festival was awarded \$8,000 in cash sponsorship and approximately \$16,000 in in-kind support. That in-kind support was especially important because it helped cover essential City-related services such as police, fire, parade support, street operations, traffic control, trash collection, and other public safety needs. These services are critical to producing a large-scale public event that is safe, organized, accessible, and welcoming for residents, visitors, vendors, artists, volunteers, and downtown businesses.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☐ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
HOT Funds Request for 2027	\$100,000.00
City of Denton Co-Sponsorship	\$20,000.00
TCA Arts Create (not awarded yet. our predictions)	\$12,000.00

TCA Cultural District (not awarded yet. our predictions)	\$50,000.00
Coffin Race Entries	\$20,000.00
Pine Box Derby Entries	\$4,000.00
Vendor Entries	\$25,000.00
Cirque du Horror Tickets	\$45,000.00
t-shirts & merch	\$10,000.00
Individual/Business Sponsorships	\$200,000.00
Costume Contest Entries	\$500.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Marketing	\$20,000.00
Infrastructure	\$150,000.00
Cirque du Horror (performers and infrastructure)	\$80,000.00
Stage Rentals	\$20,000.00
Festival Performers/Talent	\$50,000.00
Street of Screams (rides, games, inflatables)	\$10,000.00
Pine Box Derby	\$2,000.00
Coffin Race	\$8,000.00
Volunteers	\$2,000.00
GDAC lot (Trunk or Treat + rides/inflatables/music)	\$3,000.00
Charity Donations	\$30,000.00
Festival PA and Lighting (for festival stages)	\$10,000.00
Twilight Parade	\$7,500.00
Payroll (Executive Director)	\$50,000.00
	\$442,500.00

E. Organizational Capacity

Completed by deeppearsmusic@gmail.com on 6/29/2026 2:58 PM

Case Id: 30282

Name: Denton's Day of the Dead Festival - 2026

Address: P.O. Box 157 , Denton , TX 76202

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

13

E.2. Number of full-time staff:

1

E.3. Number of volunteers:

14

E.4. Previously received funding:

Yes

E.4a. Amount

\$8,000.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Over the next three to five years, Denton's Day of the Dead Festival plans to continue growing as one of Denton's signature cultural tourism events while remaining deeply rooted in community, accessibility, local partnerships, and public benefit. Our long-term vision is to thoughtfully expand programming, strengthen partnerships with local businesses, schools, cultural organizations, and nonprofits, and continue positioning Denton as a premier fall tourism destination. A major long-term goal is to further develop and enhance the Greater Denton Arts Council parking lot area as a more intentional family, arts, and community programming zone. This area already plays an important role in the festival footprint, and we would like to expand its use with improved layout, signage, lighting, children's activities, visual art elements, student programming, Trunk-or-Treat participation, and stronger connections to the Patterson-Appleton Arts Center. By creating a more developed and welcoming experience in this area, the festival can better support families, young artists, local schools, and arts-centered programming. We also plan to increase participation in the Denton ISD student art exhibit and related student performances. Our goal is to grow the exhibit into a larger, more visible district-wide arts initiative that showcases more campuses, more students, and more families. We also hope to further develop the month-long exhibition at the Patterson-Appleton Arts Center as a meaningful celebration of both Día de los Muertos and Halloween traditions, offering educational and artistic programming that reflects Denton's cultural diversity and creative spirit. Another major priority is the continued enhancement of the Big Top Tent. Over the next several years, we plan to improve the tent experience through stronger production quality, expanded October programming, improved audience amenities, additional performances, better technical infrastructure, and broader

community use. The Big Top Tent has the potential to serve not only as the home of Cirque du Horror, but also as a cornerstone venue for Denton's 31 Days of Halloween initiative, hosting concerts, workshops, performances, family activities, cultural programming, and tourism-driven events throughout the month of October. In addition to strengthening local participation, the festival's long-term plan includes expanding our entertainment offerings by bringing in one or two national or international touring artists to headline our stages. These larger headlining acts would significantly increase the festival's regional draw, attract new visitors to Denton, support hotel activity, and help position the festival as a major destination event while still preserving the local music, cultural performance, and community traditions that define Denton's Day of the Dead Festival. We will also continue highlighting the best of Denton by deepening partnerships with local businesses, restaurants, breweries, arts organizations, and downtown merchants. These partnerships help integrate the festival into Denton's identity, drive foot traffic to local establishments, and expand the economic impact of the event beyond the festival footprint itself. Another long-term goal is to elevate the Coffin Races as one of Denton's most unique and recognizable signature events. We plan to continue pursuing larger media opportunities, including the possibility of coverage through ESPN's "The Ocho," which highlights unusual and entertaining sporting events. National coverage of the Coffin Races would bring tremendous visibility to Denton and further distinguish the festival as a one-of-a-kind tourism event. Finally, as the festival grows, we want to increase our ability to give back. Denton's Day of the Dead Festival has a strong history of supporting local nonprofit partners, and our long-term goal is to increase annual charitable donations to organizations such as Serve Denton, Cumberland Youth and Family Services, and G.O.A.L. Continued growth in sponsorships, attendance, programming, and tourism impact will allow us to expand not only the festival itself, but also the direct benefit we provide to the Denton community. Overall, our three- to five-year plan is to grow strategically and sustainably: enhancing the festival footprint, expanding youth arts participation, strengthening the Big Top Tent as a month-long venue, attracting larger touring talent, increasing media visibility, supporting local businesses, increasing charitable giving, and reinforcing Denton's identity as a must-visit destination every October.

F. Community Benefit and Alignment

Case Id: 30282

Name: Denton's Day of the Dead Festival - 2026

Address: P.O. Box 157 , Denton , TX 76202

Completed by deepearsmusic@gmail.com on 6/29/2026 3:29 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

Denton's Day of the Dead Festival is designed to be a safe, accessible, and family-friendly community event that welcomes attendees of all ages and backgrounds. Because the festival takes place in Downtown Denton and attracts a large public audience, safety and accessibility are central to our planning process. We work closely with the City of Denton and public safety partners to plan for police, fire, emergency access, parade safety, street closures, crowd flow, sanitation, trash collection, vendor placement, and overall site operations. City in-kind support is especially important in helping us provide the level of public safety and operational coordination required for an event of this size. The festival is intentionally family-friendly and includes programming designed specifically for children and their families. This includes the Pumpkin Patch Theatre inside the "Street of Screams," an area full of games, bounce houses, rides, and attractions for children and families. The festival also includes the GDAC Trunk or Treat area, with additional inflatables, rides, and other children's attractions. Other family-centered activities include children's performances, art activities, the Pine Box Derby, the Twilight Lantern Parade, the Community Ofrenda, music, dance, puppetry, and public cultural celebrations that families can experience together. While the festival includes Halloween-themed elements, we work to maintain an atmosphere that is festive, welcoming, and appropriate for a broad public audience. Accessibility is also a priority. The festival is free to attend in many areas, located in a walkable downtown district, and designed to create multiple points of entry for participation. Families, seniors, students, artists, volunteers, local businesses, and visitors can all engage with the event in ways that feel comfortable and meaningful to them.

F.2. How does your event encourage community engagement?

Denton's Day of the Dead Festival is deeply rooted in community participation. The event is not simply a performance or entertainment experience; it is a community-wide celebration built through the involvement of residents, artists, students, families, local businesses, volunteers, nonprofits, schools, and cultural organizations. Community engagement happens throughout the festival in many ways. The Twilight Lantern Parade invites the public to participate directly by creating lanterns, costumes, floats, and walking groups. The Community Ofrenda gives residents and visitors a shared space to honor loved ones and participate in a meaningful cultural tradition. The Coffin Races are another signature example of community engagement, bringing out families, local businesses, organizations, and friend groups who design, build, decorate, and race their own coffin cars through Downtown Denton. This playful tradition creates a highly visible, participatory event that reflects Denton's creativity, humor, and community spirit. The Pine Box Derby also gives families and young participants an opportunity to build, decorate, and race their own miniature cars, extending the festival's hands-on community participation to children and families. The festival also encourages engagement through partnerships with Denton ISD, student artists, community Ballet Folklórico groups, mariachi groups, local performers, visual artists, musicians, dancers, vendors, and nonprofit partners. One important example is the Denton ISD student art exhibit, which runs from October through December at the Patterson-Appleton Arts Center and gives young artists a meaningful opportunity to participate in the festival's broader cultural celebration. These collaborations give students and community performers meaningful opportunities to share their work with a large public audience while strengthening the festival's cultural and artistic impact. Downtown businesses are also active participants in the success

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of the event, benefiting from increased foot traffic while helping create the unique festival atmosphere that makes Downtown Denton so vibrant. By offering multiple ways to participate — as an artist, volunteer, vendor, parade participant, coffin race team, student artist, performer, audience member, sponsor, business owner, or community partner — the festival strengthens civic pride and gives people a shared experience that feels distinctly Denton.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. Denton's Day of the Dead Festival strongly promotes Denton's cultural, artistic, historic, and recreational assets by bringing them together in one of the city's most visible public celebrations. Culturally, the festival honors Día de los Muertos traditions through the Community Ofrenda, Flight of Souls Blessing, music, dance, visual art, and public gathering. The event creates space for remembrance, creativity, and celebration while welcoming the broader community to learn, participate, and connect. Artistically, the festival showcases Denton's strength as a creative city. Programming includes live music, theatrical performance, circus arts, visual art, puppetry, dance, student artwork, community-made lanterns, and the original Cirque du Horror Musical. These elements highlight the depth of Denton's artistic talent and reinforce the city's identity as a place where music, performance, visual art, and creative collaboration thrive. The festival also promotes Downtown Denton itself as a cultural and historic asset. By activating streets, storefronts, public spaces, restaurants, bars, galleries, and local businesses, the event draws attention to the character and history of the downtown district. Attendees experience Denton not only as an event location, but as a walkable, creative, community-centered destination. Recreationally, the festival provides a wide range of public activities, including the Coffin Races, Pine Box Derby, parade, children's programming, live performances, food, shopping, and family-friendly seasonal experiences. These activities encourage residents and visitors to gather downtown, explore local businesses, and participate in a shared civic celebration. Through its combination of cultural tradition, public art, live entertainment, historic downtown activation, and community participation, Denton's Day of the Dead Festival helps promote the assets that make Denton unique.

G. Reporting and Evaluation Plan

Completed by deepearsmusic@gmail.com on 6/29/2026 3:01 PM

Case Id: 30282

Name: Denton's Day of the Dead Festival - 2026

Address: P.O. Box 157 , Denton , TX 76202

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

Denton's Day of the Dead Festival will collect attendee and visitor data through a combination of direct reporting, digital analytics, ticketing records, partner data, and post-event feedback. Because the outdoor festival is free and open to the public, we do not rely on ticket sales to measure total festival attendance. Instead, we use several supporting data sources to evaluate festival reach and visitor activity. Our website is one of the primary tools for gathering visitor information. Through Google Analytics 4, we are able to track website traffic before, during, and after the festival, including total users, page views, traffic sources, referral links, geographic location, and visitor interest in key pages such as schedules, maps, ticketing, parking, vendor information, and event details. This helps us understand where potential attendees are coming from and how they are engaging with festival information. For Cirque du Horror, which is a ticketed production within the festival, we are able to collect direct attendance data through ticket sales and box office reporting. This allows us to track the number of tickets sold, attendance by performance, revenue generated, and overall audience participation for that specific program. We also collect audience engagement data through our social media platforms, email marketing system, and digital advertising campaigns. These tools allow us to evaluate reach, engagement, shares, video views, email opens, click-through rates, and audience growth. When available, we also review geographic and demographic insights provided by those platforms. In addition, we will use post-event feedback from vendors, sponsors, volunteers, artists, performers, downtown businesses, and community partners to better understand attendee behavior, visitor spending, crowd flow, and the overall public experience. We may also collect feedback through QR codes, online surveys, and direct outreach after the event. As part of Denton's broader "31 Days of Halloween" initiative, we will also coordinate with the City of Denton and tourism partners to reference available city-supported metrics related to downtown visitation, visitor activity, sales trends, and overall October tourism impact.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

After the event, Denton's Day of the Dead Festival will be able to report a range of attendance, tourism, marketing, financial, and community impact metrics. For Cirque du Horror, we will be able to provide direct ticketing data, including total tickets sold, number of performances, attendance by performance, ticket revenue, and overall audience participation. Because this portion of the festival is ticketed, it provides one of our clearest measurements of direct attendance. For the free outdoor festival, we will be able to report estimated attendance using a combination of available City of Denton visitation data, 31 Days of Halloween metrics, website analytics, crowd observations, vendor participation, and comparisons to prior-year attendance patterns. We will also be able to report participation in major festival components such as the Coffin Races, Pine Box Derby, Twilight Lantern Parade, Community Ofrenda, Flight of

Souls Blessing, children's areas, student performances, and other signature events. Marketing metrics will include website traffic from Google Analytics 4, such as total users, unique visitors, page views, top pages, traffic sources, referral links, geographic visitor origin, and visitors from outside Denton or the surrounding region. We will also be able to report social media reach, impressions, engagement, video views, shares, follower growth, and email marketing metrics such as subscriber count, open rates, click-through rates, and campaign engagement. Tourism and economic impact reporting may include available City-supported data from the 31 Days of Halloween initiative, including downtown visitation, visitor trends, sales activity, and other indicators of October tourism impact. To the extent hotel-related data is available through the City of Denton, the Visitor's Bureau, hotel partners, or other tourism sources, we will also report hotel nights, occupancy trends, visitor inquiries, or lodging-related feedback. We will also report vendor participation, sponsor participation, nonprofit partnerships, charitable donations, business feedback, and testimonials from downtown restaurants, retailers, bars, galleries, and service-based businesses. These reports will help document the festival's impact on downtown foot traffic, visitor spending, local business activity, and community benefit.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

We are fully prepared to meet the City's reporting requirements and provide accurate, complete, and organized reports throughout the funding period and after the event. Our plan is to continue to use the same established system of financial tracking, documentation, and timely submission.

H. Required Documents

Completed by deepearsmusic@gmail.com on 6/29/2026 4:34 PM

Case Id: 30282

Name: Denton's Day of the Dead Festival - 2026

Address: P.O. Box 157 , Denton , TX 76202

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

DOD Proof of NonProfit.pdf



Current Board of Directors roster including name, title, address and phone number *Required

DOD BOD Current as of July 2026.pdf



Board Meeting Schedule *Required

DOD Meeting Schedule.pdf



Provide constitution/by-laws *Required

DOD Bylaws.pdf



Provide last two year's audited financial or balance sheet. *Required

2024 DOD StatementofActivity.pdf

2025 DOD StatementofActivity.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

DOD Letter of Determination.pdf

 **Most recent 990 Form submitted to IRS *Required**

2025 Tax Return - DDOTD.pdf

 **Substitute W-9 for PO *Required**

Substitute W-9 Form.pdf

 **List of all donations made by your org last year. Name and dollar amount included. *Required**

DOD 2025 Charity Donations.pdf

 **Other Documents**

DDOTD_Digital_Reach_Summary.pdf

Visitors By Origin Day of the Dead Festival county.pdf

DentonDoD_VisitorOriginAppendix.pdf

Denton Business Sponsors_Partners.xlsx

Submit

Completed by deepearsmusic@gmail.com on 6/29/2026 5:28 PM

Case Id: 30282

Name: Denton's Day of the Dead Festival - 2026

Address: P.O. Box 157 , Denton , TX 76202

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

David J Pierce

Electronically signed by deepearsmusic@gmail.com on 6/29/2026 4:38 PM

Secretary/Treasurer's signature

Stephanie Watson

Electronically signed by scw0231@gmail.com on 6/29/2026 4:59 PM

Admin Docs

No data saved

Case Id: 30282

Name: Denton's Day of the Dead Festival - 2026

Address: P.O. Box 157 , Denton , TX 76202

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30282

Name: Denton's Day of the Dead Festival - 2026

Address: P.O. Box 157 , Denton , TX 76202

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by krissi.oden@dentonarts.com on 6/29/2026 2:33 PM

Case Id: 30283

Name: Greater Denton Arts Council - 2026

Address: 400 East Hickory Street, Denton, TX 76201

Program Overview

Please provide the following information.



City of Denton Sponsorship Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by krissi.oden@dentonarts.com on 6/30/2026 12:59 PM

Case Id: 30283

Name: Greater Denton Arts Council - 2026

Address: 400 East Hickory Street, Denton, TX 76201

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

KO

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

KO

☒ Must be based in the City of Denton.

Initial:

KO

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

KO

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

KO

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

KO

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

KO

☒ Must have an active governing body.

Initial:

KO

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

KO

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

KO

A. Applicant Information

Completed by krissi.oden@dentonarts.com on 6/30/2026 12:58 PM

Case Id: 30283

Name: Greater Denton Arts Council - 2026

Address: 400 East Hickory Street, Denton, TX 76201

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Greater Denton Arts Council

A.2. Mailing Address

400 East Hickory Street Denton, TX 76201

A.3. Tax ID Number

75-

A.4. Name of Event

75-1326458

A.5. Physical Address of the Event

400 East Hickory Street Denton, TX 76201

A.6. Phone Number

(940) 382-2787

A.7. Website

www.dentonarts.com

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

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 community.

A.9. Event Start Date

04/01/2027

Event End Date

07/31/2028

PRIMARY CONTACT

A.11. First Name

Krissi

A.12. Last Name

Oden

A.13. Title

Executive Director

A.14. Phone Number

(940) 382-2787

A.15. Email

krissi.oden@dentonarts.com

SECONDARY CONTACT

A.16. First Name

Brittni

A.17. Last Name

Geissler

A.18. Title

Rentals Coordinator

A.19. Phone Number

(940) 382-2787

A.20. Email

brittni.geissler@dentonarts.com

A.10. Describe the event in which funds are being requested to support.

Microgrants provide local artists with the resources to create new work, purchase materials, and present exhibitions and performances. Artists often reinvest grant funds locally by purchasing supplies, hiring collaborators, and producing projects that activate galleries, public spaces, and community events. These microgrants not only help artists grow their careers but also contribute to Denton's identity as a vibrant arts destination, enhancing cultural tourism, community engagement, and economic vitality.

B. Event and Economic Impact

Completed by krissi.oden@dentonarts.com on 6/30/2026 1:06 PM

Case Id: 30283

Name: Greater Denton Arts Council - 2026

Address: 400 East Hickory Street, Denton, TX 76201

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Greater Denton Arts Council furthers a charitable cause by making the arts accessible to all through free exhibitions, affordable programming, arts education, and opportunities that support local artists. GDAC celebrates and honors all forms of artistic expression—from traditional to contemporary—ensuring diverse audiences can see themselves reflected in the cultural experiences offered. By bringing people together to create, experience, and celebrate the arts, GDAC fosters meaningful connections across generations, cultures, and backgrounds, strengthening community and civic pride. GDAC also drives economic and community growth by producing year-round exhibitions, festivals, public art installations, and contemporary arts experiences that attract visitors seeking unique cultural destinations. By embracing innovative programming alongside traditional arts, GDAC keeps Denton's cultural offerings fresh and relevant, encouraging first-time and repeat visitors to explore the Downtown Denton Cultural District while supporting local hotels, restaurants, retailers, and entertainment venues. By promoting Denton's creative identity, investing in contemporary arts experiences, and creating spaces where people can gather and connect through the arts, GDAC serves the public interest while advancing tourism, economic development, and a vibrant, inclusive community.

B.2. What was the attendance of last year's event?

62,000

B.3. What is the estimated attendance for next year's event?

65,000

B.4. How is attendance measured?

We use ticket sales for some events and manual counters for others. We also have curated spaces around the city that we contact for quarterly numbers to be part of our "in person art experiences". For our larger events, we require registration which does not cost the visitor anything, but allows us to gather data such as zip codes and communication channels.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership

C. Marketing Plan

Completed by krissi.oden@dentonarts.com on 6/30/2026 1:02 PM

Case Id: 30283

Name: Greater Denton Arts Council - 2026

Address: 400 East Hickory Street, Denton, TX 76201

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

GDAC's marketing plan promotes the City of Denton as a premier arts and cultural destination through local media, social media, the GDAC website, email marketing, tourism partners, and national arts publications, reaching audiences both within and beyond North Texas. These efforts highlight Denton's unique creative identity, signature events, and year-round arts programming, encouraging visitors to travel to the city for cultural experiences. GDAC's digital marketing has a strong and growing reach, with its website averaging more than 14,000 page views each month, social media content generating an average of 180,000 monthly impressions, and a combined social media audience of approximately 20,000 followers that continues to grow each month. By showcasing events, rotating exhibitions, calls for submissions, and an array of other cultural arts opportunities, GDAC expands awareness of Denton's arts scene while promoting its historic downtown, local businesses, restaurants, hotels, and entertainment venues. This coordinated marketing strategy attracts new visitors, encourages repeat tourism, and strengthens Denton's reputation as a leading cultural destination in North Texas.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☒ Email
- ☐ CVB
- ☐ Influencers
- ☐ Print
- ☐ Radio
- ☐ TV
- ☐ Travel Sites
- ☐ Hotels
- ☐ Other

C.3. Geographic markets targeted:

☒ Denton

☒ DFW

☐ Texas

☐ Multi-State

☐ National

C.4. Total marketing budget:

\$0.00

C.5. Marketing budget targeting overnight visitors:

\$0.00

C.6. Past marketing performance metrics:

Website traffic

14,000 per month

Social reach

180,000 per month

Email subscribers

D. Budget and Fiscal Responsibility

Completed by krissi.oden@dentonarts.com on 6/30/2026 12:57 PM

Case Id: 30283

Name: Greater Denton Arts Council - 2026

Address: 400 East Hickory Street, Denton, TX 76201

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

No

D.2. What amount are you requesting in Cash Sponsorship?

\$6,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

These funds will be used to support community grants. The winners of these grants have traditionally used the funds for things such as the following: Purchase art supplies and production materials. Fabricate or install public art and temporary installations. Create new exhibitions, performances, or multimedia works. Offset costs for studio rental, equipment, or specialized tools. Support artist collaborations and community-based projects. Fund marketing and promotional materials for exhibitions or performances. Provide professional development, workshops, or portfolio development. Expand access to arts programming. Encourage innovative projects that attract visitors and activate public spaces.

D.4. If the total requested funding is not received, what will the organization do?

- ☒ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☐ Fundraise for the event
- ☐ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
Sponsorship Request	\$6,000.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
12 Microgrant recipients	\$6,000.00
	\$6,000.00

Printed By: Terrance Jones on 7/21/2026

11 of 22

E. Organizational Capacity

Completed by krissi.oden@dentonarts.com on 6/30/2026 1:39 PM

Case Id: 30283

Name: Greater Denton Arts Council - 2026

Address: 400 East Hickory Street, Denton, TX 76201

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

55

E.2. Number of full-time staff:

4

E.3. Number of volunteers:

20

E.4. Previously received funding:

Yes

E.4a. Amount

\$3,768.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Over the next three to five years, GDAC will work to continue to strengthen Denton's position as one of North Texas's premier arts destinations by expanding high-quality programming, deepening community partnerships, increasing opportunities for artists, and advancing the role of the arts as a defining part of Denton's identity. Signature Events & Cultural Tourism GDAC will continue to grow its calendar of annual events while establishing Video Art Night Denton as a premier, destination-worthy arts festival recognized throughout Texas. The vision is to evolve Video Art Night from an evening event into a full-day celebration featuring music, interactive art experiences, artist demonstrations, family programming, public installations, creative workshops, food vendors, and culminating in large-scale video projections and immersive nighttime experiences. This signature event will attract regional cultural tourists, encourage overnight visitation, and become synonymous with Denton's creative identity. GDAC will also continue strengthening events such as Amplify Denton, Electric Light Art Installation, Art Car Parade, exhibition openings, and seasonal programming to create a year-round calendar that encourages repeat visitation and supports the local economy. Exhibitions & Artist Opportunities. GDAC will expand exhibition opportunities by presenting innovative, inclusive, and contemporary exhibitions alongside traditional artistic practices. The organization will continue to honor all forms of artistic expression while emphasizing immersive and interactive experiences that reflect current trends in contemporary art and attract diverse audiences. To better serve artists, GDAC will pursue partnerships with businesses, community organizations, educational institutions, and other venues to grow their sister gallery locations throughout Denton. These partnerships increase exhibition opportunities, introduce art into new public spaces, and broaden access to local artists' work across

the community. Education & Community Programming GDAC will expand workshops, artist talks, youth programming, and hands-on creative experiences that encourage lifelong participation in the arts. Programming will continue to prioritize accessibility, ensuring residents and visitors of all ages and abilities can create, learn, and connect through meaningful arts experiences. The organization will also develop more interdisciplinary programming that combines visual arts with music, technology, film, performance, and creative innovation, reflecting the evolving interests of contemporary audiences. Community Partnerships Over the next five years, GDAC will work to grow their partnerships with local businesses, educational institutions, and organizations to continue to build a more robust arts scene. As Denton's anchor arts organization, we are proud to host, celebrate, empower, and grow arts organizations and partnerships throughout the area. We will continue to be an incubator for creativity and an engine that helps power the arts across Denton County. Arts Advocacy & Community Leadership GDAC will strengthen its role as the leading advocate for the arts in Denton by increasing public awareness of the arts' impact on economic development, tourism, education, and quality of life. Through storytelling, community engagement, strategic communications, and partnerships, GDAC will reinforce that the arts are not simply an amenity but a defining characteristic of Denton's identity and an essential driver of its future. The organization will continue building relationships with civic leaders, businesses, schools, tourism partners, and community organizations to advocate for investment in the arts and demonstrate their value in creating a vibrant, connected, and economically resilient community. Vision for the Future. Over the next three to five years, GDAC will continue to elevate Denton's profile as a creative destination by expanding programming, cultivating strategic partnerships, increasing opportunities for artists, and creating memorable cultural experiences that inspire visitors to return year after year. Through innovation, collaboration, and advocacy, GDAC will ensure that the arts remain central to Denton's identity while contributing to tourism, economic vitality, and a thriving community for residents and visitors alike.

F. Community Benefit and Alignment

Case Id: 30283

Name: Greater Denton Arts Council - 2026

Address: 400 East Hickory Street, Denton, TX 76201

Completed by krissi.odon@dentonarts.com on 6/30/2026 1:23 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

GDAC is committed to creating programming and events that are welcoming, safe, accessible, and enjoyable for visitors of all ages. Some examples of how we implement this include: Free admission to exhibitions and most public programs. ADA-accessible facilities and event locations. Activities designed for children, families, adults, and seniors. Safe art materials and age-appropriate programming. Clear emergency procedures and coordination with venue or city staff when applicable. Inclusive programming that welcomes people of all backgrounds, cultures, and abilities. Partnerships with local universities, local schools, community organizations, and businesses to expand access. Public events that activate community spaces in positive, welcoming ways and encourage respectful participation.

F.2. How does your event encourage community engagement?

Through free exhibitions, grant opportunities for local artists and creatives, workshops, public events, and partnerships, GDAC brings people together, supports local artists, and creates spaces where creativity strengthens community identity and civic pride. Some events include Video Art Night, Electric Light Art Installation, Amplify Denton, and All Star Karaoke. We also offer year round programming and workshops such as our all ages graffiti workshop, poetry slams, open jazz jams, artist demos, after school art classes, summer art camps, and more! For grant recipients, they are required to report on the original projects that they create or

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

GDAC promotes Denton's cultural, artistic, and recreational assets by investing in local artists, expanding public access to the arts, and creating vibrant community experiences. Through exhibitions, workshops, performances, festivals, and signature events, GDAC showcases the creativity that defines Denton's identity while activating its galleries, parks, downtown spaces, and other community venues. These programs encourage residents and visitors to explore the city's cultural amenities, support local businesses, and experience Denton as a creative destination. GDAC's microgrant program further strengthens the local arts ecosystem by providing direct financial support to artists and arts organizations, enabling them to produce new work, present performances and exhibitions, and develop innovative community-based projects. These investments increase opportunities for public participation, elevate local talent, and expand the diversity of cultural experiences available throughout Denton County. Together, GDAC's programming, events, and microgrants cultivate a thriving creative economy, enhance quality of life, encourage cultural tourism, and ensure that the arts remain an accessible and essential part of the community's recreational and cultural landscape.

G. Reporting and Evaluation Plan

Completed by krissi.oden@dentonarts.com on 6/30/2026 1:35 PM

Case Id: 30283

Name: Greater Denton Arts Council - 2026

Address: 400 East Hickory Street, Denton, TX 76201

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

We use ticket sales for some events and manual counters for others. We also have curated spaces around the city that we contact for quarterly numbers to be part of our "in person art experiences". For our larger events, we require registration which does not cost the visitor anything, but allows us to gather data such as zip codes and communication channels.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Attendance, financial reconciliation, marketing metrics, grant reports

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

Because GDAC has been historically funded sponsorship funds, we are very familiar with the process of providing the necessary information.

H. Required Documents

Completed by krissi.odon@dentonarts.com on 6/30/2026 3:31 PM

Case Id: 30283

Name: Greater Denton Arts Council - 2026

Address: 400 East Hickory Street, Denton, TX 76201

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

GDAC Franchise Tax Account Status 06-24-2026.pdf



Current Board of Directors roster including name, title, address and phone number *Required

GDAC_2026_Board_Directors.pdf



Board Meeting Schedule *Required

GDAC meeting 2025-2026.pdf



Provide constitution/by-laws *Required

MASTER BYLAWS 5 25-2.docx



Provide last two year's audited financial or balance sheet. *Required

GDAC Financial Statements 12-31-2025-2.pdf

GDAC Financial Statements 12-31-2024.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

GDAC Evidence of tax exempt status - irs determination letter.pdf

☒ **Most recent 990 Form submitted to IRS *Required**

GDAC 12-31-2024 Form 990.pdf

☒ **Substitute W-9 for PO *Required**

Sub W9 COD.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. *Required**

GDAC 2025 Donations and Grants.pdf

☐ **Other Documents**

***No files uploaded*

Submit

Completed by krissi.oden@dentonarts.com on 6/30/2026 4:32 PM

Case Id: 30283

Name: Greater Denton Arts Council - 2026

Address: 400 East Hickory Street, Denton, TX 76201

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Mark Smith

Electronically signed by krissi.oden@dentonarts.com on 6/30/2026 4:31 PM

Secretary/Treasurer's signature

Lucas Holl

Electronically signed by krissi.oden@dentonarts.com on 6/30/2026 4:32 PM

Admin Docs

No data saved

Case Id: 30283

Name: Greater Denton Arts Council - 2026

Address: 400 East Hickory Street, Denton, TX 76201

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30283

Name: Greater Denton Arts Council - 2026

Address: 400 East Hickory Street, Denton, TX 76201

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by molly@downtowndenton.org on 6/30/2026 4:18 PM

Case Id: 30285

Name: Downtown Denton Foundation _ Denton Main

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

Program Overview

Please provide the following information.



City of Denton Sponsorship Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by molly@downtowndenton.org on 6/30/2026 4:18 PM

Case Id: 30285

Name: Downtown Denton Foundation _ Denton Main

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

MC

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

MC

☒ Must be based in the City of Denton.

Initial:

MC

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

MC

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

MC

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

MC

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

MC

☒ Must have an active governing body.

Initial:

MC

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

MC

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

MC

A. Applicant Information

Completed by molly@downtowndenton.org on 6/30/2026 4:18 PM

Case Id: 30285

Name: Downtown Denton Foundation _ Denton Main

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Downtown Denton Foundation / Denton Main Street Association

A.2. Mailing Address

101 S Locust St Suite B-02 Denton, TX 76201--6005

A.3. Tax ID Number

934148855

A.4. Name of Event

Downtown Denton Foundation annual events

A.5. Physical Address of the Event

110 W Hickory Street Denton, TX 76201--4123

A.6. Phone Number

(833) 886-3102

A.7. Website

<https://www.downtowndenton.org/>

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

The Downtown Denton Foundation's mission is to enhance the experience of the arts, music and culture of Downtown Denton through placemaking with a wide variety of year-round programming aimed at engaging with the public, making Denton a destination for tourists and local enthusiasts alike. Through the acquisition of the Denton Main Street Association in early 2026, our combined organization is able to enhance programming in downtown with both entities working towards a common goal of cultural placemaking all year long, while serving as a partner to the City of Denton's Main Street Program.

PRIMARY CONTACT

A.11. First Name

Kristen

A.12. Last Name

Kendrick

A.13. Title

President

A.14. Phone Number

(720) 253-7727

A.15. Email

president@downtowndenton.org

SECONDARY CONTACT

A.16. First Name

Molly

A.17. Last Name

Carter

A.18. Title

Director

A.19. Phone Number

(940) 206-8442

A.20. Email

molly@downtowndenton.org

A.9. Event Start Date

01/01/2026

Event End Date

12/31/2026

A.10. Describe the event in which funds are being requested to support.

First Friday - hosted in various locations in downtown Denton, during the First Friday of every month locals and tourists can enjoy activities like art making, live music, special dining events, great shopping deals, and more
Denton Halloween - Supporting Downtown businesses with the Spooky Spirits Stroll and the Halloween Decor Grant program, which provides funding to enhance the visual and overall experience in the downtown district
Historic Bar Tour - Guided bar tour through historic buildings around the square
Art Stroll Tours - Guided tours through various art events and notable art installations throughout downtown, in conjunction with First Friday art/musical activities
Arts Walk of Fame Inductions - Induction ceremonies for new Arts Walk of Fame squares honoring prominent arts contributors from Denton, as well as wayfinding for the Arts Walk
Downtown Visitor Guides - a printed map of visitor attractions distributed to travel and info centers state-wide, as well as hotels
Downtown Tourism, Marketing and Ads (all year) - Social media ads and campaigns, on-line ads, website management/design, printed materials, and contract labor to promote downtown as a destination travel experience.
Curated Downtown Experiences for Hotel and Convention Guests - Work directly with the local business and hotel partners/Discover Denton to create unique experiences that align with a specific group visiting Denton.

B. Event and Economic Impact

Case Id: 30285

Name: Downtown Denton Foundation _ Denton Main

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

Completed by molly@downtowndenton.org on 6/30/2026 4:19 PM

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Downtown Denton Foundation operates through a strategic alliance with the City of Denton Economic Development Department. While the City manages the official Texas Main Street Program—focusing on urban design, infrastructure, and preservation-based economic development—the Foundation serves as the non-profit partner to the city's economic development program dedicated to downtown. We manage the operations, beloved community programs, and signature events formerly overseen by the Denton Main Street Association. Together, we ensure that as our district grows, it remains rooted in the culture that makes Denton unique. These programs take place all throughout the year, ensuring Downtown Denton is a vibrant destination through every season. The Downtown Denton Foundation offers Halloween Decor Grants to businesses in the district to assist with expanding the impact of the City's Halloween initiative which enhances the experience for the tourists visiting in October. The Downtown Denton Foundation funds the Arts Walk of Fame, highlighting Denton's historic artists and their contributions. This is a year-round installation that is accessible to all visitors. The DDF is committed to supporting artists and musicians playing within the downtown district to ensure all are fairly compensated for their performances through a partnership with the American Federation of Musicians/Dallas Fort Worth Professional Musician Association (Musician Performance Trust Fund) as well as our own fundraising efforts.

B.2. What was the attendance of last year's event?

20,000 (multiple events throughout the year)

B.3. What is the estimated attendance for next year's event?

25,000

B.4. How is attendance measured?

A combination of event day counts using hand clickers, online registration where appropriate, and Placer.ai data collection.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
North Central Texas College	Use of their downtown parking garage for events and financial sponsorship.
University of North Texas	Athletics department sponsors through financial giving, we help connect the student and athletic community with the downtown community
Texas Woman's University	Financial sponsorship, partnership with their faculty/staff, fine arts students and performers
Denton Record Chronicle	In kind advertising support

Community Impact	In kind advertising support
Scott Brown Commercial	Rent reduction for office space within their property on the square
Beth Marie's Ice Cream	Financial sponsorship, Free scoop coupons for major events, ice cream cart at all Twilight Tunes concerts
Aspiro Digital Agency	Digital advertising support
Vibe Digital Marketing	Website management and strategic partner
Denton Chamber of Commerce	Support for networking events
Discover Denton	Through our general funds we partner with Discover Denton on marketing downtown events, and servicing convention goers with fun Downtown Activities
Denton Festival Foundation (Arts & Jazz)	Through our general funds we help co-promote our two events that happen on the same weekend for tourists to come spend the whole weekend in Denton.
Denton Holiday Lighting Festival	Through our general funds we help fund musicians to perform at the event, and we assist in marketing the event, as well as event planning
Denton Day of The Dead Festival	Through our general funds our partnership helps promote the event early in the year, and assist with providing a greater reach to bring tourists into Downtown for the weekend.
Thin Line Festival	Through our general funds we help promote Thin Line Festival with our reach to other areas of the region.
Denton Black Film Festival	Through our general funds we help promote the Denton Black Film Festival with our reach to other areas of the region.
Dog Days of Denton	We partner through our general funds to help promote the event, and collaborate on interactive ways participants can enjoy both events all weekend.
Best Western Premier (Crown Chase Inn & Suites)	We partner with Best Western promoting guests coming to Denton in utilizing our code to stay in Denton while they play.
Fairfield Inn & Suites - Denton	We partner with Fairfield Inn & Suites promoting guests coming into Denton to utilize a booking code to stay while they play in Downtown.
O'Reilly Hospitality Management, LLC	We work with the entire O'Reilly Hospitality group to help provide entertainment and unique Denton activities through programming and events to hotel guests (Hotels includes Embassy Suites - Denton Convention Center, Home2, Fairfield By Marriott, Springhill Suites By Marriott)
Greater Denton Arts Council (GDAC)	Through our general fund we help with providing funds for art installations, musicians during events, and event operations, working collaboratively on public art projects in Downtown.

C. Marketing Plan

Completed by molly@downtowndenton.org on 6/30/2026 4:23 PM

Case Id: 30285

Name: Downtown Denton Foundation _ Denton Main

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

All events and exhibitions produced by the Downtown Denton Foundation are strategically designed to stimulate Denton's tourism and hotel industry by attracting out-of-market leisure travelers and directly supporting local convention business. While our signature community events capture national and regional tourists, a portion of our programming is specifically designed to provide entertainment for conference goers. We actively collaborate with Discover Denton, the O'Reilly Group, and the Denton Convention Center to align our downtown activities with major convention schedules, ensuring out-of-town business visitors are entertained and incentivized to spend time and money within the district. Furthermore, we are currently building a dedicated lodging portal for our website. This system will feature tracked booking links and exclusive rates with local hotel partners; it is scheduled to go live in Q4 2026, ensuring it is fully operational to draw in overnight guests and track room-block utilization during the 2027 funding cycle. To maximize regional reach, the foundation utilizes a multi-layered marketing mix. We leverage high-traffic websites optimized for tourism search terms, automated email campaigns targeting past visitors, and active content distribution across Meta platforms and TikTok. This footprint is expanded using targeted Google Search Ads, programmatic banners on travel registries, and niche features in out-of-market arts and automotive media. Finally, we execute navigation marketing via Waze to deploy zero-speed takeovers and sponsored pins that capture impulse tourists along major corridors. We strategically leverage municipal Hotel Occupancy Tax funds to complement our paid ad spend, strictly allocating resources to audiences outside of Denton to import tourism dollars. This is achieved through advanced targeting, including I-35 corridor geofencing aimed at high-density hubs 50 to 200 miles away, such as northern Austin and central Oklahoma. We refine this reach using behavioral filtering for consumer patterns in road trips, arts, and car culture, alongside lookalike audience modeling built from historical visitor data. Unlike isolated events that only drive temporary spikes, the foundation provides continuous programming throughout the calendar year to keep Denton top-of-mind. We launch community culinary trails and music events during spring and summer university off-seasons, produce high-draw fall staples like Arts and Autos, and execute targeted winter commerce campaigns to stabilize holiday lodging demand. This year-round calendar permanently positions Denton as a premier, recurring weekend destination for both leisure and convention travelers across the region.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☒ CVB
- ☐ Influencers

- ☒ Print
- ☐ Radio
- ☐ TV
- ☒ Travel Sites
- ☒ Hotels
- ☒ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

C.4. Total marketing budget:

\$168,310.00

C.5. Marketing budget targeting overnight visitors:

\$46,610.00

C.6. Past marketing performance metrics:

Website traffic

112,500

Social reach

597,000

Email subscribers

8700

D. Budget and Fiscal Responsibility

Completed by molly@downtowndenton.org on 6/30/2026 5:33 PM

Case Id: 30285

Name: Downtown Denton Foundation _ Denton Main

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

Yes

D.2. What amount are you requesting in Cash Sponsorship?

\$25,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

Requested HOT funds will be utilized to directly support the marketing, promotion, and execution of our year-round programming, ensuring maximum out-of-market visitor draw. Specifically, these funds will be allocated toward targeted print and digital advertising campaigns that intercept regional leisure travelers and convention attendees. Additionally, funds will support two full-time staff members and administrative operational costs directly dedicated to the planning, promotion, and implementation of these tourism-driving initiatives. By funding both the strategic marketing reach and the professional personnel required to manage over 30 downtown events and business-arts mixers annually, this investment ensures the seamless delivery of high-impact programming that generates sustained economic impact and hotel demand for the City of Denton all year long.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
Allocated Sponsorships	\$69,500.00
Friends of Downtown Memberships	\$7,000.00
Donations	\$4,600.00
Anticipated Grants	\$12,000.00
HOT Funds	\$201,310.00

Event Ticket Sales	\$54,750.00
Event Specific Sponsorships	\$22,100.00
Vendor Participation Fees	\$4,625.00
Merchandise Sales	\$17,000.00
City of Denton Sponsorship	\$25,000.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Artist and Musician Expense	\$49,550.00
Event Supplies	\$93,535.00
Marketing Expense	\$154,648.00
Merchant Expenses and Sales Tax	\$9,254.00
Public Art Maintenance	\$1,500.00
Community Grants	\$10,500.00
Rent/Utilities	\$7,040.00
Personnel and Contract Labor	\$35,425.00
Professional Fees and Insurance	\$13,000.00
	\$374,452.00

E. Organizational Capacity

Completed by molly@downtowndenton.org on 6/30/2026 5:33 PM

Case Id: 30285

Name: Downtown Denton Foundation _ Denton Main

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

Longest running event - 32 years

E.2. Number of full-time staff:

2

E.3. Number of volunteers:

11 Board Members, 5 Committees, + Volunteers that vary by event. Arts & Autos has the largest amount of volunteers with 75+

E.4. Previously received funding:

Yes

E.4a. Amount

\$10,000.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Following the strategic acquisition of the Denton Main Street Associations events, the newly combined Downtown Denton Foundation will leverage requested Hotel Occupancy Tax funding as catalytic capital to scale our year-round signature programs into self-sustaining cultural anchors. Over the next three to five years, our primary objective is to establish strict data accountability and aggressively expand our regional market draw, ensuring our events continuously support local hotels and the downtown business community. In years one and two, this strategy will be anchored by the full launch and optimization of our dedicated website lodging portal in late 2026. Operating dynamically throughout the 2027 and 2028 funding cycles, this tracking portal will allow us to establish a robust data baseline of direct room-night generation and visitor spending behaviors. Concurrently, we will expand the scale and out-of-market footprint of major fall staples like Arts and Autos, specifically growing specialized sub-sectors like the Art Car and Electric Avenue features to capture high-intent audiences along the Interstate 35 corridor from affluent hubs in central Oklahoma and northern Austin. In years three and four, the foundation will continue to seek new opportunities to partner with key downtown stakeholders, bringing fresh events and cultural improvements to life within the district while focusing heavily on mid-week and off-season tourism growth. We will deepen our structural integrations with Discover Denton, the O'Reilly Group, and the Denton Convention Center to create custom, turnkey evening and multi-day programming tailored specifically for convention and corporate conference attendees. By directly aligning downtown activities with major convention schedules, we will convert standard business travel into extended, multi-night stays that capture extra

lodging dollars during low-occupancy weekdays. This phase will also leverage our refined historic data to deploy sophisticated lookalike audience modeling and hyper-targeted digital campaigns, expanding our automated marketing footprint deeper into neighboring state markets. By year five, our long-term vision is to transition these mature programs into fully self-sustaining operations that serve as permanent tourism engines for the City of Denton. As our event operations and corporate sponsorships mature to generate significant independent revenue, the foundation will achieve the financial independence necessary to reduce its reliance on municipal tax allocations over time. This will allow future HOT funds to be reinvested into brand-new tourism infrastructure and emerging creative initiatives across the city. Through this progressive five-year trajectory, the newly combined foundation will evolve into an advanced regional destination marketing partner, securing a permanent, growing stream of lodging and sales tax revenue for the Denton community.

F. Community Benefit and Alignment

Case Id: 30285

Name: Downtown Denton Foundation _ Denton Main

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

Completed by secretary@downtowndenton.org on 6/30/2026 5:49 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

The Downtown Denton Foundation ensures public safety across First Friday, the Historic Bar Tour, the Arts Walk of Fame, and Twilight Tunes by coordinating rigorous logistics with city departments. Requested sponsorship funds directly finance this safety infrastructure, including professional street closures, barricades, high-visibility signage, and security personnel. These measures create secure, vehicle-free pedestrian zones for large outdoor crowds during Twilight Tunes in fall as well as a safe environment for Twilight Tunes in Spring and First Fridays on the courthouse lawn. Accessibility is structurally embedded into our event planning to guarantee total community inclusivity. All event footprints utilize downtown Denton's ADA-compliant sidewalks and ramps, ensuring individuals with mobility challenges can navigate safely. Furthermore, Twilight Tunes, First Friday, and the Arts Walk of Fame are completely free to attend, removing financial barriers for local families. Events are also strategically located near centralized public parking, ride-share zones, and public transit to minimize travel hurdles for all attendees. Except for the age-restricted Historic Bar Tour, the foundations portfolio is explicitly designed to foster a vibrant, family-friendly environment. Twilight Tunes is a time-honored tradition where parents, children, and seniors gather safely on the lawn for live music in a wholesome setting, while First Friday offers an all-ages experience exploring artisan markets and local galleries together. By pairing robust logistical safety with free, universally accessible programming, the foundation ensures a welcoming, secure space for the entire Denton community.

F.2. How does your event encourage community engagement?

The Downtown Denton Foundations event portfolio serves as a vital platform for deep community engagement by actively bridging the gap between local businesses, residents, and the creative sector. Programs like Twilight Tunes and First Friday Denton transform the historic downtown square into a collaborative community living room where multi-generational crowds gather to interact directly with one another. These free, public events foster a shared civic identity and mutual pride, encouraging neighbors to connect organically while experiencing local music, visual arts, and performance in an open, welcoming environment. Beyond social gathering, our events drive active participation and economic collaboration within the local ecosystem. First Friday Denton directly engages the community by pairing local independent artisans with downtown brick-and-mortar merchants for monthly pop-up markets, stimulating grassroots commerce and creative networking. Similarly, the Arts Walk of Fame Induction Ceremonies unite the civic and creative communities to publicly celebrate and honor the local legends who have shaped Dentons unique cultural heritage, instilling a deep sense of historical appreciation among long-time residents and newcomers alike. Finally, our programming strengthens community ties by serving as an inclusive vehicle for broader civic and non-profit engagement. Events like the Historic Bar Tour connect participants with local historians and hospitality staff to explore the citys architectural past, while our larger outdoor festivals provide networking mixers and operational volunteer opportunities for downtown supporters. By consistently creating spaces where diverse stakeholders—including university students, families, small business owners, and civic leaders—can interact, collaborate, and support one another, the foundation ensures that its events cultivate a highly connected, resilient, and socially vibrant Denton

community.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes, the foundation's comprehensive year-round programming directly promotes, activates, and celebrates the City of Denton's cultural, artistic, historic, and recreational assets. To elevate Denton's rich history and unique culture, the foundation produces specialized heritage initiatives such as the Historic Bar Tour and the annual Arts Walk of Fame, which honors influential figures who have shaped our local creative history. We also provide vital cultural community programming through specialized Halloween grants and seasonal events that activate our historic downtown core, keeping our architectural and heritage assets highly accessible and engaging for out-of-market visitors. Our artistic assets are heavily spotlighted through signature, high-draw festivals and recurring performance series. Flagship events like Arts and Autos beautifully combine custom automotive craftsmanship with local visual art showcases.

Simultaneously, our highly popular Twilight Tunes Spring and Fall concert series, alongside our monthly First Fridays events, draw consistent regional crowds to experience Denton's thriving live music scene and independent artisan community directly on the historic courthouse lawn. Finally, the foundation promotes the city's recreational assets through highly interactive, walkable community events like our fundraising walks and themed crawl events. These recreational activities intentionally utilize Denton's highly walkable, pedestrian-friendly downtown infrastructure. By routing these events through the heart of the district, we encourage out-of-market visitors to actively explore our urban public spaces, historic streets, and commercial corridors on foot, turning outdoor recreation into a powerful driver for local tourism and economic vitality.

G. Reporting and Evaluation Plan

Completed by molly@downtowndenton.org on 6/30/2026 5:42 PM

Case Id: 30285

Name: Downtown Denton Foundation _ Denton Main

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

G.1a. What is the ticket price?

\$30.00

G.1b. Add any additional information related to your Ticket Price

The DDF Fundraising events (Walks & Crawls) are ticketed events. Non-fundraising events are available to attend for free, registration is highly encouraged but not required. Ticket prices generally run \$20 - \$45 depending on the event and the early bird pricing packages. Arts & Autos has registration fees for car show participants, vendors and Chalk Fest artists, but the public is able to attend the event for free.

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

When a ticket is sold, the zip code and email is collected to ensure we are capturing data on the participants and able to market to them in the future.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Attendance, marketing metrics, financial reconciliation. Through our partnership with the City of Denton, we are able to reference Placer.ai data for larger events such as Arts & Autos. We do post-event merchant surveys to collect data on economic impact to the businesses within the district comparing the event dates to typical traffic and sales metrics.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

We have successfully completed all prior reporting for any and all requested funds. Our President and Treasurer meet with staff at the end of each reporting period to ensure we have captured all expenses properly.

H. Required Documents

Completed by molly@downtowndenton.org on 6/30/2026 6:42 PM

Case Id: 30285

Name: Downtown Denton Foundation _ Denton Main

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

FRANCHISE TAX ACCOUNT STATUS_DMSA.pdf



Current Board of Directors roster including name, title, address and phone number *Required

Downtown Denton Foundation - 2026 Board Member Contact List (1).pdf



Board Meeting Schedule *Required

DDF 2026 Board Meeting Schedule.pdf



Provide constitution/by-laws *Required

DDF ByLaws Edits 06.24.26.docx



Provide last two year's audited financial or balance sheet. *Required

2026 DMSA Budget Approved.xlsx

DDF-P&L(2024).pdf

DDF-P&L(2025).pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

Certificate of Fact_DMSA.pdf

DDF - IRS Form 1023.pdf

IRS Letter of Determination DMS Foundation.pdf

☒ **Most recent 990 Form submitted to IRS *Required**

2024 Form 990_DMSA.pdf

DDF - IRS 990-N (2025).png

☒ **Substitute W-9 for PO *Required**

W-9_DMSA - 2026.pdf

DDF_W-9_Signed v2.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. *Required**

DDF_DMSA_ 2025-2026 Donations.pdf

☐ **Other Documents**

***No files uploaded*

Submit

Completed by president@downtowndenton.org on 6/30/2026 6:47 PM

Case Id: 30285

Name: Downtown Denton Foundation _ Denton Main

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Kristen Kendrick Bigley

Electronically signed by president@downtowndenton.org on 6/30/2026 6:47 PM

Secretary/Treasurer's signature

Jason Bodor

Electronically signed by secretary@downtowndenton.org on 6/30/2026 6:47 PM

Admin Docs

No data saved

Case Id: 30285

Name: Downtown Denton Foundation _ Denton Main

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30285

Name: Downtown Denton Foundation _ Denton Main

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by ktlechler@gmail.com on 6/29/2026 8:24 PM

Case Id: 30286

Name: Denton Festival Foundation, Inc. - 2026

Address: 733 Fort Worth Drive, Suite 99, Denton, TX

Program Overview

Please provide the following information.



City of Denton
Sponsorship
Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by ktlechler@gmail.com on 6/29/2026 8:24 PM

Case Id: 30286

Name: Denton Festival Foundation, Inc. - 2026

Address: 733 Fort Worth Drive, Suite 99, Denton, TX

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

KL

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

KL

☒ Must be based in the City of Denton.

Initial:

KL

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

KL

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

KL

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

KL

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

KL

☒ Must have an active governing body.

Initial:

KL

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

KL

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

KL

A. Applicant Information

Completed by ktlechler@gmail.com on 6/29/2026 8:33 PM

Case Id: 30286

Name: Denton Festival Foundation, Inc. - 2026

Address: 733 Fort Worth Drive, Suite 99, Denton, TX

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Festival Foundation, Inc.

A.2. Mailing Address

733 Fort Worth Drive Suite 99 Denton, TX 76201

A.3. Tax ID Number

75-1704906

A.4. Name of Event

Denton Arts & Jazz Festival

A.5. Physical Address of the Event

North Texas Fairgrounds 2217 North Carroll Boulevard
Denton, TX 76201

A.6. Phone Number

(940) 565-0931

A.7. Website

www.dentonjazzfest.com

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

To plan, promote and produce community events which nurture the study and promotion of the performing and visual arts in multi-disciplined, culturally diverse formats. The Foundation's events represent the creative energy and spirit of giving and sharing through music and the arts.

A.9. Event Start Date

01/01/2027

Event End Date

12/31/2027

PRIMARY CONTACT

A.11. First Name

Kevin

A.12. Last Name

Lechler

A.13. Title

Executive Director

A.14. Phone Number

(940) 565-0931

A.15. Email

ktlechler@gmail.com

SECONDARY CONTACT

A.16. First Name

Terry

A.17. Last Name

Tekell

A.18. Title

President

A.19. Phone Number

(940) 453-4897

A.20. Email

ttekell@bcimechanical.com

A.10. Describe the event in which funds are being requested to support.

The Denton Arts & Jazz Festival is one of the largest free arts and music events in North Texas and is widely considered Denton's signature event. Founded in 1980, it combines live music, visual arts, food and family activities into a multi-day celebration. Five stages, activities for families and children along with thousands of performances create a lively atmosphere combining a neighborhood feel with that of a major regional festival.

B. Event and Economic Impact

Completed by ktlechler@gmail.com on 6/29/2026 8:54 PM

Case Id: 30286

Name: Denton Festival Foundation, Inc. - 2026

Address: 733 Fort Worth Drive, Suite 99, Denton, TX

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Denton Arts & Jazz Festival drives economic growth by attracting over 100,000 attendees to the area which boosts local hotel occupancy while generating substantial Vendor revenue. It fuels community growth by providing free public access to the arts. Visitors boost the local economy by increasing spending on dining, retail and lodging. The event hosts hundreds of Vendors and provides opportunities for these small businesses to earn annual revenue. The event is free to attend which removes the financial barriers and allows residents from all socioeconomic backgrounds to participate in cultural enrichment. The Denton Arts & Jazz Festival reinvests into the economy by paying musicians for their work. It also invests thousands of dollars locally and regionally through the rental of staging, sound and lighting, equipment, fencing, tents, portable restrooms, generators and much more. The Festival highlights young talent by providing stages for student jazz, choral and drama groups, providing a showcase for the University of North Texas' College of Music and features your focused activities for the entire family. Our economic impact estimates are calculated using EVENT IMPACT CALCULATOR using last year's attendance of 100,500, vendor participation, estimated overnight visitors and direct expenditures.

B.2. What was the attendance of last year's event?

100,500

B.3. What is the estimated attendance for next year's event?

125,000

B.4. How is attendance measured?

Attendance will be easier to gauge at the Fairgrounds as it is a fenced venue with specific entrances and exits. We will utilize aerial photographic analysis to estimate crowd sizes as well as data from Placer AI

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
The Law Offices of Tim Powers	Stage Sponsor
Denton Benefit League	Stage Sponsor
Denton Media Company/Denton Record Chronicle	Media Partner for local and Metroplex Advertising
First United Bank	Fine Arts Area Sponsor
Texas Health Presbyterian Denton	Sponsor

C. Marketing Plan

Completed by ktlechler@gmail.com on 6/29/2026 9:10 PM

Case Id: 30286

Name: Denton Festival Foundation, Inc. - 2026

Address: 733 Fort Worth Drive, Suite 99, Denton, TX

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

The Festival cements Denton's reputation as a premier cultural destination, serving as a tourism showcase spotlighting Denton's unique identity. Our marketing and promotional strategy relies on a mixture of digital, print, broadcast and community level marketing platforms to maximize visibility and drive regional tourism. The Festival showcases regional assets like the UNT College of Music and TWU dance programs, framing Denton as a hotbed for education and the arts. Marketing materials show Denton as a vibrant, family weekend destination, encouraging multi-day visits. Branding will focus heavily on Denton's capacity to produce major, highly accessible events. In order to get our message across we will utilize digital and social media platforms, cross promoting on Discover Denton. Our social media channels will actively feature campaigns run on Instagram, Facebook and X. We will use these channels for lineup rollout, artisan reviews, logistics updates and live-streaming performance snippets. Newspaper partnership with the Denton Record Chronicle will feature major print and digital campaigns locally and across the DFW Metroplex. We will utilize online advertising with state wide periodicals such as Texas Monthly and similar publications in surrounding states. Our continuing relationship with Denton County Transportation Authority (DCTA) will allow for for transportation based marketing and digital cross promotion on RideDCTA.net to emphasize easy, stress free travel to Denton. Overall, our goal is to increase our website traffic to 200,000 views and social media impressions to well over two million total impressions, including Google Ads.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☒ CVB
- ☒ Influencers
- ☒ Print
- ☒ Radio
- ☒ TV
- ☒ Travel Sites
- ☒ Hotels

☐ Other

C.3. Geographic markets targeted:

☒ Denton

☒ DFW

☒ Texas

☒ Multi-State

☐ National

C.4. Total marketing budget:

\$27,000.00

C.5. Marketing budget targeting overnight visitors:

\$27,000.00

C.6. Past marketing performance metrics:

Website traffic

180,350 total views

Social reach

986,255 total reach, up 11% over previous year

Email subscribers

D. Budget and Fiscal Responsibility

Completed by ktlechler@gmail.com on 6/30/2026 10:15 AM

Case Id: 30286

Name: Denton Festival Foundation, Inc. - 2026

Address: 733 Fort Worth Drive, Suite 99, Denton, TX

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

Yes

D.2. What amount are you requesting in Cash Sponsorship?

\$20,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

Requested funds will be used to support the Denton Arts & Jazz Festival's KIDZONE. The area features our Children's Art Tent and games and rides. Proceeds from this grant will go towards upgrades for the Arts Tent (\$2,500.00), the addition of a musical instrument tent where children can learn about different instruments from professionals who play them (\$3,500.00), stage rental including lighting, sound and operator for professional presentations (\$6,500.00), professional children's entertainers (\$5,000.00), signage for the area designating it as the "City of Denton KIDZONE" (\$2,500.00) and

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☐ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☒ Other

Please specify

Keep the Children's Area as it is currently

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
City of Denton HOT Funds	\$125,000.00
The Law Office of Tim Powers	\$15,000.00
City of Denton Cash Sponsorship	\$20,000.00
Denton Benefit League	\$12,000.00

Texas Commission on the Arts	\$10,000.00
Texas Health Presbyterian Denton	\$3,000.00
North Central Texas College	\$5,000.00
Denton Record Chronicle (In-Kind partnership)	\$40,000.00
DCTA	\$5,000.00
HEB	\$10,000.00
Corporate Sponsors	\$68,000.00
Indicvidual Sponsors	\$18,000.00
Booth Space Rentals	\$50,000.00
Made In Denton (special event)	\$20,000.00
Event Revenue (sales at event)	\$40,000.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Emerald City Productions (staging, lighting, sound)	\$85,000.00
CES Power (generators)	\$55,000.00
Headliner Salaries	\$30,000.00
North Texas Music Partners (professional musicians)	\$20,000.00
Marketing and Promotions	\$27,000.00
Organizational Expenses (Rent, Telephone, etc.)	\$25,000.00
Event Expenses (Facility Rental, Insurance, Fees, etc.)	\$83,400.00
Made In Denton (special event)	\$10,000.00
Donations	\$6,600.00
Salaries (staff, contract labor, etc.)	\$99,000.00
	\$441,000.00

E. Organizational Capacity

Completed by ktlechler@gmail.com on 6/29/2026 10:25 PM

Case Id: 30286

Name: Denton Festival Foundation, Inc. - 2026

Address: 733 Fort Worth Drive, Suite 99, Denton, TX

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

35

E.2. Number of full-time staff:

1

E.3. Number of volunteers:

350

E.4. Previously received funding:

Yes

E.4a. Amount

\$20,000.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Long term goals include increasing programming for children by hiring more professional entertainment geared towards the younger set. The increased programming would also include an additional activity where children could learn about different musical instruments from musicians who play them. Financially our goal is to build back our reserve accounts which have been drastically reduced in the years since the Covid-19 pandemic. In order to do this we must dramatically reduce expenses despite the cost of goods and services continually rising.

F. Community Benefit and Alignment

Case Id: 30286

Name: Denton Festival Foundation, Inc. - 2026

Address: 733 Fort Worth Drive, Suite 99, Denton, TX

Completed by ktlechler@gmail.com on 6/29/2026 10:43 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

The Denton Arts & Jazz Festival is safe, accessible and family-friendly because of the gated entrances at the Fairgrounds. The Festival will continue with its limitation of tents, large chairs, and pets in the crowded stage areas. This prevents tripping hazards in large crowds. There is a clearly marked "Lost Children" area for quick assistance should parents and children become separated. The event venue provides flat terrain and a smoother layout than previous park venues and is equipped with accessible restrooms and easy pathways of travel to all vendors and stages. Finally, the Festival is free to the public, making it a great budget-friendly outing for groups of all sizes.

F.2. How does your event encourage community engagement?

The Denton Arts & Jazz Festival encourages community engagement by keeping admission free and providing a performance space for amateur talent alongside the professionals. The Festival reinvests a portion of its profits to other nonprofit organizations and to programs such as public art. Eliminating ticket costs removes financial barriers, allowing residents from all socioeconomic backgrounds to mix and mingle. Also, by hosting local and regional artisans and food vendors, prioritizing handmade good to showcase creative talent.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

By putting student, amateur and professional musicians on our stages, the Denton Arts & Jazz Festival is promoting Denton's cultural and artistic assets. In addition, the event has donated proceeds back to the community, having helped with preservation projects such as the Campus Theatre and the Visual Arts Center restorations. Proceeds from the event have also gone towards the beautification and safety of Quakertown Park, including the donation public art, electrical and lighting improvements and contributions towards the "Festival" bridge connection the Civic Center to the northern section of the park.

G. Reporting and Evaluation Plan

Completed by ktlechler@gmail.com on 6/29/2026 11:01 PM

Case Id: 30286

Name: Denton Festival Foundation, Inc. - 2026

Address: 733 Fort Worth Drive, Suite 99, Denton, TX

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

We collect data through short, informational surveys given at our information booths, increasing participation with offers of souvenir discounts or giveaways. Additionally, we request all participants (artists, vendors, members, performers, and partners) to complete a short survey about the event. Data is compiled and presented to the Board of Trustees and Long Range Planning Committee for planning purposes.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Attendance will be easier to gauge at the Fairgrounds as it is a fenced venue so there are specific entrances and exits. We will utilize aerial photographic analysis to estimate attendance as well as data from Placer AI. Hotel nights utilized will also be an easier task with the addition of booking codes through the CVB. We will utilize two separate codes - one for the Vendors and partners and the another for the general public. It will provide a much clearer picture than we have had in the past. Marketing metrics will be measured through a mix of digital analytics, on-site surveys, vendor feedback and economic impact studies. Analytics include impression counts, engagement rates (likes, shares and comments) and the growth of follower bases. Website analytics will also allow us to measure success of online ad campaigns while survey collection helps measure demographics and marketing effectiveness. We utilize the EVENTS IMPACT CALCULATOR program for gauging economic impact. Though not as thorough as a true economic impact study, it provides a good estimate by taking more factors into consideration than most free estimators. Other specifics we will be able to report include more accurate attendance, room night utilized, average distance visitors have traveled, hotel booking code utilization, website traffic, earned media value, economic impact estimate, vendor sales, attendee satisfaction and the percentage of first time visitors vs repeat visitors.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

Keep accurate records and copies of all receipts and checks used for bill payment. Utilizing standardized forms for reporting and filing them in a timely manner.

H. Required Documents

Completed by ktlechler@gmail.com on 6/30/2026 5:53 PM

Case Id: 30286

Name: Denton Festival Foundation, Inc. - 2026

Address: 733 Fort Worth Drive, Suite 99, Denton, TX

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Active Nonprofit Status.pdf



Current Board of Directors roster including name, title, address and phone number *Required

DFFBoardofTrustees26.docx



Board Meeting Schedule *Required

DFFBoardMeetingDates26.docx



Provide constitution/by-laws *Required

DFFByLaws-revision 2025.docx



Provide last two year's audited financial or balance sheet. *Required

2024 Financials.pdf

2025 Financials.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

501(c)(3).pdf

 **Most recent 990 Form submitted to IRS *Required**

2022 Denton Festival Foundation Tax Return.pdf

 **Substitute W-9 for PO *Required**

FormW9June26.pdf

 **List of all donations made by your org last year. Name and dollar amount included. *Required**

Donations 2025.docx

 **Other Documents**

WebsiteAnalytics25.pdf

FestivalBeat_08_25_Final.pdf

Festival at a Glance_2025_8.5x14 UPDATED.pdf

Social Media Highlights 2025.docx

Submit

Completed by ktlechler@gmail.com on 6/30/2026 5:54 PM

Case Id: 30286

Name: Denton Festival Foundation, Inc. - 2026

Address: 733 Fort Worth Drive, Suite 99, Denton, TX

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Terry Tekell

Electronically signed by ktlechler@gmail.com on 6/30/2026 5:53 PM

Secretary/Treasurer's signature

Susan Curry-Langston

Electronically signed by ktlechler@gmail.com on 6/30/2026 5:53 PM

Admin Docs

No data saved

Case Id: 30286

Name: Denton Festival Foundation, Inc. - 2026

Address: 733 Fort Worth Drive, Suite 99, Denton, TX

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30286

Name: Denton Festival Foundation, Inc. - 2026

Address: 733 Fort Worth Drive, Suite 99, Denton, TX

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by pennye@gmail.com on 6/29/2026 9:57 PM

Case Id: 30287

Name: Southwest Celtic Music Association - 2026

Address: 233 Yorktown St, Dallas, TX 75208

Program Overview

Please provide the following information.



City of Denton Sponsorship Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by penny@gmail.com on 6/29/2026 10:04 PM

Case Id: 30287

Name: Southwest Celtic Music Association - 2026

Address: 233 Yorktown St, Dallas, TX 75208

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

PSE

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

PSE

☒ Must be based in the City of Denton.

Initial:

PSE

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

PSE

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

PSE

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

Printed By: Terrance Jones on 7/21/2026

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authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

PSE



Must have a history of continuous, stable programming prior to the application date.

Initial:

PSE



Must have an active governing body.

Initial:

PSE



Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

PSE



If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

PSE

A. Applicant Information

Completed by pennye@gmail.com on 6/30/2026 2:12 PM

Case Id: 30287

Name: Southwest Celtic Music Association - 2026

Address: 233 Yorktown St, Dallas, TX 75208

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Southwest Cetic Music Association

A.2. Mailing Address

233 Yorktown St Dallas, TX 75208

A.3. Tax ID Number

75-2048379

A.4. Name of Event

North Texas Irish Festival

A.5. Physical Address of the Event

2217 N Carroll Blvd Denton, TX 76201

A.6. Phone Number

(214) 821-4173

A.7. Website

<https://scmatx.org> <https://ntif.org>

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

The Southwest Celtic Music Association was formed to study, perform, promote and preserve traditional Celtic music, dance and culture in the Southwest. The word "Celtic" refers to the culture that developed in Ireland, Scotland, Wales, Cornwall, Brittany, Galicia, and the Isle of Man. Much of the traditional music and dance that has evolved in the United States and in many other English-speaking countries in the last 250 years has developed from Celtic origins.

A.9. Event Start Date

03/13/2027

PRIMARY CONTACT

A.11. First Name

Penny

A.12. Last Name

Ewoldsen

A.13. Title

President

A.14. Phone Number

(214) 385-0585

A.15. Email

pennye@gmail.com

SECONDARY CONTACT

A.16. First Name

John

A.17. Last Name

Hebley

A.18. Title

Treasurer

A.19. Phone Number

(214) 674-8507

A.20. Email

jhebley@airmail.net

Event End Date

03/14/2027

A.10. Describe the event in which funds are being requested to support.

The North Texas Irish Festival is a family-friendly festival of traditional Irish music, dance, storytelling and culture featuring performers from the US and Ireland as well as local musicians and dancers. In addition to the music there will be over 100 vendors selling original and hand-made jewelry, clothing, souvenirs and home goods and over a dozen food vendors with offerings of traditional Irish food. We have an area dedicated to pet adoption, including dogs, cats, rabbits and small birds, and another area dedicated to food sampling. Our children's area has been recognized by the Dublin Children's Museum in Ireland, and has a music stage and a storytelling stage, games, and free arts and crafts. This will be the 45th year of the festival, which has always been held in Dallas. We are one of the older Celtic Festivals in the United States and are among the 4 largest Irish Festivals in the United States, and the largest in the Southwest. We have a strong reputation amongst the Irish music scene as a preferred destination to perform. This year we are changing our venue from Dallas, where we have been for the last 44 years, to the North Texas Fairgrounds and Rodeo in Denton. We are looking forward to many years in our new home.

B. Event and Economic Impact

Completed by pennye@gmail.com on 6/30/2026 2:20 PM

Case Id: 30287

Name: Southwest Celtic Music Association - 2026

Address: 233 Yorktown St, Dallas, TX 75208

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

Our festival has been around for 44 years, and we are moving to Denton for our 45th North Texas Irish Festival. We have an established, dedicated fan base and group of volunteers. Our record attendance was 75000, although the last couple of years have dropped to between 40000-50000 due to a number of factors, many of which are in relation to our old home of Dallas Fair Park, combined with massive storms during Saturday of our festival this year. As most festivals do experience a decline in numbers the first couple of years after a move, we are only anticipating around 30000 attendees this year. We have attendees, performers and volunteers that have been coming to our festival for years, including from other states and countries. Many of the non North Texas people stay in hotels, and this year they will be Denton hotels instead of Dallas hotels. Before and after the festival, our attendees will be eating in Denton restaurants, going to Denton pubs, and buying gas at Denton gas stations. And since our festival is in March, it does not conflict with any of Denton's other major arts and music festivals. Since Denton is already known for its support of music and arts, adding another major music, arts and cultural festival to the lineup will only further Denton's reputation as the place in Texas to go for quality arts and music entertainment. The Southwest Celtic Music Association's mission statement includes promoting the arts, dance, history and culture of the Celtic nations. We already have some ties with UNT, since some of our regular performers are alumni of the UNT music school. Our festival also has a large children's area (Urchin Street) with a stage that promotes quality music by younger performers, and a large free arts and crafts department. Our Children's area is the only children's area of any Irish festival in the United States honored and recognized by the Dublin Children's Museum (Dublin, Ireland) with some of the quilts created by children at our festival on permanent display.

B.2. What was the attendance of last year's event?

40000

B.3. What is the estimated attendance for next year's event?

30000

B.4. How is attendance measured?

We start with our online ticket sales numbers. We collect the ticket stubs from both our comp tickets, and our tickets sold through our relationship with Tom Thumb/Albertsons, and count those. We also count how many of our VIP access passes were given out with sponsorships, or purchased. Then lastly we count the number of volunteers we have that year. We take those categories together and add them to get our attendance numbers.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership

C. Marketing Plan

Completed by pennye@gmail.com on 6/30/2026 2:22 PM

Case Id: 30287

Name: Southwest Celtic Music Association - 2026

Address: 233 Yorktown St, Dallas, TX 75208

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

With this being the year we are moving to a new site after 44 years in Dallas, we will be heavily promoting our move to Denton, and the reasons we have chosen Denton as our new home. Since our decision to move was just made not even a month ago, we do not yet have a fully developed plan on exactly what marketing we will be doing to promote Denton. That being said, this is what we already have planned in the short time since we made our decision. After the news cycles slow down after FIFA, we have a Dallas reporter who will be getting an exclusive with us on why we are moving out of Fair Park and Dallas, and why we are moving to Denton. If this gets timed correctly, this will be spread among many news platforms, with a round of free publicity in late July/early August. As this happens, we will be updating both the website for the North Texas Irish Festival (ntif.org) and the Southwest Celtic Music Association (scmatx.org) We will be pushing the information on our move to Denton during our North Texas Giving Day campaign. We will be sending an email blast to all of our volunteers (over 400 people), SCMA members, and the people who have purchased NTIF tickets over the past 3 years, talking about our move and why we chose Denton. We will also send this group a second round of emails promoting ticket sales later in the year. Publishing and pushing information in Facebook, Instagram, TikTok, BlueSky, and X (Twitter). After we make posts, many of our musicians, both regionals, and headliners, repost our information for a much wider, international spread. This will also include money spend at pushing some of these posts. We are working on getting everything set up for Google Ads. We have a couple of influencers we are approaching about working with and seeing if they will push our festival and move. Including, one of the headliners we are working on getting for our 2027 festival is an influencer herself, and her stating she's coming to Denton should raise a lot of interest. (Still in negotiations, so can't state who she is yet) We will print flyers, brochures and posters which will be posted around Denton, the DFW area, including at least some of the posters will be posted in Sherman, Denison, Durant, Waco, Austin, Chicago, and the Boulder, CO area. We will have booths at festivals in Estes Park, CO; Salado, TX; Sherman, TX; Durant, OK; San Antonio, TX, Bastrop, TX promoting our organization and festival, and our move to Denton. We work with multiple radio and tv stations, as well as many area newspapers and neighborhood groups to get information out about our festival. Traditionally in the Dallas market we have worked with, and plan to continue to work with, FOX 4, WFAA, KERA, JackFM, WRR, the Dallas Morning News, the Observer, the Fort Worth Star Telegram, and many others. Our PR firm excels at getting special interest stories in many local, smaller newspapers as well. Anything we do promoting the North Texas Irish Festival this year will be featuring our move to our new home of the North Texas Fairgrounds in Denton. To be perfectly honest, we find it completely catchy that going forward we will be the North Texas Irish Festival at the North Texas Fairgrounds.

C.2. Marketing platforms used (check all):

☒ Social Media

☒ Google Ads

- ☒ Email
- ☐ CVB
- ☒ Influencers
- ☒ Print
- ☒ Radio
- ☒ TV
- ☒ Travel Sites
- ☒ Hotels
- ☒ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

C.4. Total marketing budget:

\$25,000.00

C.5. Marketing budget targeting overnight visitors:

\$10,000.00

C.6. Past marketing performance metrics:

Website traffic

Social reach

Email subscribers

D. Budget and Fiscal Responsibility

Completed by pennye@gmail.com on 6/30/2026 5:53 PM

Case Id: 30287

Name: Southwest Celtic Music Association - 2026

Address: 233 Yorktown St, Dallas, TX 75208

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

Yes

D.2. What amount are you requesting in Cash Sponsorship?

\$25,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

These funds would be used primarally for paying for our stages, sound, and performers. We have longstanding relationships with our sound companies and the company who will most likely be providing our larger stages. We will be looking for a new stage company for our smaller stages that is closer to Denton than Dallas. Our festival will have 2-3 large stages which are on trucks and have the sound system built in. We will also be utilizing the permanant stage which is at the site. The secondary stage company will provide us with our short stage for our Irish Dancers, and our short stage for the Children's area. The storytelling stage does not get a riser - the storytellers stay on the same level as the audience for better interactions. For our performers, we are currently planning for 3-4 headliners, including at least one International performer, around 25 Regional performers, 6 performers for our children's stage, 4-6 Dance schools, and 4-5 Story Tellers. Our "Region" includes Texas, Lousisiana, Mississippi, Oklahoma, Kansas, as well as a couple of performers from further away that come in as regionals (Georgia, Colorado, Florida). If after the stages, sound, and performers there are additional funds left, it would be used for the care and feeding of our perfomers, VIPs, and volunteers.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☒ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
HOT Grant	\$25,000.00

Denton Sponsorship	\$25,000.00
Individual Sponsorships	\$5,000.00
Various SCMA fundraisers	\$15,000.00
Guinness Sponsorship	\$15,000.00
As of yet unknown sponsors	\$0.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Janatorial	\$20,000.00
Electrical	\$20,000.00
Security	\$15,000.00
Site Lease	\$12,000.00
Drapes/tables/chairs	\$5,000.00
Fencing	\$5,000.00
Golf Carts	\$10,000.00
Busses	\$6,000.00
Stages	\$16,000.00
Radios	\$3,000.00
Advertising	\$25,000.00
Performers	\$100,000.00
Volunteer expenses	\$10,000.00
Insurance	\$14,000.00
Permits	\$4,000.00
	\$265,000.00

E. Organizational Capacity

Completed by pennye@gmail.com on 6/30/2026 2:45 PM

Case Id: 30287

Name: Southwest Celtic Music Association - 2026

Address: 233 Yorktown St, Dallas, TX 75208

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

44

E.2. Number of full-time staff:

0

E.3. Number of volunteers:

400

E.4. Previously received funding:

No

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

This year is our major move to a new location, and learning our new site and area. As is common when a festival moves, we are anticipating a drop in attendance, and are intending to be very aware and cautious of that, doing our best to try and reduce our expenses through grants, sponsorships, fundraising, and donations, including in-kind sponsorship swaps. In 2028 and beyond we plan on expanding our new relationships with both universities, the community college and other organizations in Denton, attempting to not only pull Denton-based volunteers, but promoting Denton-based businesses, cultural organizations, musicians and artists in our festival. As our numbers go back to normal (50,000-75,000 attendees) and we have the funds, we will go back to having our normal 6-8 headliners, bringing back the stage we are not setting up this year, and the one we had cut back a couple of years ago. We also plan on strengthening our relationship we have developed with the Choctaw Nation (there is a long history between the Choctaw and the Irish), and hope that within the next couple of years we will be able to have the Choctaw Stickball team come play a full game at the stadium during our festival (they are chomping at the bit to have that opportunity). Our intention is to rebuild to our former glory that was taken away from us through the mismanagement of Dallas Fair Park and their inability to work with a non-profit, and grow beyond that. The North Texas Irish Festival has historically bounced between being the second, third or fourth largest Irish festival in the United States - we expect to be back in that running within 3-4 years of our move to Denton. We were in Dallas for the last 44 years - we intend to be in Denton for at least the next 45. Also, this is slightly past your requested time frame - but this year is our 45th festival. 2032 will be our 50th festival - and we already have some plans in the works to make that one absolutely spectacular festival, with Denton getting to share in the draw of world-class musicians and visitors that are likely to be around that year.

F. Community Benefit and Alignment

Case Id: 30287

Name: Southwest Celtic Music Association - 2026

Address: 233 Yorktown St, Dallas, TX 75208

Completed by pennye@gmail.com on 6/30/2026 9:21 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

Safe: 1) We are fenced in, so not just anyone can wander in - you must purchase a ticket to get in. 2) We have a no guns policy for our festival. 3) We are politically (and religiously) neutral, and require our vendors, volunteers, performers and the like to be politically neutral while at the festival. Our festival is for having a good time - not a political fight. 4) The security company we are planning on engaging is entirely made of former military and police, ensuring a security company who knows what to do and keeps things safe. 5) We reserve the right to do background checks on all volunteers, but mainly utilize that in regards to volunteers in our children's area. 6) All weapons must be peace tied, unless they are with law enforcement. 7) We are currently planning on our children's area to be near the center of the site, making it very difficult for children to wander off. 8) During the festival, the only vehicles allowed on the festival footprint are golf carts - and we restrict who has the rights to operate a golf cart. 9) We have an Operations team during the festival to go fix problems which may occur - one example from last year's festival being a set of drapes behind a stage trying to fall, so one show started late while the pipes and drapes were fixed so they didn't fall on top of the performers. 10) We have a dedicated channel on our Radios for First Aid. We have not had anyone sent to the hospital from our festival during the hours we have been open for a number of years. 11) We have a lost and found area, which includes where children can find their lost parents. 12) We have tents/roofs over our stages and the seating areas so the audience (and performers) are not stuck out in the weather suffering from anything from sunburn, to torrential downpour, to snow. 13) The backdrops for our stages and many of our other decorations have passed fire testing by the Dallas Fire Marshall 14) We already have chairs at the stages alleviating the need for people to bring their own chairs, potentially running into other attendees with their chairs 15) We have staff strategically around the festival with radios to call in issues if they occur Accessible: 1) We are near the center of Denton. 2) We will be publishing information about taking the DART green line or the Trinity Railway Express to Carrollton then switch to DCTA and get off in Downtown Denton - we are hoping to have a shuttle between the station and the Fairgrounds. 3) We have a free shuttle between our host hotel and the site. 4) The site is fairly flat, so as long as the weather holds, scooters and wheelchairs will be able to even get to areas in the grass. At least 2 of our stages are currently looking to be on pavement, making them even more accessible. 5) Our ticket price of \$25 a day is financially accessible to most people. 6) If someone can not afford the \$25 ticket price and wants to come, they can always volunteer and get in free 7) Multiple locations of trash cans and restrooms 8) Tickets can be purchased online, or at Tom Thumb/Albertsons, allowing shorter lines at the Admissions gates Family Friendly: 1) Large, internationally acclaimed children's free arts and crafts area 2) Story telling stage 3) Children's music stage - with first priority going to young performers, and second priority going to children-friendly music. 4) Usually there is a petting zoo, and sometimes bounce houses or inflatable rides 5) Vendors who cater to all ages - books, toys, clothes, jewelry, food products, candy, and many other items 6) Face painters 7) Sheep herding demos 8) Horse demos 9) Irish step dancing - with most of the dancers being youth 9) Generally large animal rescue area 10) Kids 5 & under get in free 11) Ages 6-11 have a \$10 ticket price 12) Heavily encourage entire families to volunteer together 13) All of our vendors, volunteers and performers know that that we are a family friendly festival and they have to act accordingly 14) We cater to families of all types, and allow well behaved pets in who are on a leash, with a \$1 requested donation to be given to the animal rescue groups 15) We encourage dancing at the stages All in all, we

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literally have decades of being a safe, family friendly festival. Many of us have raised our children, or grandchildren in some cases, at the festival. It is a family affair - and if everyone wasn't family to begin with, we are after volunteering. We are extremely welcoming to new volunteers, and to the public. We are all there to enjoy the music, the food, the shopping, the activities, and the fun.

F.2. How does your event encourage community engagement?

As a non-profit run, fully volunteer event, we are always encouraging community engagement. As a volunteer run event, without community engagement and new volunteers coming in, we would not have survived the 44 years we have been around. We usually have 400 - 500 volunteers to put on the festival. There is a core group of around 250 - 300 who have been working the festival for years, and in many cases generations. We encourage entire families of all ages to come volunteer together. We have a number of 3rd generation volunteers who grew up at the festival and now help run it. There are specific areas where we highly encourage younger volunteers to work, in particular the arts & crafts portion of our children's area. Our volunteers have truly become a large family of choice. With many of our performers being regional performers, members of the community can come to see some of their favorite local Irish and Celtic music, and frequently get the chance to talk with a number of the performers. Many of our performers have their fans follow them to the festival. Our cultural area has many groups in it, and not just specifically Celtic themed ones. In past years in Dallas we have had representation from League of Women Voters, Dallas Master Gardeners, Dallas Naturalists, InSync Exotics, and many other organizations. With our move to Denton we hope to encourage a number of the other area festivals and organizations to come join our cultural area - including the Denton Tourism Bureau. Another area that gets public involvement is our Scottish Village. Many Scottish clans bring tents out and talk with people about if they have Scottish heritage and if so what clan they might be a part of. As a non-profit, we are still working on expanding our range of other events that we host. Before Covid we had periodic concerts, dance groups (Ceilis in Ireland), gatherings at restaurants and pubs, pot luck picnics, and other events. There have been many years where the SCMA has marched in the Dallas Greenville St Patricks Day parade, one year winning the musical award for the kazoo band we put together. We are working on starting a number of activities back up to spread our community reach. Some of the events we are currently looking into are an Irish Luau, Board Game nights, meeting at various restaurants or pubs for the group - moving the locations around the North Texas area in order to give many of our geographically diverse members a chance to attend. We also work with other organizations such as the Texoma Society of CELTS, the Irish American Society, multiple Scottish and Irish Clan Societies, Southside Preservation Hall the Traditional Irish Music Education Society, and a number of animal rescue groups. We are not limited to working with other Celtic themed organizations - we're willing to work with anyone we find a common cause with. Another area of community engagement is our animal rescue area. Historically we have up to 50 rescue groups at our festival from all over the area with all kinds of animals. There are people who have come to our festival because they are wanting a new pet, and we have one of the largest selection of rescue groups around. Hundreds of dogs, cats, rabbits and reptiles have found new homes thanks to our animal rescue area. With our move to Denton, we intend to reach out to the local rescue groups and invite them to participate.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

In some ways yes, and others no. No matter what, as an arts, culture and music festival, NTIF definitely fits in the cultural identity which Denton is known for and helps promote and expand that identity. But being an established festival moving from Dallas, we don't have the deep roots and ties in Denton yet - but we will build them. Probably not what you have in mind, but we're already excited to be able to post Denton RV parks on our website as an alternate to hotel rooms - we have been asked for years about RV locations for NTIF, and in the past our closest one was 25 miles away and was a rather shady one. We are going to have a number of very happy people that there are RV parks within 10 miles of the festival. Since we don't have the deep ties and relationships in Denton yet, we don't have a lot to promote specific Denton cultural, artistic, historic & recreational assets yet. However, we do have a Cultural Area as part of our festival which is filled with cultural booths - various Irish dance schools, the Irish American Society, the Irish

Wolfhound society, the Traditional Irish Music Education Society, but aslo we have had Dallas Naturalists, Master Gardeners, and many other groups in that area. With the move to Denton, we hope to reach out to many of Denton's organizations to see if they want to set up booths in our Cultural area. Same goes for our Animal Rescue area - we hope to get many of the Denton county based rescue groups to join us as well. While our ties with Denton may be loose right now since we've only decided Denton is our new home less than a month ago, we have every intention of deepening those ties as quickly as we can, and doing everything we can to promote our new home and our new neighbors.

G. Reporting and Evaluation Plan

Completed by pennye@gmail.com on 6/30/2026 3:15 PM

Case Id: 30287

Name: Southwest Celtic Music Association - 2026

Address: 233 Yorktown St, Dallas, TX 75208

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

G.1a. What is the ticket price?

\$25.00

G.1b. Add any additional information related to your Ticket Price

Generally speaking, our Saturday and Sunday tickets are \$25 a day for adults. Children's tickets (6-12) are \$10, and children 5 & under are free. We offer discounts at the gate as well to military and seniors. Members of our nonprofit can buy tickets as buy one, get one, at the gate. None of our discounts are currently available online. We had issues last year with weekend ticket sales and our new ticket provider not being able to handle multi-day tickets, so we are as of yet unsure if we will have weekend tickets or not this year. We at least used to also have an offer that any leprachaun showing up in full regalia and carrying a pot of gold was allowed in free. We are also very animal friendly, and allow animals to attend, with their human, as long as they are on a leash. We do request a \$1 donation for the animal (mostly dogs) to be let in, and the donations for animal attendance are then donated to the rescue groups. We do have a individual sponsorship levels, as well, through which there is the opportunity to get VIP passes that allow you to eat in the same area as the performers. Those packages start at \$250. Something that we are looking into that would be new this year, the Sherman Celtic Festival is our little brother festival (different organizations and people run them, but we helped them get started and many of our people work and attend both festivals). We are looking into the possibly of offering a discounted ticket option with weekend passes to both festivals, to help promote people attending both festivals - which would also increase our attendees from the Sherman/Denison area. That being said, our volunteers are let in free for the day if they work one shift, and for the weekend if they work at least 2 shifts.

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

In the past, we mostly collected email addresses with our online ticket sales. However we have already adjusted our tickets for this next year to ask for zip codes, so we will have a good demographic of where our online ticket sale attendees are coming from.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Attendance - including a geographical breakdown of most of the attendees. Hotel nights for our host hotel block.
Financial reconciliation of the festival

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this

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reporting requirements?

We are used to providing these reports. We have received the Dallas version of this grant for 4 of the past 5 years, and have always had to do the post event report. We also have done the post event report for the Dallas Office of Cultural Affairs, the Irish Government Emigrant Support Programme, and many other organizations over the years. Our treasurer/managing director of the festival has been the primary person to submit these post-event reports in the past, but as the new President, I am also learning to submit the grant and post - event summaries.

H. Required Documents

Completed by penny@gmail.com on 6/30/2026 7:24 PM

Case Id: 30287

Name: Southwest Celtic Music Association - 2026

Address: 233 Yorktown St, Dallas, TX 75208

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status ***Required**

Exemption Verification Letter.docx

IRS 501 Letter.pdf



Current Board of Directors roster including name, title, address and phone number ***Required**

Board 2025-6.xlsx



Board Meeting Schedule ***Required**

SCMA board meetings.docx



Provide constitution/by-laws ***Required**

SCMA Bylaws.docx



Provide last two year's audited financial or balance sheet. ***Required**

Form990Package 2023.pdf

Form990Package.pdf



Letter of determination certifying federal tax-exempt status under the IRS ***Required**

IRS Tax Exempt Organization Search Details.docx

Tax 1985 Exempt ltr-Texas.pdf

Tax Exempt Organization Search Details _ Internal Revenue Service.pdf

☒ **Most recent 990 Form submitted to IRS *Required**

Form990Package.pdf

☒ **Substitute W-9 for PO *Required**

Substitute W-9 Form.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. *Required**

Donations.docx

☒ **Other Documents**

Other SCMA information.docx

Fwd Grant applications.msg

Submit

Completed by penny@gmail.com on 6/30/2026 9:21 PM

Case Id: 30287

Name: Southwest Celtic Music Association - 2026

Address: 233 Yorktown St, Dallas, TX 75208

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Penny Ewoldsen

Electronically signed by penny@gmail.com on 6/30/2026 9:21 PM

Secretary/Treasurer's signature

John Hebley

Electronically signed by penny@gmail.com on 6/30/2026 9:21 PM

Admin Docs

No data saved

Case Id: 30287

Name: Southwest Celtic Music Association - 2026

Address: 233 Yorktown St, Dallas, TX 75208

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30287

Name: Southwest Celtic Music Association - 2026

Address: 233 Yorktown St, Dallas, TX 75208

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by director@dentonmarket.org on 6/30/2026 12:10 AM

Case Id: 30289

Name: Denton community market - 2026

Address: P.O. Box 3057, Denton, TX 76201

Program Overview

Please provide the following information.



City of Denton Sponsorship Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by director@dentonmarket.org on 6/30/2026 12:11 AM

Case Id: 30289

Name: Denton community market - 2026

Address: P.O. Box 3057, Denton, TX 76201

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

Dvj

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

Dvj

☒ Must be based in the City of Denton.

Initial:

Dvj

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

Dvj

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

Dvj

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

Dvj

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

Dvj

☒ Must have an active governing body.

Initial:

Dvj

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

Dvj

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

Dvj

A. Applicant Information

Completed by director@dentonmarket.org on 6/30/2026 9:51 AM

Case Id: 30289

Name: Denton community market - 2026

Address: P.O. Box 3057, Denton, TX 76201

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton community market

A.2. Mailing Address

P.O. Box 3057 Denton, TX 76201

A.3. Tax ID Number

27-1833382

A.4. Name of Event

Denton community market

A.5. Physical Address of the Event

317 w mulberry st Denton, TX 76202

A.6. Phone Number

(940) 268-4326

A.7. Website

Denton market.org

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

We work to contribute to the vitality, livability, and community spirit of Denton by creating a public gathering space that supports local culture and provides a market to bring together visitors with local artists, craftspeople, farmers, and food producers. Founded in 2009, the Denton Community Market is a 501c3 nonprofit producer-only farmer's and art market in downtown Denton, Texas. Bring the family and experience the best live music, kids activities, local farms, local artists, food trucks, food vendors, and more! Our guiding principles remind us our values to: Provide a setting in which community members can purchase local products from local producers. Provide

PRIMARY CONTACT

A.11. First Name

Deauhijela

A.12. Last Name

Jackson

A.13. Title

Board president

A.14. Phone Number

(817) 863-6509

A.15. Email

director@dentonmarket.org

SECONDARY CONTACT

A.16. First Name

Yesika

A.17. Last Name

Hirton

A.18. Title

Vendor board member

A.19. Phone Number

(469) 323-2097

A.20. Email

board@dentonmarket.org

educational opportunities to learn about the products made and grown in our community. Promote the local economy by connecting food producers and consumers. Reduce barriers to entry for new entrepreneurs and small businesses. Promote sustainable farmer practices and environmental stewardship while educating the public about these practices. Strengthen ties between community members by creating a sense of place.

A.9. Event Start Date

01/02/2027

Event End Date

12/19/2027

A.10. Describe the event in which funds are being requested to support.

For a year round market that will be located within downtown Denton. January through the end of February we will be located at the Denton civic center each Saturday for the 2nd year in a row. Then March through December will be located at Denton county historical park.

B. Event and Economic Impact

Case Id: 30289

Name: Denton community market - 2026

Address: P.O. Box 3057, Denton, TX 76201

Completed by director@dentonmarket.org on 6/30/2026 9:59 AM

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Denton Community Market significantly contributes to local economic growth by operating 49 weeks out of the year, creating a consistent and dependable platform for small businesses to thrive. By providing a welcoming space for local farmers, artisans, food vendors, and musicians, the Market stimulates direct-to-consumer sales and encourages the circulation of dollars within the community. The Denton Community Market respectfully requests funding to support critical programming and event operations that contribute to the Market's economic, cultural, and community impact. The funds will be used to partially or fully support the following activities: Performance Coordination and Music Programming A portion of the funds will be used to coordinate and compensate local musicians and DJs who perform during market days. This investment not only enhances the visitor experience but also provides paid opportunities for local talent, reinforcing Denton's rich musical heritage. Marketing and Promotion To position the Market as a local tourism destination and increase community awareness, funds will be used to promote the Market through digital marketing, printed materials, social media outreach, and partnerships with local tourism entities. This effort will help attract both residents and out-of-town visitors, increasing vendor exposure and sales. Special Events and Themed Market Days The Denton Community Market hosts several signature and culturally significant events throughout the year. Funding will support the planning, logistics, and programming for: Opening Day Celebration Hispanic Heritage Market Juneteenth Celebration Holiday Market Winter Market Double Up Food Bucks promotional days (supporting food accessibility for SNAP recipients) Other community-focused themed events These events play a vital role in celebrating diversity, fostering inclusion, and drawing large audiences to support local vendors. Children's Activities Funds will support the development of interactive, educational, and creative activities for children during market days. These family-friendly offerings help attract a broader demographic, encourage community participation, and enhance the Market's role as a welcoming public space. Local Live Music and DJ Talent Additional support will go toward directly paying performers and DJs who provide live entertainment each week. This ongoing programming is a major draw for visitors, helps sustain Denton's identity as a music-friendly city, and contributes to the Market's festive, community-oriented atmosphere. By supporting these key initiatives, the requested funds will help the Denton Community Market sustain year-round operations, enrich the local cultural experience, and foster inclusive economic development for small businesses, artists, and farmers in Denton.

B.2. What was the attendance of last year's event?

on average 2000

B.3. What is the estimated attendance for next year's event?

opening day 3,000 and on average 2,000

B.4. How is attendance measured?

We have booth manager and volunteers take counts with a counter every hour on the hour

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
Denton county historical park	We are utilize the land weekly for the past 17 years and we have developed a great partnership over the years and we also co-host special events together as well

C. Marketing Plan

Case Id: 30289

Name: Denton community market - 2026

Address: P.O. Box 3057, Denton, TX 76201

Completed by director@dentonmarket.org on 6/30/2026 10:20 PM

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

Promotion of the City of Denton through Marketing and Outreach The Denton Community Market is committed to promoting both our Market and the broader City of Denton as a premier destination for local food, arts, culture, and small business. Our robust, multi-channel marketing strategy targets a wide and diverse audience to increase attendance, vendor sales, and economic activity in Denton. We actively use Facebook and Instagram to promote weekly market events, vendor features, and special programming, focusing our ad targeting within a 50-mile radius of our location to reach both local residents and potential visitors throughout North Texas. These efforts are supplemented with print advertisements in 3–4 regional magazines, ensuring broader exposure to audiences who may not be active online. In addition, we are partnering with local radio stations in the DFW area to further amplify our reach, promoting upcoming events through both paid ads and feature segments. One of the most high-impact aspects of our outreach is strategically placed billboards. In 2024, these billboards reached an estimated 4,374,884 people, and in 2025 so far (as of June 12), we've already reached 7,893,178 people—data confirmed by Sky McClure at Billboard Source in Denton. These billboards, positioned in high-traffic areas, serve as constant visual invitations for travelers and commuters to visit Denton and experience the Market. We are also strengthening our outreach at the community level by collaborating with Denton County WIC offices, including those located in Denton and Carrollton. These partnerships help us reach a wider demographic of families and individuals across Denton County, encouraging them to use nutrition benefits such as WIC and SNAP at the Market. We have expanded our marketing plan with WIC offices to include targeted flyers, informational materials, and staff engagement to help connect these communities with the Market's fresh, healthy food offerings and welcoming atmosphere. Additional outreach includes collaborations with area hotels, flyer distribution at local businesses and events, and the continued power of word-of-mouth referrals from our loyal customers and vendors. These combined efforts not only support the growth of the Denton Community Market but also position the City of Denton as a thriving, family-friendly, and culturally rich destination for residents and visitors alike. We have partner with Embassy Suites in Denton and other hotels and they are passing out our year round fliers to all vistors that comes into town as well as we are now have ads on Jazz Jambalaya an radio station that has international reach and based out of Denton County.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☐ Email
- ☐ CVB
- ☐ Influencers

- ☐ Print
- ☒ Radio
- ☐ TV
- ☐ Travel Sites
- ☒ Hotels
- ☐ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☐ Multi-State
- ☐ National

C.4. Total marketing budget:

\$12,500.00

C.5. Marketing budget targeting overnight visitors:

\$6,500.00

C.6. Past marketing performance metrics:

Website traffic

YTD - 14,972

Social reach

Tik Tok - 1713 Instagram - 17,093. Facebook - 23,994

Email subscribers

n/a

D. Budget and Fiscal Responsibility

Completed by kgossot@thenervousbookkeeper.com on 7/1/2026
12:55 AM

Case Id: 30289

Name: Denton community market - 2026

Address: P.O. Box 3057, Denton, TX 76201

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

Yes

D.2. What amount are you requesting in Cash Sponsorship?

\$12,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

The In-Kind sponsorship will assist with the cost to rent the Denton Civic center - for the indoor winter market. This will allow shoppers to come out and still enjoy the market during the colder seasons. The sponsorship monies will go towards the marketing cost and

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☐ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
vendor fees	\$178,000.00
City of Denton Sponsorship (cash and in-kind)	\$18,490.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Advertising (billboards, social media, and magazines)	\$55,000.00
Photographer	\$18,000.00
Internet	\$2,000.00
Site Operations	\$40,000.00

Salaries	\$52,000.00
Performers	\$20,000.00
	\$187,000.00

E. Organizational Capacity

Completed by director@dentonmarket.org on 6/30/2026 10:38 PM

Case Id: 30289

Name: Denton community market - 2026

Address: P.O. Box 3057, Denton, TX 76201

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

1 for winter market and 17 years for March-December

E.2. Number of full-time staff:

3 - part time staff

E.3. Number of volunteers:

71 YTD

E.4. Previously received funding:

Yes

E.4a. Amount

\$6,690.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Long-Term Plan (3–5 Years) Over the next 3 to 5 years, the Denton Community Market (DCM) aims to steadily grow its visitor attendance and vendor sales by 10–15% annually. Our long-term plan focuses on enhancing the overall quality of the visitor experience, expanding our reach across the DFW region, and strengthening the Market's reputation as a premier cultural and tourism destination in North Texas. To support this growth, DCM will continue to invest in: Live weekly music programming to enhance the atmosphere and showcase local talent from Denton and DFW area. Support for local artists and small businesses, helping them grow and reach new customers. Promotion of certified local farmers, who provide sustainably grown produce and food products from within 100 miles of Denton. The Sponsorship Funds will be essential to sustaining and expanding these efforts, allowing DCM to continue drawing new and returning visitors, supporting Denton's tourism economy, and celebrating the region's vibrant local culture and agricultural heritage. Currently our waitlist for future vendors total YTD: 275 business. We have pull as of today June 30th 4 new vendors to join DCM as new vendors

F. Community Benefit and Alignment

Case Id: 30289

Name: Denton community market - 2026

Address: P.O. Box 3057, Denton, TX 76201

Completed by director@dentonmarket.org on 6/30/2026 11:20 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

Denton Community Market is committed to providing a safe, accessible, and family-friendly experience for all visitors. The market operates under established policies and vendor guidelines that promote a well-organized and welcoming environment. For opening day and other high attendance events, DCM hires off duty officers from Denton Police Department to assist with public safety, traffic management, and crowd control. As a community gathering space, DCM offers a welcoming atmosphere where families can enjoy local farmers, artisans, food vendors, live music, educational opportunities, and community organizations. Our commitment to safety, accessibility, and inclusivity help create an educational opportunities, and community organizations. Our commitment to safety, accessibility, and inclusivity helps create an enjoyable experience while supporting local businesses and strengthening community connections.

F.2. How does your event encourage community engagement?

DCM fosters community engagement by creating a welcoming space where residents, visitors, and local businesses can connect each week. The market features live music from talented artist across the DFW metroplex, children's activities that encourage family participation, and diverse mix of local farmers, artisans, and food vendors, and community organizations. DCM is committed to building an inclusive and culturally diverse marketplace that reflects the continued growth and evolving demographics of the City of Denton and Denton County. We actively seek vendors, performers, and community partners who represent a wide range of cultures, backgrounds, and experiences, and ensuring the market is welcoming and representative of the community it serves. By bringing together people of all ages and backgrounds, DCM strengthens community connections, supports local small businesses, celebrates cultural diversity, and creates a vibrant destination where everyone feels welcome.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

DCM showcases local artists, artisans, farmers, ranchers, food vendors, musicians, and nonprofit organizations, creating opportunities for residents and visitors to experience the creativity and diversity that make Denton unique. The market features live performances by musicians, from across the DFW metroplex while prioritizing opportunities for Denton area performers, helping to support and promote the region's thriving arts community. Located in the heart of Denton, DCM encourages residents and visitors to explore the city's historic downtown, local businesses, parks, surrounding attractions, contributing tourism and economic activity. The market also provides family friendly activities, educational programming, and community engagement opportunities that encourage healthy, active lifestyles and strengthen community connections. As Denton and Denton county continue to grow, DCM is committed to ensuring the market reflects the cultural diversity of the community by welcoming vendors, performers, and organizations from a wide range of backgrounds and experiences. Through these efforts, DCM serves as a destination that celebrates Denton's heritage, supports its creative economy, and enhances the quality of life for residents and visitors alike.

G. Reporting and Evaluation Plan

Completed by director@dentonmarket.org on 6/30/2026 11:45 PM

Case Id: 30289

Name: Denton community market - 2026

Address: P.O. Box 3057, Denton, TX 76201

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

We collect data from visitors that visit our booth to ask information as well from our DUFB, FNMP, Snap participants.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

We will provide attendance log for the event for each saturday we have the winter market also survey results from the Snap,Wic, and DUFB as well

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

Yes, we will provide data to show and reflect the attendees that came to our event.

H. Required Documents

Completed by kgossot@thenervousbookkeeper.com on 7/1/2026
1:09 AM

Case Id: 30289

Name: Denton community market - 2026

Address: P.O. Box 3057, Denton, TX 76201

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

2026 Exemption Verification Letter.pdf



Current Board of Directors roster including name, title, address and phone number *Required

Board%2520of%2520Directors%2520Contact%2520List%2520June%25202023.docx.pdf.pdf



Board Meeting Schedule *Required

Exhibit I - Board Meeting Schedule - Sheet1 (1).pdf



Provide constitution/by-laws *Required

2025 bylaws.pdf



Provide last two year's audited financial or balance sheet. *Required

Denton Community Market 2023 Form 990.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

FinalLetter_27-1833382_DENTONCOMMUNITYMARKET_08302017_01.tif

☒ **Most recent 990 Form submitted to IRS *Required**

Denton Community Market 2024 Form 990.pdf

☒ **Substitute W-9 for PO *Required**

DCM W9 (filled-out & Signed).pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. *Required**

DCM 2025 Donations - PDF.pdf

☐ **Other Documents**

***No files uploaded*

Submit

Completed by kgossot@thenervousbookkeeper.com on 7/1/2026
1:13 AM

Case Id: 30289

Name: Denton community market - 2026

Address: P.O. Box 3057, Denton, TX 76201

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Deauhijela "Dee" Jackson

Electronically signed by kgossot@thenervousbookkeeper.com on 7/1/2026 1:11 AM

Secretary/Treasurer's signature

Karl Gossot

Electronically signed by kgossot@thenervousbookkeeper.com on 7/1/2026 1:13 AM

Admin Docs

No data saved

Case Id: 30289

Name: Denton community market - 2026

Address: P.O. Box 3057, Denton, TX 76201

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30289

Name: Denton community market - 2026

Address: P.O. Box 3057, Denton, TX 76201

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by marybethreinke@gmail.com on 6/30/2026 11:26 AM

Case Id: 30291

Name: Denton Holiday Festival Association Inc. - 2026

Address: P.O. Box 2765, Denton, TX 76202

Program Overview

Please provide the following information.



City of Denton Sponsorship Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

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ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

Printed By: Terrance Jones on 7/21/2026

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events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by marybethreinke@gmail.com on 6/30/2026 11:26 AM

Case Id: 30291

Name: Denton Holiday Festival Association Inc. - 2026

Address: P.O. Box 2765, Denton, TX 76202

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

MBR

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

MBR

☒ Must be based in the City of Denton.

Initial:

MBR

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

MBR

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

MBR

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

MBR

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

MBR

☒ Must have an active governing body.

Initial:

MBR

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

MBR

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

MBR

A. Applicant Information

Completed by marybethreinke@gmail.com on 6/30/2026 1:55 PM

Case Id: 30291

Name: Denton Holiday Festival Association Inc. - 2026

Address: P.O. Box 2765, Denton, TX 76202

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Holiday Festival Association Inc.

A.2. Mailing Address

P.O. Box 2765 Denton, TX 76202

A.3. Tax ID Number

75-2436407

A.4. Name of Event

Denton Holiday Lighting Festival

A.5. Physical Address of the Event

700 Oakland Street Denton , TX 76201

A.6. Phone Number

(972) 571-3334

A.7. Website

www.dentonholidaylighting.com

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

To provide a free, vibrant annual holiday festival by providing public light installations, music, and artistic expression that activate and enhance Denton's shared spaces.

A.9. Event Start Date

12/05/2026

Event End Date

A.10. Describe the event in which funds are being

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PRIMARY CONTACT

A.11. First Name

Marybeth

A.12. Last Name

Reinke

A.13. Title

Chair

A.14. Phone Number

(972) 571-3334

A.15. Email

dentonholidaylighting.chair@gmail.com

SECONDARY CONTACT

A.16. First Name

Francie

A.17. Last Name

Pavelek

A.18. Title

Treasurer

A.19. Phone Number

(940) 368-7170

A.20. Email

fpavelek@andersonspecter.com

requested to support.

The Denton Holiday Lighting Festival is a free, family-friendly public event held annually on the first Saturday of December following Thanksgiving (2026 date: December 5). The festival activates Quakertown Park with public light installations, live performances by local schools, universities, and cultural groups, children's rides and attractions, an expanded vendor village, and Santa and special holiday appearances. The festival also hosts an annual toy drive benefiting Cumberland Children's Home and includes a free children's craft activity for attendees. DHFA participates as a vendor at the Downtown Denton Foundation's Wassailfest, Day of the Dead Festival, and Arts & Autos, cross-promoting the Holiday Lighting Festival to regional audiences throughout the year. DHFA also hosts Breakfast with Santa at the Denton Woman's Club Building in partnership with the Denton City Federation of Women's Clubs. With 38 years of continuous programming and 9,100 verified visitors on December 6, 2025 — a 744% year-over-year increase — the festival has become one of Denton's most significant community and cultural events.

B. Event and Economic Impact

Completed by marybethreinke@gmail.com on 6/30/2026 2:02 PM

Case Id: 30291
Name: Denton Holiday Festival Association Inc. - 2026
Address: P.O. Box 2765, Denton, TX 76202

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Denton Holiday Festival Association furthers community growth and serves a direct public interest by providing a free, accessible holiday celebration for all Denton residents, regardless of economic background. The festival hosts an annual toy drive benefiting Cumberland Children's Home, directly supporting children in the Denton community during the holiday season. The festival also creates significant economic activity for the local economy through vendor booth opportunities for local artisans and small businesses, and direct support for the City's hotel and hospitality industry through overnight stays generated by out-of-town attendees, vendors, and performers. Third-party Placer.ai visitor journey data confirms that festival attendees patronize downtown Denton restaurants and shops both before and after the event — including documented visits to Ambros Tacos Y Mas, LSA Burger Co., Rooster's Roadhouse and other downtown establishments — demonstrating direct, measurable economic spillover into the local business community. By engaging local schools, universities, and cultural organizations in festival programming, DHFA also strengthens community identity and civic pride while creating meaningful public performance opportunities that benefit the broader Denton arts community.

B.2. What was the attendance of last year’s event?

10000

B.3. What is the estimated attendance for next year’s event?

15000

B.4. How is attendance measured?

Attendance is measured through a combination of methods: third-party mobile device location data (Placer.ai), wristband and ticket sales, vendor headcount estimates, and on-site staff and volunteer counts.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
Business NameDescribe PartnershipCumberland Children's Home	Annual toy drive held day-of-festival benefiting local children in need
Day of the Dead Festival	DHFA participates as a vendor, cross-promoting the Holiday Lighting Festival to event attendees
Downtown Denton Foundation — Wassailfest	DHFA participates as a vendor, cross-promoting the Holiday Lighting Festival to event attendees and providing free pictures with Santa
Downtown Denton Foundation — Arts & Autos	DHFA participates as a vendor, cross-promoting the Holiday Lighting Festival to event attendees
Denton Woman's Club Building	Hosts Breakfast with Santa at the Denton Woman's Club

	Building as part of DHFA's festival programming
Eastside Denton	Participating venue, Eat, Drink and Be Tacky Ugly Sweater Crawl fundraiser; beer partner for Yule Sizzle Summer Fundraiser
Oak Street Drafthouse	Participating venue, Eat, Drink and Be Tacky Ugly Sweater Crawl fundraiser
Wild Cactus Cantina	Participating venue, Eat, Drink and Be Tacky Ugly Sweater Crawl fundraiser
Miss Angeline's	Participating venue, Eat, Drink and Be Tacky Ugly Sweater Crawl fundraiser
Harvest House	Participating venue, Eat, Drink and Be Tacky Ugly Sweater Crawl fundraiser
Discover Denton	Photos with Santa during Wassailfest; sold ornaments on consignment
Denton Beer Alliance	Beer and beverage partner for the Holiday Lighting Festival
Emily Fowler Library	Partner for Storytime in the Nook
Denton Parks & Recreation	Partner for Quakertown Complex facilities and park decorations
DCTA (Denton County Transportation Authority)	Downtown "Holly Jolly Trolley"
TWU Music Department	Music showcase performance
DISD (Denton Independent School District)	Music and dance showcase performances
NCTC (North Central Texas College)	Parking garage in-kind use for public parking

C. Marketing Plan

Completed by marybethreinke@gmail.com on 6/30/2026 2:04 PM

Case Id: 30291

Name: Denton Holiday Festival Association Inc. - 2026

Address: P.O. Box 2765, Denton, TX 76202

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

DHFA's marketing plan promotes the City of Denton as a vibrant community and tourism destination through a comprehensive, multi-platform strategy reaching audiences from local residents to regional and statewide visitors. Digital & Social Media: Paid social media advertising (Facebook, Instagram) and targeted Google Ads campaigns promote the festival across Denton, DFW, and statewide Texas audiences. DHFA's Facebook page generated 202,626 views over the past year, a 123% year-over-year increase, with 71.2% of that reach coming from non-followers — demonstrating that festival content is actively reaching new, non-local audiences. Email marketing to DHFA's established attendee, vendor, and sponsor lists maintains engagement and promotes ticket sales and event details. Convention & Visitors Bureau Partnership: DHFA partners with the Denton Convention and Visitors Bureau to include the Holiday Lighting Festival in official Denton tourism marketing materials. Hotel Co-Marketing: DHFA coordinates with Denton-area hotel partners to cross-promote the festival to guests and incoming reservations. Influencer & Earned Media: DHFA engages regional travel and lifestyle influencers to generate organic content and extend visibility beyond traditional advertising channels. Traditional Media: Regional radio advertising targets DFW metroplex listeners, while television advertising extends reach to broader Texas and multi-state audiences. Print advertising and signage support on-the-ground visibility for visitors. Travel Sites: DHFA lists the festival on regional and statewide travel and tourism websites to capture visitors planning trips to Texas destinations. This multi-platform approach reaches audiences at every level — Denton residents, the DFW metroplex, statewide Texas travelers, and beyond — directly promoting Denton's identity as a vibrant community and holiday destination.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☒ CVB
- ☒ Influencers
- ☒ Print
- ☒ Radio
- ☒ TV
- ☒ Travel Sites

☒ Hotels

☒ Other

C.3. Geographic markets targeted:

☒ Denton

☒ DFW

☒ Texas

☒ Multi-State

☒ National

C.4. Total marketing budget:

\$7,000.00

C.5. Marketing budget targeting overnight visitors:

\$0.00

C.6. Past marketing performance metrics:

Website traffic

Social reach

Social reach (Optional): 202,626 views (Oct 2025–Jun 2026), 71.2% from non-followers, +123% year-over-year

Email subscribers

D. Budget and Fiscal Responsibility

Completed by marybethreinke@gmail.com on 6/30/2026 4:49 PM

Case Id: 30291

Name: Denton Holiday Festival Association Inc. - 2026

Address: P.O. Box 2765, Denton, TX 76202

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

Yes

D.2. What amount are you requesting in Cash Sponsorship?

\$10,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

Sponsorship funds requested in the amount of \$10,000 in cash, plus \$12,000 in in-kind City services (capped at 50% of actual cost per program guidelines), will partially support the following event expenditures: Cash Sponsorship (\$10,000): City sponsorship will be used to support event infrastructure including additional lighting for patrons safety and electricity needed to support vendors. Decorations for the Quakertown Park and other City of Denton buildings to be used during the festival and throughout the season. Marketing and Advertising, supporting paid regional and statewide digital advertising, social media campaigns, radio advertising targeting the DFW metroplex, and Visit Denton tourism board partnership marketing — expanding the festival's reach and promoting Denton as a community destination to local, regional, and statewide audiences. In-Kind Sponsorship (\$12,000): Applied toward City facility use fees and police protection associated with producing the festival, including rental and use fees for Quakertown Park, the Quakertown Civic Center, the Emily Fowler Library Nook, and the Civic Center Pool (used for the Yule Sizzle Summer Fundraiser), reducing DHFA's cash expenditure burden in this category and allowing those funds to be redirected toward programming and community engagement.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☒ Fundraise for the event
- ☐ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
HOT funds	\$30,000.00

Sponsorship (Cash)	\$10,000.00
Sponsorship (In-Kind City Facility & Services)	\$12,000.00
Sponsors	\$45,000.00
Vendor Fees	\$17,000.00
Event Sales	\$14,000.00
Other fundraising events	\$5,000.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Marketing & Advertising	\$5,000.00
Cost of Goods Sold	\$3,500.00
Insurance	\$5,000.00
Site Operations & Logistics	\$50,000.00
Supplies (including arts & crafts and decorations)	\$3,500.00
City fees, permits and services	\$24,000.00
Performers, musicians and technicians	\$6,000.00
Rides & Activities	\$12,000.00
Civic Center Pool Rental & Permits for Summer Event	\$1,750.00
General Supplies and Admin Costs (Storage)	\$6,000.00
	\$116,750.00

E. Organizational Capacity

Completed by marybethreinke@gmail.com on 6/30/2026 2:31 PM

Case Id: 30291

Name: Denton Holiday Festival Association Inc. - 2026

Address: P.O. Box 2765, Denton, TX 76202

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

38

E.2. Number of full-time staff:

0

E.3. Number of volunteers:

60

E.4. Previously received funding:

Yes

E.4a. Amount

\$50,000.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Over the next three to five years, DHFA intends to build on its 38-year history by growing the Denton Holiday Lighting Festival from a single-night event into a sustained, multi-week holiday destination anchored by its permanent light installations at Quakertown Park, which will continue to expand annually. Powered entirely by a dedicated volunteer base of 60 community members, DHFA plans to deepen its multi-venue footprint by further activating the Emily Fowler Library Nook and the Quakertown Civic Center, formalize and grow its hotel partnership program with Denton-area properties to generate measurable, trackable overnight stays, and expand regional and statewide marketing reach to position the festival as a premier Texas holiday tourism destination. DHFA's continued use of City facilities — including Quakertown Park, the Quakertown Civic Center, the Emily Fowler Library Nook, and the Civic Center Pool — represents a mutually beneficial, long-term relationship with the City of Denton. These venues generate direct revenue for the City through facility use fees while simultaneously exposing thousands of visitors and tourists to City-owned assets and public spaces each year, reinforcing Denton's identity as a destination and encouraging repeat visitation to these facilities beyond the festival itself. DHFA will continue strengthening its civic and business partnership network — including the Downtown Denton Foundation, Denton City Federation of Women's Clubs, Denton Parks and Recreation, and Denton-area schools and universities — to ensure the festival remains a financially sustainable, community-rooted event with growing, diversified revenue streams that reduce long-term reliance on City funding as a percentage of total budget.

F. Community Benefit and Alignment

Case Id: 30291

Name: Denton Holiday Festival Association Inc. - 2026

Address: P.O. Box 2765, Denton, TX 76202

Completed by marybethreinke@gmail.com on 6/30/2026 3:06 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

The Denton Holiday Lighting Festival is held at Quakertown Park, a centrally located, fully accessible public park with paved walkways, ample lighting, and proximity to downtown Denton. The festival maintains professional police protection and event security throughout, carries event liability insurance, and complies fully with the City's Special Events Ordinance, including all required permits and safety documentation. Admission to the festival is free, removing economic barriers to attendance. A \$10 wristband is required only for guests wishing to ride the snow hill and train attractions, while arts and crafts activities, performances, and the toy drive benefiting Cumberland Children's Home remain free for all attendees, ensuring core festival programming is accessible to families regardless of economic background. Accessibility is further supported through two key transportation and parking partnerships: NCTC (North Central Texas College) donates in-kind use of its parking garage for free public parking during the festival, and DCTA (Denton County Transportation Authority) provides the downtown "Holly Jolly Trolley" as free public transportation, helping attendees easily and safely reach the festival without the need for personal vehicles. The festival's expanded footprint into the Emily Fowler Library Nook and Quakertown Civic Center provides indoor, climate-controlled spaces for families with young children, further enhancing accessibility.

F.2. How does your event encourage community engagement?

The festival actively engages the Denton community through multiple touchpoints beyond simple attendance. Local schools, universities (TWU Music Department), and cultural organizations are invited to perform, giving Denton residents a direct stake in festival programming. The annual toy drive benefits Cumberland Children's Home, channeling community generosity toward local children in need, and free arts and crafts activities ensure every family can participate regardless of ability to pay for rides. DHFA partners with the Denton City Federation of Women's Clubs to host Breakfast with Santa, participates as a vendor at the Day of the Dead Festival, Wassailfest, and Arts & Autos to build year-round community connections, and runs the Eat, Drink and Be Tacky Ugly Sweater Crawl fundraiser in partnership with five downtown Denton businesses. With 60 active community volunteers and zero paid staff, the festival itself is a product of direct community engagement and investment, and DHFA's expanding vendor village creates ongoing opportunities for local artisans and small businesses to participate directly in the event.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. The festival directly promotes the arts through live performances by local schools, universities, and cultural organizations performing throughout the festival footprint, alongside free arts and crafts activities for attendees of all ages. It activates several of Denton's civic and recreational assets, including Quakertown Park, the Quakertown Civic Center, the Emily Fowler Library Nook, and the Civic Center Pool (home to DHFA's Yule Sizzle Summer Fundraiser), drawing thousands of visitors to these public spaces each year. DHFA's permanent light installations transform Quakertown Park into a recreational and visual destination enjoyed by residents and visitors from Thanksgiving through New Year's Day, extending the promotion of this public space well beyond the festival's single event night. DHFA has also established hotel partnerships with Embassy Suites and Home2 Suites, providing unique booking links that connect

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overnight visitors directly to the festival and reinforce Denton's identity as a destination worth staying in. Through Breakfast with Santa, hosted in partnership with the Denton City Federation of Women's Clubs, the festival also connects attendees to the historic Denton Woman's Club Building, reinforcing community ties to Denton's civic heritage.

G. Reporting and Evaluation Plan

Completed by marybethreinke@gmail.com on 6/30/2026 2:41 PM

Case Id: 30291

Name: Denton Holiday Festival Association Inc. - 2026

Address: P.O. Box 2765, Denton, TX 76202

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

DHFA collects attendee data through wristband and ticket sales, vendor registration, third-party mobile device analytics (Placer.ai), and social media engagement metrics.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

DHFA will report the following metrics following the December 2026 festival: *Total attendance, verified through Placer.ai mobile device data and wristband/vendor sales *Visitor origin and trade area data (local vs. regional vs. out-of-state) *Vendor count, categories, and booth revenue *Sponsorship count and revenue by tier *Marketing reach and performance metrics, including social media views, reach, and engagement; radio and digital campaign performance; and website traffic *Economic impact estimates, including visitor spending patterns drawn from Placer.ai visitor journey data *Financial reconciliation of all Sponsorship-funded expenditures against budgeted categories *Toy drive donation totals benefiting Cumberland Children's Home

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

DHFA maintains complete and accurate financial records of all sponsorship revenue expenditures in compliance with City requirements. DHFA's Board of Directors, led by 2026 Chair Marybeth Reinke, will be directly responsible for compiling and submitting the required post-event performance report within 30 days of the December 5, 2026 festival, including attendance data, vendor and sponsorship revenue, marketing performance results, and an itemized financial report of Sponsorship fund expenditures. DHFA's 38-year operating history and full compliance with all prior City contract and reporting obligations demonstrate an established, reliable internal process for meeting these requirements on schedule.

H. Required Documents

Completed by marybethreinke@gmail.com on 6/30/2026 2:52 PM

Case Id: 30291

Name: Denton Holiday Festival Association Inc. - 2026

Address: P.O. Box 2765, Denton, TX 76202

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

2026 FRANCHISE TAX ACCOUNT STATUS.pdf



Current Board of Directors roster including name, title, address and phone number *Required

DHFA_Board_Directory.xlsx



Board Meeting Schedule *Required

DHFA_2027_Board_Meeting_Schedule (1).docx



Provide constitution/by-laws *Required

DHFA_Bylaws_February_2026_Revised.docx



Provide last two year's audited financial or balance sheet. *Required

P&L DHLF 2026.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

501(C)3 Determination Ltr.pdf

☒ **Most recent 990 Form submitted to IRS **Required***

DHLF 990 2024.pdf

☒ **Substitute W-9 for PO **Required***

DHLF w-9 2025.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. **Required***

DHFA_Prior_Year_Donations_List.docx

☐ **Other Documents**

***No files uploaded*

Submit

Completed by francie@andersonspecter.com on 6/30/2026 4:59 PM

Case Id: 30291

Name: Denton Holiday Festival Association Inc. - 2026

Address: P.O. Box 2765, Denton, TX 76202

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Marybeth Reinke

Electronically signed by marybethreinke@gmail.com on 6/30/2026 2:52 PM

Secretary/Treasurer's signature

Francie Pavelek

Electronically signed by francie@andersonspecter.com on 6/30/2026 4:58 PM

Admin Docs

No data saved

Case Id: 30291

Name: Denton Holiday Festival Association Inc. - 2026

Address: P.O. Box 2765, Denton, TX 76202

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30291

Name: Denton Holiday Festival Association Inc. - 2026

Address: P.O. Box 2765, Denton, TX 76202

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by jbutler@thinline.us on 6/30/2026 12:27 PM

Case Id: 30292

Name: Texas Filmmakers Corporation - 2026

Address: 2705 Creekhollow Ct, Denton, TX 76226

Program Overview

Please provide the following information.



City of Denton Sponsorship Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by jbutler@thinline.us on 6/30/2026 12:28 PM

Case Id: 30292

Name: Texas Filmmakers Corporation - 2026

Address: 2705 Creekhollow Ct, Denton, TX 76226

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

JB

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

JB

☒ Must be based in the City of Denton.

Initial:

JB

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

JB

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

JB

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

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authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

JB

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

JB

☒ Must have an active governing body.

Initial:

JB

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

JB

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

JB

A. Applicant Information

Completed by jbutler@thinline.us on 6/30/2026 12:31 PM

Case Id: 30292

Name: Texas Filmmakers Corporation - 2026

Address: 2705 Creekhollow Ct, Denton, TX 76226

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Texas Filmmakers Corporation

A.2. Mailing Address

2705 Creekhollow Ct Denton, TX 76226

A.3. Tax ID Number

270098133

A.4. Name of Event

Thin Line Fest

A.5. Physical Address of the Event

214 W Hickory St Denton, TX 76201

A.6. Phone Number

(888) 893-4560

A.7. Website

thinline.us

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Thin Line Fest brings people together through documentary storytelling, photography, and music to explore the complex truths that shape our communities, our identities, and our shared human experience.

A.9. Event Start Date

03/10/2027

Event End Date

03/14/2027

A.10. Describe the event in which funds are being

PRIMARY CONTACT

A.11. First Name

Joshua

A.12. Last Name

Butler

A.13. Title

President

A.14. Phone Number

(214) 727-3567

A.15. Email

jbutler@thinline.us

SECONDARY CONTACT

A.16. First Name

Katie Rose

A.17. Last Name

Crosswhite

A.18. Title

Vice President

A.19. Phone Number

(979) 229-9023

A.20. Email

katierose@thinline.us

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requested to support.

Thin Line Fest is a multi-disciplinary arts festival that brings together documentary film, photography, and music to explore the human experience. Through powerful storytelling and artistic expression, the festival fosters understanding, sparks meaningful conversation, and connects diverse audiences, artists, and communities through shared cultural experiences and perspectives.

B. Event and Economic Impact

Completed by jbutler@thinline.us on 6/30/2026 2:46 PM

Case Id: 30292

Name: Texas Filmmakers Corporation - 2026

Address: 2705 Creekhollow Ct, Denton, TX 76226

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

Thin Line Fest furthers a charitable purpose by providing free access to high-quality arts programming, ensuring that financial barriers do not prevent participation in cultural experiences. Since transitioning to a free-admission model in 2016, the festival has welcomed thousands of residents and visitors to experience documentary film, photography, and music regardless of income, creating an inclusive event that serves the entire community. The festival also advances economic and community growth by positioning Denton as a destination for arts and culture. Each year, Thin Line attracts thousands of visitors from outside the community who generate economic activity through hotel stays, dining, shopping, and entertainment. The festival activates theaters, galleries, music venues, restaurants, retail businesses, and public spaces throughout downtown, providing direct economic benefits to local businesses while strengthening Denton's Cultural District. Thin Line supports artists by providing competitive exhibition, screening, and performance opportunities for filmmakers, photographers, and musicians from around the world. In addition to showcasing nationally recognized work, the festival creates opportunities for emerging artists to connect with audiences, industry professionals, and fellow creatives. The organization also serves the public interest by presenting documentary storytelling that encourages civic dialogue, cultural understanding, and community engagement. Through films, photography exhibitions, artist talks, workshops, and panel discussions, Thin Line introduces audiences to diverse perspectives and important social issues while creating opportunities for meaningful conversation. As Thin Line celebrates its 20th anniversary in 2027, the festival will continue to serve as both a cultural asset and an economic engine for Denton, enriching the quality of life for residents while attracting visitors whose spending supports the city's hospitality industry and local economy.

B.2. What was the attendance of last year's event?

~13,000

B.3. What is the estimated attendance for next year's event?

15000

B.4. How is attendance measured?

Attendance is measured through Thin Line Fest's registration and RFID event management system. All attendees are required to register and obtain an RFID-enabled festival wristband before participating in festival activities. Each wristband is scanned upon entry to film screenings, photography exhibitions, music performances, workshops, and other ticketed festival events, providing accurate attendance counts for individual programs and the festival as a whole. The registration system also captures attendee demographics and geographic information, allowing the festival to distinguish between local attendees and cultural tourists. Because each attendee registers only once, Thin Line can accurately report both total unique attendees and total event attendance across all festival activities. RFID data is supplemented by attendance counts from unticketed activities, volunteer reporting, and venue verification when appropriate. Together, these methods provide reliable attendance metrics that support grant reporting,

economic impact analysis, programming evaluation, and future planning.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
Recycled Books	Sponsor
Texas Fine Arts Theater	Sponsor & 2027 Venue
Denton Record Chronicle	Sponsor & Media Partner
Moth Eye Creative	Sponsor
Atomica Music Library	Award Sponsor
Hannah's	Sponsor
Steve's Wine Bar	Venue & Sponsor
Dan's Silverleaf	Venue
Rubber Gloves	Venue
Harvest House	Venue
PDNB Gallery	Venue
Little Guys Movers	Sponsor
Texas Woman's University	Sponsor
University of North Texas	Sponsor
Denton County Brewing Co	Sponsor
Anderson's Distillery	Venue & Sponsor
Bill DeBerry Funeral Directors	Sponsor
Komodo Loco	Sponsor
NCTC	Sponsor
Wild Cactus Cantina	Sponsor
Cartwright's Ranch House	Sponsor
Red Door Operations	Sponsor
D20 Tavern	Sponsor
The Bearded Monk	Venue & Sponsor
Greenhouse Restuarant	Sponsor

C. Marketing Plan

Completed by jbutler@thinline.us on 6/30/2026 2:47 PM

Case Id: 30292

Name: Texas Filmmakers Corporation - 2026

Address: 2705 Creekhollow Ct, Denton, TX 76226

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

Thin Line Fest's marketing strategy is designed not only to promote the festival but also to position Denton as one of Texas' premier arts and cultural destinations. Every marketing campaign highlights downtown Denton, its Cultural District, and the city's unique collection of theaters, galleries, music venues, restaurants, shops, and historic public spaces as integral parts of the visitor experience. In 2026, the festival invested more than \$60,000 in advertising and promotional efforts, generating more than 5 million measurable impressions. Marketing campaigns are strategically targeted to audiences throughout Texas and key regional markets with the goal of attracting overnight visitors and increasing tourism to Denton. Marketing platforms include targeted digital advertising through Google, Meta (Facebook and Instagram), YouTube, and streaming media; print advertising through regional publications (Dallas Observer, FW Weekly); organic social media campaigns; email marketing to thousands of past attendees and subscribers; search engine optimization; the Thin Line website and online festival guide; filmmaker, photographer, and musician networks; tourism and community partners; media relations; press releases; calendar listings; print materials; event listings; and cross-promotional partnerships with participating venues, sponsors, and local businesses. Participating artists further extend the festival's reach by promoting their selections to their own audiences across the country and internationally, creating additional visibility for Denton as a cultural destination. Coverage by regional and national media outlets, arts publications, podcasts, and influencer content also amplifies awareness beyond North Texas. Marketing materials consistently feature Denton's identity alongside the festival, encouraging visitors to explore downtown before and after screenings, exhibitions, and performances. Visitors are directed to local hotels, restaurants, retail businesses, and entertainment venues, reinforcing Denton as a walkable destination worthy of a multi-day stay. The 20th anniversary festival provides an opportunity for an expanded promotional campaign highlighting new programming, the addition of the Texas Fine Arts Theater, expanded photography exhibitions, and two decades of Thin Line's impact on the city's cultural landscape. Through these coordinated marketing efforts, Thin Line Fest promotes Denton to millions of prospective visitors each year, strengthening the city's reputation as a vibrant destination for arts, culture, and tourism.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☐ CVB
- ☐ Influencers
- ☒ Print

- ☒ Radio
- ☐ TV
- ☐ Travel Sites
- ☒ Hotels
- ☒ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

C.4. Total marketing budget:

\$45,000.00

C.5. Marketing budget targeting overnight visitors:

\$45,000.00

C.6. Past marketing performance metrics:

Website traffic

104000

Social reach

703000

Email subscribers

20000

D. Budget and Fiscal Responsibility

Completed by jbutler@thinline.us on 6/30/2026 2:52 PM

Case Id: 30292

Name: Texas Filmmakers Corporation - 2026

Address: 2705 Creekhollow Ct, Denton, TX 76226

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

Yes

D.2. What amount are you requesting in Cash Sponsorship?

\$10,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

The requested \$10,000 from the City of Denton will directly support artist performance fees for Thin Line Fest's live music programming during the festival's 20th anniversary celebration. These funds will allow the festival to present a diverse lineup of professional local, regional, and national musicians while maintaining affordable and accessible programming for the public. Live music is a core component of Thin Line Fest's multidisciplinary identity, complementing the festival's documentary film and photography programming while activating venues throughout downtown Denton. Music performances encourage attendees to extend their stay, visit multiple festival locations, and patronize nearby restaurants, bars, retail shops, and other local businesses. City sponsorship funding will be used exclusively to offset artist performance fees, enabling the festival to secure higher-quality performers and present a broader range of musical genres that appeal to diverse audiences. By reducing the financial burden of talent costs, these funds allow Thin Line to invest additional organizational resources into marketing, production, and visitor experience initiatives that further enhance the festival's impact. The 20th anniversary festival is expected to attract thousands of attendees, including visitors from outside Denton, making live music an important contributor to the festival's overall cultural and economic impact. Investing in artist performance fees ensures that Thin Line continues to showcase exceptional musical talent while reinforcing Denton's reputation as one of Texas' premier music and arts communities.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☐ Fundraise for the event
- ☐ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
HOT Funds	\$100,000.00
TCA Cultural District	\$31,500.00
Sponsorships	\$32,500.00
Donations	\$10,000.00
Programs (Submissions, Pass Sales)	\$13,500.00
Denton Benefit League	\$3,500.00
Merchandise & Concessions	\$4,000.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Administrative	\$10,200.00
Facility & Operations	\$27,050.00
Marketing & Communications	\$53,500.00
Program & Production	\$19,500.00
Artist & Talent	\$57,500.00
Guest / Artist Services	\$20,750.00
Merchandise	\$6,500.00
	\$195,000.00

E. Organizational Capacity

Completed by jbutler@thinline.us on 6/30/2026 2:53 PM

Case Id: 30292

Name: Texas Filmmakers Corporation - 2026

Address: 2705 Creekhollow Ct, Denton, TX 76226

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

20

E.2. Number of full-time staff:

0

E.3. Number of volunteers:

100

E.4. Previously received funding:

Yes

E.4a. Amount

\$8,000.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Over the next three to five years, Thin Line Fest will continue its evolution as one of Texas' premier multidisciplinary arts festivals and a leading driver of cultural tourism for Denton. Building on the momentum of its 20th anniversary in 2027, the organization's long-term strategy is to expand artistic programming, strengthen tourism impact, and enhance Denton's reputation as a year-round arts destination. A primary objective is the continued expansion of documentary film programming through additional screening venues and partnerships, allowing Thin Line to present more films, welcome more filmmakers, and attract larger audiences from across Texas and beyond. The addition of the Texas Fine Arts Theater represents the first step in this strategy by significantly increasing screening capacity within Denton's Cultural District. The festival will also continue expanding its photography program by increasing the number of participating galleries, exhibition spaces, and public art installations throughout downtown Denton, creating additional reasons for visitors to explore the Cultural District over multiple days. Beyond programming growth, Thin Line is implementing a long-term tourism strategy focused on attracting cultural travelers earlier in their decision-making process. Rather than concentrating marketing efforts in the weeks immediately preceding the festival, the organization will launch destination-focused campaigns many months in advance, positioning Denton as a must-visit cultural destination and encouraging visitors to plan multi-day trips around the festival. The festival is also completely redesigning its attendee registration experience to create a seamless visitor journey. Registration will integrate hotel booking options directly into the workflow, making it easier for attendees to reserve accommodations while providing the organization with improved data on lodging demand and hotel nights generated by the festival. This initiative will be

complemented by a renewed emphasis on hospitality for out-of-town guests, including curated visitor recommendations, enhanced communication before arrival, and partnerships that encourage attendees to explore Denton's restaurants, shops, music venues, and cultural attractions throughout their stay. Thin Line will continue investing in marketing, audience development, technology, and partnerships that strengthen the visitor experience while maintaining free public access to film screenings and photography exhibitions. By expanding programming, increasing overnight visitation, and elevating the overall guest experience, Thin Line Fest will continue to generate economic activity for Denton's hotels, restaurants, retailers, and entertainment venues while reinforcing the city's reputation as one of Texas' leading cultural destinations.

F. Community Benefit and Alignment

Case Id: 30292

Name: Texas Filmmakers Corporation - 2026

Address: 2705 Creekhollow Ct, Denton, TX 76226

Completed by jbutler@thinline.us on 6/30/2026 2:56 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

Thin Line Fest is committed to providing a safe, welcoming, accessible, and family-friendly environment for all attendees. The festival works closely with venue partners, the City of Denton, public safety officials, and trained volunteers to ensure that all festival activities are well organized and safely managed. Event staff and volunteers are stationed throughout festival venues to assist guests, provide wayfinding, and respond to attendee needs. The festival is intentionally designed to be accessible. Film screenings, photography exhibitions, and all music performances are offered free of charge, removing financial barriers to participation. Festival venues are all ADA accessible, and event information, schedules, and registration are available online to help visitors plan their experience. The organization continually evaluates opportunities to improve accessibility for attendees with disabilities. Thin Line Fest welcomes attendees of all ages. While some documentary films may carry content ratings appropriate for mature audiences, programming is clearly identified so families can make informed decisions. The festival also offers numerous all-ages experiences, including photography exhibitions, live music performances, community events, educational workshops, and family-friendly film programming. By creating an inclusive atmosphere that emphasizes hospitality, safety, accessibility, and community engagement, Thin Line Fest ensures that residents and visitors alike can comfortably experience Denton's vibrant arts and cultural community.

F.2. How does your event encourage community engagement?

Thin Line Fest encourages community engagement by creating opportunities for residents and visitors to actively participate in the arts rather than simply observe them. The festival brings together documentary film, photography, and live music in shared community spaces where audiences can connect with artists, explore new ideas, and engage in meaningful conversations. Throughout the festival, attendees participate in filmmaker Q&A sessions, artist talks, panel discussions, workshops, gallery receptions, and live performances that encourage dialogue and interaction. These experiences foster connections between artists, audiences, students, and community members while creating opportunities to explore diverse perspectives through storytelling and artistic expression. Community collaboration is central to the festival's success. Thin Line partners with local galleries, music venues, businesses, restaurants, educational institutions, nonprofits, and hundreds of volunteers to produce the festival. These partnerships ensure that the event reflects Denton's creative spirit while generating widespread community participation and ownership. The festival's free-admission model further strengthens community engagement by removing financial barriers and making high-quality arts programming accessible to everyone. As programming is distributed throughout downtown Denton, attendees are encouraged to explore local businesses, gather in public spaces, and experience the Cultural District as a vibrant, walkable community. By combining accessible programming, community partnerships, and opportunities for meaningful interaction, Thin Line Fest creates an inclusive environment that brings people together, celebrates creativity, and strengthens connections throughout the Denton community.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. Thin Line Fest is intentionally designed to showcase and promote Denton's cultural, artistic, historic, and

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entertainment assets by integrating the festival into the fabric of the city rather than confining it to a single venue. Festival programming activates theaters, galleries, music venues, restaurants, retail businesses, and public spaces throughout downtown, encouraging visitors to experience the Cultural District while attending screenings, exhibitions, and performances. The festival highlights Denton's nationally recognized arts and music community by partnering with local galleries, independent venues, artists, musicians, businesses, and cultural organizations. Visitors experience the city's creative identity firsthand while exploring its walkable downtown, historic architecture, locally owned businesses, and vibrant public spaces. Thin Line also elevates Denton's profile by bringing nationally and internationally recognized filmmakers, photographers, and musicians to the city. These artists share their experiences with audiences and their own professional networks, extending awareness of Denton well beyond the festival itself. The 20th anniversary festival will further enhance these efforts through expanded programming at the Texas Fine Arts Theater, additional photography exhibitions throughout downtown, and increased destination marketing that positions Denton as a premier cultural tourism destination. By encouraging visitors to explore the city before, during, and after festival events, Thin Line creates meaningful connections between the arts and the community while reinforcing Denton's identity as one of Texas' leading destinations for culture, creativity, and authentic experiences.

G. Reporting and Evaluation Plan

Completed by jbutler@thinline.us on 6/30/2026 2:57 PM

Case Id: 30292

Name: Texas Filmmakers Corporation - 2026

Address: 2705 Creekhollow Ct, Denton, TX 76226

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

Thin Line Fest gathers attendee data through a comprehensive registration and event management system. Nearly all attendees will register and obtain a festival wristband prior to participating in festival activities. During registration, attendees provide contact information, including name, address, ZIP code, email address, and other demographic information that allows the organization to measure geographic reach and identify visitors traveling from outside Denton and the Dallas-Fort Worth region. The registration system is integrated with RFID-enabled festival wristbands, allowing Thin Line to track attendance at film screenings, photography exhibitions, live music performances, workshops, and special events. This provides accurate attendance counts, program popularity, and visitor engagement throughout the festival. Following the event, attendees are invited to complete surveys that collect additional information regarding lodging, length of stay, visitor spending, transportation, satisfaction, and overall festival experience. These surveys provide valuable insight into the festival's tourism and economic impact while helping guide future planning. Beginning with the 2027 festival, Thin Line is enhancing its registration workflow by integrating hotel booking options directly into the attendee experience. This improvement will streamline trip planning for visitors while providing more accurate data regarding hotel utilization and overnight stays generated by the festival. Together, registration data, RFID attendance tracking, and post-event surveys provide a comprehensive understanding of audience demographics, visitation patterns, economic impact, and attendee satisfaction, enabling Thin Line to continually improve the festival while accurately measuring its contribution to Denton's cultural tourism economy.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Following the festival, Thin Line Fest will provide a comprehensive report measuring attendance, tourism, economic impact, marketing performance, and financial outcomes. Through its registration system, RFID attendance tracking, surveys, and financial reporting, the organization will be able to report: * Total festival attendance and attendance by individual event. * Number of registered attendees and geographic distribution, including visitors from outside Denton, the Dallas-Fort Worth region, Texas, and out of state. * Hotel utilization, estimated hotel nights generated, and overnight visitation through integrated registration, hotel booking data, and attendee surveys. * Visitor spending estimates for lodging, dining, retail, transportation, and entertainment based on post-event survey data. * Economic impact indicators, including visitor origin, length of stay, and spending patterns. * Marketing performance, including digital advertising results, website traffic, social media engagement, email marketing metrics, media coverage, and total campaign impressions, which historically exceed 5 million impressions. * RFID participation data showing attendance at film screenings, photography exhibitions, music performances, workshops, and special events. * Artist participation

metrics, including the number of filmmakers, photographers, musicians, jurors, and industry guests. * Volunteer participation and community partnership metrics. * Attendee satisfaction and qualitative feedback collected through post-event surveys. * Financial reconciliation documenting grant expenditures, matching funds, sponsorships, earned revenue, and overall project expenses. These metrics provide meaningful, data-driven evidence of Thin Line Fest's success in attracting cultural tourists, generating economic activity, promoting Denton as a cultural destination, and fulfilling the objectives of the Hotel Occupancy Tax program.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

Texas Filmmakers has established financial management and event reporting systems that enable timely and accurate reporting to funders. The organization has successfully managed and reported on numerous public and private grants and maintains accounting practices that allow project revenues and expenses to be tracked throughout the festival planning process. Financial activity related to Thin Line Fest is monitored throughout the year using project-specific accounting, allowing financial reports to be prepared efficiently and accurately. Marketing metrics, registration data, attendance, and tourism-related information are collected continuously through the festival's registration platform, RFID attendance tracking, digital marketing analytics, and financial systems rather than being compiled after the event. Following the festival, the organization will complete its required 30-day post-event report by combining attendance data, visitor demographics, hotel utilization, survey results, marketing performance, and financial reconciliation into a comprehensive project summary. Because these metrics are collected throughout the planning and execution of the festival, the organization is well positioned to meet reporting deadlines while providing accurate and meaningful data. The Festival Director oversees grant compliance and reporting, working with the organization's finance and administrative support to ensure all financial documentation, supporting materials, and performance metrics are complete, accurate, and submitted on time. This established reporting process allows Texas Filmmakers to meet all grant requirements while maintaining transparency and accountability for public funds.

H. Required Documents

Completed by jbutler@thinline.us on 6/30/2026 2:59 PM

Case Id: 30292

Name: Texas Filmmakers Corporation - 2026

Address: 2705 Creekhollow Ct, Denton, TX 76226

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

FRANCHISE TAX ACCOUNT STATUS.pdf



Current Board of Directors roster including name, title, address and phone number *Required

Board Members.docx



Board Meeting Schedule *Required

Meetings.docx



Provide constitution/by-laws *Required

By-Laws (2008-02-28).pdf



Provide last two year's audited financial or balance sheet. *Required

financials.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

non-profit status.pdf

☒ **Most recent 990 Form submitted to IRS **Required***

2025-990.pdf

☒ **Substitute W-9 for PO **Required***

Substitute W-9 Form.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. **Required***

Donations.docx

☐ **Other Documents**

***No files uploaded*

Submit

Completed by jbutler@thinline.us on 6/30/2026 2:59 PM

Case Id: 30292

Name: Texas Filmmakers Corporation - 2026

Address: 2705 Creekhollow Ct, Denton, TX 76226

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Joshua Butler

Electronically signed by jbutler@thinline.us on 6/30/2026 2:59 PM

Secretary/Treasurer's signature

Katie Rose Crosswhite

Electronically signed by jbutler@thinline.us on 6/30/2026 2:59 PM

Admin Docs

No data saved

Case Id: 30292

Name: Texas Filmmakers Corporation - 2026

Address: 2705 Creekhollow Ct, Denton, TX 76226

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30292

Name: Texas Filmmakers Corporation - 2026

Address: 2705 Creekhollow Ct, Denton, TX 76226

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by dallas@fwbdenton.com on 6/30/2026 10:03 PM

Case Id: 30295

Name: Friends with Benefits - 2026

Address: 3205 Broken Arrow Road, Denton, TX 76209

Program Overview

Please provide the following information.



City of Denton
Sponsorship
Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

This guide serves to implement best practices to ensure impartial decisions are made in consideration of sponsorship applications and agreements.

The guide also serves to help maintain the City's Core Values and vision that Denton is a memorable destination and a community of opportunities that fosters extraordinary quality services and collaboration relative to co-sponsorship agreements.

The guide does not apply to the allocation or distribution of grants and/or HOT Funds.

The City reserves the right to decline any request for community event sponsorship if deemed not to be in the best interest of the City, or if acceptance would create a conflict of interest for the City. The free use of park facilities for a non-profit organization's meeting requests is not applicable to this policy, but rather subject to the City Policy 500.06; Use of City Facilities and Meeting Rooms.

ELIGIBILITY CRITERIA

In the event of a conflict between the guidelines and other City policies, this guideline will prevail pending proper approvals. Denton City Council, at its discretion, may grant variances to this policy.

City staff is responsible for the initial assessment of requests that are received in the form of an application. In accordance with the guidelines, sponsorship requests will only be considered for events and/or organizations hosting

events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by dallas@fwbdenton.com on 6/30/2026 7:27 PM

Case Id: 30295

Name: Friends with Benefits - 2026

Address: 3205 Broken Arrow Road, Denton, TX 76209

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

MA

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

MA

☒ Must be based in the City of Denton.

Initial:

MA

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

MA

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

MA

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

Printed By: Terrance Jones on 7/21/2026

4 of 21

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

MA

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

MA

☒ Must have an active governing body.

Initial:

MA

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

MA

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

MA

A. Applicant Information

Completed by dallas@fwbdenton.com on 7/1/2026 12:50 AM

Case Id: 30295

Name: Friends with Benefits - 2026

Address: 3205 Broken Arrow Road, Denton, TX 76209

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Friends With Benefits

A.2. Mailing Address

3205 Broken Arrow Road Denton, TX 76209

A.3. Tax ID Number

13-4148824

A.4. Name of Event

Boil Buddies Bash (Denton Mudbug)

A.5. Physical Address of the Event

1207 W. Hickory Street Denton, TX 76201

A.6. Phone Number

(940) 736-0310

A.7. Website

www.fwbdenton.com

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Friends With Benefits (FWB) is a 501(c)(3) charity based in Denton, Texas, that supports North Texas charitable organizations to better our local communities, schools and/or neighborhoods. FWB organizes fun, local events to raise funds and awareness to north Texas charitable organizations and causes, often focused on supporting smaller organizations with limited staff resources.

A.9. Event Start Date

04/03/2027

Event End Date

Printed By: Terrance Jones on 7/21/2026

PRIMARY CONTACT

A.11. First Name

Mindy

A.12. Last Name

Arendt

A.13. Title

President/Co-Founder

A.14. Phone Number

(940) 736-0310

A.15. Email

mindy@fwbdenton.com

SECONDARY CONTACT

A.16. First Name

Dallas

A.17. Last Name

Guill

A.18. Title

Co-Founder

A.19. Phone Number

(214) 864-8426

A.20. Email

dallas@fwbdenton.com

A.10. Describe the event in which funds are being requested to support.

In fall 2023, Friends With Benefits (FWB) graciously accepted the role of continuing Denton Mudbug, a longstanding crawfish boil that took place on Fry Street until 2020. FWB rebranded the event as Boil Buddies Bash with the hope of continuing an annual tradition of hosting a fun afternoon of food and music. Hosted off Fry Street in a parking lot, the crawfish boil and gumbo competition includes a day of live music and local vendors, with 100% of funds supporting local non-profits. Admission is free, with attendees able to purchase food (crawfish, hot dogs, etc.) or taste gumbo as a competition judge. After three successful years of slowly growing the event's recognition, we are hoping to continue the event with the assistance of local partners, including the City of Denton.

B. Event and Economic Impact

Completed by dallas@fwbdenton.com on 7/1/2026 12:58 AM

Case Id: 30295

Name: Friends with Benefits - 2026

Address: 3205 Broken Arrow Road, Denton, TX 76209

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

Friends With Benefits (FWB) furthers charitable causes and community growth by transforming entertainment into meaningful community impact. As a 100% volunteer-run 501(c)(3), FWB partners with local businesses, artists, performers, and nonprofits to organize inclusive events that raise both funds and awareness for organizations serving North Texas. Through signature events such as Keep Denton Warm, We Denton Drag It, She-Rock, Boil Buddies, Drag Brunch, live music showcases, festivals, and community fundraisers, FWB creates opportunities for residents to support important causes while celebrating the unique culture that makes Denton special. These events generate direct financial support for local nonprofits while also increasing visibility for organizations that often lack the resources for fundraising, marketing, or event production. Beyond fundraising, FWB strengthens the local economy by partnering with Denton venues, restaurants, artists, musicians, vendors, and small businesses, driving visitors into the community and encouraging local spending. The organization also invests in long-term community well-being through scholarships, support for educators, assistance for children in foster care, outreach to unhoused neighbors, food insecurity initiatives, and programs that promote arts, culture, education, and inclusion. Since its founding in 2013, Friends With Benefits has reinvested hundreds of thousands of dollars into North Texas charities, community initiatives, and individuals in need. By making philanthropy accessible, affordable, and fun, FWB fosters civic engagement, strengthens partnerships across the community, and demonstrates that charitable giving can bring people together while creating lasting public benefit.

B.2. What was the attendance of last year's event?

300

B.3. What is the estimated attendance for next year's event?

500

B.4. How is attendance measured?

Attendance is measured by event volunteers at event's main entrance.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership
Lucky Lou's	In-Kind Sponsor - Donating use of property

C. Marketing Plan

Completed by dallas@fwbdenton.com on 6/30/2026 10:53 PM

Case Id: 30295

Name: Friends with Benefits - 2026

Address: 3205 Broken Arrow Road, Denton, TX 76209

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

Friends With Benefits will implement a comprehensive, multi-platform campaign designed to promote both Boil Buddies Bash. Marketing efforts will begin several months before the event and target audiences throughout Denton, the Dallas–Fort Worth metroplex, and surrounding North Texas communities to encourage attendance from visitors outside the city. The campaign will utilize Friends With Benefits' website, email newsletters, Facebook, Instagram, and other social media platforms to share event information, sponsor recognition (including the City of Denton), and engaging content leading up to the event.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☒ Email
- ☐ CVB
- ☐ Influencers
- ☒ Print
- ☐ Radio
- ☐ TV
- ☐ Travel Sites
- ☐ Hotels
- ☐ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☐ Texas

☐ Multi-State

☐ National

C.4. Total marketing budget:

\$0.00

C.5. Marketing budget targeting overnight visitors:

\$0.00

C.6. Past marketing performance metrics:

Website traffic

Social reach

Email subscribers

D. Budget and Fiscal Responsibility

Completed by dallas@fwbdenton.com on 6/30/2026 10:47 PM

Case Id: 30295

Name: Friends with Benefits - 2026

Address: 3205 Broken Arrow Road, Denton, TX 76209

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

Yes

D.2. What amount are you requesting in Cash Sponsorship?

\$5,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

If fully funded, FWB would use the funds to support artists performing at the event, and towards the rental of the stage/tent for the event.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
Business Sponsors	\$8,000.00
Revenue	\$5,000.00
City Sponsor	\$5,000.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Food	\$4,520.00
Tent & Stage	\$5,600.00
Permits	\$330.00
Sound	\$600.00
Porta Potties/Handwashing stations	\$250.00

Talent Budget	\$2,000.00
Insurance	\$750.00
Misc.	\$1,050.00
Dumpster	\$200.00
Posters/Banners	\$600.00
Security	\$800.00
Beer/Ice	\$1,300.00
	\$18,000.00

E. Organizational Capacity

Completed by dallas@fwbdenton.com on 6/30/2026 10:48 PM

Case Id: 30295

Name: Friends with Benefits - 2026

Address: 3205 Broken Arrow Road, Denton, TX 76209

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

3

E.2. Number of full-time staff:

0

E.3. Number of volunteers:

20

E.4. Previously received funding:

Yes

E.4a. Amount

\$0.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Over the next three to five years, Friends With Benefits plans to establish Boil Buddies as a signature annual community event that attracts both Denton residents and visitors from across North Texas. The organization will continue expanding attendance, sponsorships, volunteer participation, and partnerships with local businesses, restaurants, musicians, artists, and nonprofit organizations while maintaining the event's mission of raising funds and awareness for charitable causes.

F. Community Benefit and Alignment

Case Id: 30295

Name: Friends with Benefits - 2026

Address: 3205 Broken Arrow Road, Denton, TX 76209

Completed by dallas@fwbdenton.com on 6/30/2026 7:41 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

Boil Buddies Bash (Denton Mudbug) is designed to be a welcoming, inclusive event for attendees of all ages. The event is held at an accessible venue with ample space for guests to gather, dine, and participate comfortably. Family-friendly activities, live entertainment, and community-focused programming create an environment where attendees of all ages can enjoy the event together. Friends With Benefits works closely with venue partners, vendors, and volunteers to maintain a safe event environment through clear event logistics, designated volunteer support, and adherence to local health, safety, and permitting requirements. The event emphasizes respect, inclusion, and community, ensuring all attendees feel welcome regardless of age, background, or ability.

F.2. How does your event encourage community engagement?

FWB's Boil Buddies Bash brings together residents, local businesses, nonprofit organizations, musicians, artists, and volunteers for a shared purpose: supporting the Denton community through philanthropy and connection. The event creates opportunities for attendees to interact with neighbors, discover local organizations, and support charitable causes while enjoying a uniquely Denton experience. The event also relies on partnerships with local vendors, sponsors, performers, and volunteers, creating meaningful opportunities for community members to contribute their time, talents, and resources.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. Boil Buddies celebrates the creative and collaborative spirit that defines Denton. The event showcases local musicians, artists, makers, food vendors, and small businesses while creating opportunities for residents and visitors to experience Denton's vibrant cultural scene. By partnering with local organizations and highlighting regional talent, the event strengthens appreciation for the city's unique identity and supports the creative economy. The event reflects Denton's longstanding tradition of grassroots collaboration, volunteerism, and support for the arts while raising funds for charitable causes that improve quality of life across the city.

G. Reporting and Evaluation Plan

Completed by dallas@fwbdenton.com on 6/30/2026 9:49 PM

Case Id: 30295

Name: Friends with Benefits - 2026

Address: 3205 Broken Arrow Road, Denton, TX 76209

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

Data is collected by volunteers at the point of sale and event entrance, and by event coordinators, who can report on all participating artists and vendors.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

The following will be measured at the event and can be reported in the post-event report: - Event attendance - Number of crawfish serving purchases - Financial info (budget vs. actuals) - Event attendee survey results - Info on all participating vendors/performing artists

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

FWB board members will be responsible for supplying the required report to the City of Denton. If funded, the report deadline will be noted and the board president will submit the report in a timely manner.

H. Required Documents

Completed by dallas@fwbdenton.com on 7/1/2026 12:53 AM

Case Id: 30295

Name: Friends with Benefits - 2026

Address: 3205 Broken Arrow Road, Denton, TX 76209

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Exemption Verification Letter.pdf



Current Board of Directors roster including name, title, address and phone number *Required

FWB - Board List.pdf



Board Meeting Schedule *Required

Friends with Benefits - 2026 Board Schedule.docx



Provide constitution/by-laws *Required

FWB - Bylaws.pdf



Provide last two year's audited financial or balance sheet. *Required

FWB 2023 and 2024 Balance Sheet.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

Letter of Determination - FWB.pdf

☒ **Most recent 990 Form submitted to IRS *Required**

Friends with Benefits 2022 990EZ.pdf

☒ **Substitute W-9 for PO *Required**

FWB_W9_25.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. *Required**

FWB 2024 Donations.pdf

☐ **Other Documents**

***No files uploaded*

Submit

Completed by dallas@fwbdenton.com on 7/1/2026 12:59 AM

Case Id: 30295

Name: Friends with Benefits - 2026

Address: 3205 Broken Arrow Road, Denton, TX 76209

Submit

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President/Chairman's Signature

Mindy Arendt

Electronically signed by dallas@fwbdenton.com on 7/1/2026 12:59 AM

Secretary/Treasurer's signature

Desmond Moore

Electronically signed by dallas@fwbdenton.com on 7/1/2026 12:59 AM

Admin Docs

No data saved

Case Id: 30295

Name: Friends with Benefits - 2026

Address: 3205 Broken Arrow Road, Denton, TX 76209

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30295

Name: Friends with Benefits - 2026

Address: 3205 Broken Arrow Road, Denton, TX 76209

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by cyndelladdison@gmail.com on 6/30/2026 6:02 PM

Case Id: 30296

Name: Filmmaking Access Incorporated - 2026

Address: 2420 East Mckinney street, Denton, TX 76209

Program Overview

Please provide the following information.



City of Denton Sponsorship Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

GENERAL OVERVIEW

The City allocates funds annually for the purpose of providing support to non-profit and civic-minded programs and organizations, which further a charitable cause, economic or community growth, or serve a public interest. The City provides a combination of cash in consideration of sponsorship requests and in-kind services and resources. The distribution of in-kind services and resources are leveraged annually through an application process in accordance with this guide and is based on annual budgetary allocations.>/p>

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ELIGIBILITY CRITERIA

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events that meet the eligibility criteria listed below. City staff will seek consultation with appropriate City stakeholders (e.g. City Legal, Finance Department), as needed.

General Relevance

- A. Must be a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code;
- B. Must demonstrate corporate good standing with the State of Texas at time of application;
- C. The applicant must be based in the City of Denton and hold the event in which support is requested in the City of Denton;
- D. Event must involve 200 or more attendees;
- E. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, national origin, or sexual orientation or gender identity, citizenship, familial, disability, or veteran status;
- F. If previously sponsored, the applicant must have successfully fulfilled all prior contracts;
- G. The applicant cannot represent a for-profit enterprise;

Community Engagement

- A. Must further a charitable cause, economic or community growth, or public interest;
- B. The event must serve to benefit the entire community;
- C. The event must be open to the public;
- D. The event must encourage community engagement;

Safe, Livable, and Family-Friendly

- A. The event must be held in a safe, accessible, and family-friendly location;
- B. The event must support the City's mission, vision, and core values in a positive manner;
- C. The event must be compliant with the Special Events Ordinance;
- D. The event must be able to show proof of liability insurance.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and Sponsorship requirements, except for tax status.

The City reserves the right to reject a sponsorship request at any time. Examples of requests that are typically deemed ineligible include, but are not limited to individuals, organizations, and/or businesses that promote hatred against individuals or groups, represent religious or political views, candidates, and campaigns, and whose primary products or services are derived from the sale of tobacco, alcohol, drugs, firearms, gambling, or sexually explicit or inappropriate materials. For-profit organizations are not eligible for sponsorship even if some proceeds are donated to non-profit organizations.

SPONSORSHIP REQUIREMENTS

- A. An executed contract with the City will be administered for the receipt of these funds.
 - i. Representatives from a subrecipient organization must be party to the contract and comply with all requirements.
- B. Events supported by the Sponsorship program must comply with all requirements of the Special Event ordinance and are responsible for submitting required documentation under the specified timelines and obtaining all applicable permits. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for Sponsorship in the following and/or future years.
- C. An event performance report provided to the City thirty days after the event to illustrate compliance with the program guidelines and contract.
- D. The City shall be listed as a sponsor for the supported event and/or through marketing materials.

In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.

- E. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Sponsorship award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.
- F. Organization shall maintain complete and accurate financial records of each expenditure of the sponsorship revenue, and report these to the City's Finance Department by the end of the contract term in a report specified by the City. All financial records and any other records relating to the contract shall be subject to the requirements of the Public Information Act.
- G. Check or ACH payments to approved contracts will be made in the first quarter of the City's fiscal year.

LIMITATION OF SPONSORSHIP FUNDS

- Sponsorship funds will not be provided to City departments.
- Co-Sponsorship requests for in-kind services of park and facilities fees will be funded up to 50%.

CONTRACT TERMS

The contract period will commence on October 1 of the current year and terminate at midnight on September 30 of the following year. A thirty-day grace period is provided which allows events in September to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

REQUEST AND APPLICATION PROCESS

Funds allocated for sponsorship and determination of subsidy is established by City Council during the annual budget process. The application deadline is strategically set to provide City Council the opportunity to consider and approve requests based on allocated funds set to be adopted in the budget for the following fiscal year.

The following summarizes process responsibilities in the steps outlined below:

Community Partnership Committee | Assigned by the City Council, assesses applications based on secondary criteria and value to the community prior to making recommendations to City Council.

City Council | Allocates sponsorship budget; approves or denies sponsorship requests.

Terms and Conditions

Completed by cyndelladdison@gmail.com on 6/30/2026 6:04 PM

Case Id: 30296

Name: Filmmaking Access Incorporated - 2026

Address: 2420 East Mckinney street, Denton, TX 76209

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

CA

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

CA

☒ Must be based in the City of Denton.

Initial:

CA

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

CA

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

CA

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

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authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

CA

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

CA

☒ Must have an active governing body.

Initial:

CA

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

CA

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

CA

A. Applicant Information

Completed by cyndelladdison@gmail.com on 6/30/2026 6:43 PM

Case Id: 30296

Name: Filmmaking Access Incorporated - 2026

Address: 2420 East Mckinney street, Denton, TX 76209

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Filmmaking Access Incorporated

A.2. Mailing Address

2420 East Mckinney street Denton, TX 76209

A.3. Tax ID Number

830969333

A.4. Name of Event

Denton Film, Fun, and Family Festival

A.5. Physical Address of the Event

2420 East McKinney Street Denton , TX 76209

A.6. Phone Number

(940) 808-8096

A.7. Website

www.cyndelladdison.com

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Filmmaking Access Incorporated exists to provide training, skills using AI in Film, Television, Content Creation, and Vertical Micrograms for the purpose of engaging audiences via Entertainment as well as provided a space for underserved communities to do so too.

A.9. Event Start Date

06/25/2027

Event End Date

06/26/2027

PRIMARY CONTACT

A.11. First Name

Cyndell

A.12. Last Name

Addison

A.13. Title

CEO

A.14. Phone Number

(940) 808-8096

A.15. Email

cyndelladdison@gmail.com

SECONDARY CONTACT

A.16. First Name

Beverly

A.17. Last Name

Walton

A.18. Title

Treasurer

A.19. Phone Number

(419) 460-8864

A.20. Email

ca310@cairn.edu

A.10. Describe the event in which funds are being requested to support.

Denton's Film, Fun, and Family Festival is a two-day creator academy and family arts festival hosted at the Denton Convention Center and produced by Filmmaking Access Incorporated, a 501(c)(3) nonprofit. Modeled on the spirit of South by Southwest but reimagined as a family-friendly, accessible community celebration, the festival brings together local and national music artists alongside film, television, and vertical micro-drama creators for two days of performances, screenings, workshops, and hands-on creator education. The event is structured across two complementary days. Day One — The Creator Academy features hands-on workshops, industry panels, and production labs covering vertical micro-drama, short-form film, television, and music, led by working professionals and designed for emerging creators, students, and families exploring creative careers. Day Two — The Family Festival delivers live performances by local and national music artists, curated film and micro-drama screenings, a dedicated family activity zone, food and artisan vendors, and a closing showcase of work produced during the academy. The festival projects 200 registered attendees plus walk-up family programming, with free admission for children under 12 and scholarship seats for local youth. It is designed to celebrate Denton's identity as a recognized Texas music and arts city while opening pathways into the rapidly growing digital storytelling economy for residents of all ages. By drawing both local and out-of-area visitors, the festival directly benefits Denton's hotels, restaurants, and local businesses, advancing community growth and the public interest. The City of Denton Sponsorship funds requested (\$12,000, 40% of the \$30,000 total budget) will support core event costs including venue rental, artist and creator honoraria, production and staging, marketing, and family and youth programming — the foundational elements that make the festival possible and accessible to the community.

B. Event and Economic Impact

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Case Id: 30296

Name: Filmmaking Access Incorporated - 2026

Address: 2420 East McKinney street, Denton, TX 76209

B. Event and Economic Impact

Please provide the following information.

B.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

Denton's Film, Fun, and Family Festival advances all three — a charitable cause, economic growth, and the broader public interest — through the mission of Filmmaking Access Incorporated, a 501(c)(3) nonprofit dedicated to expanding access to filmmaking and creative-industry careers. Charitable cause. The festival removes financial and access barriers that typically keep families and young people out of creative-industry education. Through free admission for children under 12, scholarship workshop seats for local youth, and free family-zone programming open to the public, the event delivers hands-on exposure to film, television, music, and micro-drama production to residents who would not otherwise have it. This directly fulfills the organization's charitable purpose of broadening access to creative careers across generations and income levels. Economic growth. By drawing both local and out-of-area visitors to a two-day event, the festival generates direct spending for Denton's hospitality and retail economy. Conservative projections estimate roughly \$11,500 in direct visitor spending across hotel room-nights, restaurants, and local retail, with an estimated total economic impact near \$19,500 once indirect and induced effects are included. The festival further supports local commerce by featuring 15 or more local vendors, partnering with 10 or more area businesses, and paying honoraria to 20 or more local artists and creators — keeping cultural investment within the community. Public interest. The festival celebrates and strengthens Denton's identity as a recognized Texas music and arts city while extending that legacy into the emerging digital storytelling economy. It provides accessible, family-centered cultural programming that brings the community together, showcases local talent on a public stage, and creates pathways into a growing creative economy. In doing so, it serves the public interest by enriching community life, supporting local livelihoods, and positioning Denton as a regional destination for creative tourism.

B.2. What was the attendance of last year's event?

n/a

B.3. What is the estimated attendance for next year's event?

225

B.4. How is attendance measured?

Cyndell Addison 6:50 PM (0 minutes ago) to me Attendance is measured through multiple verified methods to ensure accurate, reportable figures: Ticketing platform analytics. All registered attendance is tracked through our online ticketing system, which provides exact counts by ticket tier (Early Bird, General Admission, Single Day, Family 4-Pack) and by day. This serves as the primary source of attendance data. On-site check-in. Attendees are scanned or checked in at entry each day, producing a verified daily attendance count and distinguishing registered ticket holders from walk-up and free family-zone participants. Free and youth participation logs. Children under 12, scholarship recipients, and free family-zone participants are recorded through a separate registration log, ensuring that no-cost attendance is captured alongside paid admission. Visitor origin survey. A short registration and on-site survey captures attendee zip codes, allowing us to report the share of local versus out-of-area visitors — a key metric for

both attendance and economic impact. Together these methods produce a complete attendance picture: total attendance, daily breakdown, paid versus free participation, and geographic origin. All figures will be compiled and included in the post-event impact report submitted to the City of Denton within 60 days of the festival.

B.5. List local Denton business partnerships.

Business Name	Describe Partnership

C. Marketing Plan

Completed by cyndelladdison@gmail.com on 6/30/2026 6:56 PM

Case Id: 30296

Name: Filmmaking Access Incorporated - 2026

Address: 2420 East Mckinney street, Denton, TX 76209

C. Marketing Plan

Please provide the following information.

C.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

The marketing plan for Denton's Film, Fun, and Family Festival is designed not only to fill the event but to actively promote the City of Denton as a cultural and tourism destination. Every campaign asset positions the festival as a distinctly Denton experience — reinforcing the city's identity as a recognized Texas music and arts community and driving regional and statewide visitors into Denton's hotels, restaurants, and local businesses. How the plan promotes the City of Denton All marketing materials lead with Denton as the destination — featuring the Denton Convention Center, downtown Denton, and the city's music-and-arts heritage in imagery and messaging. Out-of-area advertising frames the festival as a reason to visit Denton specifically, paired with lodging and dining packages that route visitor spending into the local economy. Through tourism partnerships, the festival is listed on official visitor channels, extending Denton's reach to audiences already planning Texas travel. Coverage earned through these efforts continues to promote Denton well beyond the event itself. Marketing platforms and channels Digital and social media advertising Facebook and Instagram (paid geo-targeted ads across Denton, Dallas–Fort Worth, Austin, and Houston) TikTok (organic creator content and paid promotion, aligned with the micro-drama and creator audience) YouTube (trailer and recap video advertising) Google Search and Display ads targeting event, music, and family-activity keywords Eventbrite or comparable ticketing platform listings with built-in discovery Owned channels Festival website and landing page (Denton-forward branding and lodging/dining links) Email marketing campaigns to subscriber and partner lists Organic social media across all festival accounts Local and traditional media Denton Record-Chronicle (print and digital advertising and editorial outreach) Local radio advertising and on-air promotion Community partner newsletters and physical flyering at local businesses University outreach at the University of North Texas (UNT) and Texas Woman's University (TWU) Tourism and partnership channels Discover Denton / Denton Convention & Visitors Bureau event calendar and cross-promotion Texas Music Office and Texas Film Commission statewide listings Regional tourism boards and hotel partner co-marketing Statewide and regional online event calendars Influencer and creator amplification Local and statewide influencer partnerships Participating artist and creator cross-promotion to their own audiences Measurable promotional outcomes The plan targets 250,000+ total advertising impressions, 100,000+ social media reach, 5+ earned media placements, and a 5% ticket conversion rate on paid channels. Each channel is tracked with unique URLs and promo codes so the City can see exactly how marketing investment translated into attendance and Denton visitation — all reported in the post-event impact report.

C.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email

- ☐ CVB
- ☒ Influencers
- ☒ Print
- ☒ Radio
- ☒ TV
- ☒ Travel Sites
- ☒ Hotels
- ☒ Other

C.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

C.4. Total marketing budget:

\$4,500.00

C.5. Marketing budget targeting overnight visitors:

\$1,800.00

C.6. Past marketing performance metrics:

Website traffic

Social reach

Email subscribers

D. Budget and Fiscal Responsibility

Completed by cyndelladdison@gmail.com on 6/30/2026 7:08 PM

Case Id: 30296

Name: Filmmaking Access Incorporated - 2026

Address: 2420 East Mckinney street, Denton, TX 76209

D. Budget and Fiscal Responsibility

Please provide the following information.

D.1. Are you requesting In-Kind Sponsorship for City Services to support your event?

No

D.2. What amount are you requesting in Cash Sponsorship?

\$12,000.00

D.3. Provide detail on how the requested funds will be used to support the event partially or in full.

The \$12,000 in City of Denton sponsorship funds — 40% of the festival's \$30,000 total budget — will be applied to the core event costs that make the festival possible and keep it accessible to the community. These funds are directed toward the foundational, public-facing elements of the event rather than administrative overhead. Expense Funded by Sponsorship Amount Purpose Venue rental (Denton Convention Center) \$4,000 Securing the two-day event space Artist & creator honoraria \$3,500 Paying local and national music artists and film/micro-drama creators Production (AV, staging, sound, lighting) \$2,500 Professional stage, screening, and performance setup Marketing & advertising \$1,200 Promoting the festival and the City of Denton to regional and statewide audiences Family zone & youth programming \$800 Free and scholarship programming for families and local youth Total Sponsorship Funds \$12,000 40% of total budget How this maximizes the City's investment. Sponsorship dollars are concentrated on the elements that deliver the greatest public benefit and economic impact: a professional venue and production that attract out-of-area visitors, paid honoraria that keep cultural investment in the local creative community, and free family and youth programming that ensures the festival is genuinely accessible. The City's contribution is leveraged 2.5 to 1 against ticket sales, corporate sponsorships, vendor fees, in-kind contributions, and crowdfunding — meaning every grant dollar is matched by \$1.50 in additional revenue. Every dollar of sponsorship funding will be tracked in a dedicated festival accounting ledger, with documented procurement controls and dual-signature authorization for expenditures over \$500, and reported in full in the post-event impact report submitted to the City within 60 days.

D.4. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received

☐ Other

D.5. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
Cyndell Addison	\$5,000.00
Pedro Encarnacion Jr.	\$3,000.00
Sponsorship Request	\$12,000.00

D.6. List all anticipated expenditures for this event

Source	Dollar Amount
Artist & Creator Fees/honoraria	\$7,500.00
Venue Rental (Denton Convention Center)	\$6,000.00
Production (AV, staging, lighting, sound)	\$5,000.00
Marketing & Advertising	\$4,500.00
Staffing & Event Operations	\$3,000.00
Family Zone & Youth Programming	\$1,800.00
Insurance & Permits	\$1,200.00
Contingency Reserve	\$1,000.00
	\$30,000.00

E. Organizational Capacity

Completed by cyndelladdison@gmail.com on 6/30/2026 7:12 PM

Case Id: 30296

Name: Filmmaking Access Incorporated - 2026

Address: 2420 East McKinney street, Denton, TX 76209

E. Organizational Capacity

Please provide the following information.

E.1. How many years has your event occurred:

Inaugural Year 2027

E.2. Number of full-time staff:

2

E.3. Number of volunteers:

4

E.4. Previously received funding:

Yes

E.4a. Amount

\$2,000.00

E.5. Will your organization be able to provide insurance coverage for the event?

Yes

E.6. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Denton's Film, Fun, and Family Festival is designed as a recurring annual event that grows in scale, economic impact, and community footprint over a three-to-five-year horizon. The long-term vision is to establish the festival as an anchor cultural event on Denton's calendar and a regional destination for creative tourism, while steadily reducing reliance on grant funding as earned and sponsored revenue grows. Year 1 — Establish (Foundation) Deliver a successful inaugural two-day festival with 200 attendees at the Denton Convention Center. Build core systems: ticketing, sponsor relationships, vendor network, and tourism partnerships. Establish baseline data for attendance, economic impact, and community engagement to benchmark future growth. Validate the model and capture testimonials, media coverage, and impact data to support future funding and sponsorship. Year 2 — Strengthen (Growth) Grow attendance to 350–500 by expanding marketing reach and adding a third programming track. Increase earned and sponsored revenue so grant funding drops from 40% toward 30% of the budget. Deepen tourism partnerships into formal co-marketed lodging packages, increasing measurable overnight stays. Expand youth and family programming, including a larger scholarship pool for local creators. Year 3 — Expand (Regional Draw) Scale to 750–1,000 attendees and position the festival as a regional destination drawing visitors from across Texas. Add a third festival day or satellite programming in partnership with downtown Denton venues, extending visitor spending across the city. Secure multi-year title and tier sponsorships, reducing grant dependence to roughly 20–25% of the budget. Launch a year-round creator workshop series under Filmmaking Access Incorporated, keeping the brand active between festivals. Years 4–5 — Sustain (Anchor Event & Self-Sufficiency) Establish the festival as a signature annual Denton event with 1,000+ attendees and strong out-of-area

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visitation. Achieve a financially sustainable model in which ticket sales, sponsorships, vendor revenue, and partnerships fund the majority of costs, with City support serving as a strategic catalyst rather than a primary funding source. Formalize partnerships with UNT, TWU, local hotels, and the Denton CVB to embed the festival in the city's cultural and tourism infrastructure. Measure cumulative multi-year economic impact, year-over-year visitor growth, and expanded creative-career pathways for Denton residents. Sustainability principle. Each year is structured to increase self-generated revenue and decrease grant dependence, demonstrating to the City that its investment seeds a durable, self-sustaining cultural asset — one that delivers compounding economic and community returns to Denton over time.

F. Community Benefit and Alignment

Case Id: 30296

Name: Filmmaking Access Incorporated - 2026

Address: 2420 East Mckinney street, Denton, TX 76209

Completed by cyndelladdison@gmail.com on 6/30/2026 7:27 PM

F. Community Benefit and Alignment

Please provide the following information.

F.1. How is your event safe, accessible, and family-friendly?

Denton's Film, Fun, and Family Festival is built from the ground up to be safe, accessible, and welcoming to attendees of all ages and abilities. These priorities are core to the festival's mission and to its design as a family-centered community celebration. Safety Held entirely within the Denton Convention Center, a secure, climate-controlled, professionally managed indoor venue with established safety infrastructure. General liability event insurance and all required City of Denton permits secured in advance (budgeted as a dedicated line item). Trained event staff and volunteers stationed throughout the venue, with clearly marked entrances, exits, and emergency procedures. Controlled entry with check-in or ticket scanning at all access points, ensuring only registered attendees and participants are on-site. Coordination with venue security and local emergency services, plus posted first-aid stations and a designated lost-child/family reunification point. Compliance with all venue fire-code occupancy limits and crowd-management standards. Accessibility Full ADA compliance through the Denton Convention Center, including wheelchair-accessible entrances, restrooms, seating, and stage-viewing areas. Accessible parking and clear, navigable pathways throughout the event space. Affordable, tiered ticket pricing — including free admission for children under 12 and scholarship workshop seats — so cost is not a barrier to participation. Free family-zone programming open to the public, ensuring access regardless of ticket purchase. Consideration for sensory and mobility needs, including quieter rest areas and seating throughout the venue. Family-Friendly Programming A dedicated family activity zone with hands-on, age-appropriate creative activities for children and parents together. All performances, screenings, and workshops curated and rated for family-appropriate content. Youth creator scholarships and student-focused workshops that give young attendees real, hands-on exposure to film, music, and micro-drama production. Programming intentionally scheduled across daytime hours to suit families with children. Food and beverage options suitable for all ages, with allergen-friendly choices available. Commitment. By combining a secure professional venue, full ADA accessibility, affordable and free access points, and content curated for all ages, the festival ensures that every Denton family — regardless of income, ability, or background — can participate fully and safely. This reflects both the charitable mission of Filmmaking Access Incorporated and the City of Denton's interest in inclusive, community-strengthening events.

F.2. How does your event encourage community engagement?

Community engagement is central to Denton's Film, Fun, and Family Festival — the event is designed not as a one-time spectacle but as a participatory celebration that involves Denton residents, artists, businesses, and institutions as active contributors rather than just audience members. Engaging local artists and creators Priority booking and paid honoraria for 20 or more local Denton musicians, filmmakers, and micro-drama creators, putting community talent on a professional public stage. A closing showcase of work produced during the Creator Academy, giving local participants a tangible platform and reason to return. Engaging youth and families Free admission for children under 12 and 10 youth creator scholarships, ensuring young residents can participate regardless of income. Hands-on family-zone activities that bring parents and children together in shared creative experiences. Student-focused workshops in partnership with the University of North Texas and Texas Woman's University, connecting local students directly to creative-industry professionals. Engaging local businesses Participation of 15 or more local vendors and partnerships with 10 or more area

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businesses, embedding the festival into Denton's commercial community. Co-marketed lodging and dining packages that route festival visitors to local hotels, restaurants, and shops. Engaging community volunteers and organizations Recruitment of 25 or more community volunteers, giving residents direct ownership of and investment in the event. Partnerships with local cultural organizations, schools, and the Denton Convention & Visitors Bureau to broaden reach and shared participation. Building lasting connection A year-round creator workshop series (planned in later festival years) to keep the community engaged between events. Collection of attendee and participant feedback to shape future programming around community interest and input. Measurable engagement targets Engagement Metric Target Local artists & creators featured 20+ Free youth participants served 50+ Youth creator scholarships awarded 10 Local businesses partnered or featured 10+ Volunteer community participants 25+ Commitment. By giving residents, artists, students, businesses, and volunteers active roles, the festival fosters genuine community ownership and pride — strengthening Denton's cultural identity while creating real pathways into the creative economy. Each engagement metric is tracked and reported to the City in the post-event impact report.

F.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Cyndell Addison 7:26 PM (0 minutes ago) to me Denton's Film, Fun, and Family Festival is built to spotlight and elevate the artistic assets that define Denton as a nationally recognized music and arts city — its venues, its institutions, its creative talent, and its cultural identity — while extending that legacy into film, television, and the emerging vertical micro-drama medium. Promoting Denton's creative talent Priority booking and paid honoraria for 20 or more local Denton musicians, filmmakers, and creators, placing homegrown talent on a professional public stage alongside national artists. A closing showcase of work produced during the Creator Academy, publicly celebrating Denton-made creative work and the artists behind it. Programming that frames local creators as the heart of the festival, reinforcing Denton's reputation as a place where artists thrive. Leveraging Denton's venues and physical assets Anchoring the festival at the Denton Convention Center while connecting attendees to downtown Denton's broader arts district, music venues, galleries, and cultural landmarks through marketing and visitor packages. Positioning these venues in out-of-area advertising as destinations worth traveling to experience. Partnering with Denton's artistic institutions Collaboration with the University of North Texas — home to one of the nation's most respected music programs — and Texas Woman's University, connecting their students and creative communities to the festival. Partnership with the Denton Convention & Visitors Bureau and local cultural organizations to align the festival with Denton's established arts ecosystem. Celebrating and expanding Denton's cultural identity Marketing materials that lead with Denton's music-and-arts heritage, reinforcing the city's brand to regional and statewide audiences. Introduction of film, television, and micro-drama programming that grows Denton's artistic identity into emerging creative mediums, keeping the city's reputation current and forward-looking. Earned media and tourism listings that promote Denton's artistic assets well beyond the festival weekend. Lasting promotion of Denton's arts scene Showcasing local talent to out-of-area visitors creates new audiences, fans, and future bookings for Denton artists. A planned year-round workshop series keeps Denton's creative community visible and active between festivals. Commitment. By centering local artists, activating Denton's venues, partnering with its arts institutions, and broadcasting the city's creative identity to a statewide audience, the festival does more than use Denton's artistic assets — it actively invests in, promotes, and grows them. This advances both the mission of Filmmaking Access Incorporated and the City's interest in strengthening Denton's standing as a premier Texas arts destination.

G. Reporting and Evaluation Plan

Completed by cyndelladdison@gmail.com on 6/30/2026 7:43 PM

Case Id: 30296

Name: Filmmaking Access Incorporated - 2026

Address: 2420 East Mckinney street, Denton, TX 76209

G. Reporting and Evaluation Plan

Please provide the following information.

G.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

G.1a. What is the ticket price?

\$0.00

G.1b. Add any additional information related to your Ticket Price

Ticket Tier Price What It Includes Early Bird (2-day) \$35 Both days, discounted for early purchase General Admission (2-day) \$55 Both days, full festival access Single Day \$30 One day of choice Family 4-Pack \$120 Two-day access for 4 people (\$30/person) Kids under 12 Free Full access with a ticketed adult This tiered structure is intentional: the \$35–\$55 range signals an accessible community festival rather than a gated industry event, the Family 4-Pack and free kids' admission reinforce the family-friendly mission, and the spread of tiers maximizes total ticket revenue. At your projected sales volume, this pricing brings in about \$8,300 — comfortably above the \$6,000 (20% of budget) ticket-revenue target, giving you a cushion for no-shows and complimentary tickets for sponsors and youth scholarship recipients.

G.2. Does your organization gather data on attendees to your events/programs?

Yes

G.2a. If Yes, how is data collected?

Cyndell Addison 7:32 PM (0 minutes ago) to me Filmmaking Access Incorporated will gather attendee data through a structured, multi-touchpoint system that captures information before, during, and after the festival. This ensures complete, verifiable data on who attended, where they came from, and the economic impact they generated — all of which will be reported to the City of Denton. At registration / ticket purchase (before the event) The online ticketing platform collects each attendee's name, email, zip code, ticket tier, and number of guests at the point of purchase. A short optional intake question captures how the attendee heard about the festival, allowing us to attribute attendance to specific marketing channels. Free and scholarship registrations (children under 12, youth scholarship recipients) are logged through the same system to capture no-cost attendance. On-site (during the event) Ticket scanning or check-in at all entry points produces a verified daily attendance count and distinguishes paid, free, and walk-up participants. A brief on-site survey — offered via QR code and at staffed information tables — captures visitor origin (local vs. out-of-area), group size, and whether the attendee is staying overnight in Denton. Family-zone and workshop participation is recorded through sign-in logs to measure engagement with free and youth programming. After the event (follow-up) A post-event email survey sent to all registered attendees captures satisfaction (Net Promoter Score), estimated local spending on lodging, dining, and retail, and likelihood to return. Hotel partner booking codes are reconciled to confirm actual room-nights generated by festival visitors. Vendor and sponsor reporting captures sales and engagement data from the business side of the event. Data managed responsibly All attendee data is collected with clear notice, stored securely, and used solely for festival reporting and future programming. Aggregated, anonymized results — not individual personal information — are presented in the public impact report. What the data measures Data Type Source

Total & daily attendance Ticketing platform + on-site scanning Visitor origin (local vs. out-of-area) Zip-code capture + on-site survey Overnight stays / room-nights On-site survey + hotel booking codes Marketing channel attribution Intake question + tracked URLs/promo codes Local economic spending Post-event spend survey Satisfaction & likelihood to return Post-event NPS survey Free / youth participation Registration + sign-in logs Commitment. This system gives Filmmaking Access Incorporated accurate, defensible data to demonstrate attendance, economic impact, and community engagement — all compiled into the post-event impact report submitted to the City of Denton within 60 days of the festival.

G.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Following the festival, Filmmaking Access Incorporated will compile a comprehensive post-event impact report and submit it to the City of Denton within 60 days. The report will document the following measured metrics: Attendance Metrics Total festival attendance and daily breakdown (Day 1 / Day 2) Attendance by ticket tier (Early Bird, General Admission, Single Day, Family 4-Pack) Paid vs. free vs. walk-up participation Free youth and scholarship participation counts Family-zone and workshop participation totals Visitor Origin & Hotel/Overnight Metrics Share of local (Denton County) vs. out-of-area attendees by zip code Number of attendees reporting overnight stays in Denton Total hotel room-nights generated, reconciled through partner booking codes Geographic spread of out-of-area visitors (e.g., DFW, Austin, Houston, statewide) Economic Impact Metrics Estimated direct visitor spending on lodging, dining, and local retail (from spend survey) Total estimated economic impact, including indirect/induced effects via multiplier Vendor sales totals reported by participating businesses Number of local businesses and vendors that benefited Marketing Metrics Total advertising impressions delivered across all channels Social media reach and engagement Ticket conversion rates by channel (via tracked URLs and promo codes) Email list growth Earned media placements and estimated earned-media value Marketing channel attribution (which channels drove attendance) Financial Reconciliation Final actual revenue by source (grant, ticket sales, sponsorships, vendor fees, crowdfunding, add-ons) Final actual expenditures by category vs. budgeted amounts Documentation of how the \$12,000 in City sponsorship funds were spent Variance analysis (budget vs. actual) and use of contingency reserve Confirmation of leverage ratio achieved against City funds Survey Results Attendee satisfaction score (Net Promoter Score) Likelihood to attend a future festival Self-reported local spending figures Marketing source attribution ("how did you hear about us") Qualitative attendee and participant feedback Community & Cultural Engagement Metrics Number of local artists and creators featured and paid Number of youth scholarships awarded Number of community volunteers engaged Number of partner businesses, organizations, and institutions involved Presentation & Accountability. All metrics will be presented in clearly labeled tables and charts, supported by photo documentation, and compared directly against the targets stated in this application. This gives the City a transparent, side-by-side view of projected versus actual outcomes — demonstrating accountability and the return on its investment.

G.4. A post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill this reporting requirements?

If awarded this grant, Filmmaking Access Incorporated will deliver a complete post-event impact report to the City of Denton within 30 days of the festival's conclusion. We have built our data-collection and reporting workflow specifically to meet this deadline, ensuring the City receives timely, accurate, and accountable documentation of how its investment performed. Built for a 30-day turnaround Our reporting is fast because data is captured continuously rather than reconstructed after the fact. Attendance, visitor origin, marketing, and financial data are collected before and during the event, so the 30-day window is used for reconciliation and analysis — not starting from zero. 30-Day Reporting Timeline Timeframe Action Days 1–5 Close out finances; collect final vendor, sponsor, and ticketing figures; pull attendance and check-in data Days 3–10 Distribute post-event attendee survey; reconcile hotel partner booking codes for room-nights Days 7–15 Compile marketing metrics (impressions, reach, conversions, earned media); analyze survey responses Days 12–20 Complete budget-vs.-actual financial reconciliation and variance analysis Days 18–25 Draft the impact report;

assemble data tables, charts, and photo documentation Days 25–30 Internal review and board sign-off; submit final report to the City of Denton Roles and accountability A designated report lead owns the process and final submission deadline. The festival treasurer/bookkeeper completes the financial reconciliation and documents how the \$12,000 in City funds were spent. The marketing coordinator compiles channel metrics and earned-media results. The board of directors reviews and approves the report before submission, providing organizational accountability. What the 30-day report will contain Final attendance figures (total, daily, by tier, and free/youth participation) Visitor origin and total hotel room-nights generated Direct and total estimated economic impact Marketing performance metrics with channel attribution Full financial reconciliation (budget vs. actual) and documented use of City funds Attendee survey results, including satisfaction and self-reported local spending Community and cultural engagement outcomes All results presented against the targets stated in this application, with photo documentation Commitment. This structured workflow, clear role assignments, and continuous data capture ensure Filmmaking Access Incorporated can reliably deliver a thorough, transparent 30-day post-event report — demonstrating full accountability for the City's investment and the festival's return to the Denton community.

H. Required Documents

Completed by cyndelladdison@gmail.com on 6/30/2026 9:07 PM

Case Id: 30296

Name: Filmmaking Access Incorporated - 2026

Address: 2420 East Mckinney street, Denton, TX 76209

H. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Non Profit Status of Filmmaking Access 2026.jpg



Current Board of Directors roster including name, title, address and phone number *Required

Board of Directors .pdf



Board Meeting Schedule *Required

Filmmaking-Access-Board-Meeting-Schedule.pdf



Provide constitution/by-laws *Required

Filmmaking-Access-Bylaws.pdf



Provide last two year's audited financial or balance sheet. *Required

Balance Sheet for Filmmaking Access Incorporated.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

501c3 Designation Letter for Filmmaking Access Incorporated.jpg

☒ **Most recent 990 Form submitted to IRS *Required**

990 N Form for Filmmaking Access Incorporated.jpg

☒ **Substitute W-9 for PO *Required**

W9 form for Filmmaking Access Incorporated 2026.jpg

☒ **List of all donations made by your org last year. Name and dollar amount included. *Required**

Donations 2026.pdf

☐ **Other Documents**

***No files uploaded*

Submit

Completed by cyndelladdison@gmail.com on 6/30/2026 9:08 PM

Case Id: 30296

Name: Filmmaking Access Incorporated - 2026

Address: 2420 East Mckinney street, Denton, TX 76209

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Cyndell Addison

Electronically signed by cyndelladdison@gmail.com on 6/30/2026 9:08 PM

Secretary/Treasurer's signature

Lagarall Bates

Electronically signed by cyndelladdison@gmail.com on 6/30/2026 9:08 PM

Admin Docs

No data saved

Case Id: 30296

Name: Filmmaking Access Incorporated - 2026

Address: 2420 East Mckinney street, Denton, TX 76209

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30296

Name: Filmmaking Access Incorporated - 2026

Address: 2420 East McKinney street, Denton, TX 76209

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: July 29, 2026

SUBJECT

Receive a report, hold a discussion, and provide recommendations regarding the Hotel Occupancy Tax Program funding levels and budget requests for Fiscal Year 2026-27 covering Program Year 2027.

BACKGROUND

The Community Partnership Committee meets annually to review projected hotel occupancy tax (HOT) revenue and funding requests from applicants who promote tourism in the City of Denton. The Committee makes recommendations on funding for consideration by the City Council in conjunction with the upcoming fiscal year budget.

The HOT Fund Program was opened for applications on May 1, 2026. The HOT Fund Program Year 2026 guidelines and application were posted on the City's website. Previous HOT recipients, as well as organizations that expressed interest in the program, were notified by email of the opportunity. The application period closed on June 30, 2026.

Program expenditures have a 15% cap on both the Art and Historical statute categories. The Public Art Committee, administered by the Greater Denton Arts Council, is allocated a minimum of 2.4 percent of estimated hotel revenue by Resolution 2013-021.

FISCAL INFORMATION

The revenue projection for Fiscal Year 2026-27 is based on historical collections and current trends (excluding Convention Center hotel revenue).

EXHIBITS

- Exhibit 1 - Agenda Information Sheet
- Exhibit 2 - Presentation
- Exhibit 3 - HOT Funds Program Guidelines
- Exhibit 4 - HOT Funds Program Financials (4a-4b)
- Exhibit 5 - Applications (5a-5u)

Respectfully submitted:
Terrance Jones
Grants Program Manager

Prepared By:
Terrance Jones
Grant Program Manager



Hotel Occupancy Tax (HOT) Program Year 2027

Matt Hamilton
Chief Financial Officer

CPC 26-023 July 29, 2026



HOT Program Overview

General Relevance

- Texas Tax Code 351
- 351.101 Use - Tax may be used only to promote tourism and the convention and hotel industry. The State has created a “Texas-Two Step” to assist with determining allowable expenditures.
- Nine (9) expenditure categories.
- The Art and Historical categories expenses in a fiscal year cannot exceed 15% each of the total HOT revenue
- City of Denton Resolution 2013-021 requires at least 2.4% of total HOT revenue be allocated to the Public Art.
- Program runs by calendar year.

Recipient Requirements

- The applicant must be a tax-exempt non-profit organization or public agency.
- Applicant and event must be based in the City of Denton.
- Nondiscrimination practice.
- Successfully fulfilled prior contracts.
- Must be compliant with the Special Event Ordinance.

HOT Program Events

Prioritization of Qualified Events and Programs

- Limit applications to events with a minimum of 200 attendees (aligns with Special Event Criteria).
- Require applicants to have alternative funding sources besides City HOT or Sponsorship funds.
- Event must successfully have taken place in prior years (no first-time events).
- Events must demonstrate a positive economic impact to the City of Denton.
- Applicants will be required to submit a full application online via Neighborly Software.
- Recommendations are based on scoring criteria.

HOT Program Scoring Rubric

Scoring Rubric:

Section	Description	Points
A. Eligibility & Compliance	Applicants must be a government entity or nonprofit and must demonstrate alignment with eligible HOT fund uses including tourism promotion, arts, or convention-related activities.	
B. Tourism Impact	Measures the applicant's ability to generate overnight stays and attract visitors from outside the local area.	25
C. Economic Impact	Measures measurable benefit to the local economy including restaurants, retail, and other local businesses.	15
D. Marketing Plan	Measures the applicant's ability to effectively promote tourism.	15
E. Budget & Fiscal Responsibility	Measures financial sustainability and responsible budgeting.	15
F. Organizational Capacity	Measures ability to successfully execute the project.	10
G. Community Benefit & Alignment	Measures cultural and tourism value.	10
H. Reporting & Evaluation Plan	Measures accountability and reporting.	10
TOTAL		100

HOT Program Scoring Rubric

Final Scoring Interpretation:

<u>Score Range</u>	<u>Description</u>	<u>Funding</u>
90–100 Points:	Exceptional – Priority funding	100%
75–89 Points:	Strong – Recommended funding	80%
60–74 Points:	Moderate – Partial funding consideration	60%
Below 60 Points:	Low – Minimal funding consideration	40%

Funding Scenario #1

Provide funding at the same level as program year 2026.

Expenditures:	Application Score	PY 2026 Funding	PY 2027 Request	% Request Increase over Prior Year Funding	Scenario # 1 Funding Option
North Texas Fair & Rodeo	95	\$ 417,200	\$ 490,000	17%	\$ 417,200
Denton's Day of the Dead	94.5	80,000	100,000	25%	80,000
Denton Black Film Festival Institute	93	62,500	98,000	57%	62,500
Denton 31 Days of Halloween 2026	93	250,000	250,000	0%	250,000
Denton Chamber of Commerce - Discover Denton	90.5	1,964,250	2,300,000	17%	1,964,250
Texas Filmmakers Corporation	87	75,000	100,000	33%	75,000
Denton Festival Foundation	86.5	94,000	125,000	33%	94,000
Denton County Office of History & Culture	83	300,000	300,000	0%	300,000
Downtown Denton Foundation	83	111,680	201,310	80%	111,680
Theatre Denton, Inc. (Denton Community Theater)	82	35,100	40,000	14%	35,100
Denton Black Chamber of Commerce	79.5	48,000	85,000	77%	48,000
Greater Denton Arts Council - Operations	78	160,400	300,000	87%	160,400
Instant Film Society	78	-	5,000	100%	-
Southwest Celtic Music Association	77	-	25,000	100%	-
Tejas Storytelling Association	75.5	59,055	59,055	0%	59,055
Denton Breakfast Kiwanis	75.5	-	7,000	100%	-
Denton Holiday Festival Association	66	30,000	75,000	150%	30,000
Denton Parks Foundation - Juneteenth	62.5	30,800	70,000	127%	30,800
Denton Main Street Association	60	10,000	85,500	755%	10,000
DMAC Amplify	57	9,900	11,000	11%	9,900
Texas Veterans Hall of Fame Foundation	56	70,000	98,800	41%	70,000
Denton Parks Foundation - Dog Days of Denton	48	30,000	20,000	-33%	20,000
Greater Denton Arts Council - Public Art	N/A	70,728	-		77,560
TOTAL:		\$ 3,908,613	\$ 4,845,665	23.97%	\$ 3,905,445

Funding Scenario #2

Provide funding based on rubric scoring tiers.

Expenditures:	Application Score	PY 2026 Funding	PY 2027 Request	% Request Increase over Prior Year Funding	Scenario # 2 Funding Option
North Texas Fair & Rodeo	95	\$ 417,200	\$ 490,000	17%	\$ 417,200
Denton's Day of the Dead	94.5	80,000	100,000	25%	80,000
Denton Black Film Festival Institute	93	62,500	98,000	57%	62,500
Denton 31 Days of Halloween 2026	93	250,000	250,000	0%	250,000
Denton Chamber of Commerce - Discover Denton	90.5	1,964,250	2,300,000	17%	1,964,250
Texas Filmmakers Corporation	87	75,000	100,000	33%	60,000
Denton Festival Foundation	86.5	94,000	125,000	33%	75,200
Denton County Office of History & Culture	83	300,000	300,000	0%	240,000
Downtown Denton Foundation	83	111,680	201,310	80%	89,344
Theatre Denton, Inc. (Denton Community Theater)	82	35,100	40,000	14%	28,080
Denton Black Chamber of Commerce	79.5	48,000	85,000	77%	38,400
Greater Denton Arts Council - Operations	78	160,400	300,000	87%	128,320
Instant Film Society	78	-	5,000	100%	-
Southwest Celtic Music Association	77	-	25,000	100%	-
Tejas Storytelling Association	75.5	59,055	59,055	0%	47,244
Denton Breakfast Kiwanis	75.5	-	7,000	100%	-
Denton Holiday Festival Association	66	30,000	75,000	150%	18,000
Denton Parks Foundation - Juneteenth	62.5	30,800	70,000	127%	18,480
Denton Main Street Association	60	10,000	85,500	755%	6,000
DMAC Amplify	57	9,900	11,000	11%	3,960
Texas Veterans Hall of Fame Foundation	56	70,000	98,800	41%	28,000
Denton Parks Foundation - Dog Days of Denton	48	30,000	20,000	-33%	12,000
Greater Denton Arts Council - Public Art	N/A	70,728	-		77,560
Contingency					100,000
TOTAL:		\$ 3,908,613	\$ 4,845,665	23.97%	\$ 3,744,538

Program Financials

Scenario #1:

Forecasted Resources	\$ 5,391,802
Embassy Suites 380 Agreement rebate	1,154,115
Baseline Recommendation	3,905,445
Total Expenditure	\$ 5,059,560
Remaining fund balance	\$ 332,242

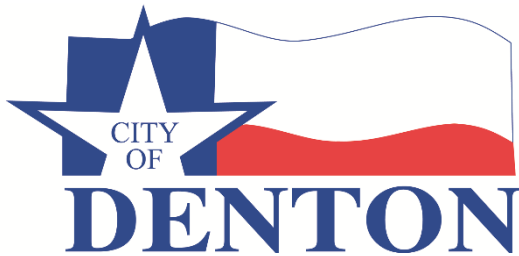
Scenario #2:

Forecasted Resources	\$ 5,391,802
Embassy Suites 380 Agreement rebate	1,154,115
Baseline Recommendation	3,744,538
Total Expenditure	\$ 4,898,653
Remaining fund balance	\$ 493,149

Next Steps

- Review applications and discuss funding recommendations.
- Funding recommendations included in the City's overall budget process.
- Award agreements processed in December.

QUESTIONS?



CITY OF DENTON
Hotel Occupancy Tax (HOT) Program Guidelines
Program Year 2027

I. PURPOSE

To actively promote Denton as a tourist destination.

Tourist is an individual who travels from the individual's residence to a different municipality, county, state or country for pleasure, education, or culture. Texas Tax Code 351.101 (5)

II. ELIGIBILITY

- A. Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.
- B. Event or program must involve 200 or more attendees.
- C. Must be based in the City of Denton.
- D. Must be a governmental entity or a non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.
- E. Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.
- F. Must have a history of continuous, stable programming prior to the application date.
- G. Must have an active governing body.
- H. Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

An eligible organization may apply on behalf of another third-party organization. The third-party organization will become a subrecipient of funds and must meet all eligibility and program requirements, except for tax status.

III. USE OF HOTEL FUNDS

There is a two-part test that every expenditure of local hotel occupancy tax must pass to be valid. First, the revenue derived from the tax authorized by Tax Code 351.101(a) shall be expended in a manner directly enhancing and promoting tourism and the convention and hotel industry as permitted

by Subsection (a). That revenue may not be used for the general revenue purposes or general governmental operations of a municipality.

The second part of the test is that all expenditures must clearly fit into one of the nine statutorily provided categories that apply to the City of Denton for expenditures of local hotel occupancy tax revenues. These nine categories are as follows:

- A. Convention & Visitor Information Centers - Funding the acquisition of sites for and the construction, improvement, enlarging, equipping, repairing, operation, and maintenance of convention center facilities or visitor information centers, or both.
- B. Convention Registration - Funding the furnishings of facilities, personnel, and materials for the registration of convention delegates or registrants.
- C. Advertising - Funding for advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the City of Denton or its vicinity.
- D. Arts - Funding for the encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- E. Historical - Funding for historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums 1) at or in the immediate vicinity of convention center facilities or visitor information centers, or 2) located elsewhere in the City of Denton or its vicinity that would be frequented by tourists and convention delegates.
- F. Sporting Events - Expenses, including promotion 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 City of Denton or its vicinity.
- G. Sports Facility/Fields - Funding the enhancement or upgrading of existing sports facilities or sports fields (baseball, softball, soccer, flag football, etc.). The City of Denton must own the sporting facility and the field/facility must have been used a combined total of more than 10 times for district, state, regional, or national sports tournament in the preceding calendar year.

Municipality shall determine HOT revenue by hotel activity attributed to the sports events held at a field for five years after the date of the enhancements. Municipality may not use HOT revenue for the enhancement of the facility/field in a total that exceeds the amount of the HOT revenue attributable to the enhancement. The municipality shall also reimburse from its general fund any of the expenditures in excess of the amount of HOT revenue attributable to the enhancements of the facility/field.

Athletics staff will compile attendance, revenue, and team data, as well as calculate estimated economic impact for each major tournament held throughout the year. Additionally, staff will collect and compile the estimated hotel revenue and hotel tax attributable to any events held at complexes which have been improved with HOT funds money within the last five years.

- H. Signage – Funding for signage directing the public to sights and attractions that are frequently visited by hotel guests. Must comply with all signage regulations.
- I. Transportation - Transporting of tourist from hotels to nearby tourism venues using

transportation systems which may be owned and operated by the municipality or privately owned and operated but partially financed by the municipality and does not serve the public.

IV. ADDITIONAL USES OF HOTEL FUNDS

Expenditures listed below are allowable for organizations, to the extent that such expenditures are used exclusively to attract tourists and convention delegates or registrants to the City of Denton or its vicinity as governed by the Tax Code 351.101 (a). These special allowance expenditures may not be used for the benefit of local businesses or individuals, and the benefit to tourism may not be indirect or incidental but must be direct or purposeful.

- A. Administrative Expenses - Hotel occupancy tax revenue spent for the purpose authorized by Tax Code 351.101 may be spent for day-to-day operations, supplies, salaries, office rental, travel expenses, and other administrative costs only if those administrative costs are incurred directly in the promotion and servicing expenditures authorized under section 351.101 (a). If a municipality or other public or private entity that conducts an activity authorized under section 351.101 (a) conducts other activities that are not authorized under section 351.101 (a), the portion of the total administrative costs of the entity for which local occupancy tax revenue may be used may not exceed the portion of those administrative costs incurred in conducting the authorized activities.

For Example: Organization A has a total operating budget of \$500,000 which consists of \$250,000 for administrative expenses, \$100,000 for advertising, and \$150,000 for stages, lighting, and artists. Under this example, 50% (\$250,000/\$500,000) is their eligible proportion for administrative expenses, only if at least 50% is devoted to the event and promotes tourism and the hotel and convention industry.

Therefore, assuming the committee approves a \$100,000 budget from Hotel Occupancy Tax Funds, \$50,000 (\$100,000 X 50%) of this budget may be spent for administrative expenses.

The following expenses may be incurred, but may not exceed the eligible proportion, as authorized under section 351.101 (e): salaries, supplies, equipment, fixed assets, utilities, event insurance, communications, technology, office space, janitorial maintenance & supplies, non-local printed matter such as newsletters, applications, and entry forms, etc.

Requests for administrative expenses, including the purchase of fixed assets and equipment, must be provided in detail to the committee for consideration during the application process.

- B. Promotion Expenses - Expenditures for food and beverages for meetings and special events and promotional items may be funded if the focus of that event or meeting directly promotes and services expenditures authorized under section 351.101 (a). If a municipality or other public or private entity that conducts an activity authorized under section 351.101 (a) conducts other activities that are not authorized under section 351.101 (a), the portion of the total costs of the entity for which local occupancy tax revenue may be used may not exceed the portion of those costs actually incurred in conducting the authorized activities.

Each entity that is ultimately funded by the tax shall, before making such expenditure, specify in a list each scheduled activity, program, or event that 1) is directly funded by the tax or has its administrative costs funded in whole or in part by the tax; and 2) is directly enhancing and promoting tourism and the convention and hotel industry.

The listing of meetings and special events (and purpose) where expenses for food, beverages, or promotional items will be incurred must be provided in detail to the committee for consideration during the application process.

V. LIMITATIONS OF HOTEL FUNDS

- A. Section 351.103 (c) of the Tax Code imposes two category restrictions to the city of Denton.
 - 1. The Art category expenses in a fiscal year cannot exceed 15% of the HOT revenue.
 - 2. The Historical category expenses in a fiscal year cannot exceed 15% of the HOT revenue.
- B. City of Denton Resolution 2013-021 requires at least 2.4% of the 15% in Art expenses be allocated to the Public Art Committee.
- C. Recipients are responsible for assuring compliance with all statutory, and other legal requirements applicable to receipt, use, expenditure, and accounting of hotel tax revenues. No provision, restrictions, or lack thereof, in these guidelines shall excuse the failure of a recipient to comply with all such requirements.

Hotel funds may not be used for the following:

- 1. Funding to individuals;
- 2. Reduction of deficits from, or expenditures related to, activities of previous or future fiscal, calendar, or program years;
- 3. Capital improvements, except for those funded by the City through bonds or are historical restoration or preservation projects;
- 4. Contracted auditing, accounting, or bookkeeping fees;
- 5. Landscaping;
- 6. Travel for a person to attend an event or conduct an activity the primary purpose of which is not directly related to the promotion of tourism and the convention and hotel industry or the performance of the person's job in an efficient and professional manner; or
- 7. Advertising materials that will be distributed inside the city limits of Denton.

VI. RECIPIENT REQUIREMENTS

- A. In all publications (e.g., flyers, programs, brochures, press releases, advertisements, annual reports, and all other mailing pieces), the recipient shall acknowledge in some meaningful way that their organization is funded in part by the City of Denton. Such acknowledgment might take the form of inclusion on a donors list for particular events. Recipients are advised that usage of the official City logo is restricted by policy (505.02) and ordinance. Any use of the City logo must be coordinated with and approved by the appropriate City representatives, to ensure compliance with these standards. Written authorization must be obtained from the City Manager or their designee.
- B. An organization with whom a municipality contracts to conduct an activity authorized by section 351.101 (a) shall maintain complete and accurate financial records of each expenditure of hotel occupancy tax revenue made by the organization and, on request of the governing body of the

municipality or other person, shall make the records available for inspection and review to the governing body or other person.

All financial records and any other records relating to the contracts shall be subject to the requirements of the Public Information Act. Organizations must maintain and account for revenue provided from the tax authorized by section 351.101 (a) within one of the two forms of accounting listed below:

1. Maintain hotel occupancy tax funds in a separate checking account established for that sole purpose and may not commingle with any other money or in any other bank account or
2. Maintain segregated fund accounting, whereby the accounting of HOT revenues and expenditures may not be commingled with any other revenues and expenditures. The funds may be maintained in the same bank account. However, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

- C. Payments to approved, contracted recipients will be made quarterly. The quarterly payments will be equal to 25% of the fixed contract amount unless the annual base revenue is less than originally estimated for the fiscal year. In this case, any quarterly payment will be adjusted accordingly. Payments will be disbursed to recipients after the 25th of the next month following the quarter end. Payment will not be released until the recipients' quarterly reports are completed and approved by the Finance Department.

On a case-by-case basis, a recipient can receive funding in a manner that is different from the standard practice of four quarterly payments.

Internal recipients' approved budgets will be available on the first day of the City's fiscal year pending completion of the prior quarter and/or end of year obligations. If during the program year, the City finds that revenue receipts will not meet the estimated budget, internal recipients will be required to reduce their expenditures as necessary during the fiscal year.

- D. Electronic submission of quarterly reports is required thirty days after each quarter. The quarterly reports should include the following:

1. Complete the financial report (including signature) provided by the City's Finance Department.
2. Copies of all HOT paid invoices OR a listing of all invoices including check number/payment type, vendor name, budget category, expenditure descriptions and amount paid. If a list of invoices is provided, an audit may be performed at any time by the Finance Department to determine program eligibility.
3. Copies of all HOT invoices related to social media marketing such as but not limited to Facebook, Twitter, and Instagram. Invoices shall include metrics and/or performance results of paid activity. If a listing of invoices is provided (see #2 above) copies of these invoices must be provided each quarter.
4. Front and back copies of all cleared HOT checks written for the above invoices OR full monthly bank statements illustrating the cleared checks, card/debit, ACH payments.

- E. Provide the Finance Department notice of local Board of Directors meeting schedule.

- F. Return any unused or ineligible monies to the City of Denton at the end of each contract period.

- G. Each required organization must have insurance coverage prior to the event. A copy must be filed with the Finance Department at least one week prior to the event.

- H. New applicants must attend a training session in the Finance Department prior to the beginning of the program year.
- I. Recipients must explore local business for products and services when expending HOT funds.
- J. Funded events must comply with the Special Event ordinance and obtain applicable permits. A completed Special Event application must be submitted to the City 60 days prior to the event start date. A Letter of Request for activities requiring City Council approval is required 90 days prior to the event date. All required Special Event permits must be obtained, and documents completed and submitted 30 days prior to the event start date. Failure to submit all required documents per the required deadlines may result in being ineligible or not approved for funding in the following and/or future years.
- K. Organizations that charge for admission to their event must make tickets, seats, passes, etc. available for purchase by the City for City Official attendance to the event up to 30 days before the event start date. Hotel Occupancy Tax award funds will not be used to purchase admission to the event and will be funded by the City from another funding source.

VII. CONTRACT TERM

The program period will commence on January 1 of the program year and terminate at midnight on December 31 of the same year. However, the contract period will commence on January 1 of the program year and terminate at midnight on January 31 of the following year. A thirty-day grace period is provided which allows recipients to finalize their reporting of expenditures. Either party may terminate the contract by sixty days written notice.

Internal recipients will operate within the City's fiscal year that will commence on October 1 and terminate on September 30 of the program year. All Hotel Occupancy Tax funds must be expended in accordance with the City's annual end of year procedures memorandum. The procedural deadlines could have dates prior to the end of the HOT program year. HOT funds expended after the end of year deadlines will be deducted from the internal recipient's next program year's approved HOT budget. If the internal recipient does not have budgeted HOT funds for the next program year, one of its department funds will be allocated the expenses.

VIII. COMMITTEE AND APPLICATION OVERVIEW

The Community Partnership Committee is a sub-committee of the City Council. The Council will determine membership of the sub-committee. The following City staff serves as liaisons: Chief Financial Officer, Grant Administrator, a Deputy City Attorney, and Grant Analyst. The application process is summarized below.

- A. Applications are distributed to all current and past recipients and to other organizations requesting Hotel Occupancy Tax funding.
- B. All applications must include: a proposed budget which details the plan for expending all monies requested, financial statements from at least two previous years, letter of determination certifying tax-exempt status under the Internal Revenue Code, current W-9, proof of current status as a non-profit Texas corporation, a list of local Board of Directors, Officers, or Governing Body and schedule of meetings, constitutions and/or by-laws, a list of all prior year donations made by the organization, marketing examples, itemized income and expense reports for the requested event, a notice of events/schedules for which the hotel funds will be spent, and data collected on attendees from previous years' events.

- C. An annual application deadline will be established based on the Community Partnership Committee's annual meeting schedule. This is a fixed deadline, without acceptance of applications after the set date.
- D. All applications will be reviewed by staff for completeness and adherence to hotel occupancy tax state laws and program eligibility.
- E. Applications are presented to the Community Partnership Committee for review.
- F. An additional Community Partnership Committee meeting can be scheduled for recipient presentations, if needed.
- G. The Community Partnership Committee approves or declines all or part of the requests for funding and makes a recommendation to the City Council.
- H. The City Council reviews and approves or declines all or part of the funding recommendations as part of the annual budget process.
- I. Staff prepares notification letters and contracts for the awarded recipient's signature.
- J. HOT contracts will be approved annually by the City Council at a regularly scheduled meeting during the first quarter of the City's fiscal year.

CITY OF DENTON
HOTEL OCCUPANCY TAX
Community Partnership Committee
Wednesday July 29, 2026

	PY 2024 Actuals	PY 2025 Actuals	PY 2026 Estimates	PY 2027 Organization Requests	PY 2027 Rubric-Based Staff Recommendation
Beginning Fund Balance	\$ 1,569,905	\$ 1,478,843	\$ 1,584,411	\$ 920,843	\$ 920,843
Revenues:					2.50%
Prior Year Refunds	\$ 336,064	\$119,506	\$ 9,100	\$ -	\$ -
Convention Center Hotel	1,034,845	1,054,627	1,125,966	1,154,115	1,154,115
Short-Term Rentals	48,893	69,202	83,119	85,197	85,197
Hotel Revenue - All Others	2,916,237	2,970,015	3,152,826	3,231,647	3,231,647
Total Revenues	\$ 4,336,038	\$ 4,213,350	\$ 4,371,011	\$ 4,470,959	\$ 4,470,959
Total Resources	\$ 5,905,943	\$ 5,692,193	\$ 5,955,422	\$ 5,391,802	\$ 5,391,802

% Request Increase
over Prior Year
Funding

Expenditures:				Funding			
Denton Black Film Festival Institute	\$ 51,500	\$ 54,500	\$ 62,500	\$ 98,000	57%	\$ 62,500	
Denton Chamber of Commerce - Discover Denton	1,657,000	1,300,000	1,964,250	2,300,000	17%	1,964,250	
Denton's Day of the Dead	65,000	65,100	80,000	100,000	25%	80,000	
North Texas State Fair Association	312,400	327,400	417,200	490,000	17%	417,200	
Denton 31 Days of Halloween 2026	-	-	250,000	250,000	0%	250,000	
Denton Black Chamber of Commerce	60,000	60,100	48,000	85,000	77%	38,400	
Denton County Office of History & Culture	290,000	296,200	300,000	300,000	0%	240,000	
Denton Festival Foundation	125,000	135,000	94,000	125,000	33%	75,200	
Downtown Denton Foundation	-	-	111,680	201,310	80%	89,344	
Greater Denton Arts Council - Operations	160,000	260,400	160,400	300,000	87%	128,320	
Tejas Storytelling Association	59,055	59,055	59,055	59,055	0%	47,244	
Texas Filmmakers Corporation	50,000	50,700	75,000	100,000	33%	60,000	
Theatre Denton, Inc. (Denton Community Theater)	27,000	30,100	35,100	40,000	14%	28,080	
Denton Parks Foundation - Juneteenth	-	-	30,800	70,000	127%	18,480	
Denton Holiday Festival Association	50,000	50,000	30,000	75,000	150%	18,000	
Denton Main Street Association	80,000	80,200	10,000	85,500	755%	6,000	
Texas Veterans Hall of Fame Foundation	55,000	55,100	70,000	98,800	41%	28,000	
DMAC Amplify	-	-	9,900	11,000	11%	3,960	
Denton Parks Foundation - Dog Days of Denton	-	-	30,000	20,000	-33%	12,000	
Instant Film Society	-	-	-	5,000	100%	-	
Southwest Celtic Music Association	-	-	-	25,000	100%	-	
Denton Breakfast Kiwanis	6,200	7,000	-	7,000	100%	-	
Greater Denton Arts Council - Public Art	-	-	70,728	-	-	77,560	
Denton Bach Society	-	1,000	-	-	-	-	
Denton Community Market	68,400	68,600	-	-	-	-	
Denton Public Art Committee	100,000	-	-	-	-	-	
Mount Zion - African Festival	-	3,000	-	-	-	-	
Real Waves Radio Network	13,300	13,400	-	-	-	-	
Denton Music and Art Collaborative	-	2,000	-	-	-	-	
Denton Parks Foundation	134,000	134,300	-	-	-	-	
Downtown Ambassador	28,400	-	-	-	-	-	
Contingency	-	-	-	-	-	100,000	
Sub-total Recipient Expenditures	\$ 3,392,255	\$ 3,053,155	\$ 3,908,613	\$ 4,845,665		\$ 3,744,538	
Sub-total Economic Incentive Expenditures	\$ 1,034,845	\$ 1,054,627	\$ 1,125,966	\$ 1,154,115		\$ 1,154,115	
Total Expenditures	\$ 4,427,100	\$ 4,107,782	\$ 5,034,579	\$ 5,999,780		\$ 4,898,653	
Ending Fund Balance	\$ 1,478,843	\$ 1,584,411	\$ 920,843	\$ (607,978)		\$ 493,149	

CITY OF DENTON
HOTEL OCCUPANCY TAX
Community Partnership Committee
Wednesday July 29, 2026

	PY 2024 Actuals	PY 2025 Actuals	PY 2026 Estimates	PY 2027 Organization Requests	PY 2027 Level-Funding Staff Recommendation
Beginning Fund Balance	\$ 1,569,905	\$ 1,478,843	\$ 1,584,411	\$ 920,843	\$ 920,843
Revenues:					2.50%
Prior Year Refunds	\$ 336,064	\$119,506	\$ 9,100	\$ -	\$ -
Convention Center Hotel	1,034,845	1,054,627	1,125,966	1,154,115	1,154,115
Short-Term Rentals	48,893	69,202	83,119	85,197	85,197
Hotel Revenue - All Others	2,916,237	2,970,015	3,152,826	3,231,647	3,231,647
Total Revenues	<u>\$ 4,336,038</u>	<u>\$ 4,213,350</u>	<u>\$ 4,371,011</u>	<u>\$ 4,470,959</u>	<u>\$ 4,470,959</u>
Total Resources	<u>\$ 5,905,943</u>	<u>\$ 5,692,193</u>	<u>\$ 5,955,422</u>	<u>\$ 5,391,802</u>	<u>\$ 5,391,802</u>
% Request Increase over Prior Year Funding					
Expenditures:					
Denton Black Film Festival Institute	\$ 51,500	\$ 54,500	\$ 62,500	\$ 98,000	57% \$ 62,500
Denton Chamber of Commerce - Discover Denton	1,657,000	1,300,000	1,964,250	2,300,000	17% 1,964,250
Denton's Day of the Dead	65,000	65,100	80,000	100,000	25% 80,000
North Texas State Fair Association	312,400	327,400	417,200	490,000	17% 417,200
Denton 31 Days of Halloween 2026	-	-	250,000	250,000	0% 250,000
Denton Black Chamber of Commerce	60,000	60,100	48,000	85,000	77% 48,000
Denton County Office of History & Culture	290,000	296,200	300,000	300,000	0% 300,000
Denton Festival Foundation	125,000	135,000	94,000	125,000	33% 94,000
Downtown Denton Foundation	-	-	111,680	201,310	80% 111,680
Greater Denton Arts Council - Operations	160,000	260,400	160,400	300,000	87% 160,400
Tejas Storytelling Association	59,055	59,055	59,055	59,055	0% 59,055
Texas Filmmakers Corporation	50,000	50,700	75,000	100,000	33% 75,000
Theatre Denton, Inc. (Denton Community Theater)	27,000	30,100	35,100	40,000	14% 35,100
Denton Parks Foundation - Juneteenth	-	-	30,800	70,000	127% 30,800
Denton Holiday Festival Association	50,000	50,000	30,000	75,000	150% 30,000
Denton Main Street Association	80,000	80,200	10,000	85,500	755% 10,000
Texas Veterans Hall of Fame Foundation	55,000	55,100	70,000	98,800	41% 70,000
DMAC Amplify	-	-	9,900	11,000	11% 9,900
Denton Parks Foundation - Dog Days of Denton	-	-	30,000	20,000	-33% 20,000
Instant Film Society	-	-	-	5,000	100% -
Southwest Celtic Music Association	-	-	-	25,000	100% -
Denton Breakfast Kiwanis	6,200	7,000	-	7,000	100% -
Greater Denton Arts Council - Public Art	-	-	70,728	-	- 77,560
Denton Bach Society	-	1,000	-	-	- -
Denton Community Market	68,400	68,600	-	-	- -
Mount Zion - African Festival	-	3,000	-	-	- -
Real Waves Radio Network	13,300	13,400	-	-	- -
Denton Music and Art Collaborative	-	2,000	-	-	- -
Denton Parks Foundation	134,000	134,300	-	-	- -
Contingency	-	-	-	-	- -
Sub-total Recipient Expenditures	<u>\$ 3,392,255</u>	<u>\$ 3,053,155</u>	<u>\$ 3,908,613</u>	<u>\$ 4,845,665</u>	<u>\$ 3,905,445</u>
Sub-total Economic Incentive Expenditures	<u>\$ 1,034,845</u>	<u>\$ 1,054,627</u>	<u>\$ 1,125,966</u>	<u>\$ 1,154,115</u>	<u>\$ 1,154,115</u>
Total Expenditures	<u>\$ 4,427,100</u>	<u>\$ 4,107,782</u>	<u>\$ 5,034,579</u>	<u>\$ 5,999,780</u>	<u>\$ 5,059,560</u>
Ending Fund Balance	\$ 1,478,843	\$ 1,584,411	\$ 920,843	\$ (607,978)	\$ 332,242

Program Overview

Completed by slambtx@yahoo.com on 6/14/2026 10:29 PM

Case Id: 30236

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton , TX 76202

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists.

The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by slambtx@yahoo.com on 5/14/2026 6:39 PM

Case Id: 30236

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton , TX 76202

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

SL

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

SL

☒ Must be based in the City of Denton.

Initial:

SL

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

SL

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

SL

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

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3 of 22

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

SL

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

SL

☒ Must have an active governing body.

Initial:

SL

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

SL

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

SL

A. Applicant Information

Completed by slambtx@yahoo.com on 6/14/2026 10:31 PM

Case Id: 30236

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton , TX 76202

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Parks Foundation

A.2. Mailing Address

PO Box 75 Denton , TX 76202

A.3. Tax ID Number

75-2275201

A.4. Name of Event

Denton Juneteenth 2027 Celebration

A.5. Physical Address of the Event

501 S. Bradshaw St. Denton, TX 76205

A.6. Phone Number

(214) 478-5745

A.7. Website

<https://dentonparksfoundation.org> and
<https://dentonjuneteenth.com>

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Our Mission - To engage the Denton community to enhance the mission of the Denton Parks & Recreation Department to unite, grow and play. The Denton Parks Foundation is a nonprofit organization dedicated to enhancing, preserving, and advocating for Denton's parks, trails, and recreational spaces. We believe parks are essential to a healthy, connected, and vibrant community—places where people of all ages can gather, play, and thrive. Through fundraising, partnerships, and community events, the Foundation supports projects and programs that improve access to outdoor recreation,

PRIMARY CONTACT

A.14. First Name

Stephanie

A.15. Last Name

Lamb

A.16. Title

Treasurer

A.17. Phone Number

(214) 478-5745

A.18. Email

slambtx@yahoo.com

SECONDARY CONTACT

A.19. First Name

Jean

A.20. Last Name

Keller

A.21. Title

President

A.22. Phone Number

(972) 814-9724

A.23. Email

jean.keller@unt.edu

strengthen neighborhood connections, and enrich quality of life across Denton. From playground improvements and park enhancements to inclusive programming and community celebrations, our work helps ensure Denton's parks continue to serve current and future generations. As a community-driven organization, we collaborate with residents, local businesses, and the City of Denton to invest in public spaces that reflect the spirit and diversity of our city. Together, we are building stronger parks and a stronger Denton.

A.9. Event Start Date

06/17/2027

Event End Date

06/19/2027

A.10. Describe the event in which funds are being requested to support.

Join us for a multiday celebration of freedom, culture, and community! Experience live concerts, a vibrant parade, a hero reception honoring community leaders, children's and family activities, storytelling sessions, financial empowerment workshops, a poetry slam, an art exhibit, diverse vendors, and an incredible selection of food. This unforgettable event offers something for all ages as we come together to celebrate freedom, heritage, and unity.

A.11. Dollar amount request for HOT funds

\$70,000.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☐ Convention Centers and Visitor Information
- ☐ Registration of Convention Delegates
- ☒ Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- ☒ Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
- ☐ Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry

- ☐ **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels**
- ☐ **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section**
- ☐ **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality**
- ☒ **Administration**

A.13. How does the requested funding meet the definition of the HOT categories listed in the Program Overview Section on this application?

The requested funding supports categories eligible under the Texas Hotel Occupancy Tax statute, including advertising and promotional efforts that directly promote tourism and the hotel industry, arts programming that attracts visitors to Denton, and administrative support related to the execution of the event. The Denton Juneteenth Celebration utilizes digital advertising, social media campaigns, billboard advertising, livestream promotion, print, marketing, and regional outreach to attract visitors from across North Texas and surrounding communities. The event also features live music, spoken word performances, visual arts, and cultural exhibitions that qualify as arts promotion activities. The event encourages overnight visitation by attracting performers, vendors, families, and guests traveling from outside Denton. Multiday programming creates opportunities for extended stays and increased economic activity within the city. The organization's expanded merchandise distribution efforts also increase tourism awareness and regional recognition of Denton Juneteenth branding through promotional apparel and marketing visibility.

B. Tourism Impact

Completed by slambtx@yahoo.com on 6/14/2026 10:36 PM

Case Id: 30236

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton , TX 76202

B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

2025 was 5K, 2026 pending

B.2. What is the estimated attendance for next year's event?

6K

B.3. How many people attending the event will use Denton Hotels?

100

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

3

B.5. Do you reserve room blocks in the area of the event?

Yes

If Yes, how many rooms and provide the name of hotel(s).

Name of Hotel	Number of Rooms	Rate of Room
Best Western Premier	10	\$0.00
Embassy Suites		\$0.00
	10	\$0.00

B.6. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

The Denton Juneteenth Celebration promotes tourism by attracting attendees, artists, performers, vendors, sponsors, and community partners from throughout the Dallas/Fort Worth Metroplex and surrounding regions into the City of Denton. The celebration serves as a regional cultural destination featuring entertainment, arts programming, educational opportunities, food vendors, community engagement, and family friendly experiences over several days. Marketing efforts intentionally target audiences outside Denton through social media advertising, digital campaigns, billboards, livestream promotion, and community partnerships. The event's multiday structure encourages visitors to spend extended time within the city, supporting local hotels, restaurants, retail businesses, and tourism related economic activity.

C. Economic Impact

Completed by slambtx@yahoo.com on 6/14/2026 10:39 PM

Case Id: 30236

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton , TX 76202

C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Denton Juneteenth Celebration serves a significant charitable, educational, cultural, and economic purpose by preserving and promoting African American history, culture, arts, and community engagement within Denton. The event provides free and accessible programming for residents and visitors while supporting local businesses, artists, entertainers, food vendors, nonprofits, and community organizations. The celebration also creates opportunities for vibrant destination.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership
First State Bank	
Point Bank	
Advantage Hail Repair	
Bell Avenue Self Storage	
Baylor, Scott & White	
Denton Housing Authority	
Strittmatter Counseling	
Modern Woodmen Fraternal Financial	
Best Western Premier	
Caraway Business Solutions	
The Church of Jesus Christ Latter-Day Saints	
Just Serve	
San Bay Studios	
Joe's Jumps	
5 Star Rental	

D. Marketing Plan

Completed by slambtx@yahoo.com on 6/14/2026 10:41 PM

Case Id: 30236

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton , TX 76202

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

The Denton Juneteenth Celebration utilizes a multiplatform marketing strategy designed to promote both the event and the City of Denton as a destination for cultural tourism and community engagement. Marketing efforts include social media campaigns, website promotion, livestream advertising, digital billboards, print materials, online event listings, influencer promotion, radio streaming advertisements, email marketing, community outreach, and regional partnerships. Promotional materials prominently feature Denton venues, local attractions, event locations, and city branding. The organization also maintains an active event website and social media presence that experiences increased engagement during the weeks surrounding Juneteenth. Advertising campaigns are intentionally targeted toward audiences throughout Denton, DFW, and surrounding Texas communities. Expanded merchandise distribution through the organization's partnership with Caraway Business Solutions LLC also serves as an ongoing promotional tool that increases visibility and awareness of Denton Juneteenth beyond the event itself.

D.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☐ Email
- ☒ CVB
- ☒ Influencers
- ☒ Print
- ☒ Radio
- ☐ TV
- ☐ Travel Sites
- ☐ Hotels
- ☒ Other

D.3. Geographic markets targeted:

- ☒ Denton

- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☐ National

D.4. Total marketing budget:

\$18,000.00

D.5. Marketing budget targeting overnight visitors:

\$18,000.00

D.6. Past marketing performance metrics:

Website traffic

The organization's 2025 promotional campaign generated over 1.5 million billboard impressions, more than 36,000.

Social reach

Facebook views, over 21,000 website interactions according to internal analytics, livestream engagement across multiple platforms, and regional audience reach throughout North Texas and surrounding communities.

Email subscribers

E. Budget and Fiscal Responsibility

Completed by slambtx@yahoo.com on 6/14/2026 10:45 PM

Case Id: 30236

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton , TX 76202

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

Funds will be used to partially or fully support event expenses, including performers, artists, marketing, onsite operations, and vendors.

E.2. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
Sponsorships	\$11,000.00
HOT Funds	\$70,000.00
Grant	\$4,000.00
	\$85,000.00

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
Artists	\$40,000.00
Photography	\$3,000.00
Site Operations	\$9,000.00
Administratin	\$1,000.00
Sound	\$4,500.00
Radio	\$3,000.00
Internet/Social Media	\$5,000.00
Billboards/Flyers	\$4,500.00
	\$70,000.00

F. Organizational Capacity

Completed by slambtx@yahoo.com on 6/14/2026 10:46 PM

Case Id: 30236

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton , TX 76202

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

162

F.2. Number of full-time staff:

0

F.3. Number of volunteers:

80

F.4. Previously received HOT funding:

Yes

F.4a. Previously received HOT funding Amount

\$30,800.00

F.5. Successfully completed prior HOT reporting:

Yes

F.6. Will your organization be able to provide insurance coverage for the event?

Yes

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Over the next three to five years, the organization plans to strategically expand the Denton Juneteenth Celebration into a premier regional cultural tourism event that attracts visitors from across North Texas and beyond. Planned growth includes enhanced arts and cultural programming, expanded educational workshops and historical exhibits, largescale live entertainment, increased youth and family engagement opportunities, broader vendor participation, and stronger collaborations with local businesses, schools, nonprofit organizations, and community partners. The organization aims to increase overnight visitation, strengthen Denton's reputation as a destination for cultural tourism, and generate greater economic impact for local hotels, restaurants, retailers, and service providers. Longterm objectives also include improving visitor experiences through enhanced event infrastructure and programming, developing sustainable yearround community engagement initiatives, and establishing the Denton Juneteenth Celebration as a signature annual event that honors history, celebrates cultural heritage, promotes unity, and fosters economic and community development throughout the City of Denton.

G. Community Benefit and Alignment

Case Id: 30236

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton , TX 76202

Completed by slambtx@yahoo.com on 6/14/2026 10:48 PM

G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

The event enhances Denton's tourism identity by positioning the city as a culturally diverse, community centered, and arts supportive destination. Through large scale public programming that celebrates history, heritage, inclusion, live entertainment, visual arts, education, and community engagement, the Denton Juneteenth Celebration helps strengthen Denton's reputation as a welcoming cultural tourism destination for residents and visitors alike.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

The event attracts visitors, performers, vendors, volunteers, and supporters from throughout the Dallas/Fort Worth region and surrounding communities, many of whom may not otherwise travel to Denton during the Juneteenth holiday period. By drawing regional audiences to Denton for multiday cultural programming, the celebration helps increase visitor activity, supports local businesses, and strengthens Denton's visibility as a destination for heritage, arts, and community based tourism.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. The event promotes Denton's cultural and artistic assets through live music, spoken word performances, art exhibitions, educational programming, community workshops, family activities, and public park utilization across multiple city venues

G.4. Will event generate repeat tourism? Explain.

Yes. The annual nature of the celebration fosters repeat visitation from attendees, performers, vendors, sponsors, and families who return each year to participate in the event. Their continued engagement strengthens support for Denton based programming and contributes to the event's long term sustainability, community impact, and regional recognition

H. Reporting and Evaluation Plan

Completed by slambtx@yahoo.com on 6/14/2026 10:54 PM

Case Id: 30236

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton , TX 76202

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

H.2. Does your organization gather data on attendees to your events/programs?

Yes

H.2a. If Yes, how is data collected?

The organization gathers attendance estimates, social media analytics, website traffic, livestream metrics, vendor participation information, and community engagement data to evaluate event performance.

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

The organization can report attendance estimates, marketing analytics, social media reach, livestream, engagement, website traffic, vendor participation, sponsorship support, billboard impressions, economic activity indicators, and post event financial reconciliation information.

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

The organization plans to maintain organized financial tracking, attendance estimates, marketing analytics, and operational documentation throughout the planning and execution process in order to fulfill all required quarterly and post event reporting requirements.

I. Required Documents

Completed by slambtx@yahoo.com on 6/23/2026 6:23 PM

Case Id: 30236

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton , TX 76202

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Good Standing 6.14.2026.pdf



Current Board of Directors roster including name, title, address and phone number *Required

2026 Board Roster.pdf



Board Meeting Schedule *Required

2026 Board Meetings.pdf



Provide constitution/by-laws *Required

Approved August 2025 Bylaws.pdf



Provide last two year's audited financial or balance sheet. *Required

2024 Denton Parks Foundation Audit Report FINAL.pdf

12.2025 Financials.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

DPF IRS letter.501c3 (1).pdf

 **Most recent 990 Form submitted to IRS *Required**

TR 990 for Year 2025.pdf

 **Substitute W-9 for PO *Required**

W9 - DPF 7.11.2025.pdf

 **List of all donations made by your org last year. Name and dollar amount included. *Required**

2025 DPF Donations.pdf

 **Other Documents**

DJ_impact.pdf

Denton Juneteenth Attendance Information.docx

Visitors By Origin Fred Moore Park zcta.csv

2025 Promotional_filesizedreduced.pdf

Submit

Completed by jean.keller@unt.edu on 6/23/2026 6:40 PM

Case Id: 30236

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton , TX 76202

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

M. Jean Keller

Electronically signed by jean.keller@unt.edu on 6/23/2026 6:40 PM

Secretary/Treasurer's signature

Stephanie Lamb

Electronically signed by slambtx@yahoo.com on 6/23/2026 6:24 PM

Admin Docs

No data saved

Case Id: 30236

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton , TX 76202

Admin Docs

Please provide the following information.

Documentation



HOT Report Form with TPID *Required

***No files uploaded*



Post Event Form *Required

***No files uploaded*

Email Fields

No data saved

Case Id: 30236

Name: Denton Parks Foundation - Juneteenth

Address: PO Box 75, Denton , TX 76202

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by slambtx@yahoo.com on 5/14/2026 7:21 PM

Case Id: 30238

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton, TX 76202

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists.

The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by slambtx@yahoo.com on 5/14/2026 7:22 PM

Case Id: 30238

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton, TX 76202

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

SL

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

SL

☒ Must be based in the City of Denton.

Initial:

SL

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

SL

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

SL

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

SL

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

SL

☒ Must have an active governing body.

Initial:

SL

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

SL

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

SL

A. Applicant Information

Completed by daniel.jones@cityofdenton.com on 7/7/2026 2:06 PM

Case Id: 30238

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton, TX 76202

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Parks Foundation

A.2. Mailing Address

PO Box 75 Denton, TX 76202

A.3. Tax ID Number

75-2275201

A.4. Name of Event

Dog Days of Denton 2027

A.5. Physical Address of the Event

515 N. Bell Ave. & 700 Oakland St. Denton , TX 76201

A.6. Phone Number

(214) 478-5745

A.7. Website

<https://dentonparksfoundation.org>

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Our Mission - To engage the Denton community to enhance the mission of the Denton Parks & Recreation Department to unite, grow and play.

The Denton Parks Foundation is a nonprofit organization dedicated to enhancing, preserving, and advocating for Denton's parks, trails, and recreational spaces. We believe parks are essential to a healthy, connected, and vibrant community—places where people of all ages can gather, play, and thrive.

PRIMARY CONTACT

A.14. First Name

Stephanie

A.15. Last Name

Lamb

A.16. Title

Treasurer

A.17. Phone Number

(214) 478-5745

A.18. Email

slambtx@yahoo.com

SECONDARY CONTACT

A.19. First Name

Tim

A.20. Last Name

Smith

A.21. Title

Special Events Coordinator

A.22. Phone Number

(940) 597-4939

A.23. Email

dogdaysdenton@dentonparksfoundation.com

Through fundraising, partnerships, and community events, the Foundation supports projects and programs that improve access to outdoor recreation, strengthen neighborhood connections, and enrich quality of life across Denton. From playground improvements and park enhancements to inclusive programming and community celebrations, our work helps ensure Denton's parks continue to serve current and future generations.

As a community-driven organization, we collaborate with residents, local businesses, and the City of Denton to invest in public spaces that reflect the spirit and diversity of our city. Together, we are building stronger parks and a stronger Denton.

A.9. Event Start Date

09/11/2027

Event End Date

09/11/2027

A.10. Describe the event in which funds are being requested to support.

Dog Days of Denton is North Texas' longest-running celebration for dogs and their owners, bringing together thousands of residents, visitors, families, and pet enthusiasts for a free, community-focused festival at Quakertown Park and the Civic Center Pool in Denton. Hosted by the Denton Parks Foundation, the event celebrates the human-animal bond while promoting community engagement, local businesses, parks, recreation, and responsible pet ownership. The event features a wide variety of activities including canine costume contests, dog trick competitions, dog singing contests, live entertainment, educational demonstrations, pet-related exhibitors, local vendors, food trucks, and family-friendly attractions. A signature component of the event is the V.I.Paw Pool Party, which allows dogs and their owners exclusive access to the Civic Center Pool for a unique end-of-summer experience. As one of Denton's most recognizable annual community events, Dog Days of Denton attracts more than 5,000 attendees and serves as a platform to showcase local businesses, nonprofit organizations, and community resources. Event proceeds support improvements to local parks and dog-friendly amenities, helping enhance quality of life for residents while strengthening Denton's

reputation as a welcoming, pet-friendly destination. This event provides a unique opportunity for sponsors to connect with a highly engaged audience while supporting community recreation, tourism, and the continued development of Denton's parks and public spaces.

A.11. Dollar amount request for HOT funds

\$20,000.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☐ Convention Centers and Visitor Information
- ☐ Registration of Convention Delegates
- ☒ Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- ☒ Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
- ☐ Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry
- ☐ Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section
- ☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality
- ☒ Administration

A.13. How does the requested funding meet the definition of the HOT categories listed in the Program Overview Section on this application?

The requested HOT funds support Dog Days of Denton in a way that aligns with the eligible uses outlined in the Program Overview by directly contributing to the promotion and enhancement of the City of Denton's recreational assets and public amenities.

While Dog Days of Denton is primarily a community-focused event, its greatest long-term impact is the

financial support it generates for the City of Denton Parks and Recreation Department. The requested funding helps underwrite the event's marketing and operational costs, allowing the Denton Parks Foundation to maximize the net proceeds from sponsorships and participation revenue. Those proceeds are then reinvested directly into park improvements, recreational facilities, and park-based programming that serve Denton residents.

In this way, the event meets HOT-related objectives by supporting the development and enhancement of recreational and public-use facilities that benefit both residents and visitors. Improved parks and recreation infrastructure strengthen Denton's appeal as a destination for leisure, outdoor activity, and community events, while also enhancing quality of life for the local community.

Additionally, Dog Days of Denton promotes the City's park system by activating a major public space and encouraging community use of Denton's recreational amenities. The event highlights the value of these public spaces and helps ensure continued investment in maintaining and improving them.

Although the event's direct tourism impact may be limited, the long-term economic and community benefit is achieved through reinvestment into parks and recreation assets that support Denton's broader livability, attractiveness, and civic identity.

B. Tourism Impact

Completed by slambtx@yahoo.com on 6/21/2026 5:43 PM

Case Id: 30238

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton, TX 76202

B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

3,000

B.2. What is the estimated attendance for next year's event?

4,000

B.3. How many people attending the event will use Denton Hotels?

25

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

0

B.5. Do you reserve room blocks in the area of the event?

No

**If No, do you have a code set up with the Convention and Visitors Bureau that attendees can use during their stay?
(This is a requirement for funding)**

No

B.6. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

Dog Days of Denton is primarily a community-based event that serves local residents and families; however, it also contributes in a limited but meaningful way to tourism and the local hospitality sector by drawing attendees, vendors, and participants from across North Texas and surrounding communities. The event encourages visitation to the City of Denton by activating one of its public parks as a major community gathering space and showcasing Denton's recreational amenities, local businesses, and family-friendly atmosphere. Through event marketing efforts—particularly digital advertising, social media outreach, and promotion through the Discover Denton Convention and Visitors Bureau—the event is visible to audiences outside of Denton, including regional visitors who may travel to attend. While overnight stays are not a primary driver of attendance, Dog Days of Denton does generate some level of hotel usage through visiting vendors, exhibitors, sponsors, entertainers, and occasional attendees traveling from outside the immediate area. These visitors may utilize local lodging, dining, and retail services during their stay, providing incremental economic benefit to the City of Denton's hospitality sector. Additionally, the event supports tourism development more broadly by strengthening Denton's identity as a welcoming, pet-friendly, and recreation-focused destination. By highlighting the City's parks and community amenities in marketing materials and visitor outreach, the event contributes to long-term destination awareness that can encourage future visits, repeat travel, and increased engagement with Denton's hotel, dining, and entertainment offerings. In this way, Dog Days of Denton supports the hotel and convention industry in a modest but important capacity while primarily serving as a community engagement

event that enhances Denton's livability, visibility, and overall appeal as a destination.

C. Economic Impact

Completed by slambtx@yahoo.com on 6/15/2026 12:46 PM

Case Id: 30238

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton, TX 76202

C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Denton Parks Foundation is a nonprofit organization dedicated to supporting and enhancing the work of the City of Denton Parks and Recreation Department through fundraising, advocacy, and community engagement. Funds raised by the Foundation are invested back into Denton's parks, recreational facilities, programs, and public spaces, creating lasting benefits for residents and visitors alike. Dog Days of Denton furthers this charitable mission by generating financial support for projects and initiatives that improve quality of life throughout the community. As one of Denton's largest annual community events, it brings together residents, local businesses, nonprofit organizations, and visitors in a family-friendly environment that promotes community connection, wellness, outdoor recreation, and responsible pet ownership. The event also contributes to economic growth by attracting thousands of attendees who support local vendors, restaurants, hotels, and small businesses. By drawing visitors from across North Texas, Dog Days of Denton increases tourism activity and showcases Denton as a vibrant, welcoming, and pet-friendly destination. Beyond its economic impact, the event serves the public interest by providing free access to community programming, educational resources, and recreational opportunities for families of all backgrounds. The funds generated through sponsorships and event participation help support improvements to public parks and recreational amenities that are enjoyed year-round by residents, creating long-term community value and enhancing Denton's overall quality of life. Through its direct support of the City of Denton Parks and Recreation Department, the Denton Parks Foundation ensures that the benefits of Dog Days of Denton extend far beyond a single event, resulting in meaningful, lasting investments in community spaces and programs that serve the entire Denton community.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership
American National Bank & Trust	
Norman Rosco	
Tinker Federal Credit Union	
Minor & Jester	
Modern Woodmen Fraternal Financial	
Chrissy Mallouf	
Huffines Subaru	
Texas Health Presbyterian	
Denton Lake Cities Rotary	
Hollywood Feed	
Frazier Commercial Real Estate	
Merki & Associates	
Ryan Everet Insurance	
D&L Farm & Home	
Scott Brown Group	

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11 of 27

Title Resources	
Pros PM	
EastOakDangelina's	

D. Marketing Plan

Completed by slambtx@yahoo.com on 6/21/2026 5:48 PM

Case Id: 30238

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton, TX 76202

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

The Denton Parks Foundation will implement a comprehensive marketing campaign designed to promote Dog Days of Denton while showcasing the City of Denton as a premier destination for recreation, tourism, community events, and family-friendly experiences. The campaign will highlight Denton's parks, local businesses, and unique community character, encouraging both residents and visitors from across North Texas to attend and explore the city. Marketing efforts will include:

Social Media Marketing: The Foundation will utilize Facebook, Instagram, LinkedIn, and other digital platforms to promote the event through organic content, paid advertising, event pages, sponsor spotlights, and shareable media. Posts will highlight the City of Denton, its parks, and local attractions to encourage attendees to extend their visit and support local businesses.

Billboard Advertising: Strategic billboard placements throughout Denton and surrounding markets will increase regional awareness and attract visitors from neighboring communities.

Messaging will position Dog Days of Denton as a signature community event and promote Denton as a pet-friendly destination.

Print Marketing and Flyers: Flyers, posters, and promotional materials will be distributed throughout Denton and surrounding communities through local businesses, veterinary clinics, pet-related businesses, community centers, libraries, and partner organizations. These materials will include City of Denton branding and information about local attractions and amenities.

Website and Email Marketing: Event information will be promoted through the Denton Parks Foundation website, email newsletters, community calendars, and partner websites. These communications will provide event details while directing visitors to resources about Denton's parks, dining, shopping, and entertainment opportunities.

Partnership with Discover Denton (Convention and Visitors Bureau): The Foundation will collaborate with Discover Denton to market the event through tourism channels, visitor guides, event calendars, digital platforms, and regional promotional opportunities. This partnership will help attract out-of-town visitors and further position Denton as a destination for unique community events, recreation, and tourism.

Sponsor and Partner Promotion: Sponsors, vendors, exhibitors, and community partners will be encouraged to promote the event through their own marketing channels, expanding the campaign's reach and increasing exposure for Denton throughout the region. Through these combined marketing efforts, Dog Days of Denton is expected to reach thousands of individuals across North Texas, driving attendance, supporting local businesses, increasing tourism activity, and enhancing awareness of the City of Denton's parks, amenities, and community offerings. The campaign will reinforce Denton's reputation as a welcoming, vibrant, and engaged community while generating measurable economic and community benefits.

D.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☒ Email

- ☒ CVB
- ☐ Influencers
- ☒ Print
- ☐ Radio
- ☐ TV
- ☐ Travel Sites
- ☐ Hotels
- ☒ Other

D.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☐ Texas
- ☐ Multi-State
- ☐ National

D.4. Total marketing budget:

\$10,000.00

D.5. Marketing budget targeting overnight visitors:

\$0.00

D.6. Past marketing performance metrics:

Website traffic

Social reach

Email subscribers

E. Budget and Fiscal Responsibility

Completed by slambtx@yahoo.com on 6/21/2026 5:45 PM

Case Id: 30238

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton, TX 76202

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

The Denton Parks Foundation is requesting \$45,000 in sponsorship funding and HOT Funds from the City of Denton to serve as the primary funding source for Dog Days of Denton event operations and marketing. These funds will cover a significant portion of the event's expenses, including marketing and advertising, event infrastructure, equipment rentals, entertainment, public safety measures, sanitation services, event production, and other operational costs necessary to host a successful community event. By utilizing City sponsorship funds to support the core expenses of the event, the Foundation can maximize the impact of revenue generated through corporate sponsorships, vendor participation, and ticket sales. Rather than being used solely to cover event costs, those revenues can be reinvested directly into initiatives that benefit Denton residents and enhance community quality of life. Specifically, proceeds generated from Dog Days of Denton support the City of Denton Parks and Recreation Department through park improvement projects, enhancements to recreational facilities and amenities, and recreational scholarship programs that provide access to parks and recreation opportunities for residents who may otherwise face financial barriers to participation. This investment creates a multiplier effect for the community. City sponsorship helps ensure the success of a signature Denton event that attracts thousands of attendees, promotes tourism and local business activity, and generates charitable revenue that is returned to the community through parks, recreation, and scholarship opportunities. As a result, the requested funding not only supports the event itself but also helps create lasting benefits for Denton residents long after the event conclusion.

E.2. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☐ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
HOT Funds	\$20,000.00
City of Denton	\$25,000.00
American National Bank & Trust	\$0.00

Tinker Federal Credit Union	\$0.00
Modern Woodmen Fraternal Financial	\$0.00
Minor & Jester	\$0.00
Groggy Dog	\$0.00
Huffines Subaru	\$0.00
Texas Health Presbyterian	\$0.00
Denton Lake Cities Rotary	\$0.00
Hollywood Feed	\$0.00
D&L Farm & Home	\$0.00
Title Resources	\$0.00
Scott Brown Group	\$0.00
Ryan Everet Insurance	\$0.00
Norman Rosco	\$0.00
	\$45,000.00

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
Entertainment	\$6,000.00
Photography	\$3,000.00
Site Operations	\$18,000.00
Administration	\$1,000.00
Fencing	\$7,000.00
Print/Flyers/Billboards	\$6,000.00
Social Media/Website	\$4,000.00
	\$45,000.00

F. Organizational Capacity

Completed by slambtx@yahoo.com on 6/15/2026 12:55 PM

Case Id: 30238

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton, TX 76202

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

33

F.2. Number of full-time staff:

0

F.3. Number of volunteers:

50

F.4. Previously received HOT funding:

Yes

F.4a. Previously received HOT funding Amount

\$30,000.00

F.5. Successfully completed prior HOT reporting:

Yes

F.6. Will your organization be able to provide insurance coverage for the event?

Yes

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Over the next three to five years, the Denton Parks Foundation plans to continue growing Dog Days of Denton as a premier community event and regional attraction that showcases the City of Denton, supports tourism, and generates meaningful revenue for parks and recreation initiatives. The Foundation's goal is to increase attendance, expand sponsorship opportunities, enhance programming, and attract visitors from across North Texas while maintaining the event's reputation as a unique, family-friendly celebration of the community and its parks. As the Foundation approaches its 40th anniversary in 2027, it is focused on building greater awareness of its mission and increasing its impact throughout the community. This milestone provides an opportunity to strengthen partnerships with the City of Denton, local businesses, community organizations, and visitors while highlighting four decades of support for parks, recreation, and quality-of-life initiatives. In addition to growing Dog Days of Denton, the Foundation is exploring opportunities to develop additional signature events that promote Denton's parks and recreational amenities. One long-term vision is the creation of a "Parkapalooza" event that would celebrate Denton's park system, recreational programs, and community spaces while attracting residents and visitors alike. Such an event would further support tourism, community engagement, and economic activity while generating additional resources for park improvements and recreational programming. The Foundation also plans to expand its ability to fund park enhancement projects and

recreational scholarships, ensuring that more Denton residents have access to quality parks, programs, and outdoor experiences. Through continued event growth, increased community support, and strategic partnerships, the Foundation aims to create sustainable funding sources that will benefit the City of Denton Parks and Recreation Department for years to come. Ultimately, the Foundation's long-term vision is to establish a portfolio of successful community events that strengthen Denton's reputation as a vibrant destination, support local economic activity, and provide lasting investments in parks, recreation, and community well-being.

G. Community Benefit and Alignment

Case Id: 30238

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton, TX 76202

Completed by slambtx@yahoo.com on 6/15/2026 1:00 PM

G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

Dog Days of Denton enhances the City's tourism identity by showcasing Denton as a welcoming, community-oriented, and recreationally rich destination. The event highlights one of Denton's key public parks as a central gathering space and demonstrates the City's commitment to accessible outdoor recreation, family-friendly programming, and pet-friendly amenities. Through its visibility and marketing efforts—including digital outreach, social media promotion, and collaboration with the Discover Denton Convention and Visitors Bureau—the event helps reinforce Denton's image as a unique North Texas destination that values community engagement, public spaces, and quality of life. Even though the event is primarily locally attended, its regional marketing reach introduces surrounding communities to Denton's parks system, local businesses, and civic culture. Dog Days of Denton also contributes to tourism identity by showcasing local vendors, small businesses, and community organizations, giving visitors and residents alike a snapshot of Denton's creative and entrepreneurial spirit. The event's interactive programming and inclusive atmosphere reflect the City's identity as an active, vibrant, and welcoming place to visit. Over time, this consistent branding and exposure help strengthen Denton's reputation as a destination for outdoor recreation, signature community events, and authentic local experiences.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

Dog Days of Denton is primarily a community-based event that serves Denton residents and the surrounding North Texas region. As such, the majority of attendees are local or from nearby communities who already have regular access to the City of Denton. However, the event does attract a smaller but meaningful number of visitors who may not otherwise travel to Denton. These include vendors, exhibitors, sponsors, entertainers, and participants who come from outside the immediate area to take part in the event. In addition, through regional marketing efforts and promotion in partnership with Discover Denton, the event reaches audiences beyond the local community, which can result in first-time visitors attending. While Dog Days of Denton is not a primary tourism driver, it serves as an entry point for some visitors to experience Denton's parks, community atmosphere, and local businesses. For these individuals, the event may introduce Denton as a destination they would not have otherwise visited and encourage return trips in the future. Overall, the event's primary role is community engagement, with a secondary benefit of limited regional visitation and exposure to Denton as a welcoming, recreation-focused city.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. Dog Days of Denton actively promotes the City of Denton's recreational assets and highlights the community's broader cultural and civic identity. The event is hosted in one of Denton's key public recreation spaces and directly showcases the City's parks system as a central gathering place for residents and visitors. Through its programming and setting, the event encourages attendees to experience Denton's outdoor recreational amenities, including public parks, open spaces, and community facilities. By drawing thousands of participants into these spaces, Dog Days of Denton reinforces the value of the City's park system and promotes continued use of recreational resources year round. The event also supports local culture by featuring Denton-area vendors, small businesses, nonprofits, and community

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organizations. This creates opportunities for residents and visitors to engage with the local community, learn about available services, and support the local economy. In doing so, the event reflects Denton's creative, community-oriented spirit and helps strengthen connections between residents and local institutions. Additionally, Dog Days of Denton encourages community participation through interactive activities and contests that celebrate creativity, companionship, and shared public experiences. While the event is primarily focused on recreation, it contributes to a broader sense of civic pride and helps position Denton as a vibrant, welcoming, and active community. Overall, Dog Days of Denton serves as a strong promotional platform for the City's recreational assets while reinforcing Denton's identity as a community that values parks, outdoor engagement, and quality of life for residents and visitors alike.

G.4. Will event generate repeat tourism? Explain.

Dog Days of Denton is primarily a community-based event designed to serve Denton residents and surrounding North Texas communities. As such, its direct impact on generating repeat tourism is limited. However, the event does contribute to repeat visitation in a broader, indirect way. For out-of-area vendors, exhibitors, sponsors, and occasional attendees who travel to participate, Dog Days of Denton provides an introduction to the City's parks, public spaces, and community atmosphere. A positive experience at the event can encourage some of these visitors to return to Denton for future community events, recreational activities, dining, and entertainment. Additionally, through its marketing reach and partnership with the Discover Denton Convention and Visitors Bureau, the event helps raise awareness of Denton's identity as a welcoming, pet-friendly, and recreation-focused destination. This increased visibility supports long-term destination familiarity, which can contribute to repeat visits over time as individuals seek out additional events or leisure activities in the City. While not a primary tourism driver, Dog Days of Denton supports repeat visitation in a supporting capacity by introducing new audiences to Denton and reinforcing the City's appeal as a place worth returning to.

H. Reporting and Evaluation Plan

Completed by slambtx@yahoo.com on 6/15/2026 1:03 PM

Case Id: 30238

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton, TX 76202

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

H.1a. What is the ticket price? Add any additional information related to your Ticket Price.

Event is free to enter the park and visit vendors. Ticket purchase is required to enter the pool area.

H.2. Does your organization gather data on attendees to your events/programs?

Yes

H.2a. If Yes, how is data collected?

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Need to complete

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

If awarded funding, the Denton Parks Foundation is fully prepared to meet all quarterly financial reporting and post-event reporting requirements in a timely and accurate manner. The Foundation maintains organized financial systems and established internal controls that allow for clear tracking of all event-related income and expenses, including sponsorship revenue, vendor fees, ticket sales, and operational costs. All Dog Days of Denton-related transactions will be coded and tracked separately within the Foundation's accounting system to ensure transparency and ease of reporting. This will allow for accurate quarterly financial summaries that clearly show how City funds and other event revenues are allocated and expended. In preparation for the 30-day post-event report, the Foundation will compile data throughout the planning and execution process, including attendance estimates, marketing metrics, sponsorship and vendor participation, and final financial reconciliation. Staff will work closely with event partners, vendors, and accounting personnel to ensure all invoices, receipts, and supporting documentation are collected and finalized promptly after the event. The Foundation also has established experience managing City partnerships and grant-style reporting requirements and understands the importance of compliance, transparency, and accountability in the use of public funds. Designated staff will be responsible for coordinating reporting efforts to ensure deadlines are met and all required information is submitted in a complete and accurate manner. Overall, the Foundation is committed to maintaining strong financial oversight and providing the City of Denton with clear, consistent reporting that demonstrates responsible stewardship of awarded funds and the overall impact of the event.

I. Required Documents

Completed by slambtx@yahoo.com on 6/21/2026 5:43 PM

Case Id: 30238

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton, TX 76202

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Good Standing 6.14.2026.pdf



Current Board of Directors roster including name, title, address and phone number *Required

2026 Board Roster.pdf



Board Meeting Schedule *Required

2026 Board Meetings.pdf



Provide constitution/by-laws *Required

Approved August 2025 Bylaws.pdf



Provide last two year's audited financial or balance sheet. *Required

2024 Denton Parks Foundation Audit Report FINAL.pdf

12.2025 Financials.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

DPF IRS letter.501c3 (1).pdf

 **Most recent 990 Form submitted to IRS *Required**

TR 990 for Year 2025.pdf

 **Substitute W-9 for PO *Required**

W9 - DPF 7.11.2025.pdf

 **List of all donations made by your org last year. Name and dollar amount included. *Required**

2025 DPF Donations.pdf

 **Other Documents**

Dog Days - PlacerAI Information.pdf

Insights from 2025.pdf

Engagement in 2025.pdf

Submit

Completed by jean.keller@unt.edu on 6/29/2026 10:09 AM

Case Id: 30238

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton, TX 76202

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

M. Jean Keller

Electronically signed by jean.keller@unt.edu on 6/29/2026 10:06 AM

Secretary/Treasurer's signature

Stephanie Lamb

Electronically signed by slambtx@yahoo.com on 6/29/2026 9:49 AM

Admin Docs

No data saved

Case Id: 30238

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton, TX 76202

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30238

Name: Denton Parks Foundation - Dog Days of Denton

Address: PO Box 75, Denton, TX 76202

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by harrydbff@gmail.com on 5/26/2026 5:39 PM

Case Id: 30242

Name: DENTON BLACK FILM FESTIVAL INSTITUTE 2027 -

Address: PO Box 1217, Denton, TX 76202

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists.

The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by harrydbff@gmail.com on 5/26/2026 5:42 PM

Case Id: 30242

Name: DENTON BLACK FILM FESTIVAL INSTITUTE 2027 -

Address: PO Box 1217, Denton, TX 76202

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

HE

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

HE

☒ Must be based in the City of Denton.

Initial:

HE

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

HE

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

HE

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

HE

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

HE

☒ Must have an active governing body.

Initial:

HE

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

HE

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

HE

A. Applicant Information

Completed by harrydbff@gmail.com on 6/29/2026 10:50 AM

Case Id: 30242

Name: DENTON BLACK FILM FESTIVAL INSTITUTE 2027 -

Address: PO Box 1217, Denton, TX 76202

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Black Film Festival Institute

A.2. Mailing Address

PO Box 1217 Denton, TX 76202

A.3. Tax ID Number

84-4064554

A.4. Name of Event

Denton Black Film Festival

A.5. Physical Address of the Event

PO Box 1217 Denton, TX 76202

A.6. Phone Number

(940) 368-6918

A.7. Website

www.dentonbfff.com

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Our mission is to educate, entertain, and inspire. We share stories of the Black community – it's traditions, ideas and experiences – in a multitude of ways through our programming and experiences. Storytelling is the core of any culture and at DBFF we share stories of the Black Community - it's traditions, ideas, and experiences in a multitude of ways though film, music, art, spoken word, comedy, dance, workshops, panels, etc.

A.9. Event Start Date

01/26/2027

PRIMARY CONTACT

A.14. First Name

Harry

A.15. Last Name

Eaddy

A.16. Title

Executive Director

A.17. Phone Number

(940) 368-6918

A.18. Email

harrydbff@gmail.com

SECONDARY CONTACT

A.19. First Name

Reginald

A.20. Last Name

Logan

A.21. Title

Treasurer

A.22. Phone Number

(940) 390-3204

A.23. Email

logpastor@aol.com

Event End Date

02/07/2027

A.10. Describe the event in which funds are being requested to support.

The Denton Black Film Festival is a premier event that attracts attendees from all over the US and other countries. DBFF is a multidisciplinary platform. Film is the anchor for the festival but it also includes art, music, spoken word, comedy, workshops, panels, dance and much more. The festival offers approximately 60 events in 5 days of in person attendance with an additional 20+ virtual events after the in person portion of the festival has ended. The festival was voted as one of the best festivals in Texas by Texas Travel Magazine in 2019. The festival attract filmmakers, artists and attendees from all over the US and other countries. The attendance for the festival in 2026 was 9000+ with the first two days of the festival impacted by snow and frozen conditions.

A.11. Dollar amount request for HOT funds

\$98,000.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☐ Convention Centers and Visitor Information
- ☒ Registration of Convention Delegates
- ☒ Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- ☒ Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
- ☐ Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry
- ☐ Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
- ☒ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section
- ☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the

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municipality



Administration

A.13. How does the requested funding meet the definition of the HOT categories listed in the Program Overview Section on this application?

The goal of DBFF is to attract attendees from all over the world to attend and participate in the festival. In 2026 we had a attendees from Brazil, Mexico and the US attendees came from Oregon, NY, NJ, PA, Georgia, California, MN, IND, IL, OK, LA, ARK, FL and other states. The funds for the festival will be used to support the overall festival in these areas. 1. Marketing the festival in print, ads, flyers, billboards 2. Social Media, digital media 3. Marketing support, Interns 4. Festival Talent including filmmakers, visual artist, music and other creatives 5. Production of video, audio, contractors, rental equipment, designers, etc. 6. Admin, contractors, operations support 7. Transportation for talent, attendees, VIP's

B. Tourism Impact

Completed by harrydbff@gmail.com on 6/29/2026 5:28 PM

Case Id: 30242

Name: DENTON BLACK FILM FESTIVAL INSTITUTE 2027 -

Address: PO Box 1217, Denton, TX 76202

B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

9,000+ Weather impacted the event in the first 2 days

B.2. What is the estimated attendance for next year's event?

12,000+

B.3. How many people attending the event will use Denton Hotels?

550

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

4

B.5. Do you reserve room blocks in the area of the event?

Yes

If Yes, how many rooms and provide the name of hotel(s).

Name of Hotel	Number of Rooms	Rate of Room
Embassy Suites Hotel	60	\$150.00
Springhill Suites	30	\$125.00
Homewood Suites	25	\$125.00
Home 2	25	\$125.00
Other hotels	50	\$125.00
	190	\$650.00

B.6. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

The Denton Black Film Festival is a premier event that attracts attendees from all over the US and other countries. DBFF is a multidisciplinary platform. Film is the anchor for the festival but it also includes art, music, spoken word, comedy, workshops, panels, dance and much more. The festival offers over 60 events in 5 days of in person attendance. The City of Denton is a Presenting Sponsor for the festival along with only 2 other Presenting Sponsors in Alamo Drafthouse and NBC 5. The city's brand and name is in all of our printed material, digital media, (8) billboards, social media, website, event materials, etc. There are 2 major factors that will impact the festival in 2027 and beyond. 1. DBFF is applying to the Academy of Arts to become a short film qualifying festival. This acceptance as an Oscar qualifying film festival is a very difficult thing to accomplish but if the festival is successful it would be a game changer for the city of Denton. I would bring 20-30 per cent more attendees to the festival in January and bring filmmakers and film lovers to the city to screen their films throughout the year for potential Oscar short film runs. This would put Denton on the map for the film industry and increase the number of request for locations for production permits. 2.

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DBFF has signed an agreement with a marketing company to raise the visibility of the festival and bring additional Sponsors and Partners to the festival. They would contribute more money, raise the visibility of the festival and city of Denton to new Sponsors and Partners. If successful this would increase attendance, hotel stays and tourism to the city. The festival estimates it would increase attendance by 15-20 per cent. The marketing platforms include Facebook in other cities like (NY, Houston, LA, Atlanta), Google, Local Profile Magazine, Instagram, X, Metro News, Dallas Observer, Fort Worth Weekly and others. We also have (52) Clear Channel digital billboards with the City of Denton. We also have podcasts where we highlight the City of Denton. DBFF plans on working with a professional marketing company to create more awareness by bringing an board new Sponsors/Partners and activations. This will be a major effort on the part of the festival and elevate its regional/national stature. The festival will continue its marketing plan to attract filmmakers, music, art, spoken word, comedy lovers to Denton. We share this information to our diverse audience and highlight the benefits of attending DBFF to experience national, regional filmmakers and artists.

C. Economic Impact

Completed by harrydbff@gmail.com on 6/29/2026 5:29 PM

Case Id: 30242

Name: DENTON BLACK FILM FESTIVAL INSTITUTE 2027 -

Address: PO Box 1217, Denton, TX 76202

C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

DBFF is one of the most respected film festivals in the country. The festival became known for its excellence in operations and it received an award for one of the "Best Festivals in Texas in 20219 from Texas Travel magazine. The festival is known for being a place for filmmakers and where attendees can have an amazing experience meeting new friends and talking advantage of the hospitality of the Denton community. DBFF uses Film Freeway as its submission platform which attracts hundreds of submissions each year and 80-120 are selected for their films to be included into the festival. The festival includes other components like art, music, spoken word, comedy and more to bring talent for our audience to experience. Film Festivals are great draws for Communities because the bring people from other parts of the US and different countries to share stories and have meaningful discussion which enhances the quality of life for the community. This benefit shows up in the in the everyday life of the community. Economic Impact DBFF adds to the economic impact to Denton because we have been told by many restaurants that the festival makes many of their months and quarters because to the business they generate from DBFF in January every year. We know many of the restaurants have 30-45 minute waits when the festival is in Denton because the majority of the activities are downtown. The Discover Denton group has told the festival that it is an economic generator for the city of Denton. Community Impact DBFF brings attendees of all backgrounds to Denton and months prior to the opening of the festival promotional material has been shared with people from all over the US through social/digital media, billboards, IG, Threads and other ways to bring the community together. This has allowed the festival to have attendance of 10-12,000. The festival collaborates with several Community organizations Partners and Universities.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership
City of Denton	Hot funds and Sponsorship, Community engagement and Presenting Sponsor
Alamo Drafthouse Denton	Presenting Sponsor for film Screenings
UNT	Media, UNT CoLab Visual Art, Student organizations
TWU	Art, Student life, Faculty life, Music
NCTC	Workshops & Panels, Student Life
Denton ISD	Art & Essay Awards Event for 4th&5th graders & Teachers
Friends of the Family	Community Partner for the festival
GDAC	Community Programming Partner
DCTA	Transportation Partner
Peterbilt	Community Partner
Main Street Association	Community Partner
DRC	Media Community Partner
Denton Black Chamber	Community Partner
McDonalds (Denton locations)	Community Partners

Discover Denton	Media and Community Partner
NBC 5	Presenting Media Sponsor for the City of Denton
The Fine Arts Theatre	Screening Partner
Denton County Historical Society	Quakertown Information

D. Marketing Plan

Completed by harrydbff@gmail.com on 5/27/2026 12:09 PM

Case Id: 30242

Name: DENTON BLACK FILM FESTIVAL INSTITUTE 2027 -

Address: PO Box 1217, Denton, TX 76202

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

DBFF is one of the most respected film festivals in the country. The festival became known for its excellence in operations and it received an award for one of the "Best Festivals in Texas in 20219 from Texas Travel magazine. The festival is known for being a place for filmmakers and where attendees can have an amazing experience meeting new friends and talking advantage of the hospitality of the Denton community. DBFF uses Film Freeway as its submission platform which attracts hundreds of submissions each year and 80-120 are selected for their films to be included into the festival. The festival includes other components like art, music, spoken word, comedy and more to bring talent for our audience to experience. DBFF will work with a professional marketing company to develop and overall marketing strategy to elevate the festival, increase sponsors, activations for the festivals with brand name sponsors and increase attendance. This will benefit the festival and city of Denton and continue to elevate the festival as a destination event. The DBFF marketing team will continue to bring awareness and promote the festival. While at the festival attendees will experience: - Approximately 60 events in 5 days in person - 90-100 Independent films - Art Exhibits - Music from featured performers or Grammy award nominees/winners - Nationally ranked Spoken Word Artist Slam Competition - Nationally recognised Comedy performers - Workshops & Panels and more People have heard by word of mouth the how great the festival is for filmmakers, creatives and attendees. The DBFF marketing team uses the latest tools and applications to promote Denton along with other partners including DRC, Discover Denton, Dallas Observer, Local Profile Magazine, Metro News, Ft Worth Telegram, Google, FB, X, Instagram, (8) billboards outside of Denton. They have heard about the City of Denton and its hospitality, great food by independent restaurants and how walkable the city is for visitors. The festival gets thousand of attendees coming to the festival because of social media, print, billboards and word of mouth.

D.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☒ CVB
- ☒ Influencers
- ☒ Print
- ☒ Radio
- ☒ TV

- ☒ Travel Sites
- ☒ Hotels
- ☒ Other

D.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

D.4. Total marketing budget:

\$0.00

D.5. Marketing budget targeting overnight visitors:

\$0.00

D.6. Past marketing performance metrics:

Website traffic

Social reach

Email subscribers

E. Budget and Fiscal Responsibility

Completed by harrydbff@gmail.com on 6/29/2026 5:34 PM

Case Id: 30242

Name: DENTON BLACK FILM FESTIVAL INSTITUTE 2027 -

Address: PO Box 1217, Denton, TX 76202

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

DBFF is the largest Black Film Festival Film Festival is Texas and the Southwest. Over the last 12 years the festival has been known for its operations excellence and festival programming. DBFF will work with a professional marketing company to elevate the festival and seek additional sponsors and offer more activations than in previous years. The festival will seek to become an Oscar qualifying Short Film festival this year. The funds for the festival will be used to support the overall festival in these areas. 1. Marketing the festival in print, ads, flyers, billboards 2. Social Media, digital media 3. Marketing support, Interns, admin 4. Festival Talent including filmmakers, visual artist, music and other creatives 5. Production of video, audio, contractors, rental equipment, designers, etc. 6. Admin, contractors, operations support 7. Rentals (facilities, transportation, equipment, etc)

E.2. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☒ Other

Please specify

Grants, Sponsors

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
City of Denton Hot Funds	\$98,000.00
City of Denton Sponsorship	\$12,000.00
Jordan Brands	\$10,000.00
Michael Jordan Foundation	\$10,000.00
Texas Community on the Arts	\$17,000.00
Texas Community on the Arts (Art Respond Project)	\$7,000.00
Charles Schwab Bank	\$10,000.00
DCTA	\$2,500.00

Meow Wolf	\$2,500.00
McDonald's	\$5,000.00
Texas Film Commission	\$1,000.00
Dallas Film Commission	\$2,500.00
Ft Worth Film Commission	\$2,500.00
Anderson Merchandisers	\$2,500.00
UNT Media	\$1,000.00
NBC 5	\$2,500.00
Dallas Producers Association	\$500.00
Josh Goler	\$1,000.00
DBFF Ticket sales	\$51,000.00
DBFF Merch sales	\$3,500.00
Peterbilt	\$2,500.00
Other Sponsors	\$8,200.00
HEB	\$10,000.00
Walmart	\$10,000.00
Texas Instruments	\$5,000.00
Capital One	\$5,000.00
	\$282,700.00

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
DBFF Video/Audio Production	\$21,500.00
Film Acquisition	\$4,500.00
Speakers, Performers, Awardees	\$53,000.00
Marketing support, social media, ads, promotions	\$47,000.00
Printing	\$18,700.00
Public Relations	\$4,600.00
Billboards	\$12,000.00
Facilities Rental	\$18,800.00
Hotels	\$16,500.00
Travels	\$8,900.00
Sound Rental, contractors, labor	\$8,600.00
Trophies & Awards	\$5,800.00
Contract services Video, Photographers, Ticketing	\$17,500.00
Operations, Facilities Staff, Onsite staff	\$23,000.00
Outsource Data Analytics (BPD)	\$12,600.00
	\$273,000.00

F. Organizational Capacity

Completed by harrydbff@gmail.com on 6/29/2026 5:37 PM

Case Id: 30242

Name: DENTON BLACK FILM FESTIVAL INSTITUTE 2027 -

Address: PO Box 1217, Denton, TX 76202

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

13

F.2. Number of full-time staff:

0

F.3. Number of volunteers:

175

F.4. Previously received HOT funding:

Yes

F.4a. Previously received HOT funding Amount

\$62,500.00

F.5. Successfully completed prior HOT reporting:

Yes

F.6. Will your organization be able to provide insurance coverage for the event?

Yes

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

DBFF is recognized as a go to premier event and a sought out film festival. Currently the festival is a Regional/National festival and in the future as the festival attracts more industry talent this will drive more attendees to the festival. The festival is a multidisciplinary platform similar to SXSW and the mixture of film, art, music, spoken word, comedy and other disciplines will bring more attendees to the festival. DBFF is working with a professional marketing company to develop a marketing strategy elevate and grow the festival. This will allow the festival to increase sponsors, activations and raise DBFF as a national Film Festival. This help DBFF become a National festival brand. DBFF is applying to Academy of the Arts to become an Oscar qualifying film festival for short films for the festival this August 2026. This would be a game changer for the festival and Denton. This is a very difficult approval to get but we believe we have a chance to do it this year. The festival is collaborating with streaming platforms and other companies to broaden the brand and appeal. We see the festival growing significantly in size over the next 2-3 years. DBFF believes the festival will grow to 15,000-20,000 attendees annually. This will increase hotel stays and become an even greater economic driver for the city of Denton. The festival is always looking to increase grants, sponsorship and long term multi year grants. Summary 1. Apply for Oscar qualification for Short Films through the Academy of the Arts for Motion Pictures 2. Work with a professional marketing company to develop a strong marketing strategy, elevate the festival and bring new sponsors and activations

to the festival.

G. Community Benefit and Alignment

Case Id: 30242

Name: DENTON BLACK FILM FESTIVAL INSTITUTE 2027 -

Address: PO Box 1217, Denton, TX 76202

Completed by harrydbff@gmail.com on 5/27/2026 6:37 PM

G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

DBFF is a destination location for film festival goers from all over the US and some countries. The festival is the largest Black Film Festival in Texas and the largest in the Southwest. It is known for its operational excellence and programming and the festival was voted one of the "Best Festivals in Texas in 2019. Denton has not only the largest Black Film Festival but also one of the best film festivals in the entire state. Denton is a beautiful city and the festival talks about Denton in the same way Park Cities has been talked about regarding Sundance. It is a friendly walkable community with great restaurants and cultural sites. Today DBFF has 10-12,000 attendees and as we elevate it we will draw 15-20,000 guest. As we pursue becoming Oscar qualifying for Short Film it will drive thousands more attendees Denton to experience all the city and festival have to offer. If DBFF becomes an Oscar qualifying festival it would become a few festivals with that distinction in the state along with Austin Film Festival, SXSW and DIFF.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

DBFF attracts visitors from all over the US and 22% of the festivals guest are non black. These visitors come to see programming similar to SXSW with film being the anchor but the festival includes, art, music, spoken word, comedy, workshops and panels and much more. DBFF has a strong cultural draw and people are looking for great experiences and memories they can carry with them for a long time.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

The festival talks about the city of Denton, culture, live music, arts, and all it has to offer. Since the festival is in 14-16 different venues guests have an opportunity visit a number of locations and observe the city in the evening and look at the cities night life as well. In the future it would be great to showcase the Quakertown USA film and other QT assets for tours, etc.

G.4. Will event generate repeat tourism? Explain.

It already does and many people return yearly for the festival and some now come to Denton for other cultural activities, shopping and more. We have guests that never came to Denton but now they come and many invite their friends to come. Many UNT and TWU grads have not been back since graduation and we work with the alumni groups and create awareness about Denton and the festival.

H. Reporting and Evaluation Plan

Completed by harrydbff@gmail.com on 6/29/2026 5:44 PM

Case Id: 30242

Name: DENTON BLACK FILM FESTIVAL INSTITUTE 2027 -

Address: PO Box 1217, Denton, TX 76202

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

H.1a. What is the ticket price? Add any additional information related to your Ticket Price.

12.00 per ticket we also have all access passes which are 350.00 dollars per person.

H.2. Does your organization gather data on attendees to your events/programs?

Yes

H.2a. If Yes, how is data collected?

We use ticketing managers and volunteers to scan tickets for paid events and they count for free events. We have identified a platform that will make it much easier to gather data on both. We will be working with a new marketing company that does alot of data analytics including geo data which will provide a significant more information in the future.

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

We will be able to report attendance, all of the DBFF hotel stay information, marketing Impressions and reporting, billboard impressions. survey, etc.

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

We provide financial reporting currently (12 years) and since our festival ends in early February DBFF provides a post-event report.

I. Required Documents

Completed by harrydbff@gmail.com on 6/29/2026 1:54 PM

Case Id: 30242

Name: DENTON BLACK FILM FESTIVAL INSTITUTE 2027 -

Address: PO Box 1217, Denton, TX 76202

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

DBFFI Tax Status Document_2026-06-23_075548.pdf



Current Board of Directors roster including name, title, address and phone number *Required

DBFFI Board Members.pdf



Board Meeting Schedule *Required

DBFFI Scheduled Board Meetings.pdf



Provide constitution/by-laws *Required

Bylaws--Denton Black Film Festival .pdf



Provide last two year's audited financial or balance sheet. *Required

Denton Black Film Festival_Balance Sheet_FY24 & FY25.pdf

Denton Black Film Festival_Income Statement_FY24 & FY25.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

501C3 EXEMPTION DBFFi (1).jpeg



Most recent 990 Form submitted to IRS *Required

DBFFI 990 1-12 V2 Document_2026-04-20_075406-compressed.pdf



Substitute W-9 for PO *Required

DBFFI Signed W9 Form Document_2026-02-12_141330.pdf



List of all donations made by your org last year. Name and dollar amount included. *Required

DBFF Donations 2026.docx



Other Documents

DBFFI 2027 Hot Fund Cover Letter.pdf

Hot Fund Investment Proposal.pdf

DBFF - Week at a Glance brochure 2026 FINAL.pdf

Denton Black Film Festival 2026 Dallas Observer Recap.pdf

DBFF LD Marketing Campaign Email 1.pdf

Denton Black Film Festival CultureMap Campaign Report 2026 (1).pdf

1273849-DFW 010626-012526 Activity Reporting - Clear Cast v1 (1).pdf

Submit

Completed by logpastor@aol.com on 6/30/2026 10:45 AM

Case Id: 30242

Name: DENTON BLACK FILM FESTIVAL INSTITUTE 2027 -

Address: PO Box 1217, Denton, TX 76202

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Harry Eaddy

Electronically signed by harrydbff@gmail.com on 6/30/2026 10:07 AM

Secretary/Treasurer's signature

REGINALD T. LOGAN

Electronically signed by logpastor@aol.com on 6/30/2026 10:45 AM

Admin Docs

No data saved

Case Id: 30242

Name: DENTON BLACK FILM FESTIVAL INSTITUTE 2027 -

Address: PO Box 1217, Denton, TX 76202

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30242

Name: DENTON BLACK FILM FESTIVAL INSTITUTE 2027 -

Address: PO Box 1217, Denton, TX 76202

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by krissi.oden@dentonarts.com on 5/27/2026 2:53 PM

Case Id: 30243

Name: Greater Denton Arts Council - 2027

Address: 400 East Hickory Street, Denton, TX 76201

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists.

The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by krissi.oden@dentonarts.com on 5/27/2026 2:54 PM

Case Id: 30243

Name: Greater Denton Arts Council - 2027

Address: 400 East Hickory Street, Denton, TX 76201

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

KO

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

KO

☒ Must be based in the City of Denton.

Initial:

KO

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

KO

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

KO

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

KO

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

KO

☒ Must have an active governing body.

Initial:

KO

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

KO

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

KO

A. Applicant Information

Completed by krissi.oden@dentonarts.com on 6/26/2026 10:51 AM

Case Id: 30243

Name: Greater Denton Arts Council - 2027

Address: 400 East Hickory Street, Denton, TX 76201

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Greater Denton Arts Council

A.2. Mailing Address

400 East Hickory Street Denton, TX 76201

A.3. Tax ID Number

75-1326458

A.4. Name of Event

Multiple

A.5. Physical Address of the Event

400 E Hickory Street Denton, TX 76201

A.6. Phone Number

(940) 382-2787

A.7. Website

www.dentonarts.com

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

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 community.

A.9. Event Start Date

01/01/2027

Event End Date

12/31/2026

PRIMARY CONTACT

A.14. First Name

Krissi

A.15. Last Name

Oden

A.16. Title

Executive Director

A.17. Phone Number

(940) 382-2787

A.18. Email

krissi.oden@dentonarts.com

SECONDARY CONTACT

A.19. First Name

Brittni

A.20. Last Name

Geissler

A.21. Title

Rentals Coordinator

A.22. Phone Number

(940) 382-2787

A.23. Email

brittni.geissler@dentonarts.com

A.10. Describe the event in which funds are being requested to support.

HOT Funds support a multitude of events and exhibitions at GDAC. These range from our Materials Hard + Soft Exhibition, which is our longest running International exhibition, to our large events including the Electric light art installation, Video Art Night, Art Car Parade, and an array of exhibition openings and community programming. This funding allows GDAC to operate and create a year round calendar full of free experiences of all levels to visitors. It also provides a large portion of staff salaries, which in turn, create the public art programming and events.

A.11. Dollar amount request for HOT funds

\$300,000.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☐ Convention Centers and Visitor Information
- ☐ Registration of Convention Delegates
- ☐ Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- ☒ Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
- ☐ Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry
- ☐ Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section
- ☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality
- ☒ Administration

A.13. How does the requested funding meet the definition of the HOT categories listed in the Program

Overview Section on this application?

Category 1: Promotion of the Arts that Directly Promote Tourism and the Hotel Industry: The Greater Denton Arts Council requests HOT funding to support the production, promotion, and delivery of year-round arts programming that directly attracts visitors to Denton and encourages overnight stays. These activities align with the statutory use of Hotel Occupancy Tax funds for the promotion of the arts because they create destination-worthy cultural experiences that increase tourism and benefit the local hotel industry. Eligible expenses include: Advertising and marketing that promotes Denton as an arts and cultural destination to regional audiences. Event expenses for tourism-generating events including Video Art Night Denton, Electric Light Art Installation, Amplify Denton, the Art Car Parade, exhibition openings, performances, and workshops. Contract labor for artists, performers, technicians, designers, installers, and other creative professionals necessary to produce high-quality visitor experiences. Program supplies and exhibition materials that support interactive, immersive, and professionally executed arts programming. Tourism-related programming that activates the Patterson-Appleton Arts Center and the Downtown Denton Cultural District throughout the year. These investments produce authentic cultural experiences that encourage visitors to travel to Denton, explore downtown businesses, dine locally, shop, and utilize local lodging. By continually offering new exhibitions and signature events, GDAC creates repeat visitation while strengthening Denton's identity as a regional arts destination. Category 2: Administration Approximately 62% of the requested funding will support administrative personnel and operational capacity directly dedicated to developing, managing, promoting, and evaluating tourism-generating arts programming. Administrative expenses include salaries and related administrative costs for staff responsible for: Planning and coordinating tourism-generating events and exhibitions. Marketing and promoting events to audiences outside Denton. Recruiting and managing artists, performers, vendors, and volunteers. Coordinating event logistics, permitting, scheduling, and production. Managing contracts and partnerships with artists, vendors, sponsors, and community organizations. Overseeing visitor services and ensuring high-quality public experiences. Managing financial administration and compliance associated with HOT-funded programming. These administrative functions

are essential to successfully delivering arts programming that attracts visitors, generates repeat tourism, and supports Denton's hotel industry. Without dedicated professional staff, GDAC would not have the capacity to plan, market, and implement the large-scale cultural events that serve as tourism drivers for the community.

B. Tourism Impact

Completed by krissi.odon@dentonarts.com on 6/26/2026 1:34 PM

Case Id: 30243

Name: Greater Denton Arts Council - 2027

Address: 400 East Hickory Street, Denton, TX 76201

B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

62,000

B.2. What is the estimated attendance for next year's event?

65,000

B.3. How many people attending the event will use Denton Hotels?

2,500

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

1

B.5. Do you reserve room blocks in the area of the event?

Yes

If Yes, how many rooms and provide the name of hotel(s).

Name of Hotel	Number of Rooms	Rate of Room
Embassy Suites	20	\$194.00
	20	\$194.00

B.6. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

By supporting the operational capacity required to produce these experiences, HOT funding enables GDAC to continue delivering programming that meets the City's tourism objectives by: * Attracting visitors from outside Denton to attend arts and cultural events. * Increasing visitor spending at local hotels, restaurants, retailers, and entertainment venues. * Promoting the Downtown Denton Cultural District as a year-round cultural destination. * Expanding regional marketing efforts that elevate Denton's visibility as an arts tourism destination. * Encouraging repeat visitation through a consistent calendar of high-quality cultural programming. This investment supports the infrastructure necessary to produce the arts experiences that drive cultural tourism and economic activity. The requested funding will allow GDAC to continue creating authentic, destination-worthy programming that advances the goals of the Hotel Occupancy Tax program by increasing tourism, enhancing Denton's cultural identity, and contributing to the economic vitality of the community.

C. Economic Impact

Completed by krissi.oden@dentonarts.com on 6/29/2026 4:16 PM

Case Id: 30243

Name: Greater Denton Arts Council - 2027

Address: 400 East Hickory Street, Denton, TX 76201

C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Greater Denton Arts Council furthers a charitable cause by making the arts accessible to all through free exhibitions, affordable programming, arts education, and opportunities that support local artists. GDAC celebrates and honors all forms of artistic expression—from traditional to contemporary—ensuring diverse audiences can see themselves reflected in the cultural experiences offered. By bringing people together to create, experience, and celebrate the arts, GDAC fosters meaningful connections across generations, cultures, and backgrounds, strengthening community and civic pride. GDAC also drives economic and community growth by producing year-round exhibitions, festivals, public art installations, and contemporary arts experiences that attract visitors seeking unique cultural destinations. By embracing innovative programming alongside traditional arts, GDAC keeps Denton's cultural offerings fresh and relevant, encouraging first-time and repeat visitors to explore the Downtown Denton Cultural District while supporting local hotels, restaurants, retailers, and entertainment venues. By promoting Denton's creative identity, investing in contemporary arts experiences, and creating spaces where people can gather and connect through the arts, GDAC serves the public interest while advancing tourism, economic development, and a vibrant, inclusive community.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership
Denton Black Film Festival	Host multiple events related to the festival at GDAC
Visual Art Society of Texas	Host exhibitions, meetings, receptions
Denton Quilt Guild	Host exhibitions, meetings, receptions
Golden Triangle Woodturners	Host exhibitions, meetings, receptions
Day of the Dead Festival	Partner on events, host exhibitions, host/partner on fundraisers
Ballet Folklorico	Host rehearsals, performances
Sew Gold	Host meetings
Artist Enclave	Host exhibitions, partner with events/fundraisers
Noon Rotary of Denton	Host weekly meetings
Thin Line Film Festival	Host multiple events related to the festival at GDAC, jury photography exhibition
UNT	Host field trips, partner on internship and Fellowship programs, host various events from university student groups
TWU	Host field trips, partner on internships, partner on creation of marketing materials
NCTC	Host classes, partner on fundraising
Denton ISD	Host multiple student exhibitions and receptions, field

	trips
Denton Music and Arts Collaborative (DMAC)	Partner on large annual music event
Denton Downtown Foundation	Partner on Arts and Autos
KUZU	Partner on All Star Karaoke event and fundraiser
Embassy Suites	GDAC provides artists and curates multiple spaces in the hotel
Texas Oncology	GDAC provides artists and curates their space
Murchison Center	GDAC provides artists and curates their space
Stoke	GDAC provides artists and curates their space
Paper Chair Studios	GDAC partners on artists residency program
Interfaith Denton	Marketing partner, space for fundraising events
Union Bear	Partnered on multiple events
Denton Friends of the Family	Collected donations, tabled at event
Juneteenth	Provide space for events/ exhibitions
Community Impact	Partner on marketing and space for events

D. Marketing Plan

Completed by krissi.oden@dentonarts.com on 6/26/2026 1:52 PM

Case Id: 30243

Name: Greater Denton Arts Council - 2027

Address: 400 East Hickory Street, Denton, TX 76201

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

GDAC's marketing plan promotes the City of Denton as a premier arts and cultural destination through local media, social media, the GDAC website, email marketing, tourism partners, and national arts publications, reaching audiences both within and beyond North Texas. These efforts highlight Denton's unique creative identity, signature events, and year-round arts programming, encouraging visitors to travel to the city for cultural experiences. GDAC's digital marketing has a strong and growing reach, with its website averaging more than 14,000 page views each month, social media content generating an average of 180,000 monthly impressions, and a combined social media audience of approximately 20,000 followers that continues to grow each month. By showcasing events, rotating exhibitions, calls for submissions, and an array of other cultural arts opportunities, GDAC expands awareness of Denton's arts scene while promoting its historic downtown, local businesses, restaurants, hotels, and entertainment venues. This coordinated marketing strategy attracts new visitors, encourages repeat tourism, and strengthens Denton's reputation as a leading cultural destination in North Texas.

D.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☒ Email
- ☒ CVB
- ☐ Influencers
- ☒ Print
- ☒ Radio
- ☐ TV
- ☒ Travel Sites
- ☒ Hotels
- ☒ Other

D.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

D.4. Total marketing budget:

\$25,000.00

D.5. Marketing budget targeting overnight visitors:

\$0.00

D.6. Past marketing performance metrics:

Website traffic

14,000 per month

Social reach

180,000 per month

Email subscribers

E. Budget and Fiscal Responsibility

Completed by krissi.odon@dentonarts.com on 6/26/2026 2:15 PM

Case Id: 30243

Name: Greater Denton Arts Council - 2027

Address: 400 East Hickory Street, Denton, TX 76201

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

Requested funds will be used to support multiple events, workshops, programs, and exhibitions, including: Advertising
Supplies Staff partial salaries Performer/Artist Commissions City fees for use of space

E.2. If the total requested funding is not received, what will the organization do?

- ☒ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☒ Other

Please specify

GDAC is heavily dependent on HOT funding. Without it, the organization would not be able to sustain operations.

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
Rentals	\$110,000.00
Membership	\$19,000.00
Program Income	\$16,000.00
Sponsorships/Grants	\$23,000.00
Exhibit Income	\$10,000.00
HOT Funds	\$300,000.00
	\$478,000.00

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
Salaries	\$357,430.00
Programming/Workshop Supplies	\$15,000.00
Communications/Marketing	\$25,000.00
Exhibition Expenses	\$24,000.00

Contract Labor	\$15,000.00
Event Expenses	\$35,000.00
	\$471,430.00

F. Organizational Capacity

Completed by krissi.oden@dentonarts.com on 6/26/2026 2:08 PM

Case Id: 30243

Name: Greater Denton Arts Council - 2027

Address: 400 East Hickory Street, Denton, TX 76201

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

55

F.2. Number of full-time staff:

4

F.3. Number of volunteers:

20

F.4. Previously received HOT funding:

Yes

F.4a. Previously received HOT funding Amount

\$160,400.00

F.5. Successfully completed prior HOT reporting:

Yes

F.6. Will your organization be able to provide insurance coverage for the event?

Yes

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Over the next three to five years, GDAC will work to continue to strengthen Denton's position as one of North Texas's premier arts destinations by expanding high-quality programming, deepening community partnerships, increasing opportunities for artists, and advancing the role of the arts as a defining part of Denton's identity. Signature Events & Cultural Tourism GDAC will continue to grow its calendar of annual events while establishing Video Art Night Denton as a premier, destination-worthy arts festival recognized throughout Texas. The vision is to evolve Video Art Night from an evening event into a full-day celebration featuring music, interactive art experiences, artist demonstrations, family programming, public installations, creative workshops, food vendors, and culminating in large-scale video projections and immersive nighttime experiences. This signature event will attract regional cultural tourists, encourage overnight visitation, and become synonymous with Denton's creative identity. GDAC will also continue strengthening events such as Amplify Denton, Electric Light Art Installation, Art Car Parade, exhibition openings, and seasonal programming to create a year-round calendar that encourages repeat visitation and supports the local economy. Exhibitions & Artist Opportunities. GDAC will expand exhibition opportunities by presenting innovative, inclusive, and contemporary exhibitions alongside traditional artistic practices. The organization will continue to honor all forms of artistic expression while emphasizing immersive and interactive experiences that reflect current trends in contemporary art and attract

diverse audiences. To better serve artists, GDAC will pursue partnerships with businesses, community organizations, educational institutions, and other venues to grow their sister gallery locations throughout Denton. These partnerships increase exhibition opportunities, introduce art into new public spaces, and broaden access to local artists' work across the community. Education & Community Programming GDAC will expand workshops, artist talks, youth programming, and hands-on creative experiences that encourage lifelong participation in the arts. Programming will continue to prioritize accessibility, ensuring residents and visitors of all ages and abilities can create, learn, and connect through meaningful arts experiences. The organization will also develop more interdisciplinary programming that combines visual arts with music, technology, film, performance, and creative innovation, reflecting the evolving interests of contemporary audiences. Community Partnerships Over the next five years, GDAC will work to grow their partnerships with local businesses, educational institutions, and organizations to continue to build a more robust arts scene. As Denton's anchor arts organization, we are proud to host, celebrate, empower, and grow arts organizations and partnerships throughout the area. We will continue to be an incubator for creativity and an engine that helps power the arts across Denton County. Arts Advocacy & Community Leadership GDAC will strengthen its role as the leading advocate for the arts in Denton by increasing public awareness of the arts' impact on economic development, tourism, education, and quality of life. Through storytelling, community engagement, strategic communications, and partnerships, GDAC will reinforce that the arts are not simply an amenity but a defining characteristic of Denton's identity and an essential driver of its future. The organization will continue building relationships with civic leaders, businesses, schools, tourism partners, and community organizations to advocate for investment in the arts and demonstrate their value in creating a vibrant, connected, and economically resilient community. Vision for the Future. Over the next three to five years, GDAC will continue to elevate Denton's profile as a creative destination by expanding programming, cultivating strategic partnerships, increasing opportunities for artists, and creating memorable cultural experiences that inspire visitors to return year after year. Through innovation, collaboration, and advocacy, GDAC will ensure that the arts remain central to Denton's identity while contributing to tourism, economic vitality, and a thriving community for residents and visitors alike.

G. Community Benefit and Alignment

Case Id: 30243

Name: Greater Denton Arts Council - 2027

Address: 400 East Hickory Street, Denton, TX 76201

Completed by krissi.oden@dentonarts.com on 6/26/2026 2:11 PM

G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

GDAC strengthens Denton's tourism identity by: Producing distinctive arts experiences that cannot be found elsewhere in the region. Activating the Downtown Denton Cultural District with free, accessible programming that increases visitation and encourages longer stays. Promoting Denton's local artists, creative businesses, and historic venues as defining features of the city's brand. Collaborating with community partners, businesses, local universities and schools to expand regional awareness of Denton as an arts destination. Offering year-round programming that provides visitors with compelling reasons to return throughout the year rather than for a single annual event. The organization's commitment to free and inclusive programming ensures that visitors of all ages and backgrounds can participate in Denton's cultural life while supporting local restaurants, retail shops, hotels, and entertainment venues. By creating memorable, high-quality cultural experiences, GDAC reinforces Denton's reputation as a creative community and contributes to tourism-driven economic development. The arts are one of Denton's defining assets - it creates the fabric of our identity. Through innovative programming, public engagement, and strategic marketing, GDAC not only showcases the city's creative identity but also transforms that identity into a tourism driver—bringing visitors to Denton, encouraging them to extend their stay, and inspiring them to return for new cultural experiences throughout the year.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

GDAC attracts new visitors by creating unique arts experiences that inspire travel specifically to Denton. Through innovative exhibitions, festivals, immersive public art events, and strategic regional marketing, GDAC reaches audiences beyond the local community and encourages them to visit Downtown Denton. These cultural experiences introduce new visitors to the city's restaurants, shops, entertainment venues, and historic downtown, generating tourism activity and supporting the local economy.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

The Greater Denton Arts Council actively promotes Denton's cultural, artistic, and historic assets by serving as the city's leading nonprofit organization dedicated to advancing the arts and enriching the community through year-round programming. Through exhibitions, festivals, performances, workshops, and public art initiatives, GDAC highlights the creativity that has made Denton a recognized cultural destination in North Texas. Located in the historic Patterson-Appleton Arts Center, GDAC celebrates both the city's artistic heritage and its evolving creative community. The organization showcases the work of local, regional, national, and international artists, providing visitors with opportunities to experience Denton's unique artistic identity while preserving and activating one of its historic landmarks. GDAC's signature events—including Video Art Night Denton, Amplify Denton, Electric, exhibition openings, and community arts programming—activate the Downtown Denton Cultural District and encourage visitors to experience the city's galleries, public spaces, locally owned restaurants, shops, and live music venues. These events highlight Denton's reputation as a city where visual art, music, creativity, and community intersect. In addition to presenting contemporary arts experiences, GDAC collaborates with local artists, cultural organizations, educational institutions, and community partners to celebrate the diverse stories, traditions, and creative voices that define Denton.

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Through free exhibitions and accessible programming, the organization ensures that both residents and visitors can engage with the city's cultural resources year-round.

G.4. Will event generate repeat tourism? Explain.

The Greater Denton Arts Council generates repeat tourism by offering a year-round calendar of changing exhibitions, signature events, workshops, performances, and public art experiences that encourage visitors to return to Denton multiple times each year. Unlike a single attraction with a static experience, GDAC continually introduces new artists, exhibitions, and cultural programming, ensuring that each visit offers something different. Annual cultural events such as Video Art Night Denton, Amplify Denton, Electric, and the Art Car Parade have become anticipated cultural experiences that attract returning attendees and first-time visitors alike. In addition, exhibition openings, artist talks, hands-on workshops, and family-friendly programming create ongoing opportunities for cultural tourism throughout the year rather than concentrating visitation around one event. Because the majority of GDAC programming is free or low-cost, visitors are more likely to incorporate arts experiences into repeat trips to Denton. Seasonal programming, rotating exhibitions, and recurring signature events create an ongoing incentive to return, strengthening Denton's reputation as a destination where there is always something new to experience. By maintaining a diverse, high-quality calendar of cultural offerings throughout the year, GDAC helps establish Denton as a repeat tourism destination, increasing visitor frequency, extending visitor engagement with the community, and generating continued economic activity that benefits local hotels, restaurants, retailers, and other tourism-related businesses.

H. Reporting and Evaluation Plan

Completed by krissi.odon@dentonarts.com on 6/26/2026 2:18 PM

Case Id: 30243

Name: Greater Denton Arts Council - 2027

Address: 400 East Hickory Street, Denton, TX 76201

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

H.2. Does your organization gather data on attendees to your events/programs?

Yes

H.2a. If Yes, how is data collected?

We use ticket sales for some events and manual counters for others. We also have curated spaces around the city that we contact for quarterly numbers to be part of our "in person art experiences". For our larger events, we require registration which does not cost the visitor anything, but allows us to gather data such as zip codes and communication channels. Additionally, for qualitative data, we send follow up emails and surveys.

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Attendance, financial reconciliation, marketing metrics

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

Because GDAC has been historically funded by HOT funds, we are very familiar with the process of providing the necessary information in the quarterly reports to meet the requirements of the award.

I. Required Documents

Completed by krissi.odon@dentonarts.com on 6/29/2026 4:23 PM

Case Id: 30243

Name: Greater Denton Arts Council - 2027

Address: 400 East Hickory Street, Denton, TX 76201

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

GDAC Franchise Tax Account Status 06-24-2026.pdf



Current Board of Directors roster including name, title, address and phone number *Required

GDAC_2026_Board_Directors.pdf



Board Meeting Schedule *Required

GDAC meeting 2025-2026.pdf



Provide constitution/by-laws *Required

MASTER BYLAWS 5 25-2.docx



Provide last two year's audited financial or balance sheet. *Required

GDAC Financial Statements 12-31-2025-2.pdf

GDAC Financial Statements 12-31-2024.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

GDAC Evidence of tax exempt status - irs determination letter.pdf

☒ **Most recent 990 Form submitted to IRS *Required**

GDAC 12-31-2024 Form 990.pdf

☒ **Substitute W-9 for PO *Required**

Sub W9 COD.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. *Required**

GDAC 2025 Donations and Grants.pdf

☐ **Other Documents**

***No files uploaded*

Submit

Completed by krissi.oden@dentonarts.com on 6/29/2026 5:08 PM

Case Id: 30243

Name: Greater Denton Arts Council - 2027

Address: 400 East Hickory Street, Denton, TX 76201

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Mark Smith

Electronically signed by krissi.oden@dentonarts.com on 6/29/2026 4:18 PM

Secretary/Treasurer's signature

Lucas Holl

Electronically signed by krissi.oden@dentonarts.com on 6/29/2026 5:04 PM

Admin Docs

No data saved

Case Id: 30243

Name: Greater Denton Arts Council - 2027

Address: 400 East Hickory Street, Denton, TX 76201

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30243

Name: Greater Denton Arts Council - 2027

Address: 400 East Hickory Street, Denton, TX 76201

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by gcarlton@ntfair.com on 5/29/2026 3:18 PM

Case Id: 30245

Name: North Texas State Fair Association - 2027

Address: PO Box 1695, Denton, TX 76202

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists.

The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by gcarlton@ntfair.com on 5/29/2026 3:19 PM

Case Id: 30245

Name: North Texas State Fair Association - 2027

Address: PO Box 1695, Denton, TX 76202

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

GC

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

GC

☒ Must be based in the City of Denton.

Initial:

GC

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

GC

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

GC

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

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authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

GC

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

GC

☒ Must have an active governing body.

Initial:

GC

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

GC

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

GC

A. Applicant Information

Completed by gcarlton@ntfair.com on 6/25/2026 2:49 PM

Case Id: 30245

Name: North Texas State Fair Association - 2027

Address: PO Box 1695, Denton, TX 76202

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

North Texas State Fair Association

A.2. Mailing Address

PO Box 1695 Denton, TX 76202

A.3. Tax ID Number

75-2080098

A.4. Name of Event

North Texas Fair and Rodeo

A.5. Physical Address of the Event

2217 N Carroll Blvd Denton, TX 76201

A.6. Phone Number

(940) 387-2632

A.7. Website

www.ntfair.com

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

The North Texas State Fair Association is a volunteer supported 501 (c) (3) non-profit community organization that preserves and promotes western heritage and values.

The North Texas State Fair and Rodeo contributes to the quality of life in the City of Denton, Denton County and throughout the North Texas area. This is done through a first class ten-day Fair and Rodeo, year around facilities and various community and youth oriented programs and events. The North Texas State Fair Association strives to preserve and promote an understanding of the agricultural industry. The North Texas State Fair Association is true and committed to its mission of supporting Youth, Agriculture,

PRIMARY CONTACT

A.14. First Name

Glenn

A.15. Last Name

Carlton

A.16. Title

Executive Director

A.17. Phone Number

(940) 368-2806

A.18. Email

gcarlton@ntfair.com

SECONDARY CONTACT

A.19. First Name

Allison

A.20. Last Name

Haubold

A.21. Title

Executive Assistant

A.22. Phone Number

(940) 387-2632

A.23. Email

allison@ntfair.com

and Community. All revenue generated is reinvested into our various programs, scholarships, and facilities.

A.9. Event Start Date

08/21/2026

Event End Date

08/30/2026

A.10. Describe the event in which funds are being requested to support.

98th Annual North Texas Fair and Rodeo

A.11. Dollar amount request for HOT funds

\$490,000.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☐ Convention Centers and Visitor Information
- ☐ Registration of Convention Delegates
- ☒ Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- ☒ Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
- ☐ Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry
- ☒ Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section
- ☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality
- ☐ Administration

A.13. How does the requested funding meet the definition of the HOT categories listed in the Program Overview Section on this application?

All funds requested are used to advertise, market, and aid

in purchasing entertainment that will drive visitors to Denton. All proceeds from the event are re invested into youth, agriculture and community. This is done through the donated use of our facility, scholarships, support of youth 4H and FFA projects, and various board approved programs, that benefit our community.

B. Tourism Impact

Completed by gcarlton@ntfair.com on 6/25/2026 2:51 PM

Case Id: 30245

Name: North Texas State Fair Association - 2027

Address: PO Box 1695, Denton, TX 76202

B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

175,000

B.2. What is the estimated attendance for next year's event?

175,000

B.3. How many people attending the event will use Denton Hotels?

4,000

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

1,800

B.5. Do you reserve room blocks in the area of the event?

Yes

If Yes, how many rooms and provide the name of hotel(s).

Name of Hotel	Number of Rooms	Rate of Room
Embassy Suites	200	\$120.00
	200	\$120.00

B.6. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

With the event being 10 days long, it has a very positive impact on hotel stays. The event must provide rooms for many of our contract personal. We directly pay for approximately 150 room nights. We have artist exhibitors, competitors and many others that book thier own room nights.

C. Economic Impact

Completed by gcarlton@ntfair.com on 6/25/2026 2:52 PM

Case Id: 30245

Name: North Texas State Fair Association - 2027

Address: PO Box 1695, Denton, TX 76202

C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The North Texas State Fair Association and associates contribute over \$1,000,000 back into the community each year through scholarships, facility rentals and support of youth and agriculture projects. Estimated Economic Impact to be \$12 million dollars annually on the City of Denton, and 22 million on Denton County. This is based on a 2021 Economic Impact Study conducted by Professional Development Institute at the University of North Texas. The North Texas Fair and Rodeo is the fundraiser that makes all this possible. We can send the study in a separate email/submission if requested.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership
City of Denton	Utility provider / Sponsor
First State Bank	Banking services/ Sponsor
First United Bank	Banking Services/ Sponsor
Texas Regional Bank	Banking Services/ sponsor
Point Bank	Banking Services/ Sponsor
Plains Capital Bank	Banking Services/ sponsor
Guaranty Bank	Banking Services/ Sponsor
DATCU	Banking Services/ Sponsor
Dealers Electric	Supplier
Elliot Electric	Supplier
City Electric	Supplier
Ace Hardware	Supplier
Herr Business Forms	Supplier
Kelsoe Oil Company	Supplier / Sponsor
Fisher 59	Supplier/ Sponsor
Spectrum	Supplier
ATmos Energy	Supplier
Signarama	Supplier
Reding Advertising	Supplier
Ramey & King Insurance	Insurance Provider
AMC Services	Heat and AC maintenance
Haltex Plumbing	Maintenance
Home Depot	Maintenance
Lowe's	Maintenance
Integrity Supplies	Maintenance
Hankins, Allsup, Deaton , Seay, Tonn, and Scarabough	CPA

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D. Marketing Plan

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Case Id: 30245

Name: North Texas State Fair Association - 2027

Address: PO Box 1695, Denton, TX 76202

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

We have been very successful in the past using the following Broadcast TV Cable TV Streaming TV AM Radio FM Radio Streaming Radio Hispanic Radio Hispanic TV NTFR Website Social Media Podcast Newspaper Magazine Digital Advertising Outdoor Signage Outdoor Billboards The City of Denton Logo is included on many of the platforms above. The length of the event results in multiple room nights stayed in Denton.

D.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☒ Email
- ☒ CVB
- ☒ Influencers
- ☒ Print
- ☒ Radio
- ☒ TV
- ☐ Travel Sites
- ☐ Hotels
- ☒ Other

D.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

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D.4. Total marketing budget:

\$350,000.00

D.5. Marketing budget targeting overnight visitors:

\$350,000.00

D.6. Past marketing performance metrics:

Website traffic

153,000

Social reach

4,742,600

Email subscribers

1,871

E. Budget and Fiscal Responsibility

Completed by gcarlton@ntfair.com on 6/25/2026 3:31 PM

Case Id: 30245

Name: North Texas State Fair Association - 2027

Address: PO Box 1695, Denton, TX 76202

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

Hot Funds will be used to fund a portion of the 2026 North Texas Fair and Rodeo. Advertising, Marketing, and Entertainment.

E.2. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☐ Fundraise for the event
- ☐ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
Fair Income	\$4,000,000.00
Hot Funds	\$490,000.00
	\$4,490,000.00

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
Fair Expenses	\$3,000,000.00
Marketing and Marketing Salary	\$350,000.00
Musical Entertainment	\$530,000.00
	\$3,880,000.00

F. Organizational Capacity

Completed by gcarlton@ntfair.com on 6/25/2026 2:54 PM

Case Id: 30245

Name: North Texas State Fair Association - 2027

Address: PO Box 1695, Denton, TX 76202

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

97

F.2. Number of full-time staff:

3

F.3. Number of volunteers:

800

F.4. Previously received HOT funding:

Yes

F.4a. Previously received HOT funding Amount

\$412,000.00

F.5. Successfully completed prior HOT reporting:

Yes

F.6. Will your organization be able to provide insurance coverage for the event?

Yes

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Continue to grow and enhance the event. Even though we are geographically "land locked" we continue to find ways to grow this event. Through remote parking locations, with free shuttles to bringing in the best entertainment available to us. We always seem to find a way to grow. We are very proud of the tourism we have brought to Denton, and will continue to bring. Our long term plans will be to relocate to the much anticipated North Texas Expo Center. This will allow us to continue to grow the event and do more positive things for our community.

G. Community Benefit and Alignment

Case Id: 30245

Name: North Texas State Fair Association - 2027

Address: PO Box 1695, Denton, TX 76202

Completed by gcarlton@ntfair.com on 6/25/2026 2:55 PM

G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

The North Texas Fair and Rodeo is the region's largest "community run" special event. Although we know the event itself gets tourist to Denton, our goal is that while they are here that they discover the charm of our city. I know we have visitors that arrive early to enjoy Dentons and stay extra days enjoying Denton. The North Texas Fair and Rodeo is now nationally televised on "The Cowboy Channel". I know this has drawn the attention of thousands of people to Denton. We carefully place the North Texas Fair and Rodeo logo along with Denton, signage strategically around the arena to catch the most common camera shots.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

Most definitely. We attract rodeo contestants that only go to cities with rodeos. We attract contestants and visitors from Canada, Mexico, Europe, Australia and many other countries. Not to mention travel of contestants within the United States. Our musical entertainment also attracts many out of town and state visitors.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes, we are a recreational asset to Denton. We think we are a very popular asset. The "preservation of western heritage" is in our mission statement. On the Artistic side, we hire over 30 musical artists to entertain our patrons. From local, to regional and even national acts, we try to have something for everyone. Our Hispanic Heritage Day is also very popular, showcasing Spanish heritage.

G.4. Will event generate repeat tourism? Explain.

Yes, it has proven to do so, year after year.

H. Reporting and Evaluation Plan

Completed by gcarlton@ntfair.com on 6/25/2026 2:59 PM

Case Id: 30245

Name: North Texas State Fair Association - 2027

Address: PO Box 1695, Denton, TX 76202

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

H.1a. What is the ticket price? Add any additional information related to your Ticket Price.

\$20-\$30

H.2. Does your organization gather data on attendees to your events/programs?

Yes

H.2a. If Yes, how is data collected?

Post Event Survey

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Attendance estimates, marketing metrics, financial reconciliation, and survey results.

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

Our Quarterly reports will be submitted in a timely and efficient manner. A 30-day report will be submitted, however, financial accuracy at 30 days will be difficult and will require some estimates. A full and accurate accounting report can be provided at the end of the fourth quarter.

I. Required Documents

Completed by gcarlton@ntfair.com on 6/25/2026 2:59 PM

Case Id: 30245

Name: North Texas State Fair Association - 2027

Address: PO Box 1695, Denton, TX 76202

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

NTSFA_ActiveNonProfit.pdf



Current Board of Directors roster including name, title, address and phone number *Required

BOD_Members.xlsx



Board Meeting Schedule *Required

NTSFA_BODMeetings_2027.pdf



Provide constitution/by-laws *Required

NTSFA_ByLaws.pdf



Provide last two year's audited financial or balance sheet. *Required

NTSFA_Financials_2026.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

NTSFA_LetterDetermination.pdf

 **Most recent 990 Form submitted to IRS *Required**

NTSFA_990_2026.pdf

 **Substitute W-9 for PO *Required**

NTSFA_W9_06_02_2026.pdf

 **List of all donations made by your org last year. Name and dollar amount included. *Required**

NTSFA_CashDonationReport_2026.pdf

 **Other Documents**

2025_HOT_Funds_Website_Report.pdf

2025_HOTFunds_FacebookReport.png

2025_HOTFunds_InstagramReport.png

Final_North_Texas_Expo_Center_Economic_Impacts_Study_051920.pdf

Submit

Completed by gcarlton@ntfair.com on 6/25/2026 3:33 PM

Case Id: 30245

Name: North Texas State Fair Association - 2027

Address: PO Box 1695, Denton, TX 76202

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Carl R. Anderson

Electronically signed by gcarlton@ntfair.com on 6/25/2026 3:32 PM

Secretary/Treasurer's signature

Mickie Blagg

Electronically signed by gcarlton@ntfair.com on 6/25/2026 3:32 PM

Admin Docs

No data saved

Case Id: 30245

Name: North Texas State Fair Association - 2027

Address: PO Box 1695, Denton, TX 76202

Admin Docs

Please provide the following information.

Documentation



HOT Report Form with TPID *Required

***No files uploaded*



Post Event Form *Required

***No files uploaded*

Email Fields

No data saved

Case Id: 30245

Name: North Texas State Fair Association - 2027

Address: PO Box 1695, Denton, TX 76202

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by steele_garye@yahoo.com on 6/1/2026 5:50 PM

Case Id: 30248

Name: Texas Veterans Hall of Fame - 2027

Address: PO Box 51288, Denton, TX 76206

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists.

The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by steele_garye@yahoo.com on 6/1/2026 5:51 PM

Case Id: 30248

Name: Texas Veterans Hall of Fame - 2027

Address: PO Box 51288, Denton, TX 76206

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

ges

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

ges

☒ Must be based in the City of Denton.

Initial:

ges

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

ges

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

ges

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

ges

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

ges

☒ Must have an active governing body.

Initial:

ges

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

ges

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

ges

A. Applicant Information

Completed by steele_garye@yahoo.com on 6/1/2026 6:27 PM

Case Id: 30248

Name: Texas Veterans Hall of Fame - 2027

Address: PO Box 51288, Denton, TX 76206

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Texas Veterans Hall of Fame

A.2. Mailing Address

PO Box 51288 Denton, TX 76206

A.3. Tax ID Number

30-1143810

A.4. Name of Event

Texas Veterans Hall of Fame Museum

A.5. Physical Address of the Event

2201 U-35E South Denton, TX 76205

A.6. Phone Number

(940) 391-9626

A.7. Website

www.txveterans.org

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Texas Veterans Hall of Fame Mission and Program Summary The Texas Veterans Hall of Fame (TVHOF) is dedicated to preserving, promoting, and honoring the legacy, service, sacrifice, and accomplishments of Texas veterans. Through education, recognition, historical preservation, and community engagement, the organization ensures that the stories of those who served our nation are remembered and shared with future generations. TVHOF believes that the service of veterans represents more than military duty—it reflects leadership, courage, citizenship, patriotism, and commitment to the values that have shaped Texas and the United States. The

PRIMARY CONTACT

A.14. First Name

Gary

A.15. Last Name

Steele

A.16. Title

President

A.17. Phone Number

(940) 391-9626

A.18. Email

steele_garye@yahoo.com

SECONDARY CONTACT

A.19. First Name

Jere

A.20. Last Name

Delano

A.21. Title

Vice-President

A.22. Phone Number

(210) 365-3217

A.23. Email

jerekay@swbell.net

organization works to connect veterans' experiences with educational opportunities and public awareness programs that inspire future generations.

Core Programs Texas Veterans Hall of Fame Induction Program The Hall of Fame recognizes and honors distinguished Texas veterans whose military service and post-service contributions have significantly impacted their communities, state, and nation. Through annual inductions and recognition events, TVHOF preserves the stories of exemplary veterans and provides role models for future generations.

Remember Them Forever (RTF) The Remember Them Forever Program documents, preserves, and shares the stories of Texas veterans from all eras of service. Through oral histories, biographies, memorial projects, publications, and digital archives, the program ensures that the sacrifices and accomplishments of veterans are never forgotten.

Texas Learning Academy (TLA) The Texas Learning Academy provides educational programs focused on Texas history, military history, civics, patriotism, leadership, and citizenship. The Academy serves students, educators, veterans, and community members through curriculum development, presentations, workshops, online learning opportunities, and historical resources.

Texas Veterans Hall of Fame Museums TVHOF develops and supports regional museums and exhibits that preserve military artifacts, personal stories, historical records, photographs, and memorabilia. These museums provide educational experiences that connect visitors with the service and sacrifices of Texas veterans across generations.

Media Center The TVHOF Media Center develops and distributes educational content through video, audio, digital archives, publications, interviews, documentaries, and social media platforms. The Media Center expands public awareness of veterans' contributions and provides accessible resources for educators, researchers, students, and families.

Museum and Merchandise Operations Museum and merchandise programs help generate sustainable revenue while promoting public awareness of the organization's mission. Sales of commemorative items, educational materials, historical publications, and branded merchandise support preservation and educational initiatives.

Veterans Preservation and Historical Projects TVHOF supports projects that preserve military history sites, monuments, memorials, records, and historical landmarks associated with Texas veterans. These projects ensure that significant locations and stories remain available for future generations to learn from and

appreciate. Community Outreach and Public Engagement
The organization partners with schools, veterans organizations, civic groups, businesses, and government agencies to promote veteran recognition, historical awareness, civic responsibility, and patriotic education throughout Texas. Vision The Texas Veterans Hall of Fame seeks to become the premier organization dedicated to preserving the history and legacy of Texas veterans, ensuring that every generation understands the sacrifices made to secure and protect the freedoms enjoyed today. Motto "Preserving the History of Texas Veterans for Future Generations."

A.9. Event Start Date

01/01/2027

Event End Date

12/31/2027

A.10. Describe the event in which funds are being requested to support.

HOTs Fund support will be used to expand and enhance programs that directly contribute to heritage tourism, cultural tourism, educational tourism, and special events that encourage overnight stays, restaurant visits, shopping, and other economic activity within the City of Denton. Programs Supported Texas Veterans Hall of Fame Museum and Heritage Tourism Funding will support museum operations, exhibit development, artifact preservation, visitor services, marketing, and tourism promotion. The museum serves as a destination for veterans, families, students, researchers, and visitors seeking to learn about Texas military history and the contributions of Texas veterans. Annual Texas Veterans Hall of Fame Induction Ceremony The annual induction ceremony attracts veterans, family members, community leaders, elected officials, and visitors from across Texas. Many attendees travel to Denton and utilize local hotels, restaurants, retail establishments, and entertainment venues, creating a direct economic impact for the city. Remember Them Forever (RTF) Program The Remember Them Forever program preserves veteran stories through oral histories, exhibits, presentations, publications, and community events. These activities increase public awareness and encourage visitation to the museum and special programs held in Denton. Texas Learning Academy (TLA) The Texas Learning Academy provides educational programs focused

on Texas history, military history, citizenship, patriotism, and leadership. Educational conferences, workshops, presentations, and special events attract students, educators, veterans, and visitors to Denton throughout the year. Media Center and Tourism Promotion The TVHOF Media Center produces videos, digital content, interviews, publications, and promotional materials highlighting the museum, exhibits, veterans, and special events. These efforts increase regional and statewide awareness of Denton as a destination for military heritage and educational tourism.

A.11. Dollar amount request for HOT funds

\$98,800.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☒ Convention Centers and Visitor Information
- ☐ Registration of Convention Delegates
- ☒ Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- ☐ Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
- ☒ Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry
- ☐ Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section
- ☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality
- ☒ Administration

A.13. How does the requested funding meet the definition of the HOT categories listed in the Program Overview Section on this application?

Texas Veterans Hall of Fame Compliance with Texas Hotel Occupancy Tax (HOT) Fund Requirements The Texas

Veterans Hall of Fame (TVHOF) respectfully submits that its proposed use of Hotel Occupancy Tax (HOT) funds fully supports the purposes authorized under Chapter 351 of the Texas Tax Code. The organization's museum, educational programs, veteran recognition events, historical preservation initiatives, and tourism marketing activities directly promote tourism and encourage visitation to the City of Denton. TVHOF serves as a cultural, educational, and historical destination that attracts visitors from throughout Texas and beyond. Through its museum exhibits, annual induction ceremonies, historical preservation efforts, educational conferences, veteran programs, and media outreach, TVHOF generates visitor traffic that supports local hotels, restaurants, retail establishments, and other tourism-related businesses. Advertising, Solicitations, and Promotions that Directly Promote Tourism HOT funds will support marketing, advertising, media production, website development, social media outreach, visitor guides, event promotion, and public relations efforts designed to attract visitors to Denton for Texas Veterans Hall of Fame events and museum activities. These promotional efforts encourage attendance at: Texas Veterans Hall of Fame Induction Ceremonies Museum exhibits and special displays Remember Them Forever programs Texas Learning Academy educational events Veteran recognition ceremonies Historical preservation projects Community outreach events These activities directly promote tourism and encourage overnight stays by visitors traveling to Denton from outside the area. Historical Restoration and Preservation Activities One of the primary missions of TVHOF is the preservation and interpretation of Texas military history. The organization preserves: Military artifacts Historical documents Veteran oral histories Photographs and memorabilia Museum exhibits Historical displays Veteran biographies and archives The Remember Them Forever (RTF) Program specifically focuses on preserving the stories and legacies of Texas veterans. These historical preservation activities encourage tourism by providing visitors with unique educational and historical experiences that cannot be found elsewhere. TVHOF's museum serves as a historical attraction and educational destination that draws visitors to Denton while preserving important elements of Texas history. Promotion of the Arts TVHOF incorporates multiple forms of eligible arts within its exhibits and programming, including: Historical photography Documentary film production Media

presentations Graphic design exhibits Creative writing and historical narratives Oral history recordings Multimedia storytelling Museum exhibit design The Media Center develops educational videos, documentaries, digital archives, publications, and exhibits that present the stories of Texas veterans through recognized artistic and educational mediums. These artistic presentations enhance visitor experiences and contribute to cultural tourism within the City of Denton. Visitor Information and Educational Tourism The Texas Veterans Hall of Fame Museum functions as a visitor attraction and educational destination by providing information about Texas military history, veterans, and significant historical events. The Texas Learning Academy (TLA) expands educational tourism by attracting: Students Teachers Researchers Veterans Families Community organizations Educational programs and special presentations encourage travel to Denton while promoting civic education and historical awareness. Tourism and Economic Impact TVHOF activities generate tourism-related economic benefits by attracting visitors who utilize: Hotels and lodging facilities Restaurants Retail businesses Entertainment venues Transportation services Visitors attending induction ceremonies, museum events, educational conferences, historical programs, and veteran recognition activities frequently travel from outside Denton and contribute to local economic activity. Use of HOT Funds Requested HOT funds will be used to support tourism-related portions of the 2027 operating budget, including: Museum operations and visitor services Historical exhibits and preservation activities Tourism marketing and promotion Media production and visitor outreach Educational tourism programming Induction ceremony promotion and visitor recruitment Historical interpretation and exhibit development Public awareness campaigns designed to attract visitors to Denton Conclusion The Texas Veterans Hall of Fame's programs directly satisfy the statutory purposes of the Texas Hotel Occupancy Tax by promoting tourism, preserving and interpreting historical resources, supporting cultural and educational attractions, advertising events that attract visitors, and generating economic activity that benefits Denton's hotel and hospitality industry. HOT funding will enable TVHOF to expand its ability to attract visitors, preserve Texas military history, promote cultural tourism, and enhance Denton's reputation as a destination for heritage, educational, and veteran-related tourism.

B. Tourism Impact

Completed by steele_garye@yahoo.com on 6/1/2026 7:11 PM

Case Id: 30248

Name: Texas Veterans Hall of Fame - 2027

Address: PO Box 51288, Denton, TX 76206

B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

8000

B.2. What is the estimated attendance for next year's event?

10000

B.3. How many people attending the event will use Denton Hotels?

1,000

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

200

B.5. Do you reserve room blocks in the area of the event?

No

**If No, do you have a code set up with the Convention and Visitors Bureau that attendees can use during their stay?
(This is a requirement for funding)**

No

B.6. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

The Texas Veterans Hall of Fame (TVHOF) actively promotes its mission, museum, educational programs, and special events through a variety of marketing and advertising methods designed to attract visitors, veterans, families, educators, and tourists to Denton and North Texas. TVHOF maintains a dedicated website that serves as a central source of information regarding museum exhibits, veteran stories, induction ceremonies, educational programs, special events, membership opportunities, and community activities. The website provides visitors with information about planning visits, supporting the organization, and learning about the service and sacrifices of Texas veterans. In addition to its website, TVHOF utilizes social media platforms including Facebook, Instagram, and other digital communication channels to reach thousands of individuals throughout Texas, the United States, and internationally. These platforms are used to promote museum exhibits, upcoming events, veteran recognition programs, educational opportunities, and community outreach initiatives. Regular social media engagement helps expand awareness and encourages visitation to the museum and related events. The organization also develops and distributes brochures, flyers, posters, event programs, newsletters, media packets, educational materials, and promotional literature that are shared through visitor centers, community organizations, schools, veteran service organizations, civic groups, museums, conferences, and public events. These materials are designed to inform the public about the museum, its programs, and the opportunities available to visitors in Denton. TVHOF works with local and regional media outlets to generate publicity through news releases, feature stories, interviews, podcasts, public service announcements, television appearances, radio programs,

and event coverage. Media outreach helps increase public awareness of the museum while promoting Denton as a destination for heritage, educational, and veterans tourism. A unique aspect of TVHOF's outreach efforts is the extensive public speaking and keynote presentations conducted by its leadership and staff. Throughout the year, representatives of the Texas Veterans Hall of Fame are invited to speak before civic organizations, educational institutions, veteran groups, government entities, businesses, museums, conferences, and community events throughout Texas and the nation. During these appearances, TVHOF actively promotes the City of Denton as the home of the Texas Veterans Hall of Fame Museum and the headquarters of its statewide operations. Audiences are encouraged to visit Denton to experience the museum, educational exhibits, veteran programs, special events, and the city's cultural and tourism attractions. As representatives of a statewide organization headquartered in Denton, TVHOF leadership, board members, and volunteers serve as ambassadors for the city wherever they travel. Presentations, promotional materials, media interviews, social media content, newsletters, brochures, and event communications consistently identify Denton as the home of the Texas Veterans Hall of Fame Museum. This ongoing outreach expands awareness of Denton throughout Texas and beyond, generating interest in the museum and encouraging heritage tourism, educational tourism, and veterans-related travel to the city. Over the past several years, registration records for Texas Veterans Hall of Fame events, induction ceremonies, educational programs, museum activities, and outreach initiatives have documented participation from visitors representing numerous Texas cities, multiple states across the nation, and several foreign countries. Event attendees have traveled from major metropolitan areas and rural communities throughout Texas, while additional participants have come from across the United States and abroad. These registrations demonstrate the organization's ability to attract visitors from outside the Denton area and contribute to overnight hotel stays, restaurant patronage, retail spending, and tourism-related economic activity. The organization further promotes its mission through public presentations, educational programs, community festivals, veteran gatherings, museum tours, historical exhibits, and its Mobile Museum program, which brings educational displays and veteran history exhibits directly to communities across Texas. These outreach efforts introduce new audiences to the museum and encourage future visitation to Denton. Through these coordinated marketing efforts, the Texas Veterans Hall of Fame serves as a year-round promoter of heritage tourism, educational tourism, military history tourism, and veterans tourism. By attracting visitors from outside the Denton area, generating awareness of Denton as a destination, encouraging overnight stays, and enhancing the city's cultural and historical offerings, TVHOF contributes to the local tourism economy while preserving and sharing the stories of Texas veterans for future generations.

C. Economic Impact

Completed by steele_garye@yahoo.com on 6/3/2026 1:36 PM

Case Id: 30248

Name: Texas Veterans Hall of Fame - 2027

Address: PO Box 51288, Denton, TX 76206

C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Texas Veterans Hall of Fame (TVHOF) is a nonprofit organization dedicated to preserving, promoting, and sharing the stories, sacrifices, achievements, and contributions of Texas veterans. Through its museum, educational programs, historical exhibits, induction ceremonies, outreach initiatives, and Mobile Museum, the organization serves a significant public interest by ensuring that future generations understand and appreciate the role veterans have played in protecting our nation and shaping our communities. TVHOF furthers a charitable and educational cause by providing programs that honor veterans, educate students, support civic engagement, and preserve important historical artifacts and personal stories that might otherwise be lost. The organization serves veterans, military families, educators, students, researchers, tourists, and community members throughout Texas and beyond. Through its Learning Academy, museum exhibits, public presentations, and educational resources, TVHOF promotes patriotism, citizenship, leadership, and historical understanding. The organization contributes to community growth by enhancing Denton's reputation as a destination for heritage tourism, military history tourism, and educational travel. As the home of the Texas Veterans Hall of Fame Museum, Denton benefits from visitors who travel to attend induction ceremonies, museum events, educational programs, conferences, reunions, and special commemorative activities. These visitors support local hotels, restaurants, retail businesses, transportation services, and other tourism-related enterprises. TVHOF also serves as a statewide ambassador for the City of Denton. Through keynote presentations, public speaking engagements, media appearances, community outreach, and promotional efforts conducted throughout Texas and the nation, the organization consistently identifies Denton as the home of the Texas Veterans Hall of Fame Museum and encourages visitation to the city. These efforts help attract new visitors while increasing awareness of Denton's cultural, educational, and historical attractions. In addition to its educational and tourism mission, TVHOF has developed valuable partnerships with local courts, community supervision programs, and public service organizations that allow individuals required to complete court-ordered or community service hours to contribute meaningfully to the organization. These individuals assist with museum operations, exhibit preparation, grounds maintenance, event support, historical preservation projects, administrative tasks, and community outreach activities. This partnership provides participants with an opportunity to perform constructive service while helping preserve Texas military history and support programs that benefit veterans and the public. The program serves as a positive community resource by transforming required service hours into meaningful contributions that advance education, historical preservation, civic responsibility, and community engagement. TVHOF also collaborates with local schools, veteran organizations, civic groups, municipalities, and community partners to provide educational programs, volunteer opportunities, historical exhibits, and public events that enrich the quality of life for residents and visitors alike. These partnerships strengthen community connections and expand opportunities for citizens to become involved in preserving and promoting Texas veterans' history. In addition, TVHOF provides an important public service by preserving Texas military history and recognizing exemplary veterans whose stories inspire future generations. The museum and its programs create opportunities for lifelong learning, intergenerational engagement, civic pride, and community participation. By honoring those who served while educating the public, the organization strengthens community connections and contributes to the cultural fabric of both Denton and the State of Texas.

Through its charitable mission, educational outreach, tourism promotion, community partnerships, volunteer engagement, and historical preservation activities, the Texas Veterans Hall of Fame advances the public interest while generating measurable economic, educational, and cultural benefits for the City of Denton and its residents.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership
Vietnam Veteran of America Chapter 920	Provides personnel, donations and support
CoServ	Donations
Quik Kar	Donations
Spouts Market	Donations in Kind
Local VFW	Donations and event displays
Golden Triangle Mall	Discounted Space

D. Marketing Plan

Completed by steele_garye@yahoo.com on 6/3/2026 1:36 PM

Case Id: 30248

Name: Texas Veterans Hall of Fame - 2027

Address: PO Box 51288, Denton, TX 76206

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

The Texas Veterans Hall of Fame (TVHOF) has developed a comprehensive marketing and promotional strategy designed not only to promote its events, programs, museum exhibitions, and educational activities, but also to increase awareness of the City of Denton as a tourism, heritage, educational, and cultural destination. As the permanent home of the Texas Veterans Hall of Fame Museum and statewide headquarters of the organization, Denton is prominently featured in all promotional efforts and visitor communications. The marketing plan will utilize multiple communication platforms to reach audiences throughout Denton, Texas, the United States, and international military and veteran communities. All marketing materials will identify Denton as the location of the museum, event venue, and organizational headquarters, encouraging visitors to travel to the city and experience its attractions, businesses, restaurants, hotels, and cultural resources.

Digital Marketing and Website Promotion The Texas Veterans Hall of Fame website serves as the primary information source for visitors seeking information about museum exhibits, induction ceremonies, educational programs, special events, and tourism opportunities. TVHOF actively promotes its programs through Facebook, Instagram, YouTube, LinkedIn, and other social media platforms. Event promotions, veteran stories, museum exhibits, educational content, sponsor recognition, visitor testimonials, and community partnerships are regularly featured. Social media campaigns encourage audiences to visit Denton and participate in museum activities and special events. All communications consistently identify Denton as the destination location for museum visits, exhibitions, and special events.

Printed Marketing Materials TVHOF develops and distributes brochures, flyers, and posters. These materials are distributed at museums, civic organizations, schools, veteran service organizations, conferences, trade shows, festivals, and public events. Printed materials prominently feature Denton as the home of the Texas Veterans Hall of Fame Museum and encourage travel to the city. Media coverage frequently highlights Denton as the location where visitors can experience Texas military history and veteran recognition programs. Public Speaking and Community Outreach TVHOF leadership, board members, and staff conduct keynote presentations, educational lectures, conference appearances, veteran recognition ceremonies, and community outreach programs throughout Texas and the nation. During these engagements, speakers actively promote Denton as the home of the Texas Veterans Hall of Fame Museum and encourage audiences to visit the city. These presentations provide ongoing exposure for Denton to audiences that may not otherwise be familiar with the city's tourism and cultural offerings. TVHOF collaborates with tourism organizations, chambers of commerce, veteran organizations, civic groups, educational institutions, municipalities, museums, and community partners to cross-promote events and visitor opportunities.

Mobile Museum and Traveling Exhibits The Texas Veterans Hall of Fame Mobile Museum and traveling exhibits extend the organization's reach throughout Texas. These exhibits appear at schools, festivals, military events, veteran gatherings, community celebrations, and educational programs. Every appearance serves as a promotional opportunity to encourage future visitation to Denton and the Texas Veterans Hall of Fame Museum.

Visitor Recruitment and Tourism Impact The marketing plan targets veterans, military families, educators, students, history enthusiasts, civic organizations, tourists, and conference attendees from throughout Texas and the United States. By promoting museum exhibits, induction ceremonies, educational programs, conferences, reunions, and special events, TVHOF encourages overnight hotel stays, restaurant visits, retail spending, and participation in other Denton attractions.

D.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☒ Email
- ☐ CVB
- ☒ Influencers
- ☒ Print
- ☐ Radio
- ☐ TV
- ☒ Travel Sites
- ☐ Hotels
- ☐ Other

D.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

D.4. Total marketing budget:

\$0.00

D.5. Marketing budget targeting overnight visitors:

\$0.00

D.6. Past marketing performance metrics:

Website traffic

Social reach

Email subscribers

E. Budget and Fiscal Responsibility

Completed by steele_garye@yahoo.com on 6/7/2026 12:46 PM

Case Id: 30248

Name: Texas Veterans Hall of Fame - 2027

Address: PO Box 51288, Denton, TX 76206

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

Texas Veterans Hall of Fame - Detailed Use of Requested HOT Funds The Texas Veterans Hall of Fame (TVHOF) respectfully requests Hotel Occupancy Tax (HOT) funding to support tourism promotion, visitor attraction, educational programming, museum operations, heritage tourism initiatives, and public awareness efforts that encourage travel to the City of Denton. Salaries and Wages – \$70,000I includes personnel costs and a new Executive Director position responsible for tourism development, visitor engagement, strategic partnerships, marketing coordination, grant administration, community outreach, and expansion of museum activities. Facility and Development Center Lease – \$12,000 Supports museum operations, artifact storage, exhibit preparation, Mobile Museum logistics, educational resources, development center activities, and inventory management. Internet, Website, Database Hosting, and Technology Infrastructure – \$1,600 Supports website hosting, internet services, digital communications, Remember Them Forever (RTF) database hosting, Learning Academy resources, online registrations, and visitor information services. Insurance – \$4,200 Supports property protection, liability coverage, event coverage, equipment protection, museum operations, Mobile Museum activities, and Development Center operations. Remember Them Forever (RTF) Program Expansion – \$7,000 Supports expansion beyond 30,000 veteran profiles and development of an additional 50 Texas cemeteries, including research, photography, documentation, and digital archiving. Museum Enhancement and Merchandise Development – \$2,500 Supports exhibit enhancements, visitor engagement activities, and in-house merchandise development through the Development Center. The museum remains free to visitors. Flight Simulator, Texas Learning Academy, and Media Center – \$3,000 Supports development and promotion of the Flight Simulator Experience, Learning Academy, and Media Center, including educational programming and visitor engagement. Advertising, Marketing, Tourism Promotion, and Public Awareness – \$7,000 Supports digital advertising, social media campaigns, brochures, graphic design, tourism promotion materials, public relations, media outreach, and statewide marketing efforts promoting Denton as the home of the Texas Veterans Hall of Fame Museum. TOTAL REQUESTED HOT FUNDING: \$107,300

E.2. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received

☐ Other

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
Sales from museum merchandise	\$8,000.00
	\$8,000.00

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
Salary/Wages	\$70,000.00
Museum and Development Center Leases	\$12,000.00
Internet, Website, database hosting and Technology Infrastructure	\$1,600.00
Insurance	\$4,200.00
Remember Them Forever	\$7,000.00
Museum Enhancement and Merchandise Purchase	\$2,500.00
Flight Simulator, Learning Academy and Media Center	\$3,000.00
Advertising, Marketing, Tourism and Public Awareness	\$7,000.00
	\$107,300.00

F. Organizational Capacity

Completed by steele_garye@yahoo.com on 6/7/2026 12:49 PM

Case Id: 30248

Name: Texas Veterans Hall of Fame - 2027

Address: PO Box 51288, Denton, TX 76206

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

8

F.2. Number of full-time staff:

3

F.3. Number of volunteers:

7

F.4. Previously received HOT funding:

Yes

F.4a. Previously received HOT funding Amount

\$70,000.00

F.5. Successfully completed prior HOT reporting:

Yes

F.6. Will your organization be able to provide insurance coverage for the event?

Yes

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

For the past eight years, the Texas Veterans Hall of Fame (TVHOF) has demonstrated its commitment to being a responsible steward of Hotel Occupancy Tax (HOT) funds by utilizing available resources to expand tourism promotion, increase public awareness, preserve Texas military history, and attract visitors to the City of Denton. Through museum exhibits, educational programming, induction ceremonies, community outreach, marketing initiatives, and special events, the organization has consistently worked to generate tourism-related activity while enhancing Denton's cultural and educational offerings. The next phase of TVHOF's strategic growth is already underway through the development of several new visitor-focused initiatives designed to increase tourism, encourage repeat visitation, and enhance the overall visitor experience. One of these initiatives is the creation of an interactive Flight Simulator Experience that provides visitors, students, veterans, and families with a hands-on educational opportunity focused on aviation, military service, leadership, and history. This attraction is intended to become a unique destination experience that encourages visitors to spend additional time in Denton while participating in educational and tourism activities. TVHOF has also established the Dwayne and Lee Bell Media Center dedicated to preserving veteran stories, recording oral histories, producing educational content, creating digital exhibits, and expanding public awareness of Texas military history. The Media Center has been named in honor of a distinguished Vietnam veteran who received the Navy Flying Cross for

heroism and distinguished achievement in military aviation, and his wife of 58 years, whose dedication to family and unwavering support during military service exemplify the sacrifices made by military spouses. The center serves as a tribute not only to veterans but also to the families who supported them throughout their service. It recognizes the countless spouses who "kept the light on" while their loved ones were deployed and whose contributions are an essential part of the military story. Through interviews, digital archives, educational productions, and museum programming, the Media Center preserves these stories for future generations while enhancing the educational value of the museum and attracting visitors interested in military history and family heritage. In addition, TVHOF has created a Development Center that serves as an innovation and production facility supporting museum operations, educational programs, tourism initiatives, and organizational sustainability. Through this center, the organization has begun producing merchandise in-house, creating unique products that promote the museum, Texas veterans, and the City of Denton. The Development Center is also responsible for the design and production of the organization's Remember Them Forever (RTF) medallions and commemorative recognition items, which help preserve the legacy of Texas veterans while expanding public engagement and visitor interest. Over the next three to five years, TVHOF plans to continue expanding museum exhibits, educational programming, tourism marketing, statewide outreach, and visitor experiences. The organization will increase efforts to attract educational groups, veteran organizations, reunions, conferences, leadership programs, historical symposiums, and heritage tourism visitors to Denton. These activities are designed to encourage overnight hotel stays, increase restaurant and retail spending, and strengthen Denton's reputation as a destination for heritage tourism, military history tourism, and educational travel. TVHOF will continue utilizing its website, social media platforms, newsletters, brochures, media relations, public speaking engagements, Mobile Museum program, educational presentations, and community partnerships to promote both the museum and the City of Denton. As a statewide organization headquartered in Denton, every outreach effort serves as an opportunity to market the city as a destination for visitors seeking unique educational and cultural experiences. By building upon eight years of proven performance and continuing to invest in innovative visitor attractions such as the Flight Simulator Experience, Media Center, Development Center, Mobile Museum, and Remember Them Forever initiatives, TVHOF is committed to maximizing the value of public investment while generating long-term tourism, educational, cultural, and economic benefits for the City of Denton and its residents. Lastly, our special programs like the Remember Them Forever and They Kept the Light on reminds the community that the museum is not the central aspect of the TVHOF mission. The Remember Them Forever is a one of a kind and unique program that is spread across 22 Texas Counties and over 100 cemeteries where profiles of 22,000 veterans are documented their stories are preserved. The Program, They Kept the Light On, highlights the stories, sacrifices and how the spouses/family members have kept the light on for Texas Veterans that are deployed.

G. Community Benefit and Alignment

Case Id: 30248

Name: Texas Veterans Hall of Fame - 2027

Address: PO Box 51288, Denton, TX 76206

Completed by steele_garye@yahoo.com on 6/7/2026 1:07 PM

G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

The Texas Veterans Hall of Fame (TVHOF) enhances tourism by serving as a unique year-round destination attraction that draws visitors from throughout Texas and across the United States to Denton. Unlike many attractions that are seasonal or event-driven, TVHOF operates throughout the year and provides ongoing opportunities for visitors to experience military history, educational exhibits, special events, induction ceremonies, community programs, and historical research opportunities. Since its establishment, the Texas Veterans Hall of Fame has welcomed more than 50,000 visitors. Many of these visitors travel from outside Denton County specifically to visit the museum, attend ceremonies, participate in educational activities, research family military histories, or honor veterans whose stories are preserved through the organization's programs. Visitors frequently utilize local hotels, restaurants, retail establishments, entertainment venues, and other businesses during their stay, creating a direct economic impact on Denton's tourism and hospitality industry. The annual Texas Veterans Hall of Fame Induction Ceremony attracts veterans, military families, elected officials, business leaders, veteran organizations, and supporters from across Texas. Many attendees travel significant distances and require overnight accommodations, generating hotel occupancy and tourism-related spending that directly supports the purpose of Hotel Occupancy Tax funding.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

Yes. The Texas Veterans Hall of Fame attracts visitors who often have no other reason to visit Denton. Families travel to honor loved ones, attend ceremonies, participate in veteran recognition events, research military history, and locate veteran profiles through the Remember Them Forever Program. The organization also attracts military organizations, veteran service organizations, historical societies, educational groups, researchers, genealogists, JROTC units, civic organizations, and tourists seeking military and Texas history experiences. Many visitors specifically identify the Texas Veterans Hall of Fame as their primary reason for visiting Denton, making the museum a destination attraction rather than a secondary stop. Unlike many visitors who travel to Denton for university sporting events, graduations, conferences, or family activities that occur only on specific dates, TVHOF provides a permanent year-round attraction that continuously brings visitors to the city. While university-related travel is important to Denton's economy, those events eventually conclude. The Texas Veterans Hall of Fame remains a permanent tourism asset that continues attracting visitors throughout the year while preserving the stories and accomplishments of the Texans who helped secure the freedoms enjoyed by future generations.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

TVHOF promotes Denton as a city that values history, education, patriotism, civic engagement, and community service. The museum preserves and presents the stories, sacrifices, and accomplishments of more than 1.8 million Texans who have served in the United States military. Through exhibits, artifacts, historical displays, oral histories, educational programs, interactive presentations, and community events, visitors gain a deeper understanding of Texas and American history while experiencing Denton's commitment to preserving that heritage. Visitors are encouraged to explore other Denton attractions during their stay, including: • Historic Downtown Denton • Courthouse-on-the-Square Museum •

Printed By: Terrance Jones on 7/22/2026

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University of North Texas • Texas Woman's University • Denton's arts and music venues • Local restaurants and shopping destinations • Parks and recreational facilities • Community festivals and special events TVHOF regularly partners with community organizations and participates in public events that showcase Denton's unique culture and history while promoting the city as a welcoming destination for veterans, families, tourists, and educational groups.

Educational Tourism and Homeschool Engagement The Texas Veterans Hall of Fame has become an important educational tourism destination for homeschool families, educators, students, and youth organizations throughout North Texas and beyond. Homeschool organizations regularly visit the museum as part of their curriculum in American history, Texas history, government, civics, citizenship, and military history. These visits provide hands-on educational experiences that cannot be duplicated through textbooks alone. Students are able to interact with exhibits, artifacts, oral histories, military displays, and educational resources that bring history to life while reinforcing lessons about patriotism, leadership, service, sacrifice, and responsible citizenship. Many homeschool families travel from outside Denton County and often combine their museum visit with dining, shopping, recreational activities, and visits to other Denton attractions. These educational groups frequently return throughout the year to participate in new exhibits, special presentations, veteran guest speakers, and educational programs. The Texas Learning Academy further expands this educational tourism impact by providing curriculum-based resources that encourage schools, students, and families to engage with Texas and American history through the Texas Veterans Hall of Fame. The museum's educational value demonstrates that TVHOF is not solely a veterans attraction but also a regional learning destination serving students, families, educators, researchers, and lifelong learners.

G.4. Will event generate repeat tourism? Explain.

Yes. Unlike many tourism events that occur only once each year, the Texas Veterans Hall of Fame offers multiple opportunities for repeat visitation throughout the year. Visitors return to:

- Attend annual induction ceremonies
- Participate in Memorial Day observances
- Participate in Veterans Day activities
- View new exhibits and displays
- Research family military histories
- Attend educational programs through the Texas Learning Academy
- Participate in Remember Them Forever projects
- Experience interactive technology, simulators, and presentations
- Bring family members and friends to share the experience

The Remember Them Forever Program continues to expand across Texas and currently includes more than 22,000 veteran profiles located in 99 cemeteries across 22 counties. As the program grows, family members and researchers continue visiting Denton to access information, participate in events, and learn more about their veterans. Homeschool families, JROTC units, scouting organizations, civic groups, veteran organizations, educators, and history enthusiasts also represent a significant source of repeat visitation. This ongoing engagement creates a sustainable tourism model that encourages repeat visits, overnight stays, and continued economic impact for the City of Denton's hotel, restaurant, retail, and hospitality sectors.

Conclusion The Texas Veterans Hall of Fame is more than a museum. It is a statewide destination that honors Texas veterans, preserves Texas history, provides educational opportunities, attracts visitors from across the state and nation, and generates ongoing tourism activity for the City of Denton. By attracting veterans, families, students, researchers, homeschool groups, educators, civic organizations, and heritage tourists, TVHOF directly supports the objectives of the Hotel Occupancy Tax program while creating a lasting tourism asset that continues to benefit Denton year after year. When visitors leave Denton, they take with them more than memories of a museum visit. They leave with a deeper appreciation for the sacrifices that preserved our freedoms, a greater understanding of Texas history, and a lasting connection to the City of Denton as the home of the Texas Veterans Hall of Fame.

H. Reporting and Evaluation Plan

Completed by steele_garye@yahoo.com on 6/7/2026 1:16 PM

Case Id: 30248

Name: Texas Veterans Hall of Fame - 2027

Address: PO Box 51288, Denton, TX 76206

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

H.2. Does your organization gather data on attendees to your events/programs?

Yes

H.2a. If Yes, how is data collected?

Through the use of a sign in log and a survey that is offered when attending.

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

We only correlate and add to our quarterly HOT's report the number of attendees, their home of record by city, state and country. We give them an opportunity to sign up for a newsletter or update. We include in our quarterly reports any comments or detailed information related to their visits or feeling towards the museum and the TVHOF mission.

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

We've been doing this for the past 4 years and in our quarterly report you will find a performance update, number of attendees from our log in sheets that includes number in their party, home city, state and country of record. Our survey sheet gives them the opportunity to tell us more about what they liked with rating areas of several other questions. Questions like how did you hear about the museum. We also note our mobile display events with the same questions.

I. Required Documents

Completed by steele_garye@yahoo.com on 6/14/2026 4:00 PM

Case Id: 30248

Name: Texas Veterans Hall of Fame - 2027

Address: PO Box 51288, Denton, TX 76206

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Tax Exempt Organization Search Details | Internal Revenue Service.pdf



Current Board of Directors roster including name, title, address and phone number *Required

TVHOF 2026 board members ms word.pdf



Board Meeting Schedule *Required

Baord Meeting Schedule 2026 pdf.pdf



Provide constitution/by-laws *Required

*TVHOF bylaws revision 8-2022 pdf.pdf



Provide last two year's audited financial or balance sheet. *Required

BalanceSheet-3.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

501c3 pdf 2025.pdf

☒ **Most recent 990 Form submitted to IRS **Required***

2025 xt.pdf

☒ **Substitute W-9 for PO **Required***

denton tx w9 pdf.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. **Required***

Donations for 2025 pdf.pdf

☒ **Other Documents**

final notes to HOTS funds 2027.pdf

Submit

Completed by steele_garye@yahoo.com on 6/14/2026 4:00 PM

Case Id: 30248

Name: Texas Veterans Hall of Fame - 2027

Address: PO Box 51288, Denton, TX 76206

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Gary E. Steele

Electronically signed by steele_garye@yahoo.com on 6/7/2026 11:28 PM

Secretary/Treasurer's signature

Ashten Yarberry

Electronically signed by ashtenyarberry@gmail.com on 6/10/2026 9:41 PM

Admin Docs

No data saved

Case Id: 30248

Name: Texas Veterans Hall of Fame - 2027

Address: PO Box 51288, Denton, TX 76206

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30248

Name: Texas Veterans Hall of Fame - 2027

Address: PO Box 51288, Denton, TX 76206

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by kimblevalerie@yahoo.com on 6/2/2026 11:57 AM

Case Id: 30250

Name: Texas Festival - 2027

Address: 214 W. Hickory, Denton, TX 76201--4118

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists.

The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by kimblevalerie@yahoo.com on 6/2/2026 11:58 AM

Case Id: 30250

Name: Texas Festival - 2027

Address: 214 W. Hickory, Denton, TX 76201--4118

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

VK

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

VK

☒ Must be based in the City of Denton.

Initial:

VK

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

VK

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

VK

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

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authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

VK

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

VK

☒ Must have an active governing body.

Initial:

VK

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

VK

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

VK

A. Applicant Information

Completed by kimbalevalerie@yahoo.com on 6/26/2026 11:37 AM

Case Id: 30250

Name: Texas Festival - 2027

Address: 214 W. Hickory, Denton, TX 76201--4118

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Tejas Storytelling Association

A.2. Mailing Address

214 W. Hickory Denton, TX 76201--4118

A.3. Tax ID Number

75-2231093

A.4. Name of Event

Texas Storytelling Festival

A.5. Physical Address of the Event

321 East McKinney St. Denton, TX 76201--4231

A.6. Phone Number

(940) 380-9320

A.7. Website

<https://tejasstorytelling.com/>

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

The mission and purpose of the Tejas Storytelling Association are to foster an appreciation of storytelling as an oral tradition, a performing art, and an educational tool.

A.9. Event Start Date

03/11/2027

Event End Date

03/14/2027

A.10. Describe the event in which funds are being

PRIMARY CONTACT

A.14. First Name

Valerie

A.15. Last Name

Kimble

A.16. Title

TSA Grants Committee Member

A.17. Phone Number

(405) 823-6500

A.18. Email

kimbalevalerie@yahoo.com

SECONDARY CONTACT

A.19. First Name

Dalton

A.20. Last Name

Gregory

A.21. Title

TSA Treasurer Emeritus

A.22. Phone Number

(940) 391-8989

A.23. Email

daltonrgregory@gmail.com

requested to support.

42nd Annual Texas Storytelling Festival, March 11-14, 2027

A.11. Dollar amount request for HOT funds

\$59,055.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☐ Convention Centers and Visitor Information
- ☐ Registration of Convention Delegates
- ☒ Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- ☒ Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
- ☐ Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry
- ☐ Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section
- ☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality
- ☐ Administration

A.13. How does the requested funding meet the definition of the HOT categories listed in the Program Overview Section on this application?

Arts: Storytelling is the oldest art form. The Texas Storytelling Festival provides entertainment for the public and access for Denton school children to this art form. It provides workshops for parents, educators, clergy, counselors, attorneys, librarians and performers who use storytelling in their work. It enriches the cultural offerings to the community through this traditional performance art form. Advertising: Funding from this grant allows marketing of Denton throughout Texas, Oklahoma, Louisiana, and nationally, which brings people to Denton and involves hotel stays, restaurant meals, and incidental

purchases.

B. Tourism Impact

Completed by kimblevalerie@yahoo.com on 6/26/2026 11:42 AM

Case Id: 30250

Name: Texas Festival - 2027

Address: 214 W. Hickory, Denton, TX 76201--4118

B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

2218

B.2. What is the estimated attendance for next year's event?

2300

B.3. How many people attending the event will use Denton Hotels?

50

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

4

B.5. Do you reserve room blocks in the area of the event?

Yes

If Yes, how many rooms and provide the name of hotel(s).

Name of Hotel	Number of Rooms	Rate of Room
Hampton Inn	15	\$129.00
Spring Hill Suites	22	\$120.00
Holiday Inn Express	10	\$135.00
Home 2 Suite 3125 Heritage Tr.	12	\$139.00
	59	\$523.00

B.6. 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 Texas. It makes Denton a destination for cultural tourism. It is housed primarily in the Quakertown Civic Center, thereby providing rental fees for 4 days, and entailing a local hotel stay for participants. The attendees purchase food at local restaurants, and gas and incidentals at local businesses. Information on other Denton events and businesses is provided to attendees to market them to festival attendees.

C. Economic Impact

Completed by kimblevalerie@yahoo.com on 6/26/2026 11:45 AM

Case Id: 30250

Name: Texas Festival - 2027

Address: 214 W. Hickory, Denton, TX 76201--4118

C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Texas Storytelling Festival is the premier storytelling event in Texas. It makes Denton a destination for cultural tourism. The Texas Storytelling Festival provides entertainment for the public and access for Denton school children to this art form. It provides workshops for parents, educators, clergy, counselors, attorneys, librarians and performers who use storytelling in their work. Economically, it benefits the city by providing income from rental fees for the Civic Center for 4 days, and business income for hotels and restaurants. The attendees also purchase gas and incidentals at local businesses. Advertising Funding from this grant helps market Denton throughout Texas, Oklahoma, Louisiana, and nationally.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership
Denton Benefit League	Grantor/Sponsor
Recycled Books	Donor/Sponsor
McAlister's Deli	Caterer/Boxed lunches Friday & Saturday
Jimmy Meredith	Catered Fund raising dinner
Sign Language Interpreting Program Tarrant County College	In-kind student ASL interpreters
HEB	In-kind paper products
Groggy Dog Printing	In-kind T-shirt printing
Marco's Pizza	Pizza purchased for kid's lunch
Emily Fowler Public Library	In-kind meeting room use
City of Denton Parks & Recreation	In-kind sponsorship: discount for Quakertown Civic Center
City of Denton Parks & Recreation	Quakertown Civic Center Rental for 4 days
Woman's Building	Rental for 3 days

D. Marketing Plan

Completed by kimblevalerie@yahoo.com on 6/26/2026 11:47 AM

Case Id: 30250

Name: Texas Festival - 2027

Address: 214 W. Hickory, Denton, TX 76201--4118

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

The primary target market is well-educated 40-75-year-olds with disposable income, families with children, and special interest groups related to the featured performers. All media that appeals to this demographic will be used, including radio, TV/PBS, publications both print and online, plus targeted professional journals and online calendars. TSA's 290 members live throughout Texas, the region, nationally, and internationally, and are reached by direct mail, enewsletter, social media, email bursts, and word of mouth. The focus is on the warmth and welcoming atmosphere of this place as a festival destination and the great storytelling available. Advertising: Funding from this grant allows marketing of Denton throughout Texas, Oklahoma, Louisiana, and nationally, which brings people to Denton and involves hotel stays, restaurant meals, and incidental purchases.

D.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☒ CVB
- ☐ Influencers
- ☒ Print
- ☒ Radio
- ☒ TV
- ☒ Travel Sites
- ☐ Hotels
- ☒ Other

D.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW

☒ Texas

☒ Multi-State

☒ National

D.4. Total marketing budget:

\$55,021.00

D.5. Marketing budget targeting overnight visitors:

\$42,508.00

D.6. Past marketing performance metrics:

Website traffic

4414 total users, 5370 sessions, 8435 views

Social reach

Facebook - 900 likes, 13 comments, 28 shares

Email subscribers

2000, includes 302 members

E. Budget and Fiscal Responsibility

Completed by kimblevalerie@yahoo.com on 6/30/2026 9:17 AM

Case Id: 30250

Name: Texas Festival - 2027

Address: 214 W. Hickory, Denton, TX 76201--4118

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

The requested funds in the Arts category will support the fees and travel expenses for the 4 well-known, featured storytellers, and to pay for Joyful Noise, the sound engineers and stage set up. The requested funds in the Advertising category will support all out-of-town advertising, including PBS TV (KERA) and radio (KXT FM & WRR); Print and Online Ads, including Dallas Chronicle, Texas Highways, Tour Texas, Texas Monthly, Texas Library Journal, Facebook, and Google ads, and YouTube videos; Direct Marketing: Deaf - Hands and Hearts organization, Deaf - ASL video, Deaf Network, Lone Star Festival, Midland Storytelling Festival, Minnesota Storytelling Festival, National Storytelling Network, Texas Folklore Society; graphic design and printing of post cards and posters. Requested funds will also support a part time employee to handle publicity for the festival, a photographer and a web designer.

E.2. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☒ Other

Please specify

Reduce the amount of paid advertising.

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
TX Commission on the Arts Cultural District Project Grant, Partial rental of Quakertown Civic Center, pending	\$5,000.00
TCA Arts Respond HHS grant,for 2 ASL interpreters fees & expenses, pending	\$3,000.00
Denton Benefit League 2027, Rental of Woman's Bldg. & partial rental of Civic Center, pending	\$3,000.00
City of Denton Co-Sponsorship, 50% Reduction in Quakertown Civic Center costs, pending	(\$11,595.00)

Festival Admissions	\$15,113.00
Donations - Individual & Business	\$7,394.00
Silent Auction	\$4,675.00
City of Denton, HOT Funds, pending	\$59,055.00
Resource Sales	\$5,731.00
Event Meals	\$4,735.00
Master Class	\$1,000.00
Concessions	\$683.00
Event T-shirts	\$895.00
TCA grant for musicians	\$400.00
	\$99,086.00

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
Printing & Postage	\$1,658.00
Bank Charges	\$25.00
Office Supplies	\$668.00
Meals/Refreshments	\$6,527.00
Resource Sales & Consignments	\$4,500.00
Festival Producer Fees	\$195.00
Minor Site Expenses	\$930.00
Technical Crew	\$4,300.00
Advertising	\$52,617.00
Deaf Interpreter	\$3,000.00
Quakertown Civic Center- permit & deposit	\$450.00
Teller Fees	\$6,925.00
Travel	\$6,904.00
Workshop Presenter Fees	\$390.00
Musicians Fees	\$1,150.00
Historian Expenses (Display)	\$89.00
Awards	\$419.00
David Brock Memorial (Children/Youth T-shirts & Misc.)	\$258.00
Quakertown rental	\$11,595.00
Woman's Building	\$675.00
	\$103,275.00

F. Organizational Capacity

Completed by kimblevalerie@yahoo.com on 6/25/2026 12:51 PM

Case Id: 30250

Name: Texas Festival - 2027

Address: 214 W. Hickory, Denton, TX 76201--4118

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

41

F.2. Number of full-time staff:

1 FTE

F.3. Number of volunteers:

65

F.4. Previously received HOT funding:

Yes

F.4a. Previously received HOT funding Amount

\$59,055.00

F.5. Successfully completed prior HOT reporting:

Yes

F.6. Will your organization be able to provide insurance coverage for the event?

Yes

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

TSA's goals include continuing to co-sponsor the Texas Storytelling Festival (TSF) with the City of Denton Parks & Recreation Department which has been a Denton fixture for 41 years; to continue to add events/or featured performers to attract younger professionals and special interest groups; and to utilize all media formats for promotion. TSA will explore the best use of festival recordings for marketing and outreach to attract new audiences and maintain international audience developed through Zoom. The financial goals of TSF continue to be supplementing the income from all programming with available grants, so admission fees can be kept at a reasonable level to attract a broad audience, while still showcasing exceptional storytellers. And allocate any excess revenue that may occur annually to build TSA reserve funds for future operating initiatives

G. Community Benefit and Alignment

Case Id: 30250

Name: Texas Festival - 2027

Address: 214 W. Hickory, Denton, TX 76201--4118

Completed by kimblevalerie@yahoo.com on 6/22/2026 1:15 PM

G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

The Texas Storytelling Festival is a cultural event: storytelling is both a literary art form and a performing art. This well-known and established festival makes Denton a destination for cultural tourism.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

The Texas Storytelling Festival draws storytellers and story listeners to Denton from all over Texas, nationally and internationally. Both the excellence of the storytellers featured and the reputation of the festival for both performance and workshops bring visitors who might otherwise have no reason or thought of visiting North Texas.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

The Texas Storytelling Festival is a cultural asset to Denton. Traditional oral storytelling is one of the oldest art forms. It is recognized as both a literary art form and a performing art by the National Endowment for the Arts and the Texas Commission on the Arts. 2027 will be the 42nd consecutive festival in Denton, bringing a rich tradition and history of the art form to Denton. The location of the festival in Quakertown Park highlights this aspect of Denton's history. As attendees move from the Quakertown Civic Center, to the Emily Fowler Library, to the Woman's Building, they have the opportunity to read the historical markers detailing the history of the area. They can observe the natural beauty of the park as a recreational asset. Information about the variety of attractions in Denton is provided to all festival registrants. The partnership between TSF and the Denton Parks and Recreation Department fosters an identification of this city department as an artistic sponsor.

G.4. Will event generate repeat tourism? Explain.

The excellence of the performers and the welcoming atmosphere of the festival generate repeat attendance. Evaluations often use the phrase "felt like family" to describe this feeling of warmth and inclusion. Evaluations are often 100% or close to it indicating that attendees will return again. TSA tries very hard to keep costs down while not sacrificing quality. TSA actively seeks grant funding, sponsorships and donations to this end. This keeps ticket prices and package rates affordable, while shopping for the best hotel rates and reserving blocks of rooms. Comradery and interaction between attendees and performers often occurs over breakfast at the festival hotels.

H. Reporting and Evaluation Plan

Completed by kimblevalerie@yahoo.com on 6/22/2026 1:17 PM

Case Id: 30250

Name: Texas Festival - 2027

Address: 214 W. Hickory, Denton, TX 76201--4118

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

H.1a. What is the ticket price? Add any additional information related to your Ticket Price.

General Admission: \$100.00 (early registration discount) or \$135.00. Single Event or Workshop Tickets: \$15 at the door. One-day Tickets, either Friday or Saturday: \$60. Talespinner Dinner Tickets \$30. Master Class \$75 (additional – not included Full Festival ticket).

H.2. Does your organization gather data on attendees to your events/programs?

Yes

H.2a. If Yes, how is data collected?

Through registrations, written evaluations, and visual counts.

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

TSA can report attendance, hotel rooms booked, economic impact, marketing metrics, financial reports, evaluation survey results, etc.

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

TSA prepares Monthly Financial Reports for the Board, so a Quarterly Financial report is not a problem. The 30-day report will be completed by the grant writer based on input from the TSA Office Administrator, the contracted accountant, the contracted Publicity Director, the Board of Directors.

I. Required Documents

Completed by kimblevalerie@yahoo.com on 6/30/2026 10:43 AM

Case Id: 30250

Name: Texas Festival - 2027

Address: 214 W. Hickory, Denton, TX 76201--4118

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

FRANCHISE TAX ACCOUNT STATUS.pdf



Current Board of Directors roster including name, title, address and phone number *Required

2026-2027 TSA Board.pdf



Board Meeting Schedule *Required

TSA Board Meeting dates 2026-2027.pdf



Provide constitution/by-laws *Required

TSA Bylaws As Amended 11 23 2021.pdf



Provide last two year's audited financial or balance sheet. *Required

TSA Financials - May 2026.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

TSA IRS letter.pdf

☒ **Most recent 990 Form submitted to IRS **Required***

TSA 990.pdf

☒ **Substitute W-9 for PO **Required***

Substitute W-9 Form -TSA 20260615 signed.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. **Required***

Donations 2026-Storytelling in the Schools-1.docx

☐ **Other Documents**

***No files uploaded*

Submit

Completed by daltonrgregory@gmail.com on 6/30/2026 1:08 PM

Case Id: 30250

Name: Texas Festival - 2027

Address: 214 W. Hickory, Denton, TX 76201--4118

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

John Hale

Electronically signed by johnhale.naturally@gmail.com on 6/30/2026 12:45 PM

Secretary/Treasurer's signature

Dalton Gregory

Electronically signed by daltonrgregory@gmail.com on 6/30/2026 1:07 PM

Admin Docs

No data saved

Case Id: 30250

Name: Texas Festival - 2027

Address: 214 W. Hickory, Denton, TX 76201--4118

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30250

Name: Texas Festival - 2027

Address: 214 W. Hickory, Denton, TX 76201--4118

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by info@dmacdenton.org on 6/2/2026 2:37 PM

Case Id: 30252

Name: DMAC Amplify Denton 2027 Application - 2027

Address: 624 W University Dr, 113, Denton, TX 76201

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists.

The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by info@dmacdenton.org on 6/2/2026 2:38 PM

Case Id: 30252

Name: DMAC Amplify Denton 2027 Application - 2027

Address: 624 W University Dr, 113, Denton, TX 76201

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

JAMK

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

JAMK

☒ Must be based in the City of Denton.

Initial:

JAMK

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

JAMK

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

JAMK

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

JAMK

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

JAMK

☒ Must have an active governing body.

Initial:

JAMK

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

JAMK

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

JAMK

A. Applicant Information

Completed by info@dmacdenton.org on 6/28/2026 8:22 PM

Case Id: 30252

Name: DMAC Amplify Denton 2027 Application - 2027

Address: 624 W University Dr, 113, Denton, TX 76201

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Music and Art Collaborative

A.2. Mailing Address

624 W University Dr 113 Denton, TX 76201

A.3. Tax ID Number

82-1519472

A.4. Name of Event

Amplify Denton 2027

A.5. Physical Address of the Event

Greater Denton Arts Council 400 East Hickory St Denton, TX 76201

A.6. Phone Number

(940) 382-2787

A.7. Website

<https://dmacdenton.org/amplify-denton>

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Denton Music and Art Collaborative (DMAC) is a 501(c)(3) non-profit organization that works to preserve, promote, and continue the unique and culturally significant musical and artistic heritage of Denton by providing vital healthcare subsidies for local artists and musicians.

A.9. Event Start Date

05/01/2027

Event End Date

05/01/2027

Printed By: Terrance Jones on 7/22/2026

PRIMARY CONTACT

A.14. First Name

Jennifer

A.15. Last Name

Kapinos

A.16. Title

President

A.17. Phone Number

(940) 600-3092

A.18. Email

jennifer.kapinos@dmacdenton.org

SECONDARY CONTACT

A.19. First Name

Steve

A.20. Last Name

Dorman

A.21. Title

Treasurer

A.22. Phone Number

(817) 962-7211

A.23. Email

steve.dorman@dmacdenton.org

A.10. Describe the event in which funds are being requested to support.

The requested HOT funds will be used to support the third annual Amplify Denton music festival, a free event that will bring together locals and tourists in celebration of Denton's vibrant local music scene. Spread across multiple stages, the event will be hosted at the Greater Denton Arts Council (GDAC) on Saturday May 1, 2027. In addition to music, the festival will feature local art, food and beverage offerings, and a silent art auction. Notably, by spotlighting the work of local Denton musicians, the Amplify festival promotes economic development within the City of Denton and further enhances its reputation as a certified "music friendly community."

A.11. Dollar amount request for HOT funds

\$11,000.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☐ Convention Centers and Visitor Information
- ☐ Registration of Convention Delegates
- ☒ Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- ☒ Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
- ☐ Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry
- ☐ Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section
- ☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality
- ☐ Administration

A.13. How does the requested funding meet the

definition of the HOT categories listed in the Program

Overview Section on this application?

We are requesting funds to pay for advertising that will attract tourists to the City of Denton. Furthermore, as a free public event, Amplify also promotes the arts, and we anticipate that the tourists it brings in will substantially increase economic activity at local hotels.

B. Tourism Impact

Completed by brian.wright@dmacdenton.org on 6/3/2026 11:38 AM

Case Id: 30252

Name: DMAC Amplify Denton 2027 Application - 2027

Address: 624 W University Dr, 113, Denton, TX 76201

B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

800

B.2. What is the estimated attendance for next year's event?

1,000

B.3. How many people attending the event will use Denton Hotels?

70

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

2

B.5. Do you reserve room blocks in the area of the event?

No

**If No, do you have a code set up with the Convention and Visitors Bureau that attendees can use during their stay?
(This is a requirement for funding)**

Yes

B.6. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

If awarded, the funding from the City would go to support advertising Amplify Denton across the state of Texas and in other nearby markets, such as Oklahoma City. Our goal is to bring in tourists from these markets to Denton who would likely stay at a local hotel for between one and two nights.

C. Economic Impact

Completed by info@dmacdenton.org on 6/18/2026 6:29 PM

Case Id: 30252

Name: DMAC Amplify Denton 2027 Application - 2027

Address: 624 W University Dr, 113, Denton, TX 76201

C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The proceeds that DMAC earns from Amplify Denton goes to support our charitable mission of providing healthcare subsidies for local artists and musicians. Through events like these, in the last 12 months, DMAC was able to raise more than \$11,000, which we used to subsidize the healthcare of 60 members of our community. Our work not only spotlights the city's local arts scene, it also grows our community by encouraging new musicians and artists to put down roots in Denton. Furthermore, events such as Amplify Denton help grow the local economy by bringing in new consumers to the city.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership
Little Guys Movers	Logistical and setup support

D. Marketing Plan

Completed by brian.wright@dmacdenton.org on 6/3/2026 12:40 PM

Case Id: 30252

Name: DMAC Amplify Denton 2027 Application - 2027

Address: 624 W University Dr, 113, Denton, TX 76201

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

As detailed in our accompanying budget, we have developed a robust marketing plan to promote Amplify Denton; this marketing, in turn, would also serve to promote the City of Denton and further enhance its reputation as a certified "music friendly community." Our plan includes targeted Facebook and Instagram ads targeting the Denton, Dallas-Fort Worth, Houston, and Oklahoma City areas. We also plan to promote our event using a digital billboard located on I-35W. Similarly, we will purchase sponsored event listings with Do214, a popular platform for promoting live music in the DFW area, and since Amplify Denton is a live music festival, we also plan to advertise it on various radio stations in Texas, such as 91.7 KXT and 88.1 Indie. Additionally, we will pay 88.1 Indie to do a 2-hour, on-location remote segment promoting the event. Through press releases and contact with the local media, we will also promote the event using the Denton Record Chronicle, KERA, the Cross Timbers Gazette, and the Dallas Morning News. Lastly, the marketing plan also includes support for graphic design, signage, and other promotional costs related to the event.

D.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☒ Email
- ☐ CVB
- ☐ Influencers
- ☒ Print
- ☒ Radio
- ☒ TV
- ☐ Travel Sites
- ☐ Hotels
- ☐ Other

D.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☐ National

D.4. Total marketing budget:

\$10,000.00

D.5. Marketing budget targeting overnight visitors:

\$5,000.00

D.6. Past marketing performance metrics:

Website traffic

Social reach

80,323

Email subscribers

E. Budget and Fiscal Responsibility

Completed by info@dmacdenton.org on 6/18/2026 6:32 PM

Case Id: 30252

Name: DMAC Amplify Denton 2027 Application - 2027

Address: 624 W University Dr, 113, Denton, TX 76201

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

Primarily, we are seeking HOT funds to advertise Amplify Denton across the state of Texas, as well as in other nearby markets. Secondly, we are seeking funding to offset the cost of musician's performance fees. Notably, increased support from the City of Denton will also allow us to bring in even more prominent headlining artists. If approved, these HOT funds would cover approximately 90% of our advertising costs and approximately 20% of our operating expenses.

E.2. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
City of Denton HOT Funds (requested)	\$11,000.00
City of Denton Sponsorship Funds (requested)	\$6,500.00
Musicians' Union In-Kind Contribution	\$5,000.00
Sponsorships from local businesses	\$4,500.00
	\$27,000.00

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
Advertising	\$10,000.00
Performance fees for musicians	\$10,000.00
Stage rental and sound engineer	\$4,000.00
Barrier and portapotty rental	\$3,000.00
	\$27,000.00

F. Organizational Capacity

Completed by brian.wright@dmacdenton.org on 6/2/2026 5:22 PM

Case Id: 30252

Name: DMAC Amplify Denton 2027 Application - 2027

Address: 624 W University Dr, 113, Denton, TX 76201

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

2

F.2. Number of full-time staff:

0

F.3. Number of volunteers:

50

F.4. Previously received HOT funding:

Yes

F.4a. Previously received HOT funding Amount

\$11,000.00

F.5. Successfully completed prior HOT reporting:

Yes

F.6. Will your organization be able to provide insurance coverage for the event?

Yes

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

DMAC intends to stage Amplify every year. Over the next 3-5 years, we are committed to growing the event's reach and its number of attendees annually. Notably, as the scope of the event expands, we are also looking into bringing in bigger headline acts that will draw even more attendees. Ultimately, our goal is to find cost-effective ways to bring more locals and tourists to these events in order to raise even more money for our organization, which we will then spend on further subsidizing healthcare costs for local artists and musicians.

G. Community Benefit and Alignment

Case Id: 30252

Name: DMAC Amplify Denton 2027 Application - 2027

Address: 624 W University Dr, 113, Denton, TX 76201

Completed by info@dmacdenton.org on 6/28/2026 8:23 PM

G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

As a free festival, Amplify Denton enhances Denton's tourism identity by providing visitors an accessible entry point into Denton's local music and arts scenes.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

Yes. We are aggressively marketing to audiences beyond our local borders to draw in first-time visitors who might not otherwise travel to the city. Furthermore, because our headlining performers are regionally/nationally successful musicians, many people will travel to Denton just to hear this band. For example, last year, the headlining artist was Slobberbone, an alt-country band with a large following. At the event we heard from multiple people that they had traveled to Denton specifically to see this band. Our registration records confirm that reach: In 2026, multiple people traveled great distances to attend the event, coming from Ohio, Arkansas, Kansas, Arizona, California, and more.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Amplify Denton directly strengthens Denton's identity as a certified music friendly community by showcasing the city's vibrant musical and artistic heritage. Crucially, the event also promotes the sustainability of our artistic community; the proceeds directly fund healthcare subsidies for artists and musicians, as well as GDAC's programming throughout the year, ensuring that the creative professionals who define Denton's culture can afford to remain and work in the city.

G.4. Will event generate repeat tourism? Explain.

Yes. Since this is a free and annually recurring event, it will promote repeat tourism to the City of Denton. Also, because it is a showcase of the Denton music scene, it will also potentially encourage tourists to return to the city to see other later concerts.

H. Reporting and Evaluation Plan

Completed by info@dmacdenton.org on 6/18/2026 6:37 PM

Case Id: 30252

Name: DMAC Amplify Denton 2027 Application - 2027

Address: 624 W University Dr, 113, Denton, TX 76201

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

H.2. Does your organization gather data on attendees to your events/programs?

Yes

H.2a. If Yes, how is data collected?

The event is free and open to the public, but attendees must register for it in advance or at the event. This process is done through GDAC's GiveSmart account, which also collects information about attendees.

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

We collect multiple metrics for the event, including attendance (which is tracked through registration information). From this information, we were able to see that, last year, 44 people came to our event from over 50 miles away. Similarly, we also collect marketing metrics, such as our social media reach. For example, last year DMAC created 15 separate social media posts promoting Amplify Denton, which had a cumulatively reached 80,323 people. This year, we will work with the Convention and Visitors Bureau to track hotel nights as well.

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

Internally, we keep an itemized record of all expenses and revenue connected to our events. This will make it easy for us to generate both quarterly financial reports and a post-event report.

I. Required Documents

Completed by info@dmacdenton.org on 6/28/2026 8:26 PM

Case Id: 30252

Name: DMAC Amplify Denton 2027 Application - 2027

Address: 624 W University Dr, 113, Denton, TX 76201

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Copy of IRS 501(c)3 Determination Letter (1).pdf



Current Board of Directors roster including name, title, address and phone number *Required

May 2026 List of DMAC Board Members.pdf



Board Meeting Schedule *Required

Board Meeting Schedule.pdf



Provide constitution/by-laws *Required

DMAC Bylaws 3-14-2026.pdf



Provide last two year's audited financial or balance sheet. *Required

2025 DMAC- Independent Accountants Review Report - FY 2024 - FINAL.pdf

StatementofFinancialPosition as of 04.30.2024.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

Copy of IRS 501(c)3 Determination Letter (1).pdf

 **Most recent 990 Form submitted to IRS *Required**

2024Form990Package-Final.pdf

 **Substitute W-9 for PO *Required**

2026 DMAC W-9.pdf

 **List of all donations made by your org last year. Name and dollar amount included. *Required**

DMAC Donation Statement 2025.docx

 **Other Documents**

Amplify 2027 - HOT Funds Budget.pdf

IMG_8674.jpg

IMG_8709.jpg

IMG_8669.jpg

IMG_8660.jpg

Submit

Completed by steve.dorman@dmacdenton.org on 6/29/2026 10:00 AM

Case Id: 30252

Name: DMAC Amplify Denton 2027 Application - 2027

Address: 624 W University Dr, 113, Denton, TX 76201

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Jennifer Kapinos

Electronically signed by info@dmacdenton.org on 6/28/2026 8:27 PM

Secretary/Treasurer's signature

Steven C. Dorman

Electronically signed by steve.dorman@dmacdenton.org on 6/29/2026 10:00 AM

Admin Docs

No data saved

Case Id: 30252

Name: DMAC Amplify Denton 2027 Application - 2027

Address: 624 W University Dr, 113, Denton, TX 76201

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30252

Name: DMAC Amplify Denton 2027 Application - 2027

Address: 624 W University Dr, 113, Denton, TX 76201

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by roslyn.shelton@dentoncounty.gov on 6/12/2026
10:44 AM

Case Id: 30261

Name: Denton County Office of History and Culture -

Address: 110 West Hickory Street, Denton, Texas 76201,

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including

promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by roslyn.shelton@dentoncounty.gov on 6/12/2026
10:41 AM

Case Id: 30261

Name: Denton County Office of History and Culture -

Address: 110 West Hickory Street, Denton, Texas 76201,

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

rs

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

rs

☒ Must be based in the City of Denton.

Initial:

rs

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

rs

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

rs

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

rs

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

rs

☒ Must have an active governing body.

Initial:

rs

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

rs

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

rs

A. Applicant Information

Completed by roslyn.shelton@dentoncounty.gov on 6/15/2026
3:44 PM

Case Id: 30261

Name: Denton County Office of History and Culture -

Address: 110 West Hickory Street, Denton, Texas 76201,

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton County Office of History and Culture

A.2. Mailing Address

110 West Hickory Street Denton, Texas 76201, TX 76201

A.3. Tax ID Number

75-6000920

A.4. Name of Event

Denton County Museums

A.5. Physical Address of the Event

110 West Hickory Street Denton, TX 76201

A.6. Phone Number

(940) 349-2850

A.7. Website

www.dentoncounty.gov/OHC

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Mission: The Denton County Office of History and Culture (OHC) aims to educate and engage our visitors by collecting, preserving, and interpreting the culture and history of Denton County. OHC does this by providing: • Engaging exhibits • Community programming • Museum tours and visitor experiences • Historical lectures • In-school presentations and field trips • Promotion of local historic preservation • Assisting other historical organizations • A collection of artifacts and documents that have historical significance for preservation and posterity

PRIMARY CONTACT

A.14. First Name

Margaret

A.15. Last Name

Riddle

A.16. Title

Director

A.17. Phone Number

(940) 349-2852

A.18. Email

Peggy.Riddle@dentoncounty.gov

SECONDARY CONTACT

A.19. First Name

Roslyn

A.20. Last Name

Shelton

A.21. Title

Assistant Director

A.22. Phone Number

(940) 349-2860

A.23. Email

roslyn.shelton@dentoncounty.gov

A.9. Event Start Date

01/01/2027

Event End Date

12/31/2027

A.10. Describe the event in which funds are being requested to support.

Exhibits: At the Courthouse-on-the-Square Museum, the proposed 2027 exhibit is a collaboration with the Texas Fashion Collection at the University of North Texas. Events and Programs: Opening of the Stony Store, Quakertown Park Walking Tour, Texas Talks Speaker Series, Denton Revealed: Preservation Month, Denton County Farm Heritage Day, PARK AFTER DARK – included with the city of Denton’s Halloween calendar of events, Archaeology Fair, Christmas at the Historical Park, Historical Park tours – ongoing, and Courthouse tours – ongoing

A.11. Dollar amount request for HOT funds

\$300,000.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☐ Convention Centers and Visitor Information
- ☐ Registration of Convention Delegates
- ☒ Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- ☐ Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
- ☒ Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry
- ☐ Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section
- ☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the

Printed By: Terrance Jones on 7/22/2026

municipality



Administration

A.13. How does the requested funding meet the definition of the HOT categories listed in the Program Overview Section on this application?

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 genealogical research center, answer tourism-related questions and conduct guided 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 provides satellite facilities throughout Denton County for an increased tourism exposure.

B. Tourism Impact

Completed by roslyn.shelton@dentoncounty.gov on 6/24/2026
11:44 AM

Case Id: 30261

Name: Denton County Office of History and Culture -

Address: 110 West Hickory Street, Denton, Texas 76201,

B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

8512 (Courthouse on the Square Museum closed for renovations – all number reporting includes visitors to the Courthouse on the Square Museum, Historical Park, and sponsored events at other Denton locations)

B.2. What is the estimated attendance for next year's event?

15,300 (Courthouse re-opened, calculation based on previous years the CHOS was open and current visitation through May 2026).

B.3. How many people attending the event will use Denton Hotels?

800

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

2

B.5. Do you reserve room blocks in the area of the event?

No

If No, do you have a code set up with the Convention and Visitors Bureau that attendees can use during their stay?
(This is a requirement for funding)

No

B.6. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

As the Keepers of Denton County history and the hosts of two of the top 5 tourist destinations in Denton (Trip Advisor and Google), our museums offer a wonderful option for out-of-town guests, including conference attendees, to explore and learn about Denton County's past and visit our historic sites. According to Google analytics our sites frequently appear under searches for "attractions" and "things to do in Denton," with over 125,000 views from January – June 2026. We provide conference attendees with the opportunity to learn more about the City of Denton through group tours to both the Courthouse on the Square Museum and the Denton County Historical Park with popular stops including the historic Commissioners Courtroom, the grave of John B. Denton, the Taylor Log Cabin, and the Woods House Museum. Our museums allow visitors to step inside historic structures and reflect on Denton's past right here in the present. Groups can schedule other programs such as the Quakertown Park Walking Tour, Victorian Teas, Garden Tours led by Master Gardeners, and Clock Tower Tours. Our sites are frequent host to events and meetings including weddings and family reunions, providing a historic backdrop and unique location. In the last few years, we've also had an increase in filming requests at our locations for music videos, commercials, feature films, and television shows. With the reopening of the Courthouse of the Square, a new permanent hallway exhibit serves as a welcome to Denton

County, setting the historical scene for the iconic structure and giving visitors a sense of place. In 2026, we opened the exhibit Commerce & Community highlighting local businesses featuring items from our museum collection and items on loan from local businesses including Norman Roscoe and Wilkinson's Fine Goods. Exhibit themes help connect museum visitors to businesses in Denton, both past and present. Professionally trained museum docents consistently provide recommendations for shopping and dining in downtown Denton. The Office of History and Culture hosts events and programs throughout the year. Evening programs like the Texas Talks speaker series and Park After Dark encourage visitors to spend the night in Denton for a longer stay. Out-of-town speakers and vendors for Denton Dig It! Archeology Fair also stay in local hotels. During the month of October, our Park After Dark event and themed tours of the Bayless-Selby House fit into 31 Days of Denton Halloween. As part of these events, docents emphasize the story behind Mr. Samuel Bayless' death and ghost stories connected to the house. Denton Revealed: Preservation Month is a month-long series of events during the month of May to promote preservation efforts across the city of Denton and Denton County. Events include tours, lectures, and workshops. Denton Revealed, which will celebrate its sixth year in 2027, has gained recognition statewide by the Texas Historical Commission and serves as a model for other communities. Farm Heritage Day in June attracts tractor enthusiasts, and the event is in collaboration with Denton Community Market, the Denton County Antique Tractor Club, and Denton County's AgriLife extension office. This event attracts about 300 visitors each year, and on Saturdays with the Denton Community Market, numbers increase to around 500 attendees. The Historical Park has expanded to exhibit seven historic structures, in addition to two new structures that will be added in 2027. Our office is requesting funds for the restoration of an 1860s smoke house and an 1860 log cabin at the Historical Park. With the inclusion of these structures to the Historical Park, we can accommodate more visitors at on-site events and programs. As part of our plan to update exhibits at the Denton County Historical Park, we want to use HOT funds to refresh the 20-year-old exhibits in the Denton County African American Museum, allowing staff to expand on local African American stories and voices with updated scholarship. With the refresh, we are also looking at options to improve lighting in the historic structures. At the Courthouse-on-the-Square Museum, the proposed 2027 exhibit is a collaboration with the Texas Fashion Collection at the University of North Texas. This exhibit is anticipated to bring visitors to the museum and downtown. It will be featured on group tours to our sites. Per the CVB: Once your application has been approved by the Community Partnership Committee, your organization should contact our Sales & Services team to discuss your hotel preferences, including pricing, amenities, location, and other factors that may be important to your visitors and event attendees. Our team will then work with the appropriate hotel partners to obtain booking codes that can be shared with your guests.

C. Economic Impact

Completed by roslyn.shelton@dentoncounty.gov on 6/12/2026
12:09 PM

Case Id: 30261

Name: Denton County Office of History and Culture -

Address: 110 West Hickory Street, Denton, Texas 76201,

C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Denton County Office of History and Culture provides multiple attractions for visitors to learn about the history and culture of our local area. Knowing local history is important for growth and development. We are actively collecting the history of Denton and providing resources and research materials to local businesses and individuals who can use the information to provide a sense of place for their patrons. With the reopening of the Courthouse of the Square Museum, a new permanent hallway exhibit serves as a welcome to Denton County, setting the historical scene for the iconic structure and giving visitors a sense of place. The Courthouse Museum has always served as a form of visitors' center for guests and will remain a downtown tourism presence. With the upcoming closure of the Discover Denton Visitor Center on the square, the Courthouse Museum will continue to promote downtown Denton. In 2026, we opened the exhibit Commerce & Community highlighting local businesses featuring items from our museum collection and items on loan from local businesses including Norman Roscoe and Wilkinson's Fine Goods. Exhibit themes help connect museum visitors to businesses in Denton, both past and present. Professionally trained museum docents consistently provide recommendations for shopping and dining in downtown Denton.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership
Heritage Business Program	The Denton County Office of History and Culture provides multiple attractions for visitors to learn about the history and culture of our local area. Knowing local history is important for growth and development. We are actively collecting the history of Denton and providing resources and research materials to local businesses and individuals who can use the information to provide a sense of place for their patrons. With the reopening of the Courthouse of the Square Museum, a new permanent hallway exhibit serves as a welcome to Denton County, setting the historical scene for the iconic structure and giving visitors a sense of place. The Courthouse Museum has always served as a form of visitors' center for guests and will remain a downtown tourism presence. With the upcoming closure of the Discover Denton Visitor Center on the square, the Courthouse Museum will continue to promote downtown Denton. In 2026, we opened the exhibit Commerce & Community highlighting local businesses featuring items from our museum collection

	and items on loan from local businesses including Norman Roscoe and Wilkinson's Fine Goods. Exhibit themes help connect museum visitors to businesses in Denton, both past and present. Professionally trained museum docents consistently provide recommendations for shopping and dining in downtown Denton.
City of Denton	Denton Revealed: Preservation Month partner
Denton Public Library	Denton Revealed: Preservation Month partner
Denton Community Market	The Historical Park hosts the market on Saturdays from April-December, partner on events like the Woods House opening and Farm Heritage Day
Discover Denton	Marketing the museums and promoting tours and programs to convention groups
Texas Fashion Collection (2027)	Collaborative exhibit
Denton County Master Gardeners	Tours and events at Historical Park
Denton County Master Naturalists	Tours and events at Historical Park
Deep in the Heart of Denton	Provide museum tours for the student participants
Denton Black Film Festival	Quakertown filming location, provide historical research and promotion
UNT Oral History	On-going project to document Denton County voices
Denton Downtown Foundation	Partner for Denton Revealed: Preservation Month and promotion of museum events
The Art Room	Satellite exhibit at the Courthouse Museum
Denton County Farm Bureau	Tours and events
Denton County Antique Tractor Club	Events

D. Marketing Plan

Completed by roslyn.shelton@dentoncounty.gov on 6/12/2026
12:20 PM

Case Id: 30261

Name: Denton County Office of History and Culture -

Address: 110 West Hickory Street, Denton, Texas 76201,

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

As part of our marketing plan, we will spend a portion of our funds on publications within the state of Texas, including Texas Highways magazine and TexasMonthly.com, and national publications like Group Tour Magazine, in which we also have a year-round profile on their website. The TexasMonthly.com feature is the Summer Digital Travel Guide which includes an advertorial and ROS ads that run from May to July. The article talks about our museums in downtown Denton and the programming for Denton Revealed: Preservation Month and Farm Heritage Day. Texas Highways releases an annual Texas State Travel Guide each year, our museums are featured sites listed under Denton, and there is an opportunity to purchase ad space. In 2026, we redesigned our museum brochure to highlight our sites including exhibits and events. In 2027, we plan to rejoin Certified Folder distribution services. As part of the Certified Folder system, our museum brochures will be distributed to hotels, travel centers, encouraging tourists to visit Denton and incorporate our sites into their visit. We will use some marketing funds to purchase and replenish additional brochures. As heritage partners with the Texas Lakes Trail region (which includes 31 TX counties), our museum information and events are shared as part of the Texas Time Travel event calendar, and part of the Regional Map printed every two years. 75,000 maps will be printed and distributed at Texas Travel Information Centers, tradeshow, Chambers, CVBs, and venues all across the state. One new marketing venture that we are interested in exploring is a 4-week run of a billboard ad to promote the museums and the opening of the new fashion exhibit at the Courthouse-on-the-Square Museum. Traffic to our social media sites and Wordpress blog have proven to generate increasing impressions and website visits. We received nearly 1 million (950,798) views to our Facebook page and 10,279 views on Instagram in 2025. Our OHC Wordpress blog generated 147,855 views in 2025. We utilize Facebook and Instagram ads to promote events throughout the year as well as video content that showcases the Courthouse Museum and Historical Park. We use our Google business profile to highlight images and info about our sites, and Google calendar to share upcoming events, which is also connected to our Denton County webpage. Each month we publish an e-Newsletter with information about what's happening at our sites, this goes out to over 1,300 subscribers. We have newsletter sign ups at our museum locations and events. We also work with Discover Denton to schedule large group museum tours and special programs like Victorian teas or area walking tours to accommodate the interests of conference groups and visitors. In 2026, Discover Denton staff filmed on location at the Denton County Historical Park to feature information about the houses on their website and in their digital marketing. Marketing platforms are: Group Tour Magazine TexasMonthly.com Texas Highways magazine Texas State Travel Guide Facebook/Instagram Ads Lamar Billboard Certified Folder (DFW, Wichita falls, and Durant OK) Certified Folder Visitor Fun Map (Dallas & Fort Worth)

D.2. Marketing platforms used (check all):

☒ Social Media

☐ Google Ads

- ☒ Email
- ☒ CVB
- ☒ Influencers
- ☒ Print
- ☐ Radio
- ☐ TV
- ☒ Travel Sites
- ☐ Hotels
- ☐ Other

D.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

D.4. Total marketing budget:

\$28,636.00

D.5. Marketing budget targeting overnight visitors:

\$18,000.00

D.6. Past marketing performance metrics:

Website traffic

OHC website (2025) 4,859 + OHC Blog (2025) 147,855

Social reach

Facebook (2025) 950,798 + Instagram (2025) 10,279

Email subscribers

Mailchimp 1,347

E. Budget and Fiscal Responsibility

Completed by roslyn.shelton@dentoncounty.gov on 6/15/2026
3:45 PM

Case Id: 30261

Name: Denton County Office of History and Culture -

Address: 110 West Hickory Street, Denton, Texas 76201,

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

For large groups, we plan to continue working alongside Denton CVB to schedule these tours and each year we use a portion of our marketing funds to secure an ad in the Group Tour Magazine and have a year-round profile on their website. Evening programs like the Texas Talks speaker series and Park After Dark encourage visitors to spend the night in Denton for a longer stay. Out-of-town speakers can also utilize a hotel stay. Our Park After Dark event, tours of the Bayless-Selby House, and Archaeology Fair events during the month of October fit into the Denton's "Halloween City" (Park After Dark and tours of the Bayless-Selby House emphasize the story behind Mr. Samuel Bayless' death and any potential ghost stories connected to the house). Denton Revealed: Preservation Month is a month-long series of events during the month of May to promote preservation efforts across the city of Denton and Denton County. Events include tours, lectures, and workshops. Denton Revealed, which will celebrate its sixth year in 2027, has gained recognition statewide by the Texas Historical Commission and serves as a model for other communities. Farm Heritage Day in June attracts tractor enthusiasts, and the event is in collaboration with Denton Community Market, the Denton County Antique Tractor Club, and Denton County's AgriLife extension office. During the holiday season from mid-November to early January, the houses at the Denton County Historical Park are decorated in festive décor and our volunteer guides provide information on seasonal traditions from the past.

E.2. If the total requested funding is not received, what will the organization do?

- ☒ Cancel the event
- ☒ Postpone the event
- ☒ Downsize the event
- ☐ Fundraise for the event
- ☐ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
Denton County	\$867,648.00
Donations	\$102,592.00
City of Denton (HOT Funds Grant)	\$300,000.00
	\$1,270,240.00

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
Advertising	\$28,000.00
Archival Supplies	\$6,000.00
Exhibits	\$16,000.00
Contract Labor	\$30,000.00
Historical Restoration and Preservation (Log Cabin and Smoke House, new structures added to historical park)	\$220,000.00
	\$300,000.00

F. Organizational Capacity

Completed by roslyn.shelton@dentoncounty.gov on 6/15/2026
3:46 PM

Case Id: 30261

Name: Denton County Office of History and Culture -

Address: 110 West Hickory Street, Denton, Texas 76201,

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

25yrs

F.2. Number of full-time staff:

6

F.3. Number of volunteers:

75

F.4. Previously received HOT funding:

Yes

F.4a. Previously received HOT funding Amount

\$300,000.00

F.5. Successfully completed prior HOT reporting:

Yes

F.6. Will your organization be able to provide insurance coverage for the event?

Yes

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Our plan is 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 that will provide exhibits, programs and lectures that will explore new themes related to our mission. New restoration projects of a 1850/1860s log cabin (Aubrey) and a 1860s log smoke house (Flower Mound) will provide a look into early Denton County homesteaders.

G. Community Benefit and Alignment

Case Id: 30261

Name: Denton County Office of History and Culture -

Address: 110 West Hickory Street, Denton, Texas 76201,

*Completed by roslyn.shelton@dentoncounty.gov on 6/15/2026
3:47 PM*

G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

Yes, our sites, the Courthouse on the Square Museum and the Denton County Historical Park are two of the top 5 tourist destinations in Denton (Trip Advisor and Google) providing visitors the opportunity to learn like a local. According to Google analytics our sites frequently appear under searches for “attractions” and “things to do in Denton,” with over 125,000 views from January – June 2026. Many tourists seek out museums when they visit a new destination, and with our numerous museums and historic sites, the Office of History and Culture fulfils this need. The iconic Courthouse-on-the-Square is at the heart and center of Denton and contributes to the city’s identity as a landmark and destination for tourists. The Historical Park provides additional landmarks for visitors to gain a sense of Denton’s past and learn through exploration of historical artifacts, photographs, and shared stories from our experienced docents.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

Yes, our sites, the Courthouse on the Square Museum and the Denton County Historical Park are two of the top 5 tourist destinations in Denton (Trip Advisor and Google) providing visitors the opportunity to learn like a local. Many tourists seek out museums when they visit a new destination, and with our numerous museums and historic sites, the Office of History and Culture fulfils this need for Denton.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes, our sites are devoted to sharing the history and culture of Denton and the surrounding communities within the county. We do this through year-round exhibits, events and programs at both our downtown locations. We give visitors the opportunity to learn like a local; to experience Denton’s past, right here in the present.

G.4. Will event generate repeat tourism? Explain.

Yes, as a year-round destination in the heart of Denton, we have repeat visitors who return to view new exhibits and programs at both locations.

H. Reporting and Evaluation Plan

Completed by roslyn.shelton@dentoncounty.gov on 6/15/2026
3:47 PM

Case Id: 30261

Name: Denton County Office of History and Culture -

Address: 110 West Hickory Street, Denton, Texas 76201,

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

H.2. Does your organization gather data on attendees to your events/programs?

Yes

H.2a. If Yes, how is data collected?

At the sign-in station at the museum, courthouse and historical park, we collect data of the state the visitor(s) reside in and if they are staying at a local hotel, there we ask their state location and if staying in a local hotel.

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Attendance, hotel nights, marketing metrics, and survey results.

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

We plan to provide both the required quarterly financial reports post-event report.

I. Required Documents

Completed by rina.maloney@dentoncounty.gov on 6/23/2026 4:26 PM

Case Id: 30261

Name: Denton County Office of History and Culture -

Address: 110 West Hickory Street, Denton, Texas 76201,

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Proof of Current Status as a Non.docx



Current Board of Directors roster including name, title, address and phone number *Required

Governing Board.docx



Board Meeting Schedule *Required

Schedule of Board Meetings.docx



Provide constitution/by-laws *Required

By-laws.docx



Provide last two year's audited financial or balance sheet. *Required

Financials FY23 (002) - Audit.pdf

Financials FY24 - Audit.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

IRS LETTER OF DETERMINATION OF TAX EXEMPT STATUS 2026.pdf

 **Most recent 990 Form submitted to IRS *Required**

990 Form submitted to IRS.docx

 **Substitute W-9 for PO *Required**

Exhibit G -W-9.23 2026.pdf

 **List of all donations made by your org last year. Name and dollar amount included. *Required**

Donations.docx

 **Other Documents**

2027 Exhibits, Programs, Events.docx

2027 Promotion.docx

Certified Folder Denton County 3.pdf

Group-Tour_2027_Media-Kit_LR-1.pdf

Lamar billboards.pdf

Rack_Cards.pdf

Texas Monthly Invoice.pdf

texas-highways-media-kit-2025-2026-optimized - Copy.pdf

Resolution to Submit Application - FY27 City of Denton HOT.pdf

Submit

Completed by rina.maloney@dentoncounty.gov on 6/23/2026 4:26 PM

Case Id: 30261

Name: Denton County Office of History and Culture -

Address: 110 West Hickory Street, Denton, Texas 76201,

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Andy Eads

Electronically signed by rina.maloney@dentoncounty.gov on 6/23/2026 4:26 PM

Secretary/Treasurer's signature

Rina Maloney

Electronically signed by rina.maloney@dentoncounty.gov on 6/23/2026 4:26 PM

Admin Docs

No data saved

Case Id: 30261

Name: Denton County Office of History and Culture -

Address: 110 West Hickory Street, Denton, Texas 76201,

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30261

Name: Denton County Office of History and Culture -

Address: 110 West Hickory Street, Denton, Texas 76201,

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by kristen.pulido@cityofdenton.com on 6/14/2026 3:39 PM

Case Id: 30262

Name: City Denton Main Street Program - 2027

Address: 401 N. Elm Street, Denton, TX 76201

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including

promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by kristen.pulido@cityofdenton.com on 6/24/2026 2:36 PM

Case Id: 30262

Name: City Denton Main Street Program - 2027

Address: 401 N. Elm Street, Denton, TX 76201

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

KP

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

KP

☒ Must be based in the City of Denton.

Initial:

KP

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

KP

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

KP

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

KP

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

KP

☒ Must have an active governing body.

Initial:

KP

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

KP

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

KP

A. Applicant Information

Completed by kristen.pulido@cityofdenton.com on 6/30/2026 6:08 PM

Case Id: 30262

Name: City Denton Main Street Program - 2027

Address: 401 N. Elm Street, Denton, TX 76201

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

City of Denton Main Street Program

A.2. Mailing Address

401 N. Elm Street Denton, TX 76201

A.3. Tax ID Number

75-6000514

A.4. Name of Event

Annual Denton Main Street Programming

A.5. Physical Address of the Event

401 N. Elm Street Suite G-106 Denton, TX 76201

A.6. Phone Number

(194) 034-9753

A.7. Website

<https://www.cityofdenton.com/1106/Main-Street>

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Mission: To promote and preserve downtown Denton as a vital asset of the community. Vision: To maintain Downtown Denton's appeal as a center for shopping, dining, and entertainment. To promote business growth and preserve Denton's historic character.

A.9. Event Start Date

01/04/2027

Event End Date

12/04/2027

PRIMARY CONTACT

A.14. First Name

Brittany

A.15. Last Name

Sotelo

A.16. Title

Economic Development Director

A.17. Phone Number

(940) 349-7259

A.18. Email

Brittany.Sotelo@cityofdenton.com

SECONDARY CONTACT

A.19. First Name

Kristen

A.20. Last Name

Pulido

A.21. Title

Main Street Program Manager

A.22. Phone Number

(940) 349-7531

A.23. Email

Kristen.Pulido@cityofdenton.com

A.10. Describe the event in which funds are being requested to support.

The Main Street Program is requesting HOT funding to support a comprehensive, year-round series of tourism-focused events, marketing initiatives, and historic preservation activities within the Historic Denton Square. With the transition of the Main Street Program Manager to the City of Denton and the dissolution of the Denton Main Street Association (DMSA), former DMSA responsibilities were divided between the City's Main Street Program and the Downtown Denton Foundation. The City's Main Street Program now serves as the primary entity responsible for promoting the Historic Downtown District and supporting the vitality of its locally owned businesses. HOT funding will support a variety of business-centered events and programs designed to attract visitors, increase foot traffic, and strengthen the economic vitality of the district. Key initiatives include the annual Downtown Open House events, which showcase local businesses, and Wassail Fest, one of Downtown Denton's signature Main Street traditions. These events collectively draw thousands of attendees each year, encouraging regional tourism, celebrating Denton's historic character, and directly supporting local merchants through increased visitation and spending. Additionally, the Main Street Program plans to activate Austin Street as a small business incubator hub to support emerging entrepreneurs and enhance the visitor experience. This initiative will be developed in partnership with Better Block, a nationally recognized organization that specializes in creative placemaking, tactical urbanism, and community-driven street activation. Better Block's mission to reimagine underutilized spaces, support local entrepreneurs, and create vibrant, people-centered districts aligns closely with the Design Downtown Plan. Their involvement will help transform Austin Street into an engaging, visitor-friendly environment that highlights Denton's unique character and supports business growth. HOT funds will also be used to enhance tourism-focused marketing and wayfinding tools that promote Downtown Denton as a destination. This includes producing visitor guides, maps, event calendars, and promotional materials that highlight local businesses, historic sites, and year-round programming. In addition, funding will support the installation of digital kiosks to provide real-time information, interactive maps, and improved wayfinding. These tools help visitors more easily

navigate the district, extend their stays, encourage repeat visits, and strengthen their overall engagement with Downtown Denton. Collectively, these initiatives advance the mission of the Main Street Program: to promote Downtown Denton as a vibrant, historic, and welcoming tourism destination, while fostering economic development, supporting locally owned businesses, and offering year-round opportunities for visitors to discover and enjoy the Downtown community.

A.11. Dollar amount request for HOT funds

\$85,500.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☐ Convention Centers and Visitor Information
- ☐ Registration of Convention Delegates
- ☒ Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- ☐ Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
- ☒ Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry
- ☐ Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section
- ☒ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality
- ☐ Administration

A.13. How does the requested funding meet the definition of the HOT categories listed in the Program Overview Section on this application?

First, the Main Street Program's tourism-oriented events and marketing initiatives fall under Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry. Events

such as the Downtown Open House series and Wassail Fest draw thousands of regional visitors each year, generating significant foot traffic within the Historic Denton Square and supporting hotel activity through increased overnight stays and extended visits. HOT funding will also support the development and distribution of tourism focused materials including visitor guides, maps, promotional content, and digital kiosks that directly market Downtown Denton as a destination and enhance the visitor experience. These efforts promote the Historic Square as a hub of dining, shopping, arts, and culture, helping to drive sustained tourism activity throughout the year. Second, the Main Street Program's commitment to preserving and activating the Historic Denton Square aligns with Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry. By investing in programs that highlight and preserve the character of the historic district, the City enhances the cultural assets that draw visitors to Denton. Events that celebrate the district's heritage, along with small business support initiatives and placemaking activities such as the Austin Street activation in partnership with Better Block reinforce the historic identity of the area and encourage continued interest from visitors who seek authentic, historic downtown experiences. Better Block's mission to revitalize and animate underutilized spaces through community driven design strengthens this effort by creating welcoming, historically conscious environments that attract tourists, support entrepreneurs, and enhance walkability. Third, the request includes Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality. HOT funds will support the installation of tourism focused signage and digital kiosks that offer real time information, interactive navigation, and clear wayfinding to Downtown's businesses, historic sites, and event locations. These tools help visitors more easily orient themselves within the district, explore more attractions, remain in the area longer, and return more frequently. Improved wayfinding strengthens the connection between hotel guests and the experiences available in Downtown Denton, contributing directly to increased tourism spending. Collectively, the proposed initiatives meet the HOT funding criteria by promoting tourism, supporting the historic downtown environment that attracts visitors, and enhancing accessibility to the businesses, cultural assets, and experiences that define the Historic Denton Square. These combined efforts drive economic activity, support

local businesses, and elevate Downtown Denton as a vibrant, year-round tourism destination.

B. Tourism Impact

Completed by kristen.pulido@cityofdenton.com on 6/30/2026 5:43 PM

Case Id: 30262

Name: City Denton Main Street Program - 2027

Address: 401 N. Elm Street, Denton, TX 76201

B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

Spring Open House: Over a 7-day period there were around 69.4K attendees with an average stay of 90min; Holiday Open House: Over a 3-day period there were an estimated 25K attendees with an average stay of 90min; Small Business Saturday: For the Saturday, there were an estimated 9K attendees with an average stay of 90min. This is an event we would like to continue to grow; Wassail Fest: For a 1-day event, there were an estimated 12K attendees with an average stay of 90min.

B.2. What is the estimated attendance for next year's event?

Based on attendance trends from the previous year, the Main Street Program anticipates strong participation across all Downtown business focused events. With the addition of the new Downtown small business specific visitor guides, designed to improve navigation, highlight attractions, and support longer stays, we expect continued growth in overall attendance for next year's events.

B.3. How many people attending the event will use Denton Hotels?

100

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

1

B.5. Do you reserve room blocks in the area of the event?

No

If No, do you have a code set up with the Convention and Visitors Bureau that attendees can use during their stay?
(This is a requirement for funding)

No

B.6. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

The Main Street Program's year-round events, marketing initiatives, and downtown activation efforts are designed to strengthen tourism in Denton and directly support the hotel and convention industry. By enhancing the Historic Denton Square as a destination, these programs attract visitors, extend their time spent in the district, and increase the likelihood of overnight stays. Events such as the Downtown Open House series and Wassail Fest regularly draw thousands of attendees from across the region. These events showcase Denton's historic character, locally owned businesses, and cultural amenities, encouraging visitors to explore the district, dine locally, shop, and stay longer. As signature attractions within the Historic Square, these events contribute to increased weekend and holiday visitation and generate spillover benefits for area hotels through extended stays and repeat trips. In addition, the planned

activation of Austin Street as a small business incubator and visitor hub will further enhance the district's appeal. This effort, developed in partnership with Better Block, will support tourism by adding new points of interest, encouraging exploration, and strengthening the overall vibrancy of the district. Visitor guides, maps, event calendars, promotional materials, and digital kiosks provide guests with clear, accessible information about Downtown attractions, historic sites, and events. These resources help hotel guests and convention attendees navigate the district more easily, discover more activities during their stay, and connect with the unique offerings that make Downtown Denton a compelling destination. Enhanced wayfinding also increases the likelihood that visitors extend their time in the area, return for future events, and participate more fully in the local economy.

C. Economic Impact

Completed by kristen.pulido@cityofdenton.com on 6/30/2026 5:52 PM

Case Id: 30262

Name: City Denton Main Street Program - 2027

Address: 401 N. Elm Street, Denton, TX 76201

C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Main Street Program, under the City of Denton's Office of Economic Development, supports economic vitality, community growth, and the public interest through a coordinated approach to downtown development, historic preservation, and tourism promotion. As the Main Street Program Manager, I lead initiatives that strengthen the economic health of the Historic Downtown District while supporting the small businesses that define Denton's unique character. Our annual events including Downtown Open House, Wassail Fest, Shop Small Saturday, and additional business focused programs serve as major economic drivers for the district. These events attract thousands of visitors, increase regional tourism, and directly support local businesses through higher sales, increased customer engagement, and expanded visibility. By activating public spaces and drawing visitors to the historic downtown, these programs help sustain a vibrant local economy, encourage repeat visitation, and build community pride. In addition to these established events, the Main Street Program is advancing the Austin Street Activation, a new initiative designed to foster small business growth, create new public gathering spaces, and further enhance the visitor experience. By transforming Austin Street into a small-business incubator and dynamic pedestrian friendly corridor which strengthens the local economy, enriches the cultural fabric of Downtown Denton, and creates new attractions that serve both residents and visitors. We also serve the public interest through the creation and distribution of tourism focused marketing materials, including Downtown visitor guides, maps, brochures, event calendars, and digital kiosks that provide real-time information and wayfinding. These resources help visitors navigate Denton's historic core, discover small businesses, and engage in cultural offerings. By placing these materials in local hotels and collaborating closely with hospitality partners, we strengthen connections within the tourism ecosystem and promote longer stays that support local hotels, restaurants, and businesses. Together, these initiatives form a comprehensive, year round tourism strategy that enhances quality of life for residents, drives local commerce, preserves historic resources, and enriches the cultural and social fabric of Downtown Denton.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership
All Main Street District Businesses	The Main Street Program maintains active partnerships with all businesses within the Main Street District, working collaboratively to support their visibility, growth, and long term success. Through regular communication, BRE visits, promotional campaigns, and coordinated event planning, the program serves as a central liaison connecting merchants, property owners, hospitality partners, and community stakeholders. HOT funding enhances these partnerships by providing the resources needed to promote downtown businesses more

	effectively through tourism-focused marketing materials, district-wide advertising campaigns, and signature events that draw visitors to the area. By elevating the visibility of local shops, restaurants, and cultural venues, HOT funds help increase foot traffic, support business revenues, and strengthen the district’s identity as a vibrant, historic visitor destination.

D. Marketing Plan

Completed by kristen.pulido@cityofdenton.com on 6/30/2026 5:58 PM

Case Id: 30262

Name: City Denton Main Street Program - 2027

Address: 401 N. Elm Street, Denton, TX 76201

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

The marketing plan for the Main Street Program's year round events, downtown activations, and tourism initiatives is designed to promote the district as a vibrant, historic, and visitor friendly destination. By using a multi platform approach, we ensure that both regional visitors and hotel guests receive consistent, engaging messages that highlight Denton's unique attractions, businesses, and cultural assets. Our digital marketing efforts will include targeted promotions through social media platforms, Google Ads, and the Downtown Lowdown email newsletter. These channels allow us to reach a broad regional audience while highlighting upcoming events, featured businesses, historic district attractions, and new initiatives such as the Austin Street Activation. Social media and digital ads also allow us to tailor messaging to travelers seeking weekend experiences, music and arts culture, culinary offerings, and historic downtown destinations, all strong draws for Denton. We will also partner with Discover Denton to expand the reach of our marketing and ensure strong alignment with citywide tourism efforts. Through the Discover Denton's established hotel partnerships, and promotional platforms, our programs and events will be promoted to hotel guests, conference attendees, and out of town visitors planning trips to the area. To further amplify awareness, we will incorporate traditional media and community platforms, including print advertising and radio promotions through Kuzu, Denton's local downtown radio station. These outlets reach both residents and visitors and help reinforce Downtown Denton as a cultural hub with ongoing activities and attractions. Our marketing plan also includes placement on travel and tourism websites, where prospective visitors often research destinations, events, lodging, and things to do. By featuring Downtown Denton's events and attractions on these platforms, we position the district as a compelling choice for weekend getaways and regional tourism. In addition, promotional materials will be distributed to Denton area hotels to directly reach overnight guests. Visitor guides, maps, brochures, and event calendars will highlight locally owned businesses, historic sites, and downtown events, encouraging hotel guests to explore the Downtown Square, visit shops, dine locally, and participate in year round programming.

D.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☒ CVB
- ☐ Influencers
- ☒ Print

- ☒ Radio
- ☐ TV
- ☒ Travel Sites
- ☒ Hotels
- ☐ Other

D.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

D.4. Total marketing budget:

\$0.00

D.5. Marketing budget targeting overnight visitors:

\$0.00

D.6. Past marketing performance metrics:

Website traffic

Social reach

Email subscribers

E. Budget and Fiscal Responsibility

Completed by kristen.pulido@cityofdenton.com on 6/30/2026 6:12 PM

Case Id: 30262

Name: City Denton Main Street Program - 2027

Address: 401 N. Elm Street, Denton, TX 76201

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

The requested HOT funds will be used to support Downtown Denton's year-round tourism programming by covering costs associated with business promotion, marketing, and district activation. These resources directly strengthen programs that draw visitors to the Historic Downtown Square and support Denton's hotel and hospitality sector. Funds will be used to support major tourism generating events such as Downtown Open House, Wassail Fest, Shop Small Saturday, and other business focused programs that consistently attract thousands of visitors. These events require investment in advertising, promotional materials, logistics, vendor coordination, and other operational needs that help activate the district, increase visitor engagement, and encourage longer stays. A portion of the funds will also support the Austin Street Activation, an initiative designed to enhance the visitor experience and stimulate small business growth. Through a partnership with Better Block, the project will transform Austin Street into a small business incubator and vibrant pedestrian-oriented space. HOT funds will help cover activation materials, temporary infrastructure, wayfinding, and promotional efforts that bring new energy to this area and create an additional draw for visitors exploring Downtown Denton. Additionally, HOT funding will be used to produce and distribute tourism focused materials such as Downtown visitor guides, maps, brochures, and event calendars. These materials will be shared with Denton area hotels and hospitality partners to highlight downtown businesses, historic sites, and annual events, helping visitors navigate the district, discover its attractions, and extend their visit. Finally, funds will support ongoing promotional efforts, digital advertising, event messaging, and visitor information tools such as digital kiosks and signage. These investments ensure that Downtown Denton is consistently marketed as a dynamic, historic, and welcoming destination for locals and visitors alike.

E.2. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☐ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
HOT funds	\$60,500.00

Printed By: Terrance Jones on 7/22/2026

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Better Block	\$25,000.00
	\$85,500.00

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
Brochures/Promotional Items	\$3,000.00
Downtown Visitor Guides	\$3,000.00
Magazines (Texas Monthly, Cross Timbers Gazette, Robson Communities, Dallas Observer, etc)	\$12,500.00
Meta Ads	\$5,000.00
Denton Record Chronicle	\$2,000.00
Better Block	\$25,000.00
Downtown Digital Kiosks	\$35,000.00
	\$85,500.00

F. Organizational Capacity

Completed by kristen.pulido@cityofdenton.com on 6/30/2026 6:17 PM

Case Id: 30262

Name: City Denton Main Street Program - 2027

Address: 401 N. Elm Street, Denton, TX 76201

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

25years

F.2. Number of full-time staff:

1

F.3. Number of volunteers:

10

F.4. Previously received HOT funding:

Yes

F.4a. Previously received HOT funding Amount

\$25,500.00

F.5. Successfully completed prior HOT reporting:

Yes

F.6. Will your organization be able to provide insurance coverage for the event?

No

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Over the next 3–5 years, the Main Street Program will continue building a comprehensive, year-round tourism and economic development strategy that strengthens the Historic Downtown District, enhances visitor experiences, and expands Denton's reputation as a vibrant cultural destination. Our long-term plan focuses on sustained business support, expanded marketing, strategic partnerships, and continued investment in placemaking and historic preservation. A core priority is to enhance and scale our annual events including Downtown Open House, Wassail Fest, Shop Small Saturday, and additional business focused programs. These events will continue to grow in scope and visibility, supported by stronger regional marketing, expanded business participation, and increased hotel engagement to drive overnight visitation. Each year, we aim to increase attendance, enhance the visitor experience, and strengthen the connection between downtown activities and the local hospitality sector. A major long-term initiative is the continued development and evolution of Austin Street Activation. Over the next several years, the Main Street Program plans to expand this activation into a permanent or semi-permanent small business incubator corridor and pedestrian friendly destination. Working with partners such as Better Block, we will introduce incremental improvements, innovative design solutions, and rotating entrepreneurial opportunities that bring new energy to the district. The vision

is to transform Austin Street into a dynamic public space that supports emerging businesses, increases walkability, and creates a new attraction. Another key component of the long-term plan is ongoing investment in tourism focused marketing and wayfinding. Over the next 3–5 years, the program will continue to refine visitor guides, maps, event calendars, and digital kiosks, while expanding marketing efforts through social media, Google ads, travel websites, print, radio, CVB partnerships, and hotel outreach. These efforts will broaden regional awareness, strengthen Denton’s identity as a historic destination, and deepen engagement with visitors who may not yet be familiar with all downtown has to offer. The Main Street Program will also continue working closely with downtown businesses to develop coordinated promotions, cross marketing, and collaborative campaigns that increase foot traffic and support small business success. Strengthening these partnerships helps create a united district identity and ensures that every program supported by HOT funds contributes to the long-term economic vitality of Downtown Denton. Collectively, this long-term plan positions Downtown Denton for sustained tourism growth, stronger economic performance, and increased hotel demand. By investing in events, placemaking, business support, historic preservation, and strategic marketing, the Main Street Program will ensure the continued vibrancy and cultural richness of the Historic Downtown District for years to come.

G. Community Benefit and Alignment

Case Id: 30262

Name: City Denton Main Street Program - 2027

Address: 401 N. Elm Street, Denton, TX 76201

Completed by kristen.pulido@cityofdenton.com on 6/30/2026 6:28 PM

G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

The Main Street Program's events and initiatives enhance Denton's tourism identity by showcasing the Historic Downtown Square as the cultural, economic, and social heart of the city. Through year round programming, strategic marketing, and place activation projects, the program highlights what makes Denton unique, its historic charm, locally owned businesses, vibrant arts scene, and welcoming community atmosphere. Signature events such as Downtown Open House, Wassail Fest, Shop Small Saturday, and other business focused programs reinforce Denton's reputation as a lively destination with authentic experiences. These events create memorable moments for visitors, increase regional visibility, and differentiate Denton from surrounding communities by emphasizing its creative spirit, small business culture, and historic character. The Austin Street Activation further strengthens Denton's tourism identity by transforming an underutilized area into a dynamic, pedestrian friendly destination that reflects the city's commitment to innovation, entrepreneurship, and community driven design. The Main Street Program also elevates Denton's tourism brand through coordinated marketing, visitor guides, maps, digital kiosks, hotel outreach, and partnerships. These tools present Downtown Denton as a cohesive, engaging district filled with history, culture, and one of a kind experiences. By making it easier for visitors to navigate the district and discover local businesses, these efforts reinforce the identity of Downtown and Denton as a whole, as a must visit destination.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

Yes, the events and programs supported by the Main Street Program attract visitors who otherwise may not choose to visit Denton. Our signature events such as Downtown Open House, Wassail Fest, Shop Small Saturday, and other business focused activities serve as unique regional draws that highlight Denton's historic charm, vibrant small business community, and distinctive cultural identity. These events appeal to audiences seeking authentic, walkable, historic downtown experiences, many of whom travel from outside Denton specifically for these activities. Additionally, new initiatives like the Austin Street Activation create fresh interest and attract visitors who may not have explored Downtown. Our marketing efforts further expand this reach. Through social media, Google ads, travel websites, hotel outreach, print materials, radio promotion, and comprehensive visitor guides and maps, we reach audiences who may not be familiar with Denton's offerings. These platforms inspire travel, encourage weekend visits, and highlight downtown as a must visit destination for cultural events, local shopping, dining, and historic exploration.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. The Main Street Program's events and initiatives actively promote Denton's cultural, artistic, historic, and recreational assets by showcasing the distinctive qualities that make Downtown Denton a one-of-a-kind destination. Long-standing Main Street events such as Downtown Open House and Wassail Fest play a key role in celebrating Denton's heritage and drawing visitors into the heart of the Historic Square. These well-established events highlight the city's preserved architecture, walkable streets, and community-focused atmosphere, offering visitors a firsthand experience of Denton's history and charm. In addition to these legacy events, newer programs like Shop Small Saturday,

and other business-focused initiatives further promote Denton's artistic and cultural identity by elevating locally owned shops, makers, creators, and entrepreneurs. These activities bring energy to the district, encourage exploration, and reinforce Downtown Denton as a thriving hub of culture and commerce.

G.4. Will event generate repeat tourism? Explain.

These long-standing and emerging events encourage repeat tourism by offering memorable, high-quality experiences that visitors want to return to year after year. By showcasing Denton's historic, cultural, artistic, and recreational assets in engaging and authentic ways, these programs create strong connections to the community and inspire visitors to plan future trips to experience new events, seasonal traditions, and evolving downtown activations.

H. Reporting and Evaluation Plan

Completed by kristen.pulido@cityofdenton.com on 6/30/2026 6:34 PM

Case Id: 30262

Name: City Denton Main Street Program - 2027

Address: 401 N. Elm Street, Denton, TX 76201

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

H.2. Does your organization gather data on attendees to your events/programs?

Yes

H.2a. If Yes, how is data collected?

Data is collected through Meta ads, website analytics, and ongoing partnerships with the small-business community. After each event, we distribute a post-event survey to gather information on attendance, visitor behavior, shopping patterns, and overall economic impact.

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Economic impact indicators gathered through post-event surveys, including visitor spending patterns, shopping activity, and business feedback; Distribution and usage data from tourism materials (visitor guides, maps, brochures, digital kiosks); Partnerships with hoteliers on hotel night generated by event attendees; Marketing performance metrics such as social media engagement, ad reach and impressions, and website traffic

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

The Main Street Program Manager will be responsible for managing the HOT funds and ensuring all reporting requirements are met. Quarterly financial reports and the required 30-day post-event report will be prepared and submitted by the Main Street Manager, using data collected from event metrics, partner feedback, and financial tracking.

I. Required Documents

Completed by kristen.pulido@cityofdenton.com on 6/30/2026 6:39 PM

Case Id: 30262

Name: City Denton Main Street Program - 2027

Address: 401 N. Elm Street, Denton, TX 76201

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

NA City Department.docx



Current Board of Directors roster including name, title, address and phone number *Required

NA City Department.docx



Board Meeting Schedule *Required

NA City Department.docx



Provide constitution/by-laws *Required

Main Street Advisory Board Ordinance (1).pdf



Provide last two year's audited financial or balance sheet. *Required

NA City Department.docx



Letter of determination certifying federal tax-exempt status under the IRS *Required

NA City Department.docx

☒ **Most recent 990 Form submitted to IRS *Required**

NA City Department.docx

☒ **Substitute W-9 for PO *Required**

NA City Department.docx

☒ **List of all donations made by your org last year. Name and dollar amount included. *Required**

NA City Department.docx

☒ **Other Documents**

NA City Department.docx

Submit

Completed by kristen.pulido@cityofdenton.com on 6/30/2026 6:40 PM

Case Id: 30262

Name: City Denton Main Street Program - 2027

Address: 401 N. Elm Street, Denton, TX 76201

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Kristen Pulido

Electronically signed by kristen.pulido@cityofdenton.com on 6/30/2026 6:40 PM

Secretary/Treasurer's signature

Kristen Pulido

Electronically signed by kristen.pulido@cityofdenton.com on 6/30/2026 6:40 PM

Admin Docs

No data saved

Case Id: 30262

Name: City Denton Main Street Program - 2027

Address: 401 N. Elm Street, Denton, TX 76201

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30262

Name: City Denton Main Street Program - 2027

Address: 401 N. Elm Street, Denton, TX 76201

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by info@instantfilmsociety.org on 6/15/2026 11:13 AM

Case Id: 30263

Name: Instant Film Society - 2027

Address: 1208 Piping Rock, Denton, TX 76205--8127

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists.

The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by info@instantfilmsociety.org on 6/15/2026 11:14 AM

Case Id: 30263

Name: Instant Film Society - 2027

Address: 1208 Piping Rock, Denton, TX 76205--8127

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

AO

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

AO

☒ Must be based in the City of Denton.

Initial:

AO

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

AO

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

AO

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

AO

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

AO

☒ Must have an active governing body.

Initial:

AO

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

AO

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

AO

A. Applicant Information

Completed by info@instantfilmsociety.org on 6/15/2026 11:27 AM

Case Id: 30263

Name: Instant Film Society - 2027

Address: 1208 Piping Rock, Denton, TX 76205--8127

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Instant Film Society

A.2. Mailing Address

1208 Piping Rock Denton, TX 76205--8127

A.3. Tax ID Number

87-2479005

A.4. Name of Event

PolaCon

A.5. Physical Address of the Event

411 E Sycamore St Denton, TX 76205--6144

A.6. Phone Number

(940) 514-0675

A.7. Website

<https://www.instantfilmsociety.org>

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Instant Film Society was founded in 2012 to increase awareness, accessibility, and understanding of instant film photography. We do this through community meet-ups, workshops, photo walks, and events including PolaCon, the world's first 3-day instant film convention.

A.9. Event Start Date

09/24/2026

Event End Date

09/27/2026

PRIMARY CONTACT

A.14. First Name

Andy

A.15. Last Name

Odom

A.16. Title

Treasurer

A.17. Phone Number

(940) 594-5439

A.18. Email

andy@instantfilmsociety.org

SECONDARY CONTACT

A.19. First Name

Daniel

A.20. Last Name

Rodrigue

A.21. Title

President

A.22. Phone Number

(972) 977-1762

A.23. Email

daniel@instantfilmsociety.org

A.10. Describe the event in which funds are being requested to support.

Since 2016, Instant Film Society has hosted PolaCon (short for Polaroid convention), the world's first 3-day instant film convention in Denton, TX. This year marks our 10th annual event, and as in the past will include 20+ instant film workshops, demos, panel discussions, photo walks, live music, and much more. The event will take place within a 0.9 walkable area in historic Downtown Denton, and will utilize multiple local venues including: Rubber Gloves Rehearsal Studio, Dan's Silverleaf, and Harvest House. Attendees will participate in photo walk scavenger hunts around downtown Denton, taking in public art and patronizing local businesses along the way. Following the daytime events we host nightly concerts across three stages at Rubber Gloves Rehearsal Studios featuring a combination of local and nationally touring musicians, attracting large crowds from across DFW and beyond. These concerts act as an additional opportunity for attendees to practice their craft and an introduction for the unfamiliar into the world of instant photography.

A.11. Dollar amount request for HOT funds

\$5,000.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☐ Convention Centers and Visitor Information
- ☐ Registration of Convention Delegates
- ☒ Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- ☐ Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
- ☐ Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry
- ☐ Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section

☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality

☐ Administration

A.13. How does the requested funding meet the definition of the HOT categories listed in the Program Overview Section on this application?

The requested budget will be used to fund a variety of advertising and promotional programs to attract tourists and attendees to the city of Denton. Funds will be utilized for printed and digital advertising, including posters, flyers, banners, billboards, and social media ads promoting the event and the city of Denton.

B. Tourism Impact

Case Id: 30263

Name: Instant Film Society - 2027

Completed by info@instantfilmsociety.org on 6/15/2026 11:36 AM

Address: 1208 Piping Rock, Denton, TX 76205--8127

B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

500+

B.2. What is the estimated attendance for next year's event?

500+

B.3. How many people attending the event will use Denton Hotels?

20

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

3

B.5. Do you reserve room blocks in the area of the event?

Yes

If Yes, how many rooms and provide the name of hotel(s).

Name of Hotel	Number of Rooms	Rate of Room
Embassy Suites	10	\$139.00
Holiday Inn Express & Suites	10	\$139.00
	20	\$278.00

B.6. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

PolaCon provides attendees with three full days of workshops and events that take place at multiple venues in Downtown Denton. We partner with local venues and businesses (Rubber Gloves, Dan's Silverleaf, Harvest House, Norman Roscoe, etc.) to further promote Denton as an affordable, walkable destination for art and culture. Attendees are encouraged to patronize local bars and restaurants and seek out public art as part of our photo scavenger hunts, a staple of our PolaCon programming. We intentionally schedule late night and early morning programming in order to encourage attendees to spend the night in town. Additionally, we work with presenters from around the country in order to provide high quality workshops and demos at an affordable price. Lastly, we work with local venues to schedule local and nationally touring bands in order to draw large audiences from across DFW and beyond for our late night programming.

C. Economic Impact

Case Id: 30263

Name: Instant Film Society - 2027

Completed by info@instantfilmsociety.org on 6/15/2026 11:44 AM

Address: 1208 Piping Rock, Denton, TX 76205--8127

C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

Instant Film Society is a 501(c)(3) arts organization dedicated to keeping the art of instant film photography alive. We treat every workshop, meetup, and event we host or take part in as an opportunity to promote not only instant film, but the city of Denton as a must visit destination for art.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership
Rubber Gloves Rehearsal Studios	Host Venue
Harvest House	Host Venue
East Side/Oak St. Drafthouse	Food/Drink Sponsor For Volunteers
Union Bear	Host Venue

D. Marketing Plan

Completed by info@instantfilmsociety.org on 6/15/2026 11:47 AM

Case Id: 30263

Name: Instant Film Society - 2027

Address: 1208 Piping Rock, Denton, TX 76205--8127

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

PolaCon will promote the city of Denton as a center for instant photography and arts and culture as a whole. Our event program provides three full days of programming at an affordable price. We intentionally schedule our programming in the heart of downtown Denton and encourage attendees to enjoy all of the food and entertainment options the city has to offer.

D.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☒ Email
- ☐ CVB
- ☒ Influencers
- ☐ Print
- ☐ Radio
- ☐ TV
- ☐ Travel Sites
- ☐ Hotels
- ☐ Other

D.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☐ Texas
- ☐ Multi-State
- ☐ National

D.4. Total marketing budget:

\$5,000.00

D.5. Marketing budget targeting overnight visitors:

\$1,000.00

D.6. Past marketing performance metrics:

Website traffic

1000/month

Social reach

21,000

Email subscribers

730

E. Budget and Fiscal Responsibility

Completed by info@instantfilmsociety.org on 6/15/2026 11:54 AM

Case Id: 30263

Name: Instant Film Society - 2027

Address: 1208 Piping Rock, Denton, TX 76205--8127

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

The requested funds will be used for advertising and promotional programs to attract tourists and convention attendees to the City of Denton for PolaCon. This will include printed promotional materials including posters and flyers to be distributed across local businesses throughout DFW, digital ads on social media (Facebook, Instagram), as well as step and repeat signage to be used during the event to promote Instant Film Society, PolaCon, and the city of Denton. Funds will also be used for a digital billboard ad in a spot with prime traffic, an additional advertising tool that we would not be able to afford otherwise.

E.2. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☒ Fundraise for the event
- ☐ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
HOT Funds	\$1,000.00
Merchandise Sales	\$1,000.00
PolaCon Ticket Sales	\$3,000.00
	\$5,000.00

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
Advertising	\$5,000.00
Merchandise	\$1,000.00
Artist Stipends	\$500.00
Entertainment	\$1,500.00
	\$8,000.00

F. Organizational Capacity

Completed by info@instantfilmsociety.org on 6/15/2026 11:55 AM

Case Id: 30263

Name: Instant Film Society - 2027

Address: 1208 Piping Rock, Denton, TX 76205--8127

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

10

F.2. Number of full-time staff:

5

F.3. Number of volunteers:

20

F.4. Previously received HOT funding:

Yes

F.4a. Previously received HOT funding Amount

\$1,000.00

F.5. Successfully completed prior HOT reporting:

No

F.6. Will your organization be able to provide insurance coverage for the event?

Yes

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Instant Film Society continues to grow and expand with PolaCon events now happening in 4 major population centers around the country. The long-term plan for Instant Film Society and PolaCon is to expand our reach into additional population centers nationally and potentially internationally while promoting our roots and forever home in Denton, TX. We will continue to host PolaCon in Downtown Denton and promote the city as a center for instant photography and the arts in general.

G. Community Benefit and Alignment

Case Id: 30263

Name: Instant Film Society - 2027

Address: 1208 Piping Rock, Denton, TX 76205--8127

Completed by info@instantfilmsociety.org on 6/15/2026 12:11 PM

G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

As PolaCon has grown, we've expanded our presence into events in 3 additional population centers across the country. One event in New York City even boasts support from Polaroid, with the expected increased visibility and spotlight across the film photography community. Denton will always be the flagship event for PolaCon, and always attracts attendees from other PolaCons across the country who want to experience the original event.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

Yes, each year visitors come to PolaCon from all over the country and world who otherwise would not have attended.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. In addition to our photography workshops in local host venues, we host photo walks highlighting the public art installations around town, like various monuments, murals, and more. In addition, we always include some form of nighttime programming highlighting the local music community.

G.4. Will event generate repeat tourism? Explain.

Yes, we get repeat attendees every year from all over the country, many plan their trip months out, if not a full year, so they can not just take in PolaCon but the Denton experience provided.

H. Reporting and Evaluation Plan

Completed by info@instantfilmsociety.org on 6/15/2026 12:18 PM

Case Id: 30263

Name: Instant Film Society - 2027

Address: 1208 Piping Rock, Denton, TX 76205--8127

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

H.1a. What is the ticket price? Add any additional information related to your Ticket Price.

\$35

H.2. Does your organization gather data on attendees to your events/programs?

Yes

H.2a. If Yes, how is data collected?

Data on attendees is gathered through our ticket sales provider (Eventbrite) and includes zip code information. Following the event attendees are asked to fill out a survey that collects additional information including email addresses, age, and location information.

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

We will be able to report on overall attendance, hotel rooms booked, marketing metrics, financial reconciliation, and attendee survey results.

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

We will be able to provide financial reporting and a 30-day report adhering to any specifics and needs outlined by the Hotel Tax program. Our treasurer is able to collect and provide that information after our event. Our plan is already in place, we have detailed documentation for our organization as a whole and for each of our events outlining incoming funds and outgoing expenditures.

I. Required Documents

Completed by info@instantfilmsociety.org on 6/20/2026 2:17 PM

Case Id: 30263

Name: Instant Film Society - 2027

Address: 1208 Piping Rock, Denton, TX 76205--8127

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Active Non-Profit Status.png



Current Board of Directors roster including name, title, address and phone number *Required

Screenshot 2026-06-20 at 11.38.16 AM.png



Board Meeting Schedule *Required

IFS- Meeting Schedule.png



Provide constitution/by-laws *Required

Instant Film Society Bylaws - March 2024.docx



Provide last two year's audited financial or balance sheet. *Required

IFS Annual Budget (1).xlsx



Letter of determination certifying federal tax-exempt status under the IRS *Required

IFS - Determination Letter (1).pdf

 **Most recent 990 Form submitted to IRS *Required**

Instant Film Society_Form990-N.pdf

 **Substitute W-9 for PO *Required**

IFSw9.pdf

 **List of all donations made by your org last year. Name and dollar amount included. *Required**

Screenshot 2026-06-20 at 1.13.23 PM.png

 **Other Documents**

PolaCon In The Media (1).docx

Submit

Completed by info@instantfilmsociety.org on 6/20/2026 2:17 PM

Case Id: 30263

Name: Instant Film Society - 2027

Address: 1208 Piping Rock, Denton, TX 76205--8127

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Daniel Rodrigue

Electronically signed by info@instantfilmsociety.org on 6/20/2026 2:17 PM

Secretary/Treasurer's signature

Andy Odom

Electronically signed by info@instantfilmsociety.org on 6/20/2026 2:17 PM

Admin Docs

No data saved

Case Id: 30263

Name: Instant Film Society - 2027

Address: 1208 Piping Rock, Denton, TX 76205--8127

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30263

Name: Instant Film Society - 2027

Address: 1208 Piping Rock, Denton, TX 76205--8127

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by kristi.criswell@discoverdenton.com on 6/15/2026
3:19 PM

Case Id: 30265

Name: Denton Destination Management & Marketing

Address: 401 N Elm Street, Denton , TX 76201

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including

promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by kristi.criswell@discoverdenton.com on 6/15/2026
3:20 PM

Case Id: 30265

Name: Denton Destination Management & Marketing

Address: 401 N Elm Street, Denton , TX 76201

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

KC

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

KC

☒ Must be based in the City of Denton.

Initial:

KC

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

KC

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

KC

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

KC

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

KC

☒ Must have an active governing body.

Initial:

KC

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

KC

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

KC

A. Applicant Information

Completed by kristi.criswell@discoverdenton.com on 6/25/2026
1:44 PM

Case Id: 30265

Name: Denton Destination Management & Marketing

Address: 401 N Elm Street, Denton , TX 76201

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Destination Management & Marketing
Organization (dba Discover Denton)

A.2. Mailing Address

401 N Elm Street Denton , TX 76201

A.3. Tax ID Number

41-4612187

A.4. Name of Event

Citywide

A.5. Physical Address of the Event

Citywide Denton, TX 76201

A.6. Phone Number

(940) 382-7895

A.7. Website

www.discoverdenton.com

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Discover Denton is the official Destination Management & Marketing Organization (DMMO) for the City of Denton. Our mission is to market and promote Denton as a premier leisure, meeting, sports, and group travel destination in order to increase overnight visitation, generate Hotel Occupancy Tax (HOT) revenue, and create a positive economic impact for the community. Through strategic marketing, destination sales, and visitor services, including operation of the Discover Denton Visitors Center, we inspire travelers, meeting planners, event organizers, and

PRIMARY CONTACT

A.14. First Name

Kristi

A.15. Last Name

Criswell

A.16. Title

Executive Director

A.17. Phone Number

(940) 220-4382

A.18. Email

kristi.criswell@discoverdenton.com

SECONDARY CONTACT

A.19. First Name

Seth

A.20. Last Name

Morgan

A.21. Title

Board Vice Chair/Treasurer - Denton DMMO Board of Directors

A.22. Phone Number

(214) 298-5500

A.23. Email

cheers@dentoncbc.com

tour operators to choose Denton. We showcase the city's vibrant music scene, arts and culture, historic downtown, culinary experiences, outdoor recreation, and signature events while supporting local businesses, attractions, hotels, and venues. As an independent nonprofit organization, Discover Denton is committed to strengthening Denton's visitor economy by attracting new visitors, encouraging longer stays, increasing visitor spending, and enhancing the city's reputation as a vibrant and welcoming destination.

A.9. Event Start Date

01/01/2027

Event End Date

12/31/2027

A.10. Describe the event in which funds are being requested to support.

Discover Denton is requesting funding to support its year-round destination marketing, sales, visitor services, and tourism development efforts that promote the City of Denton as a premier travel destination. As the City's official Destination Management & Marketing Organization (DMMO), Discover Denton works continuously to attract overnight visitors, meetings, conventions, sporting events, group tours, and leisure travelers, generating Hotel Occupancy Tax (HOT) revenue and economic impact for the community. Requested funds support the organization's ongoing tourism promotion activities, including administration of tourism programs; destination marketing and advertising; public relations and communications; digital marketing; website management; visitor guides and promotional materials; convention, sports, and group sales; destination services; visitor services operations; research and analytics; and travel associated with conferences, trade shows, sales missions, and client solicitation. In Program Year 2027, Discover Denton is also requesting funding to develop and deploy a Mobile Visitor Center. Discover Denton will continue to maintain a physical visitor services location; however, that location will be integrated with the organization's administrative offices rather than operating as a standalone Visitors Center. The addition of a Mobile Visitor Center will allow Discover Denton to extend visitor services beyond a single location and meet visitors where they are. The mobile unit will provide visitor information,

destination marketing materials, wayfinding assistance, and hospitality services at festivals, sporting events, conventions, meetings, community gatherings, and other high-traffic locations throughout Denton. This approach expands Discover Denton's reach, increases visibility for local tourism assets, and provides greater flexibility in serving visitors while promoting overnight stays and visitor spending. Together, these coordinated efforts increase overnight stays, strengthen Denton's tourism economy, and support local hotels, attractions, restaurants, retailers, and businesses throughout the year.

A.11. Dollar amount request for HOT funds

\$2,300,000.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☒ Convention Centers and Visitor Information
- ☒ Registration of Convention Delegates
- ☒ Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- ☒ Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
- ☐ Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry
- ☒ Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
- ☒ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section
- ☒ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality
- ☒ Administration

A.13. How does the requested funding meet the definition of the HOT categories listed in the Program Overview Section on this application?

Discover Denton's requested funding meets the definition of the Hotel Occupancy Tax (HOT) categories selected in

the Program Overview Section because the organization's primary purpose is to directly promote tourism, increase overnight visitation, and support the hotel and convention industry in Denton. In 2025, Denton's hotels achieved a 72.6% occupancy rate, representing a 3.6% increase over the previous year. Hotel demand increased to 663,641 occupied room nights, a 5.2% increase, while hotel room revenue exceeded \$71.1 million, a 6.8% increase over 2024. These results demonstrate the continued strength of Denton's tourism economy and the importance of sustained destination marketing, sales, and visitor services efforts. Funding supports Convention Centers and Visitor Information through Discover Denton's visitor services efforts, including operation of the Discover Denton Visitors Center, distribution of tourism information, and direct assistance to visitors, meeting planners, event organizers, and groups considering Denton as a destination. Funding supports Registration of Convention Delegates through destination servicing efforts for meetings, conferences, conventions, group tours, and special events hosted in Denton. Discover Denton assists with visitor information, welcome materials, local resources, and destination support services that enhance the experience of convention and event attendees. Funding supports Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry through year-round marketing, advertising, digital campaigns, public relations, website content, visitor guides, promotional materials, sales outreach, trade shows, conferences, sales missions, and direct solicitation of leisure travelers, meeting planners, sports event organizers, and group tour operators. These efforts are designed to generate overnight stays, increase hotel demand, and promote Denton as a travel destination. Funding supports Promotions of the Arts that Directly Promote Tourism and the Hotel Industry by promoting Denton's arts, culture, music, festivals, creative community, public art, museums, galleries, performances, and cultural events as visitor attractions. These promotions help position Denton as a unique cultural destination and encourage travel that benefits local hotels and tourism-related businesses. Funding supports Sporting Event Expenses that Substantially Increase Economic Activity at Hotels through Discover Denton's efforts to attract, support, and service sports tournaments and events that bring athletes, families, spectators, and event organizers to Denton. These events generate overnight

stays, hotel demand, restaurant spending, retail activity, and broader economic impact. Funding supports Transportation Systems by assisting with and promoting visitor transportation options that improve access between hotels, meeting venues, attractions, events, and tourism districts, enhancing the visitor experience and connecting hotel guests with Denton's tourism assets. Funding supports Signage Directing Tourists to Sights and Attractions through the promotion, development, coordination, and enhancement of visitor-facing signage and wayfinding throughout the destination. Discover Denton provides digital wayfinding through interactive TrueOmni kiosks located at the Embassy Suites by Hilton Denton Convention Center and the Discover Denton Visitors Center, allowing visitors to easily locate attractions, restaurants, shopping, entertainment, meeting venues, and other points of interest. These resources improve the visitor experience, encourage exploration of the community, and connect hotel guests with Denton's tourism assets and local businesses. Funding supports Administration because administrative expenses are necessary to manage eligible HOT-funded tourism programs. This includes staff time, financial oversight, compliance, strategic planning, technology, research, reporting, and operational support directly related to implementing Discover Denton's destination marketing, sales, and visitor services programs.

B. Tourism Impact

Completed by kristi.criswell@discoverdenton.com on 6/24/2026
12:36 PM

Case Id: 30265

Name: Denton Destination Management & Marketing

Address: 401 N Elm Street, Denton , TX 76201

B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

1,320,000

B.2. What is the estimated attendance for next year's event?

1,500,000

B.3. How many people attending the event will use Denton Hotels?

750,000

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

3

B.5. Do you reserve room blocks in the area of the event?

No

**If No, do you have a code set up with the Convention and Visitors Bureau that attendees can use during their stay?
(This is a requirement for funding)**

Yes

B.6. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

As the official Destination Management & Marketing Organization (DMMO) for the City of Denton, Discover Denton exists to market, promote, sell, and service Denton as a premier visitor destination. Unlike organizations that host a single event or program, Discover Denton promotes tourism on behalf of the entire community 365 days a year. Every initiative undertaken by the organization is designed to attract overnight visitors, increase hotel occupancy, generate Hotel Occupancy Tax (HOT) revenue, and strengthen Denton's tourism economy. The impact of these efforts can be seen in the performance of Denton's hotel industry. In 2025, Denton hotels achieved a 72.6% occupancy rate, generated 663,641 occupied room nights, and produced more than \$71.1 million in hotel room revenue. Compared to 2024, hotel demand increased by 5.2%, hotel revenue increased by 6.8%, and occupancy increased by 3.6%, demonstrating the continued strength of Denton's visitor economy and the importance of sustained tourism promotion efforts. Discover Denton develops and manages the community's destination brand and implements comprehensive marketing, advertising, public relations, digital media, website, and content strategies that position Denton as a premier destination for leisure travel, meetings, conventions, sporting events, group tours, festivals, arts, culture, music, and culinary experiences. These efforts inspire potential visitors to choose Denton over competing destinations and encourage longer stays and repeat visitation. The organization's Sales & Services team works directly with meeting planners, convention organizers, sporting event rights holders, tour operators, and travel professionals to bring new business to Denton.

Through sales calls, trade shows, sales missions, familiarization tours, strategic partnerships, and destination servicing, Discover Denton actively generates overnight room nights and supports the success of meetings, conventions, sporting events, and group travel throughout the year. Visitor Services complements these efforts by providing destination support before, during, and after a visitor's stay. This includes itinerary assistance, welcome materials, hospitality coordination, promotional resources, digital wayfinding, visitor information, and personalized recommendations that connect visitors with Denton's hotels, attractions, restaurants, shopping, entertainment, and events. The Discover Denton Visitors Center serves as one component of this broader visitor services strategy, helping create a welcoming experience while encouraging visitors to explore more of the community and extend their stay. Because Discover Denton's mission is solely focused on increasing visitation and overnight stays, our work has a direct and measurable impact on the hotel and convention industry. Increased visitation results in higher hotel occupancy, greater visitor spending at local businesses, increased use of meeting and event facilities, and higher Hotel Occupancy Tax collections that are reinvested into additional tourism promotion. This ongoing cycle of investment and economic return strengthens Denton's visitor economy, supports local businesses and hospitality partners, and enhances the city's reputation as a premier destination in Texas.

C. Economic Impact

Completed by kristi.criswell@discoverdenton.com on 6/24/2026
11:04 AM

Case Id: 30265

Name: Denton Destination Management & Marketing

Address: 401 N Elm Street, Denton , TX 76201

C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

Discover Denton markets and promotes Denton to generate demand for the destination, creating a positive economic impact for the City through increased overnight visitation, hotel occupancy, visitor spending, and Hotel Occupancy Tax (HOT) revenue. As the City's official Destination Management & Marketing Organization (DMMO), Discover Denton develops and implements strategic marketing, destination sales, visitor services, and community partnerships that position Denton as a premier leisure, meetings, conventions, sports, and group travel destination. The Discover Denton Marketing, Sales & Services, and Visitor Services teams work together to deliver meaningful messages to potential visitors, meeting planners, event organizers, and tour operators while showcasing Denton's unique attractions, vibrant arts and music scene, historic downtown, culinary experiences, events, and hospitality partners. Through destination marketing, convention and group sales, visitor servicing, and strategic partnerships, Discover Denton inspires visitors to choose Denton as their next travel destination, encourages longer stays, and supports the continued growth of the hotel and convention industry. Discover Denton's Board of Directors reflects the collaborative nature of the local tourism industry, representing a diverse cross-section of community partners, including hotels, attractions, festivals and events, arts and cultural organizations, restaurants, the Denton Chamber of Commerce, Denton Main Street, the City of Denton, and community leaders. This broad representation ensures that Discover Denton's programs and initiatives support the interests of the entire visitor economy and are developed through collaboration with the organizations that contribute to Denton's tourism success. In addition to its destination marketing, sales, and visitor services responsibilities, Discover Denton serves as a resource for community organizations seeking to increase their tourism impact. As part of the City's HOT funding process, applicants are required to work with Discover Denton to secure hotel room blocks and promotional booking codes that encourage overnight stays. Discover Denton assists these organizations by coordinating with local hotel partners, identifying lodging options that meet their needs, and helping maximize the economic impact of their events. This collaborative effort demonstrates Discover Denton's value to the community by providing expertise, resources, and support that help local organizations strengthen their events while generating additional hotel demand and visitor spending. By attracting new visitors, supporting community organizations, and increasing overnight stays throughout the year, Discover Denton serves the public interest by strengthening the local economy, supporting jobs and local businesses, generating tax revenue, and enhancing the quality of life for residents through a vibrant and sustainable visitor economy. Through its role as the unifying voice for tourism, Discover Denton helps ensure that the benefits of tourism extend throughout the community and support the long-term economic vitality of Denton.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership
North Texas Fair & Rodeo	Board Member
Denton County Brewing Co.	Board Member
Homewood Suites	Board Member

Embassy Suites & Convention Center	Board Member
Springhill Suites	Board Member
Denton Arts & Jazz Festival	Board Member
Best Western Premier	Board Member
City of Denton - Economic Development	Board Member
City of Denton - Denton Main Street	Board Member
Greater Denton Arts Council	Board Member
Denton Black Film Festival	Ex Officio Board Member
University of North Texas	Sponsorship
Texas Woman's University	Sponsorship

D. Marketing Plan

Completed by emily.bain@discoverdenton.com on 6/24/2026 3:55 PM

Case Id: 30265

Name: Denton Destination Management & Marketing

Address: 401 N Elm Street, Denton , TX 76201

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

Discover Denton implements a comprehensive, year-round destination marketing strategy designed to promote the City of Denton as a premier leisure, meetings, conventions, sports, arts, culture, and group travel destination. The organization's marketing efforts are focused on increasing overnight visitation, generating hotel demand, supporting local businesses, and strengthening Denton's position as a unique and authentic destination within Texas and the broader North Texas region. Marketing efforts promote Denton's distinctive character, including its vibrant music scene, historic downtown square, arts and cultural offerings, culinary experiences, signature events, outdoor recreation, and hospitality assets. Guided by Discover Denton's Play to Win Strategic Plan, marketing initiatives focus on the authentic experiences that make Denton different from competing destinations. Rather than competing on the size of convention centers, entertainment districts, or tourism infrastructure, Discover Denton highlights the experiences that visitors cannot find anywhere else. Denton offers a vibrant arts and music culture, a walkable and authentic downtown, locally owned businesses, and a creative, independent spirit that has become part of the city's identity. This approach attracts leisure travelers seeking genuine experiences while also appealing to meeting planners and event organizers looking for destinations with character, personality, and a sense of place. Discover Denton utilizes a multi-channel marketing approach that includes destination websites, search engine marketing, search engine optimization, digital advertising, social media marketing, email marketing, content marketing, public relations, media relations, influencer engagement, visitor guides, promotional materials, event marketing, cooperative marketing partnerships, travel trade outreach, trade shows, conferences, sales missions, familiarization tours, and direct solicitation of meetings, conventions, sporting events, and group travel business. To maximize reach and measure effectiveness, Discover Denton utilizes a variety of tourism marketing, destination intelligence, and analytics platforms, including Simpleview for destination website and CRM management, Sprout Social for social media management and engagement, Bandwango for visitor pass programs and destination experiences, Threshold 360 for virtual destination tours, TruOmni digital kiosks for visitor information and wayfinding, Act-On for email marketing and audience engagement, Placer.ai for visitation and mobility analytics, Symphony by Tourism Economics for destination intelligence, visitor profile data, market research, and performance measurement, and Google Analytics for website performance and audience insights. These tools provide valuable data that help guide marketing decisions, measure visitor engagement, identify travel trends, quantify tourism's economic impact, and demonstrate the effectiveness and return on investment of tourism promotion efforts. In addition to promoting Denton directly to potential visitors, Discover Denton works collaboratively with local hotels, attractions, event organizers, arts organizations, restaurants, retailers, educational institutions, and community partners to amplify the destination's message and create a unified tourism marketing strategy. Through these coordinated efforts, Discover Denton generates awareness of the City of Denton, increases overnight hotel stays, drives visitor spending, supports the local hotel and convention industry, and contributes to the continued growth of Denton's tourism economy.

D.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☒ CVB
- ☒ Influencers
- ☒ Print
- ☐ Radio
- ☒ TV
- ☒ Travel Sites
- ☒ Hotels
- ☒ Other

D.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

D.4. Total marketing budget:

\$1,250,000.00

D.5. Marketing budget targeting overnight visitors:

\$1,250,000.00

D.6. Past marketing performance metrics:

Website traffic

472,000 users with 274k coming from Organic Search. This is up 5.9% from last year

Social reach

3 million impressions, 103k engagements with a total of 63k followers across social platforms

Email subscribers

4,754

E. Budget and Fiscal Responsibility

Completed by kristi.criswell@discoverdenton.com on 6/24/2026
3:59 PM

Case Id: 30265

Name: Denton Destination Management & Marketing

Address: 401 N Elm Street, Denton , TX 76201

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

The requested Hotel Occupancy Tax (HOT) funds will support Discover Denton's comprehensive, year-round destination marketing and management program, which is designed to increase overnight visitation, generate hotel demand, and strengthen Denton's tourism economy. As the City's official Destination Management & Marketing Organization (DMMO), Discover Denton invests HOT funds in programs and services that directly promote tourism and the hotel and convention industry. Funding will support General Administration necessary to manage and administer eligible HOT-funded programs, including financial oversight, compliance, strategic planning, technology, insurance, professional services, and operational support. Marketing and Communications funding will be used to promote Denton through destination branding, advertising, paid media campaigns, website management, digital publishing platforms, public relations, social media, visitor guides, promotional materials, content development, research, and analytics. These efforts create awareness of Denton as a leisure, meetings, conventions, sports, arts, and cultural destination while driving visitation and overnight hotel stays. Sales & Services funding will support direct sales efforts to attract meetings, conventions, sporting events, group tours, reunions, and other overnight business through sales missions, trade shows, client prospecting, site visits, familiarization tours, CRM technology, group servicing, bid fees, and strategic incentives. These activities are specifically designed to generate new hotel room nights and increase utilization of Denton's hotels, meeting venues, and convention facilities. Visitor Services funding will support destination servicing and visitor engagement before, during, and after a visitor's stay through itinerary assistance, welcome materials, hospitality coordination, promotional resources, digital wayfinding, personalized visitor assistance, and the development of a Mobile Visitors Center. These efforts extend Discover Denton's reach beyond a single location by providing tourism information and destination services at conventions, sporting events, festivals, community events, and other locations where visitors gather. In total, the requested funds support a coordinated tourism strategy that markets Denton, attracts new visitors, generates overnight stays, enhances the visitor experience, and produces measurable economic benefits for the City's hotels, convention facilities, attractions, restaurants, retailers, and tourism-related businesses. As the organization responsible for promoting Denton year-round, Discover Denton's work generates one of the greatest returns on investment for the local tourism economy and the continued growth of Hotel Occupancy Tax revenues. A detailed line-item budget outlining the proposed use of requested funds is included with the other required application documents for reference.

E.2. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☐ Fundraise for the event

- ☐ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☒ Other

Please specify

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
HOT Funds	\$1,900,000.00
Visitors Center Retail Sales (NET)	\$67,394.23
	\$1,967,394.23

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
Administration	\$443,000.00
Marketing & Communications	\$837,000.00
Sales & Services	\$645,000.00
Visitors Center	\$375,000.00
	\$2,300,000.00

F. Organizational Capacity

Completed by kristi.criswell@discoverdenton.com on 6/23/2026
6:02 PM

Case Id: 30265

Name: Denton Destination Management & Marketing

Address: 401 N Elm Street, Denton , TX 76201

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

50

F.2. Number of full-time staff:

7

F.3. Number of volunteers:

15 - Board Members

F.4. Previously received HOT funding:

Yes

F.4a. Previously received HOT funding Amount

\$1,900,000.00

F.5. Successfully completed prior HOT reporting:

Yes

F.6. Will your organization be able to provide insurance coverage for the event?

Yes

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Discover Denton's long-term plan builds upon the successful transition of the administration of the City's Hotel Occupancy Tax-funded destination marketing program to Discover Denton as the official Destination Management & Marketing Organization (DMMO). Over the next three to five years, Discover Denton will continue to strengthen its role as the unifying voice for Denton's tourism economy, bringing together the hospitality industry, attractions, events, Main Street, educational institutions, local businesses, and the City of Denton around a shared vision for tourism growth. This direction was established through the Play to Win Strategic Plan developed in collaboration with community stakeholders, tourism partners, Board members, and civic leaders in December 2025. A key priority is to build and promote a strong, authentic destination brand that differentiates Denton from competing destinations. Rather than competing on the size of convention centers or entertainment districts, Discover Denton will promote the experiences that cannot be replicated elsewhere, including Denton's vibrant music scene, historic downtown square, arts and culture, signature events, local culinary experiences, and the city's uniquely authentic character. This strategy will continue to attract leisure travelers while increasing meetings, conventions, group tours, and overnight visitation by positioning Denton as a destination that offers substance over scale. Discover Denton will continue to strengthen

destination marketing, sales, visitor services, research, and strategic partnerships while expanding collaboration with hotels, attractions, event organizers, Denton Main Street, educational institutions, local businesses, and the City of Denton. The organization will continue investing in data and analytics to demonstrate the return on investment of Hotel Occupancy Tax funds and guide future marketing and sales strategies. As regional tourism opportunities continue to develop, including the proposed Denton County Expo Center, Discover Denton will position the destination to capitalize on future sports tourism opportunities that will generate additional overnight stays and benefit Denton's hotels and hospitality industry. While sports tourism is a long-term opportunity, the organization's immediate focus remains on strengthening Denton's brand, growing meetings and conventions, increasing leisure visitation, and serving as the collaborative leader of the community's visitor economy. The organization's long-term success will be measured by increased overnight hotel stays, convention and meeting bookings, visitor spending, Hotel Occupancy Tax collections, tourism-related economic impact, resident support for tourism, and the continued growth of a vibrant visitor economy that benefits Denton's hotels, local businesses, attractions, and the entire community.

G. Community Benefit and Alignment

Case Id: 30265

Name: Denton Destination Management & Marketing

Address: 401 N Elm Street, Denton , TX 76201

Completed by kristi.criswell@discoverdenton.com on 6/24/2026
11:30 AM

G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

Discover Denton enhances Denton's tourism identity by serving as the steward and promoter of the community's unique character. Through collaboration with local businesses, arts and cultural organizations, event organizers, educational institutions, hospitality partners, and community leaders, Discover Denton works to ensure that the experiences visitors encounter reflect the authentic spirit of Denton. Denton's tourism identity is rooted in its vibrant music scene, historic downtown square, thriving arts community, locally owned businesses, signature events, creative culture, and welcoming atmosphere. Discover Denton actively promotes these community assets and experiences, helping to preserve and strengthen the qualities that make Denton distinctive while sharing them with visitors from across Texas and beyond. The organization's strategic plan identifies authenticity as Denton's greatest competitive advantage and recognizes that tourism growth should support, rather than diminish, the character that residents value most. By focusing on the experiences that are uniquely Denton, Discover Denton helps attract visitors who appreciate the community's culture, supports local businesses and organizations that contribute to that identity, and generates economic benefits that strengthen the overall community. As the unifying voice for Denton's tourism economy, Discover Denton also brings together hotels, attractions, events, arts organizations, Main Street, educational institutions, local businesses, and the City of Denton to promote a shared vision for the destination. This collaborative approach ensures that tourism development aligns with community values, supports local quality of life, and reinforces Denton's reputation as an authentic, creative, and welcoming place to visit, live, and do business.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

Yes. The primary purpose of Discover Denton is to attract visitors who otherwise may not have considered Denton as a travel destination. Through year-round destination marketing, sales efforts, visitor services, public relations, and strategic partnerships, Discover Denton creates awareness of Denton among leisure travelers, meeting planners, convention organizers, sporting event directors, group tour operators, and event attendees who may have little or no prior familiarity with the community. In many cases, Discover Denton introduces potential visitors to Denton for the first time, creating awareness of the destination among audiences who may have never heard of Denton or considered it as a place to visit. Discover Denton's marketing and sales initiatives target audiences outside of Denton and encourage them to visit the city for meetings, conventions, sporting events, festivals, arts and cultural experiences, live music, dining, shopping, and other leisure activities. By highlighting the experiences that make Denton unique, including its historic downtown square, vibrant music scene, creative culture, signature events, and locally owned businesses, Discover Denton differentiates the community from competing destinations and motivates visitors to choose Denton for overnight travel. In addition, Discover Denton's convention, group sales, and destination services efforts actively recruit new business to Denton by attracting meetings, conferences, tournaments, reunions, and group tours that would not otherwise occur in the community. These visitors generate overnight hotel stays, visitor spending, and economic activity that directly benefit local hotels, restaurants, attractions, retailers, and other businesses. As the City's official Destination Management & Marketing Organization, Discover Denton's success is measured by its ability to bring new

Printed By: Terrance Jones on 7/22/2026

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visitors to Denton, increase overnight visitation, expand awareness of the destination beyond the local market, and convert first-time visitors into repeat guests. These efforts help grow the visitor economy while introducing new audiences to the community and encouraging future return visits.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. One of Discover Denton's primary roles is to showcase and elevate the cultural, artistic, historic, and recreational assets that contribute to Denton's identity and quality of life. By serving as the community's destination marketing organization, Discover Denton provides a platform that brings greater visibility to the people, places, experiences, and organizations that make Denton a distinctive destination. Discover Denton regularly features local artists, musicians, performers, festivals, museums, historic sites, parks, trails, attractions, and community events through its marketing channels, visitor resources, destination guides, and promotional campaigns. These efforts help connect visitors with authentic local experiences while increasing awareness and support for the organizations and businesses that contribute to Denton's cultural and recreational landscape. The organization also serves as a connector between visitors and the community, helping travelers discover experiences they may not otherwise find on their own. Whether highlighting a live music performance on the Square, promoting a community festival, sharing the history of Denton's historic downtown, or encouraging exploration of local parks and outdoor amenities, Discover Denton helps transform community assets into visitor experiences that generate economic impact and community pride. By increasing awareness of these assets among visitors, meeting attendees, event participants, and group travelers, Discover Denton helps strengthen the organizations, venues, attractions, and businesses that contribute to Denton's unique sense of place while reinforcing the city's reputation as a creative, authentic, and welcoming destination.

G.4. Will event generate repeat tourism? Explain.

Yes. A primary objective of Discover Denton's destination marketing, sales, and visitor services efforts is not only to attract first-time visitors, but also to encourage repeat visitation. Research consistently shows that visitors who have a positive experience are more likely to return, recommend the destination to others, and explore additional experiences during future visits. Discover Denton promotes the depth and diversity of experiences available throughout the community, including live music, arts and culture, festivals, sporting events, culinary experiences, locally owned businesses, the historic Downtown Denton Square, and recreational opportunities. Because visitors often cannot experience everything Denton has to offer during a single trip, many return to attend additional events, explore new attractions, visit friends and family, participate in meetings and conferences, or simply experience a different side of the destination. The organization also works to create positive visitor experiences through destination services, visitor information, hospitality partnerships, digital wayfinding tools, and personalized recommendations that help visitors connect with the community. These efforts increase visitor satisfaction and encourage future travel to Denton. In addition, Discover Denton's meetings, conventions, sporting events, and group travel programs frequently introduce new audiences to Denton who may later return as leisure travelers. Likewise, leisure visitors often become advocates for the destination, generating word-of-mouth recommendations and introducing new visitors to the community. By creating memorable experiences and fostering meaningful connections with the destination, Discover Denton helps build long-term visitor loyalty that generates repeat visitation, supports local businesses, and strengthens the sustainability of Denton's tourism economy.

H. Reporting and Evaluation Plan

Completed by kristi.criswell@discoverdenton.com on 6/24/2026
11:43 AM

Case Id: 30265

Name: Denton Destination Management & Marketing

Address: 401 N Elm Street, Denton , TX 76201

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

H.2. Does your organization gather data on attendees to your events/programs?

Yes

H.2a. If Yes, how is data collected?

Discover Denton gathers data on visitors, events, festivals, meetings, conferences, sporting events, and the tourism community at large through a variety of industry-leading research, analytics, and reporting tools. Data is collected and analyzed through Placer.ai, Smith Travel Research (STR), Source Strategies, Symphony by Tourism Economics, Google Analytics, Dean Runyan Associates, and reporting from local hotel partners. These platforms provide information related to visitation patterns, visitor demographics, travel behavior, hotel occupancy, room demand, visitor spending, economic impact, website performance, market trends, and tourism-generated tax revenue. This data is used to evaluate the effectiveness of marketing, sales, and visitor services efforts; measure return on investment; identify opportunities for growth; and guide future tourism development and destination marketing strategies.

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Discover Denton is able to report a wide range of metrics that demonstrate the impact of its tourism marketing, sales, and visitor services efforts on the City of Denton and the local hospitality industry. These metrics include hotel occupancy, hotel room nights generated, hotel room revenue, visitor spending, Hotel Occupancy Tax collections, convention and meeting leads, room nights booked, event attendance, visitor demographics, visitation trends, and overall economic impact. Discover Denton can also report marketing and communications results such as website traffic, social media engagement, digital advertising performance, email marketing results, media coverage, visitor guide distribution, and other measures of audience engagement. To collect and analyze this information, Discover Denton utilizes a variety of industry-leading research and analytics tools, including Smith Travel Research (STR), Placer.ai, Symphony by Tourism Economics, Google Analytics, Source Strategies, Dean Runyan Associates, and reporting from local hotel partners. These tools help measure how many people are visiting Denton, where they are coming from, how long they stay, and the economic impact they have on local businesses. Discover Denton also uses the Economic Impact Calculator developed by Destinations International in partnership with Tourism Economics, which is widely recognized as the tourism industry's gold standard for measuring economic impact. This tool helps quantify visitor spending, tax revenue generated, jobs supported, and the overall economic benefits created by tourism-related activities. By combining these resources, Discover Denton can provide meaningful and easy-to-understand reporting that demonstrates the return on investment of Hotel Occupancy Tax funds and the value tourism brings to Denton's hotels, businesses, residents, and overall economy.

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

Discover Denton has successfully completed the required HOT fund reporting in previous years and will continue to do so. Because Discover Denton is not a one-time event, but the City's year-round Destination Management & Marketing Organization, we will continue to provide monthly and quarterly reports to the City as part of our ongoing operations. The organization routinely tracks financial performance, hotel industry metrics, visitor data, marketing results, and tourism-related economic impact. Much of this same information is also reported to Discover Denton's Board of Directors as part of the organization's regular oversight and accountability process. If awarded funding, Discover Denton will submit all required quarterly financial reports and post-program reports within the established deadlines. Reporting will include financial reconciliation, performance metrics, tourism and hotel industry data, marketing results, and other information required by the City to demonstrate the use and impact of Hotel Occupancy Tax funds. As the City's official Destination Management & Marketing Organization, Discover Denton is committed to transparency, accountability, and responsible stewardship of public funds.

I. Required Documents

Completed by kristi.criswell@discoverdenton.com on 6/24/2026
4:02 PM

Case Id: 30265

Name: Denton Destination Management & Marketing

Address: 401 N Elm Street, Denton , TX 76201

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

TX Certificate of Filing - Non Profit.pdf



Current Board of Directors roster including name, title, address and phone number *Required

Denton DMMO Board of Directors.pdf



Board Meeting Schedule *Required

Denton DMMO Board of Directors Meeting Schedule.pdf



Provide constitution/by-laws *Required

Denton DMMO Bylaws - Approved by Executive Committee 2-24-2025.pdf



Provide last two year's audited financial or balance sheet. *Required

HOT Application PY27 - Required Document (1).pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

IRS Apply for an Employer Identification Number (EIN) online.pdf

 **Most recent 990 Form submitted to IRS *Required**

HOT Application PY27 - Required Document.pdf

 **Substitute W-9 for PO *Required**

Denton DMMO Substitute W-9 Form.pdf

 **List of all donations made by your org last year. Name and dollar amount included. *Required**

HOT Application PY27 - Required Document Donations.pdf

 **Other Documents**

HOT PY25 STR DentonCVB_202512.pdf

Denton DMMO PY2027 Application Budget.xlsx

Denton_Report_Placer AI 2025.pdf

Map Screenshot 2025 Placer Tourism.png

Submit

Completed by cheers@dentoncbc.com on 6/25/2026 7:41 PM

Case Id: 30265

Name: Denton Destination Management & Marketing

Address: 401 N Elm Street, Denton , TX 76201

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Kristina Criswell

Electronically signed by kristi.criswell@discoverdenton.com on 6/24/2026 4:02 PM

Secretary/Treasurer's signature

Seth Morgan

Electronically signed by cheers@dentoncbc.com on 6/25/2026 7:41 PM

Admin Docs

No data saved

Case Id: 30265

Name: Denton Destination Management & Marketing

Address: 401 N Elm Street, Denton , TX 76201

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30265

Name: Denton Destination Management & Marketing

Address: 401 N Elm Street, Denton , TX 76201

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by treasurer@downtowndenton.org on 6/22/2026 6:03 PM

Case Id: 30266

Name: Downtown Denton Foundation - 2027

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including

promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by treasurer@downtowndenton.org on 6/22/2026 6:04 PM

Case Id: 30266

Name: Downtown Denton Foundation - 2027

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

DM

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

DM

☒ Must be based in the City of Denton.

Initial:

DM

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

DM

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

DM

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

DM

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

DM

☒ Must have an active governing body.

Initial:

DM

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

DM

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

DM

A. Applicant Information

Completed by molly@downtowndenton.org on 6/30/2026 4:19 PM

Case Id: 30266

Name: Downtown Denton Foundation - 2027

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Downtown Denton Foundation

A.2. Mailing Address

101 S Locust St Suite B-02 Denton, TX 76201--6005

A.3. Tax ID Number

934148855

A.4. Name of Event

Downtown Denton Foundation annual events

A.5. Physical Address of the Event

110 W Hickory Street Denton, TX 76201--4123

A.6. Phone Number

(833) 886-3102

A.7. Website

<https://www.downtowndenton.org/>

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

The Downtown Denton Foundation's mission is to enhance the experience of the arts, music and culture of Downtown Denton through placemaking with a wide variety of year-round programming aimed at engaging with the public, making Denton a destination for tourists and local enthusiasts alike. Through the acquisition of the Denton Main Street Association in early 2026, our combined organization is able to enhance programming in downtown with both entities working towards a common goal of cultural placemaking all year long, while serving as a partner to the City of Denton's Main Street Program.

PRIMARY CONTACT

A.14. First Name

Kristen

A.15. Last Name

Kendrick

A.16. Title

President

A.17. Phone Number

(720) 253-7727

A.18. Email

president@downtowndenton.org

SECONDARY CONTACT

A.19. First Name

Molly

A.20. Last Name

Carter

A.21. Title

Director

A.22. Phone Number

(940) 206-8442

A.23. Email

molly@downtowndenton.org

A.9. Event Start Date

01/01/2027

Event End Date

12/31/2027

A.10. Describe the event in which funds are being requested to support.

Arts & Autos - Car Show (classic and contemporary) and Chalk Fest on the Square, now in its 27th year Art Car Event - the preview to Arts & Autos, featuring Art Cars and family-activities Twilight Tunes - Weekly Free Concert Series on the Courthouse Square (Spring) and Wolff's Park (Fall) - now in its 32nd year Halloween - Supporting Downtown businesses with the Spooky Spirits Stroll and the Halloween Decor Grant program, which provides funding to enhance the entire experience in the downtown district Historic Bar Tour - Guided bar tour through historic buildings around the square Art Stroll Tours - Guided tours through various art events and notable art installations throughout downtown, in conjunction with First Friday art/musical activities Arts Walk of Fame Inductions - Induction ceremonies for new Arts Walk of Fame squares honoring prominent arts contributors from Denton, as well as wayfinding for the Arts Walk Downtown Visitor Guides - a printed map of visitor attractions distributed to travel and info centers state-wide, as well as hotels Downtown Tourism, Marketing and Ads (all year) - Social media ads and campaigns, on-line ads, website management/design, printed materials, and contract labor to promote downtown as a destination travel experience. Curated Downtown Experiences for Hotel and Convention Guests - Work directly with the local business and hotel partners/Discover Denton to create unique experiences that align with a specific group visiting Denton.

A.11. Dollar amount request for HOT funds

\$201,310.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☒ Convention Centers and Visitor Information
- ☐ Registration of Convention Delegates
- ☒ Advertising, Solicitations, and Promotions that

Directly Promote Tourism and the Hotel and Convention Industry

☒ **Promotions of the Arts that Directly Promote Tourism and the Hotel Industry**

☒ **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry**

☐ **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels**

☐ **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section**

☒ **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality**

☒ **Administration**

A.13. How does the requested funding meet the definition of the HOT categories listed in the Program Overview Section on this application?

The HOT funds will be utilized for advertising DDF events through various print and digital campaigns that will attract out-of-town visitors to Denton as a destination not to be missed. Additionally, HOT funds will directly support the administration of programming all year long through two full time staff members dedicated to the organization, ensuring we remain the premier downtown support and partner to the City of Denton Main Street program and many other dedicated downtown initiatives and events.

B. Tourism Impact

Completed by secretary@downtowndenton.org on 6/30/2026 4:20 PM

Case Id: 30266

Name: Downtown Denton Foundation - 2027

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

20,000 (30+ events throughout the year)

B.2. What is the estimated attendance for next year's event?

25,000

B.3. How many people attending the event will use Denton Hotels?

750

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

2

B.5. Do you reserve room blocks in the area of the event?

No

**If No, do you have a code set up with the Convention and Visitors Bureau that attendees can use during their stay?
(This is a requirement for funding)**

Yes

B.6. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

The Downtown Denton Foundation is unique in that we are presenting programming for Downtown Denton that support the arts, music and culture that makes our community a desirable place to visit for 12 months of the year. We are a partner to many other cultural and arts events as well as a direct partner to the City of Denton's Main Street Program. Through a strong business network, we connect the downtown business community to the arts in meaningful ways driving economic impact all year long. Through the acquisition of the 501(c)6, Denton Main Street Association, the Downtown Denton Foundation is now hosting the event calendars for both organizations and will serve on the newly designated City of Denton Main Street Advisory Board as an advocate and expert guiding decisions that impact Downtown Denton. The DDF will serve as the main fundraising arm to execute specific ideas from the Design Downtown Denton Plan. The funding for these Design Downtown Denton Plan initiatives and programs will ensure that tourists and overnight visitors to Denton have an unforgettable cultural experience in the arts, shopping and entertainment district that is the heart of our city.

C. Economic Impact

Case Id: 30266

Name: Downtown Denton Foundation - 2027

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

Completed by molly@downtowndenton.org on 6/30/2026 4:23 PM

C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Downtown Denton Foundation operates through a strategic alliance with the City of Denton Economic Development Department. While the City manages the official Texas Main Street Program—focusing on urban design, infrastructure, and preservation-based economic development—the Foundation serves as the non-profit partner to the city's economic development program dedicated to downtown. We manage the operations, beloved community programs, and signature events formerly overseen by the Denton Main Street Association. Together, we ensure that as our district grows, it remains rooted in the culture that makes Denton unique. These programs take place all throughout the year, ensuring Downtown Denton is a vibrant destination through every season. The Downtown Denton Foundation offers Halloween Decor Grants to businesses in the district to assist with expanding the impact of the City's Halloween initiative which enhances the experience for the tourists visiting in October. The Downtown Denton Foundation funds the Arts Walk of Fame, highlighting Denton's historic artists and their contributions. This is a year-round installation that is accessible to all visitors. The DDF is committed to supporting artists and musicians playing within the downtown district to ensure all are fairly compensated for their performances through a partnership with the American Federation of Musicians/Dallas Fort Worth Professional Musician Association (Musician Performance Trust Fund) as well as our own fundraising efforts.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership
North Central Texas College	Use of their downtown parking garage for events and financial sponsorship.
University of North Texas	Athletics department sponsors through financial giving, we help connect the student and athletic community with the downtown community
Texas Woman's University	Financial sponsorship, partnership with their faculty/staff, fine arts students and performers
Denton Record Chronicle	In kind advertising support
Community Impact	In kind advertising support
Scott Brown Commercial	Rent reduction for office space within their property on the square
Beth Marie's Ice Cream	Financial sponsorship, Free scoop coupons for major events, ice cream cart at all Twilight Tunes concerts
Aspiro Digital Agency	Digital advertising support
Vibe Digital Marketing	Website management and strategic partner
Denton Chamber of Commerce	Support for networking events
Discover Denton	Through our general funds we partner with Discover Denton on marketing downtown events, and servicing

	convention goes with fun Downtown Activities
Denton Festival Foundation (Arts & Jazz)	Through our general funds we help co-promote our two events that happen on the same weekend for tourists to come spend the whole weekend in Denton.
Denton Holiday Lighting Festival	Through our general funds we help fund musicians to perform at the event, and we assist in marketing the event, as well as event planning
Denton Day of The Dead Festival	Through our general funds our partnership helps promote the event early in the year, and assist with providing a greater reach to bring tourists into Downtown for the weekend.
Thin Line Festival	Through our general funds we help promote Thin Line Festival with our reach to other areas of the region.
Denton Black Film Festival	Through our general funds we help promote the Denton Black Film Festival with our reach to other areas of the region.
Dog Days of Denton	We partner through our general funds to help promote the event, and collaborate on interactive ways participants can enjoy both events all weekend.
Best Western Premier (Crown Chase Inn & Suites)	We partner with Best Western promoting guests coming to Denton in utilizing our code to stay in Denton while they play.
Fairfield Inn & Suites - Denton	We partner with Fairfield Inn & Suites promoting guests coming into Denton to utilize a booking code to stay while they play in Downtown.
O'Reilly Hospitality Management, LLC	We work with the entire O'Reilly Hospitality group to help provide entertainment and unique Denton activities through programming and events to hotel guests (Hotels includes Embassy Suites - Denton Convention Center, Home2, Fairfield By Marriott, Springhill Suites By Marriott)
Greater Denton Arts Council (GDAC)	Through our general fund we help with providing funds for art installations, musicians during events, and event operations, working collaboratively on public art projects in Downtown.

D. Marketing Plan

Completed by molly@downtowndenton.org on 6/30/2026 4:23 PM

Case Id: 30266

Name: Downtown Denton Foundation - 2027

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

All events and exhibitions produced by the Downtown Denton Foundation are strategically designed to stimulate Denton's tourism and hotel industry by attracting out-of-market leisure travelers and directly supporting local convention business. While our signature community events capture national and regional tourists, a portion of our programming is specifically designed to provide entertainment for conference goers. We actively collaborate with Discover Denton, the O'Reilly Group, and the Denton Convention Center to align our downtown activities with major convention schedules, ensuring out-of-town business visitors are entertained and incentivized to spend time and money within the district. Furthermore, we are currently building a dedicated lodging portal for our website. This system will feature tracked booking links and exclusive rates with local hotel partners; it is scheduled to go live in Q4 2026, ensuring it is fully operational to draw in overnight guests and track room-block utilization during the 2027 funding cycle. To maximize regional reach, the foundation utilizes a multi-layered marketing mix. We leverage high-traffic websites optimized for tourism search terms, automated email campaigns targeting past visitors, and active content distribution across Meta platforms and TikTok. This footprint is expanded using targeted Google Search Ads, programmatic banners on travel registries, and niche features in out-of-market arts and automotive media. Finally, we execute navigation marketing via Waze to deploy zero-speed takeovers and sponsored pins that capture impulse tourists along major corridors. We strategically leverage municipal Hotel Occupancy Tax funds to complement our paid ad spend, strictly allocating resources to audiences outside of Denton to import tourism dollars. This is achieved through advanced targeting, including I-35 corridor geofencing aimed at high-density hubs 50 to 200 miles away, such as northern Austin and central Oklahoma. We refine this reach using behavioral filtering for consumer patterns in road trips, arts, and car culture, alongside lookalike audience modeling built from historical visitor data. Unlike isolated events that only drive temporary spikes, the foundation provides continuous programming throughout the calendar year to keep Denton top-of-mind. We launch community culinary trails and music events during spring and summer university off-seasons, produce high-draw fall staples like Arts and Autos, and execute targeted winter commerce campaigns to stabilize holiday lodging demand. This year-round calendar permanently positions Denton as a premier, recurring weekend destination for both leisure and convention travelers across the region.

D.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☒ CVB
- ☐ Influencers

- ☒ Print
- ☐ Radio
- ☐ TV
- ☒ Travel Sites
- ☒ Hotels
- ☒ Other

D.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

D.4. Total marketing budget:

\$168,310.00

D.5. Marketing budget targeting overnight visitors:

\$46,610.00

D.6. Past marketing performance metrics:

Website traffic

112,500

Social reach

597,000

Email subscribers

8700

E. Budget and Fiscal Responsibility

Completed by secretary@downtowndenton.org on 6/30/2026 4:37 PM

Case Id: 30266

Name: Downtown Denton Foundation - 2027

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

Requested HOT funds will be utilized to directly support the marketing, promotion, and execution of our year-round programming, ensuring maximum out-of-market visitor draw. Specifically, these funds will be allocated toward targeted print and digital advertising campaigns that intercept regional leisure travelers and convention attendees. Additionally, funds will support two full-time staff members and administrative operational costs directly dedicated to the planning, promotion, and implementation of these tourism-driving initiatives. By funding both the strategic marketing reach and the professional personnel required to manage over 30 downtown events and business-arts mixers annually, this investment ensures the seamless delivery of high-impact programming that generates sustained economic impact and hotel demand for the City of Denton all year long.

E.2. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
Allocated Sponsorships	\$69,500.00
Friends of Downtown Memberships	\$7,000.00
Donations	\$4,600.00
Anticipated Grants	\$12,000.00
HOT Funds	\$201,310.00
Event Ticket Sales	\$54,750.00
Event Specific Sponsorships	\$22,100.00
Vendor Participation Fees	\$4,625.00
Merchandise Sales	\$17,000.00
City of Denton Sponsorship	\$25,000.00

	\$417,885.00

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
Artist and Musician Expense	\$49,550.00
Event Supplies	\$93,535.00
Marketing Expense	\$154,648.00
Merchant Expenses and Sales Tax	\$9,254.00
Public Art Maintenance	\$1,500.00
Community Grants	\$10,500.00
Rent/Utilities	\$7,040.00
Personnel and Contract Labor	\$35,425.00
Professional Fees and Insurance	\$13,000.00
	\$0.00
	\$374,452.00

F. Organizational Capacity

Completed by molly@downtowndenton.org on 6/30/2026 5:33 PM

Case Id: 30266

Name: Downtown Denton Foundation - 2027

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

Longest running event - 32 years

F.2. Number of full-time staff:

2

F.3. Number of volunteers:

11 Board Members, 5 Committees, + Volunteers that vary by event. Arts & Autos has the largest amount of volunteers with 75+

F.4. Previously received HOT funding:

Yes

F.4a. Previously received HOT funding Amount

\$121,000.00

F.5. Successfully completed prior HOT reporting:

Yes

F.6. Will your organization be able to provide insurance coverage for the event?

Yes

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Following the strategic acquisition of the Denton Main Street Associations events, the newly combined Downtown Denton Foundation will leverage requested Hotel Occupancy Tax funding as catalytic capital to scale our year-round signature programs into self-sustaining cultural anchors. Over the next three to five years, our primary objective is to establish strict data accountability and aggressively expand our regional market draw, ensuring our events continuously support local hotels and the downtown business community. In years one and two, this strategy will be anchored by the full launch and optimization of our dedicated website lodging portal in late 2026. Operating dynamically throughout the 2027 and 2028 funding cycles, this tracking portal will allow us to establish a robust data baseline of direct room-night generation and visitor spending behaviors. Concurrently, we will expand the scale and out-of-market footprint of major fall staples like Arts and Autos, specifically growing specialized sub-sectors like the Art Car and Electric Avenue features to capture high-intent audiences along the Interstate 35 corridor from affluent hubs in central Oklahoma and northern Austin. In years three and four, the foundation will continue to seek new opportunities to partner with key downtown stakeholders, bringing fresh events and cultural improvements to life within the district while focusing heavily on mid-week and off-season tourism growth. We will deepen our structural integrations with Discover Denton, the O'Reilly

Group, and the Denton Convention Center to create custom, turnkey evening and multi-day programming tailored specifically for convention and corporate conference attendees. By directly aligning downtown activities with major convention schedules, we will convert standard business travel into extended, multi-night stays that capture extra lodging dollars during low-occupancy weekdays. This phase will also leverage our refined historic data to deploy sophisticated lookalike audience modeling and hyper-targeted digital campaigns, expanding our automated marketing footprint deeper into neighboring state markets. By year five, our long-term vision is to transition these mature programs into fully self-sustaining operations that serve as permanent tourism engines for the City of Denton. As our event operations and corporate sponsorships mature to generate significant independent revenue, the foundation will achieve the financial independence necessary to reduce its reliance on municipal tax allocations over time. This will allow future HOT funds to be reinvested into brand-new tourism infrastructure and emerging creative initiatives across the city. Through this progressive five-year trajectory, the newly combined foundation will evolve into an advanced regional destination marketing partner, securing a permanent, growing stream of lodging and sales tax revenue for the Denton community.

G. Community Benefit and Alignment

Case Id: 30266

Name: Downtown Denton Foundation - 2027

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

Completed by molly@downtowndenton.org on 6/30/2026 5:36 PM

G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

Denton is widely recognized for its distinct cultural identity as a vibrant hub for artists, musicians, and performers. The Downtown Denton Foundation directly enhances this tourism identity by producing year-round, dynamic programming that showcases these local creatives, transforming the historic district into a premier regional destination. By acting as a dedicated champion for the independent local subculture, the foundation preserves and promotes the authentic, original vibe that sets Denton apart from typical travel destinations. Through collaborative partnerships with downtown businesses, universities, and cultural non-profits, we actively reinforce the city's reputation as a creative hotspot. This consistent, high-quality event execution gives out-of-market visitors a unique, immersive cultural experience, successfully positioning Denton as a must-visit destination that drives regional tourism and repeat weekend stays.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

Yes, our diverse portfolio of 30+ annual events and signature installations, such as the Arts Walk of Fame, directly attracts niche audiences and specialized travelers who otherwise would have no baseline reason to visit the city. By producing highly unique, subculture-focused attractions—such as specialized Art Car showcases and forward-looking electric vehicle exhibitions—the foundation successfully draws passionate enthusiasts, creators, and tourists from deep within the Interstate 35 corridor, including central Oklahoma and the Austin metroplex, who travel specifically for these rare cultural experiences. Furthermore, our strategic programming alignment with Discover Denton, the O'Reilly Group, and the Denton Convention Center intentionally intercepts out-of-town corporate and convention travelers who are already in the region for business. By providing distinct, high-quality evening and weekend activities right in the historic district, we give these business travelers a compelling reason to venture out, explore Denton, and extend their stays, effectively capturing a massive demographic of visitors who would otherwise entirely bypass our local lodging, dining, and retail economies.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes, the foundation's comprehensive year-round programming directly promotes, activates, and celebrates the City of Denton's cultural, artistic, historic, and recreational assets. To elevate Denton's rich history and unique culture, the foundation produces specialized heritage initiatives such as the Historic Bar Tour and the annual Arts Walk of Fame, which honors influential figures who have shaped our local creative history. We also provide vital cultural community programming through specialized Halloween grants and seasonal events that activate our historic downtown core, keeping our architectural and heritage assets highly accessible and engaging for out-of-market visitors. Our artistic assets are heavily spotlighted through signature, high-draw festivals and recurring performance series. Flagship events like Arts and Autos beautifully combine custom automotive craftsmanship with local visual art showcases.

Simultaneously, our highly popular Twilight Tunes Spring and Fall concert series, alongside our monthly First Fridays events, draw consistent regional crowds to experience Denton's thriving live music scene and independent artisan community directly on the historic courthouse lawn. Finally, the foundation promotes the city's recreational assets through highly interactive, walkable community events like our fundraising walks and themed crawl events. These

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recreational activities intentionally utilize Denton's highly walkable, pedestrian-friendly downtown infrastructure. By routing these events through the heart of the district, we encourage out-of-market visitors to actively explore our urban public spaces, historic streets, and commercial corridors on foot, turning outdoor recreation into a powerful driver for local tourism and economic vitality.

G.4. Will event generate repeat tourism? Explain.

Yes, the foundations programming is specifically structured to cultivate a high rate of repeat tourism for the City of Denton. By maintaining a predictable, longstanding calendar of annual signature events alongside recurring monthly activations, we build a deep sense of tradition that allows out-of-town visitors to plan their travel and book hotel accommodations months in advance. When regional tourists attend a flagship fall event like Arts and Autos, they are introduced to the vibrant, walkable historic district and the year-round density of our programming. This positive first-time experience establishes a reliable standard of entertainment, directly incentivizing these same visitors to return during other seasons for our spring and summer Twilight Tunes concert series, monthly First Fridays, or specialized holiday events. Furthermore, our upcoming digital infrastructure will actively convert first-time attendees into recurring overnight guests. With the launch of our dedicated website lodging portal in late 2026, every tourist who books a hotel stay through our system for a specific event will be seamlessly integrated into our automated marketing pipeline. This allows the foundation to directly target past out-of-market visitors with personalized email itineraries, lodging incentives, and promotional packages for completely different festivals throughout the year. By combining predictable, high-quality event execution with sophisticated, targeted remarketing, the foundation ensures that a single visit to Denton translates into a lifelong pattern of repeat tourism that continuously drives municipal lodging and sales tax growth.

H. Reporting and Evaluation Plan

Completed by secretary@downtowndenton.org on 6/30/2026 5:54 PM

Case Id: 30266

Name: Downtown Denton Foundation - 2027

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

H.1a. What is the ticket price? Add any additional information related to your Ticket Price.

The DDF Fundraising events (Walks & Crawls) are ticketed events. Non-fundraising events are available to attend for free, registration is highly encouraged but not required. Ticket prices generally run \$20 - \$45 depending on the event and the early bird pricing packages. Arts & Autos has registration fees for car show participants, vendors and Chalk Fest artists, but the public is able to attend the event for free.

H.2. Does your organization gather data on attendees to your events/programs?

Yes

H.2a. If Yes, how is data collected?

When a ticket is sold, or if someone RSVP's to an event the zip code and email is collected to ensure we are capturing data on the participants and able to market to them in the future. We also capture Zipcode information when the public participates in our interactive activities, such as voting for their favorite car, participating in Scavenger Hunts, Etc.

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Attendance, marketing metrics, financial reconciliation. Through our partnership with the City of Denton, we are able to reference Placer AI data for larger events such as Arts & Autos. We do post-event merchant surveys to collect data on economic impact to the businesses within the district comparing the event dates to typical traffic and sales metrics. We also have codes

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

We have successfully completed all prior reporting for HOT funds. Our President and Treasurer meet with staff at the end of each reporting period to ensure we have captured all expenses properly.

I. Required Documents

Completed by molly@downtowndenton.org on 6/30/2026 6:42 PM

Case Id: 30266

Name: Downtown Denton Foundation - 2027

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

FRANCHISE TAX ACCOUNT STATUS_DMSA.pdf



Current Board of Directors roster including name, title, address and phone number *Required

Downtown Denton Foundation - 2026 Board Member Contact List (1).pdf



Board Meeting Schedule *Required

DDF 2026 Board Meeting Schedule.pdf



Provide constitution/by-laws *Required

DDF ByLaws Edits 06.24.26.docx



Provide last two year's audited financial or balance sheet. *Required

2026 DMSA Budget Approved.xlsx

DDF-P&L(2024).pdf

DDF-P&L(2025).pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

Certificate of Fact_DMSA.pdf

DDF - IRS Form 1023.pdf

IRS Letter of Determination DMS Foundation.pdf

☒ **Most recent 990 Form submitted to IRS *Required**

2024 Form 990_DMSA.pdf

DDF - IRS 990-N (2025).png

☒ **Substitute W-9 for PO *Required**

DDF_W-9_Signed v2.pdf

W-9_DMSA - 2026.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. *Required**

DDF_DMSA_ 2025-2026 Donations.pdf

☐ **Other Documents**

***No files uploaded*

Submit

Completed by president@downtowndenton.org on 6/30/2026 6:45 PM

Case Id: 30266

Name: Downtown Denton Foundation - 2027

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Kristen Kendrick Bigley

Electronically signed by president@downtowndenton.org on 6/30/2026 6:45 PM

Secretary/Treasurer's signature

Jason Bodor

Electronically signed by secretary@downtowndenton.org on 6/30/2026 6:45 PM

Admin Docs

No data saved

Case Id: 30266

Name: Downtown Denton Foundation - 2027

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30266

Name: Downtown Denton Foundation - 2027

Address: 101 S Locust St, Suite B-02, Denton, TX 76201--

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by danielclanton.dc@gmail.com on 6/18/2026 3:03 PM

Case Id: 30268

Name: Denton Breakfast Kiwanis Club - 2027

Address: PO Box 14, Denton, TX 76201

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists.

The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by danielclanton.dc@gmail.com on 6/18/2026 3:04 PM

Case Id: 30268

Name: Denton Breakfast Kiwanis Club - 2027

Address: PO Box 14, Denton, TX 76201

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

dc

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

dc

☒ Must be based in the City of Denton.

Initial:

dc

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

dc

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

dc

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

dc

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

dc

☒ Must have an active governing body.

Initial:

dc

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

dc

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

dc

A. Applicant Information

Completed by danielclanton.dc@gmail.com on 6/18/2026 3:20 PM

Case Id: 30268

Name: Denton Breakfast Kiwanis Club - 2027

Address: PO Box 14, Denton, TX 76201

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Breakfast Kiwanis

A.2. Mailing Address

PO Box 14 Denton, TX 76201

A.3. Tax ID Number

75-6049456

A.4. Name of Event

44th Annual Turkey Roll Bicycle Rally

A.5. Physical Address of the Event

3001 Bronco Way Denton, TX 76207

A.6. Phone Number

(194) 023-1593

A.7. Website

Dentonturkeyroll.com

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

The Denton Breakfast Kiwanis Club is a local service organization dedicated to improving the lives of children and families in the Denton community. Through volunteer service, youth leadership support, scholarships, and community projects, our club works to strengthen Denton while living out the Kiwanis mission of serving the children of the world, one child and one community at a time.

A.9. Event Start Date

11/21/2026

Event End Date

Printed By: Terrance Jones on 7/22/2026

PRIMARY CONTACT

A.14. First Name

Daniel

A.15. Last Name

Clanton

A.16. Title

Lt Gov. Division 8

A.17. Phone Number

(940) 231-5933

A.18. Email

danielclanton.dc@gmail.com

SECONDARY CONTACT

A.19. First Name

Chrissie

A.20. Last Name

Clanton

A.21. Title

Turkey Roll Chair

A.22. Phone Number

(940) 231-5932

A.23. Email

DentonTurkeyRoll@gmail.com

A.10. Describe the event in which funds are being requested to support.

The Denton Breakfast Kiwanis Turkey Roll Bicycle Rally is an annual community cycling event and fundraiser held in Denton, Texas. Now in its 44th year, the Turkey Roll brings together riders from across Texas and beyond for a family-friendly bicycle rally that promotes community involvement, healthy activity, and support for local service projects. Last year, the event welcomed 1,083 riders. Funds and in-kind support from the Turkey Roll help the Denton Breakfast Kiwanis Club continue serving children, youth, and families through scholarships, youth leadership programs, and community service initiatives throughout the Denton area.

A.11. Dollar amount request for HOT funds

\$7,000.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☐ Convention Centers and Visitor Information
- ☐ Registration of Convention Delegates
- ☒ Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- ☐ Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
- ☐ Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry
- ☐ Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section
- ☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality
- ☐ Administration

A.13. How does the requested funding meet the definition of the HOT categories listed in the Program Overview Section on this application?

The Denton Breakfast Kiwanis Turkey Roll Bicycle Rally meets the HOT funding category for Sporting Event Expenses that substantially increase economic activity at hotels. The Turkey Roll is a long-standing annual sporting event in Denton, now in its 44th year, that attracts cyclists and visitors from outside the city and surrounding area. Last year, the event welcomed 1,083 riders, with participants traveling from across Texas and even from states such as Florida. Because many riders come from outside Denton, the event directly supports tourism activity by bringing visitors into the city who may use local hotels, restaurants, fuel stations, retail businesses, and other visitor-related services. The requested support will help promote and support the Turkey Roll Bicycle Rally as a tourism-related sporting event. By helping attract out-of-town participants and their families to Denton, the event aligns with the HOT purpose of directly promoting tourism and supporting economic activity connected to the hotel and visitor industry.

B. Tourism Impact

Completed by danielclanton.dc@gmail.com on 6/18/2026 3:23 PM

Case Id: 30268

Name: Denton Breakfast Kiwanis Club - 2027

Address: PO Box 14, Denton, TX 76201

B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

1083

B.2. What is the estimated attendance for next year's event?

1250

B.3. How many people attending the event will use Denton Hotels?

250

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

2

B.5. Do you reserve room blocks in the area of the event?

No

If No, do you have a code set up with the Convention and Visitors Bureau that attendees can use during their stay?
(This is a requirement for funding)

Yes

B.6. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

The Denton Breakfast Kiwanis Turkey Roll Bicycle Rally promotes tourism and supports the hotel and visitor industry by attracting cyclists, families, volunteers, and spectators to Denton for a long-standing annual sporting event. Now in its 44th year, the Turkey Roll has become a recognized bicycle rally that draws participants from across Texas and beyond. In 2025, the Turkey Roll welcomed 1,083 riders. Many participants travel from outside Denton and surrounding communities, and the event has also attracted out-of-state riders, including participants from Florida. These visitors come to Denton specifically for the rally, which creates tourism activity tied directly to the event. The event supports the hotel and visitor economy by encouraging out-of-town riders and their families to stay in Denton-area hotels, eat at local restaurants, purchase fuel, shop locally, and visit other Denton businesses and attractions while they are in town. Because the ride begins early in the morning, many out-of-town participants may choose to arrive the night before, creating an opportunity for overnight hotel stays. Requested funding would help promote the Turkey Roll to a wider audience of cyclists and visitors through event advertising, outreach, registration promotion, and public communications. These promotional efforts are intended to increase awareness of Denton as the host city, attract additional out-of-town riders, and strengthen the event's impact on tourism-related economic activity. By supporting the Turkey Roll, HOT funding would help Denton Breakfast Kiwanis continue growing an established sporting event that brings visitors into the city, promotes Denton as a destination, and contributes to economic activity connected to the hotel, restaurant, retail, and visitor-service industries.

C. Economic Impact

Case Id: 30268

Name: Denton Breakfast Kiwanis Club - 2027

Address: PO Box 14, Denton, TX 76201

Completed by danielclanton.dc@gmail.com on 6/18/2026 3:41 PM

C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Denton Breakfast Kiwanis Club and the Turkey Roll Bicycle Rally further a charitable cause, support community growth, and serve a public interest by raising funds that are reinvested into programs benefiting children, youth, and families in the Denton community. The Turkey Roll is the Denton Breakfast Kiwanis Club's primary annual fundraiser. Proceeds from the event help support local scholarships, youth leadership programs, Key Club activities, community service projects, and other charitable efforts that strengthen Denton and serve those in need. Through these efforts, the event directly supports the Kiwanis mission of improving the lives of children and serving the community. In addition to its charitable purpose, the Turkey Roll contributes to economic and community growth by bringing riders, families, volunteers, and visitors into Denton for a well-established annual event. These participants support local businesses, restaurants, hotels, fuel stations, and retail establishments while they are in the area. The event also serves a public interest by promoting healthy outdoor activity, volunteerism, civic engagement, and community pride. Now in its 44th year, the Turkey Roll is more than a bicycle rally; it is a Denton tradition that brings people together, supports local youth, and helps fund service projects that make a lasting difference in the community.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership
Anderson's	Sponsor lunch for riders
Bill Utter Ford	SAG wagon Trucks
Zimmer Kabota	Sponsor of the start and finish line
AllState Insurance	Allstate Insurance is a local Denton business sponsor and community partner supporting the Turkey Roll Bicycle Rally.
GBR	Sponsor of a rest stop for riders
Boy Scouts troupe 366	Sponsor of a rest stop
Cane's on loop 288	provide food on the route for the riders and sponsor a rest stop (zachary road)
Denton Bicycle Center	Provide storage for the events signs
Amy's Donuts	Providing breakfast
Denton High School	Location for the Rally to begin and end
Rudy's	provide food on the route for the riders and sponsor a rest stop (Mustang Church)
Stretch Lab	Providing and in-kind donation of time to stretch the riders before and after the ride
Frenchy's	Providing chairs and tables for riders
Leigh Hilton Lawfirm	Provided the bags for riders
Denton County Amateur radio	Provide communication and sag wagons

Steve's wine Bar	Providing water for the riders
Beth Marie's	Coupons for a free ice cream for the riders

D. Marketing Plan

Completed by danielclanton.dc@gmail.com on 6/18/2026 3:45 PM

Case Id: 30268

Name: Denton Breakfast Kiwanis Club - 2027

Address: PO Box 14, Denton, TX 76201

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

The marketing plan for the Denton Breakfast Kiwanis Turkey Roll Bicycle Rally will promote the City of Denton by positioning Denton as the host city for a long-standing regional cycling event that attracts riders, families, volunteers, and visitors from across Texas and beyond. All event promotion will identify Denton, Texas as the location of the Turkey Roll and will encourage out-of-town participants to travel to Denton for the event. Marketing efforts will highlight the Turkey Roll as a 44-year Denton tradition and will emphasize Denton as a welcoming destination for cyclists, families, and community supporters. Because the rally begins early in the morning, marketing will encourage out-of-town riders to plan ahead, visit Denton, and consider local lodging, dining, fuel, shopping, and other visitor services while they are in the area. The event will be promoted through the Denton Breakfast Kiwanis Club website, Turkey Roll registration page, social media posts, Facebook event promotion, sponsor and partner communications, email outreach, community calendars, and direct communication with cycling groups and past participants. The event will also be promoted through printed materials, event signage, sponsor recognition, and participant T-shirts that identify the Turkey Roll as a Denton-based event. Through these marketing platforms, the Turkey Roll will help increase awareness of Denton as a destination for outdoor recreation, community events, and visitor activity. The goal of the marketing plan is to attract riders and families to Denton, increase event participation, support local businesses, and strengthen the City of Denton's visibility as the home of a successful annual sporting event.

D.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☒ Email
- ☐ CVB
- ☐ Influencers
- ☒ Print
- ☐ Radio
- ☐ TV
- ☐ Travel Sites
- ☐ Hotels

☐ Other

D.3. Geographic markets targeted:

☒ Denton

☒ DFW

☒ Texas

☒ Multi-State

☒ National

D.4. Total marketing budget:

\$0.00

D.5. Marketing budget targeting overnight visitors:

\$0.00

D.6. Past marketing performance metrics:

Website traffic

Social reach

Email subscribers

E. Budget and Fiscal Responsibility

Completed by danielclanton.dc@gmail.com on 6/18/2026 4:09 PM

Case Id: 30268

Name: Denton Breakfast Kiwanis Club - 2027

Address: PO Box 14, Denton, TX 76201

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

The requested funds will be used to partially support the planning, promotion, and operation of the Denton Breakfast Kiwanis Turkey Roll Bicycle Rally. These funds will help offset event expenses necessary to attract riders to Denton, provide a safe and organized event experience, and continue growing the rally as a tourism-related sporting event. Funds may be used for event marketing and promotion, including website updates, social media advertising, registration platform costs, printed promotional materials, rider communications, and outreach to cycling groups and past participants. These efforts are intended to promote Denton as the host city and encourage out-of-town riders and their families to attend the event. Funds may also be used for operational expenses directly related to hosting the rally, including route support, signage, rest stop supplies, rider safety materials, permits, portable restrooms, insurance, event supplies, volunteer support, and other necessary costs associated with serving riders on the day of the event. By helping cover these expenses, the requested funds will allow Denton Breakfast Kiwanis to direct more of the event proceeds toward its charitable mission, including scholarships, youth leadership programs, and community service projects benefiting children, youth, and families in the Denton area.

E.2. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☐ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
HOT funds	\$7,000.00
Hayes Berry White and Vanzant	\$500.00
	\$7,500.00

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
Marketing	\$7,000.00

Portable restrooms	\$1,600.00
HHH ads / booth / outreach / travel	\$500.00
Rest stop equipment and miscellaneous	\$600.00
T-shirts	\$8,000.00
Food / beverage	\$1,000.00
Paper products	\$938.00
Event bags	\$8,000.00
Sponsor recognition / plaques / program	\$1,500.00
Police and traffic control	\$2,500.00
	\$31,638.00

F. Organizational Capacity

Completed by danielclanton.dc@gmail.com on 6/18/2026 4:14 PM

Case Id: 30268

Name: Denton Breakfast Kiwanis Club - 2027

Address: PO Box 14, Denton, TX 76201

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

43

F.2. Number of full-time staff:

0

F.3. Number of volunteers:

100

F.4. Previously received HOT funding:

Yes

F.4a. Previously received HOT funding Amount

\$6,000.00

F.5. Successfully completed prior HOT reporting:

Yes

F.6. Will your organization be able to provide insurance coverage for the event?

Yes

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

The Denton Breakfast Kiwanis Club's long-term plan for the Turkey Roll Bicycle Rally is to continue growing the event as a recognized Denton tradition and regional cycling event that attracts riders, families, and visitors to the City of Denton. Over the next 3 to 5 years, our goal is to increase participation, strengthen event marketing, expand sponsorship support, and improve the rider experience. The Turkey Roll had 1,083 riders in 2025, and our goal is to grow participation to 1,250 riders in 2026 and 1,500 riders in 2027. Continued growth would increase the event's tourism impact by bringing more out-of-town riders and families to Denton, creating additional opportunities for hotel stays, restaurant visits, fuel purchases, shopping, and other visitor-related economic activity. To support this growth, Denton Breakfast Kiwanis plans to improve event promotion through the event website, registration platform, social media, email outreach, cycling group engagement, sponsor partnerships, and community marketing. We also plan to continue strengthening route support, signage, rest stops, safety planning, volunteer coordination, and sponsor visibility to provide a high-quality event experience that encourages riders to return each year. Our long-term vision is for the Turkey Roll to remain a sustainable annual fundraiser for Denton Breakfast Kiwanis while also serving as a tourism-driving sporting event for the City of Denton. As participation grows, the event will continue supporting local businesses, promoting Denton as a destination, and generating funds for scholarships, youth leadership programs, and community

service projects that benefit children and families in Denton.

G. Community Benefit and Alignment

Case Id: 30268

Name: Denton Breakfast Kiwanis Club - 2027

Address: PO Box 14, Denton, TX 76201

Completed by danielclanton.dc@gmail.com on 6/18/2026 4:20 PM

G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

The Denton Breakfast Kiwanis Turkey Roll Bicycle Rally enhances Denton's tourism identity by promoting the city as a welcoming destination for outdoor recreation, community events, and regional sporting activities. As a 44-year annual tradition, the Turkey Roll helps connect Denton's name with a well-established cycling event that attracts riders, families, and visitors from across Texas and beyond. The event showcases Denton as a community that values service, hospitality, healthy activity, and local engagement. Riders who travel to Denton for the rally experience the city not only as the event location, but also as a place to eat, shop, stay, and visit. This helps strengthen Denton's reputation as a destination for both community-based events and visitor-friendly experiences. By continuing to grow participation from 1,083 riders in 2025 toward our goals of 1,250 riders in 2026 and 1,500 riders in 2027, the Turkey Roll will increase Denton's visibility among cyclists and visitors throughout the region. The event supports Denton's tourism identity by bringing people into the city, encouraging repeat visits, and presenting Denton as a strong host city for outdoor sporting events.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

Yes. The Turkey Roll Bicycle Rally attracts visitors who otherwise may not have a reason to visit Denton. Many participants travel to Denton specifically because of the rally, including riders from across Texas and, in past years, from out of state, including Florida. As a cycling event, the Turkey Roll appeals to riders who actively seek organized bicycle rallies and destination rides. These visitors are drawn to Denton because the event is hosted here, not because they were already planning a trip to the city. The rally gives them a specific reason to come to Denton, participate in a community sporting event, and spend time in the area. Because the event begins early in the morning, out-of-town riders may choose to arrive the night before, creating potential hotel stays. While in Denton, riders and their families may also eat at local restaurants, purchase fuel, shop, and visit other local businesses. In this way, the Turkey Roll helps introduce Denton to visitors who may not otherwise come to the city and encourages them to return in future years.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. The Turkey Roll Bicycle Rally promotes Denton's recreational assets by highlighting the city as a destination for outdoor activity, cycling, and community-based sporting events. The rally gives riders an opportunity to experience Denton through organized bicycle routes, local roads, community gathering spaces, and event support areas. As a long-standing Denton tradition, now in its 44th year, the Turkey Roll also supports Denton's community identity by bringing together residents, visitors, volunteers, local businesses, and civic organizations around a shared recreational event. Riders who travel to Denton for the rally are introduced to the city's welcoming community, local hospitality, restaurants, businesses, and visitor-friendly atmosphere. While the event is primarily recreational, it also helps strengthen Denton's broader tourism identity by connecting the city with healthy outdoor activity, civic service, and annual community traditions. The Turkey Roll encourages visitors to see Denton as more than a stop on the map, but as a place to participate, gather, and return for future events.

G.4. Will event generate repeat tourism? Explain.

Yes. The Turkey Roll Bicycle Rally has strong potential to generate repeat tourism because it is an established annual event with a loyal rider base and a long history in Denton. Now in its 44th year, the rally gives cyclists a reason to return to Denton year after year for a familiar, well-organized recreational event. Many cyclists participate in annual rides as part of their regular event calendar, especially when the event offers good routes, strong volunteer support, community hospitality, and a positive rider experience. As riders return, they may also bring family members, friends, cycling groups, or team members with them, increasing the event's visitor impact over time. The Turkey Roll also helps introduce first-time visitors to Denton. Once riders experience the event and the city, they are more likely to return for future Turkey Roll rallies or visit Denton again for dining, shopping, recreation, or other community events. By growing from 1,083 riders in 2025 toward our goals of 1,250 riders in 2026 and 1,500 riders in 2027, the event is positioned to increase repeat tourism and strengthen Denton's visibility as a destination for cycling and outdoor recreation.

H. Reporting and Evaluation Plan

Completed by danielclanton.dc@gmail.com on 6/18/2026 4:25 PM

Case Id: 30268

Name: Denton Breakfast Kiwanis Club - 2027

Address: PO Box 14, Denton, TX 76201

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

H.1a. What is the ticket price? Add any additional information related to your Ticket Price.

\$15.00 to \$65.00

H.2. Does your organization gather data on attendees to your events/programs?

Yes

H.2a. If Yes, how is data collected?

Attendee data is collected through the Active registration website used for Turkey Roll rider registration. This platform provides registration information such as participant counts, rider information, route selection, and other event-related data that helps us evaluate attendance and participation trends. For the next event year, Denton Breakfast Kiwanis also plans to explore geofencing or similar location-based data tools to better understand visitor activity, attendee origin, and the event's tourism impact on the City of Denton.

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

After the event, Denton Breakfast Kiwanis will be able to report 2026 attendance and registration totals, including the total number of registered riders and available participant data collected through the Active registration platform. We will also be able to report marketing metrics related to event promotion, including website traffic, social media engagement, registration page activity, email outreach performance, and sponsor visibility where available. For the 2026 event, we also plan to work with local hotel partners to establish a rider hotel block or booking code. If available, this will allow us to report hotel-related data such as room block usage, booking code activity, and estimated hotel nights connected to the event. In addition, Denton Breakfast Kiwanis will be able to provide financial reconciliation after the event, including sponsorship revenue, registration revenue, event expenses, and net proceeds supporting the club's charitable programs and community service projects.

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

If awarded, Denton Breakfast Kiwanis will fulfill the quarterly financial reporting and post-event 30-day reporting requirements by maintaining organized financial and event records throughout the planning period and immediately following the Turkey Roll Bicycle Rally. The club will track grant-related income and expenses separately from general event activity to support accurate reporting. Records will include invoices, receipts, sponsorship documentation, registration revenue, marketing expenses, operational expenses, and any other eligible costs connected to the event. Quarterly financial reports will be prepared using the club's financial records and reviewed by the appropriate club officers before submission. These reports will show how funds have been received, obligated, or spent during each

reporting period. Within 30 days after the event, Denton Breakfast Kiwanis will prepare a post-event report that includes final attendance numbers, available participant data from the Active registration platform, marketing metrics, financial reconciliation, sponsorship information, and any available hotel or visitor-related data. The club also plans to work toward using hotel booking codes or room blocks to better support tourism reporting for the 2026 event. Denton Breakfast Kiwanis understands the importance of accountability and will maintain documentation needed to demonstrate that awarded funds were used appropriately and in support of the event's tourism and community impact.

I. Required Documents

Completed by danielclanton.dc@gmail.com on 6/22/2026 8:11 AM

Case Id: 30268

Name: Denton Breakfast Kiwanis Club - 2027

Address: PO Box 14, Denton, TX 76201

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Tax Exemption letter 2021.pdf



Current Board of Directors roster including name, title, address and phone number *Required

Board of Directors.pdf



Board Meeting Schedule *Required

Board Meeting Schedule.docx



Provide constitution/by-laws *Required

Bylaws Denton Breakfast Denton K05278 Approved.pdf



Provide last two year's audited financial or balance sheet. *Required

Denton_HOT_Funds_Last_Two_Years_Financial_Summary.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

Tax Exemption letter 2021.pdf

☒ **Most recent 990 Form submitted to IRS **Required***

990.pdf

☒ **Substitute W-9 for PO **Required***

DBK W9.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. **Required***

Denton_Breakfast_Kiwanis_Donation_Record_TYPED.pdf

☐ **Other Documents**

***No files uploaded*

Submit

Completed by jeastup52@icloud.com on 6/25/2026 11:41 AM

Case Id: 30268

Name: Denton Breakfast Kiwanis Club - 2027

Address: PO Box 14, Denton, TX 76201

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Chrissie Clanton

Electronically signed by swetlt1@aol.com on 6/24/2026 2:42 PM

Secretary/Treasurer's signature

Jerry Eastup

Electronically signed by jeastup52@icloud.com on 6/25/2026 11:40 AM

Admin Docs

No data saved

Case Id: 30268

Name: Denton Breakfast Kiwanis Club - 2027

Address: PO Box 14, Denton, TX 76201

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30268

Name: Denton Breakfast Kiwanis Club - 2027

Address: PO Box 14, Denton, TX 76201

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by ktlechler@gmail.com on 6/23/2026 10:17 AM

Case Id: 30273

Name: Denton Festival Foundation, Inc. - 2027

Address: 733 Fort Worth Drive Suite 99, Denton, TX

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists.

The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by ktlechler@gmail.com on 6/23/2026 10:19 AM

Case Id: 30273

Name: Denton Festival Foundation, Inc. - 2027

Address: 733 Fort Worth Drive Suite 99, Denton, TX

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

KL

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

KL

☒ Must be based in the City of Denton.

Initial:

KL

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

KL

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

KL

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

KL

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

KL

☒ Must have an active governing body.

Initial:

KL

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

KL

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

KL

A. Applicant Information

Completed by ktlechler@gmail.com on 6/29/2026 6:55 PM

Case Id: 30273

Name: Denton Festival Foundation, Inc. - 2027

Address: 733 Fort Worth Drive Suite 99, Denton, TX

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Festival Foundation, Inc.

A.2. Mailing Address

733 Fort Worth Drive Suite 99 Denton, TX 76201

A.3. Tax ID Number

75-1704906

A.4. Name of Event

Denton Arts & Jazz Festival

A.5. Physical Address of the Event

North Texas Fairgrounds 2217 North Carroll Boulevard
Denton, TX 76201

A.6. Phone Number

(940) 565-0931

A.7. Website

www.dentonjazzfest.com

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

To plan, promote and produce community events which nurture the study and promotion of the performing and visual arts in multi-disciplined, culturally diverse formats. The Foundation's events represent the creative energy and spirit of giving and sharing through music and the arts.

A.9. Event Start Date

01/01/2027

Event End Date

12/31/2027

PRIMARY CONTACT

A.14. First Name

Kevin

A.15. Last Name

Lechler

A.16. Title

Executive Director

A.17. Phone Number

(940) 565-0931

A.18. Email

ktlechler@gmail.com

SECONDARY CONTACT

A.19. First Name

Terry

A.20. Last Name

Tekell

A.21. Title

President

A.22. Phone Number

(940) 453-4897

A.23. Email

ttekell@bcimechanical.com

A.10. Describe the event in which funds are being requested to support.

The Denton Arts & Jazz Festival is one of the largest free arts and music festivals in North Texas and is widely considered Denton's signature event. Founded in 1980, it combines live music, visual arts, food, and family activities into a multi-day celebration. Five stages, activities for families and children along with thousands of performances create a lively atmosphere combining a neighborhood feel with that of a major regional festival.

A.11. Dollar amount request for HOT funds

\$125,000.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☐ Convention Centers and Visitor Information
- ☐ Registration of Convention Delegates
- ☒ Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- ☐ Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
- ☐ Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry
- ☐ Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section
- ☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality
- ☐ Administration

A.13. How does the requested funding meet the definition of the HOT categories listed in the Program Overview Section on this application?

Funds received will be applied to the marketing and promotion of the event as well as production expenses

and professional musician salaries. Marketing and promotion expenses include social media content creation, advertising on social media, online, print, television and radio. Production expenses include the infrastructure required (stage rental, lighting, sound equipment) and generators to power all stages and vendor booths. Production expenses also include the technicians required for the above. Professional Musician salaries include event headliners and performers on our three professional stages who are all paid for their work.

B. Tourism Impact

Completed by ktlechler@gmail.com on 6/29/2026 6:57 PM

Case Id: 30273

Name: Denton Festival Foundation, Inc. - 2027

Address: 733 Fort Worth Drive Suite 99, Denton, TX

B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

100,500

B.2. What is the estimated attendance for next year's event?

125,000

B.3. How many people attending the event will use Denton Hotels?

2,000

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

3

B.5. Do you reserve room blocks in the area of the event?

No

**If No, do you have a code set up with the Convention and Visitors Bureau that attendees can use during their stay?
(This is a requirement for funding)**

Yes

B.6. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

The Denton Arts and Jazz Festival is a critical economic driver for the city of Denton, contributing to the local economy and acting as a primary driver for local hotel occupancy tax revenue. According to EVENT IMPACT CALCULATOR, when using an estimated attendance of 100,500 people, the number of vendors, the percentage of visitors from out of town and our annual budget, the estimated economic impact of the Denton Arts & Jazz Festival is between \$4 and \$5 million in direct, indirect and induced local economic activity annually. Historical data on Denton cultural events shows that approximately 25 percent of event attendees travel from outside the city limits, according to the North Texas Daily, and out of town visitors spend significantly more on dining and retail than local attendees. The influx of people for the event spikes room demand across Denton's hotels, driving up the Average Daily Rate and Revenue per Available Room. Beginning in the current year we will be working with Discover Denton to create booking codes for attendees and our Vendors so that we will better be able to track room nights generated. - Based on mobility data from Placer AI, 23% of 2025 attendees originated from outside Denton County, including visitors from Oklahoma, Louisiana, Arkansas and Kansas. In the past we could only be sure of the room nights generated by our Vendors - approximately 38 percent of a total of 275 come from outside Denton and require hotel 3 to 4 night stays. Additionally, our headliners typically average 8 room nights each for 2 nights and these are paid directly by the Festival Foundation. The estimate of 2,000 room hotel users includes vendors, performers, sponsors, volunteers and general attendees using Discover Denton booking codes together with historical attendance patterns.

C. Economic Impact

Completed by ktlechler@gmail.com on 6/30/2026 10:30 AM

Case Id: 30273

Name: Denton Festival Foundation, Inc. - 2027

Address: 733 Fort Worth Drive Suite 99, Denton, TX

C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Denton Arts and Jazz Festival drives economic growth by attracting over 100,000 attendees to the area which boosts local hotel occupancy while generating substantial Vendor revenue. It fuels community growth by providing free public access to the arts. Visitors boost the local economy by increasing spending on dining, retail and lodging. The event hosts hundreds of Vendors and provides opportunities for these small businesses to earn annual revenue. The event is free to attend which removes financial barriers and allows residents from all socioeconomic backgrounds to participate in cultural enrichment. The Denton Arts and Jazz Festival reinvests into the economy by paying musicians for their work. It also invests thousands locally through its rental of staging, sound and lighting equipment, fencing, tents, portable restrooms, generators and much more. The festival highlights young talent by providing stages for student jazz, choral and drama groups, providing a showcase for the University of North Texas' College of Music and features youth-focused activities for the entire family. Our economic impact estimates are calculated using EVENT IMPACT CALCULATOR based upon last year's attendance of 100,500, vendor participation, estimated overnight visitors and direct expenditures.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership
The Law Offices of Tim Powers	Sponsorship of UNT Showcase Stage
Denton Benefit League	Annual Grant Recipient
Denton Media Company	Advertising
First United Bank	Fine Arts Area Sponsor
Texas Health Presbyterian Denton	Sponsor

D. Marketing Plan

Completed by ktlechler@gmail.com on 6/30/2026 10:34 AM

Case Id: 30273

Name: Denton Festival Foundation, Inc. - 2027

Address: 733 Fort Worth Drive Suite 99, Denton, TX

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

The festival cements Denton's reputation as a premier cultural destination, serving as a tourism showcase spotlighting Denton's unique identity. Our marketing and promotional strategy relies on a mixture of digital, print, broadcast and community-level marketing platforms to maximize visibility and drive regional tourism. The festival showcases regional assets like the UNT College of Music and the TWU dance programs, framing Denton as a hotbed for education and the arts. Marketing materials show Denton as a vibrant, family friendly weekend destination, encouraging multi-day visits. Branding will focus heavily on Denton's capacity to produce major, highly accessible events. In order to get our message across we will utilize digital and social media platforms, cross promoting on Discover Denton. Our social media channels will actively feature campaigns run on Instagram, Facebook and X. We will use these channels for lineup rollout, artisan previews, logistics updates and live-streaming performance snippets. Newspaper partnerships with the Denton Record Chronicle will feature major print and digital campaigns locally and throughout the DFW Metroplex. We will utilize online advertising with state wide periodicals such as Texas Monthly and in similar publications in the surrounding states. Our continuing relationship with Denton County Transportation Authority will allow for transportation based marketing and digital cross promotion on RideDCTA.net to emphasize easy, stress free travel to Denton. Overall, our goal is to increase our website traffic to 200,000 total views and social media impressions to well over two million total impressions, including Google Ads.

D.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☒ CVB
- ☒ Influencers
- ☒ Print
- ☒ Radio
- ☒ TV
- ☒ Travel Sites
- ☒ Hotels

☒ Other

D.3. Geographic markets targeted:

☒ Denton

☒ DFW

☒ Texas

☒ Multi-State

☐ National

D.4. Total marketing budget:

\$27,000.00

D.5. Marketing budget targeting overnight visitors:

\$27,000.00

D.6. Past marketing performance metrics:

Website traffic

180,350 total views

Social reach

986,255 total reach, up 112% over previous year

Email subscribers

E. Budget and Fiscal Responsibility

Completed by ktlechler@gmail.com on 6/30/2026 10:31 AM

Case Id: 30273

Name: Denton Festival Foundation, Inc. - 2027

Address: 733 Fort Worth Drive Suite 99, Denton, TX

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

Requested funds will be used to augment marketing efforts for the event, production expenses and salary support for professional musicians. Marketing efforts include social media content creation, on line advertising and print advertising. Production expenses include necessary site operations for the event - staging, lighting, sound equipment as well as generators to power those stages. Professional musician salaries include both Headliner salaries and the fees paid to professional musicians on three of our stages. Breakdown of HOT fund use is as follows: Marketing \$27,000.00; Professional Musicians \$50,000.00 and production expenses \$48,000.00

E.2. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☐ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
City of Denton HOT funds	\$125,000.00
The Law Office of Tim Powers	\$15,000.00
Denton Benefit League	\$12,000.00
Texas Commission on the Arts	\$10,000.00
Texas Health Presbyterian Denton	\$3,000.00
Denton Record Chronicle (In-Kind)	\$40,000.00
North Central Texas College	\$5,000.00
DCTA	\$5,000.00
HEB	\$10,000.00
Corporate Sponsors	\$68,000.00
Individual Sponsors	\$18,000.00
Booth Space Rentals	\$50,000.00
Made In Denton (special event fundraiser)	\$20,000.00

Event Revenue (sales)	\$40,000.00
City of Denton Cash Sponsorship	\$20,000.00
	\$441,000.00

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
Emerald City Productions (staging, lighting, sound)	\$85,000.00
CES Power (generators)	\$55,000.00
Headliner Salaries	\$30,000.00
Music North Texas Talent Partners (Professional Musicians)	\$20,000.00
Online Ads	\$6,000.00
Radio and Television Ads	\$6,000.00
Social Media Content Creation	\$10,000.00
Social Media Ads	\$5,000.00
Organizational Expenses (Rent, Telephone, etc)	\$25,000.00
Event Expense (Facility, Fees, Rentals, Insurance, etc)	\$83,400.00
Made In Denton (special event fundraiser)	\$10,000.00
Donations	\$6,600.00
Salaries (staff, contract labor, etc)	\$99,000.00
	\$441,000.00

F. Organizational Capacity

Completed by ktlechler@gmail.com on 6/29/2026 6:59 PM

Case Id: 30273

Name: Denton Festival Foundation, Inc. - 2027

Address: 733 Fort Worth Drive Suite 99, Denton, TX

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

35

F.2. Number of full-time staff:

1

F.3. Number of volunteers:

350

F.4. Previously received HOT funding:

Yes

F.4a. Previously received HOT funding Amount

\$94,000.00

F.5. Successfully completed prior HOT reporting:

Yes

F.6. Will your organization be able to provide insurance coverage for the event?

Yes

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Long term goals include increasing programming for children by hiring more professional entertainment geared towards the younger set. The increased programming would also include an additional activity where children could learn about different instruments from musicians who play them. Financially, our goal is to build back our reserve accounts which have been drastically reduced in the years since the Covid-19 pandemic. In order to do this we must dramatically reduce expenses despite costs of goods and services continually rising.

G. Community Benefit and Alignment

Case Id: 30273

Name: Denton Festival Foundation, Inc. - 2027

Address: 733 Fort Worth Drive Suite 99, Denton, TX

Completed by ktlechler@gmail.com on 6/29/2026 7:00 PM

G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

The Denton Arts and Jazz Festival anchors Denton's tourism identity by celebrating the city's reputation as a premier music and cultural destination. It highlights local, regional and national talent, drives regional economic impact and reinvests back into the community. Specifically, the festival directly honors Denton's historic jazz roots, dating back to the 1940's, by featuring renowned ensembles from the University of North Texas College of Music while also celebrating diverse musical genres and hosting a nationally-sourced juried art show.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

Because it is one of the largest free tourist attractions in North Texas, it draws significant numbers of visitors who travel exclusively to the city to experience the arts and musical acts. The primary draws include multiple stages with jazz, blues and cross cultural music, fine arts and crafts booths and thousands of participating artists (visual and music). All of these things contribute to the Festival being a major pull for regional visitors looking for accessible, large scale entertainment.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

By putting student, amateur and professional musicians on our stages, the Denton Arts and Jazz Festival is promoting Denton's cultural and artistic assets. In addition, the event has donated proceeds back to the community, having helped with preservation projects such as the Campus Theatre and the Visual Arts Center restorations. Proceeds from the event have also gone towards the beautification and safety of Quakertown Park, including the donation of public art, electrical and lighting improvements and contributions towards the "Festival" bridge connecting the Civic Center to the northern part of the park.

G.4. Will event generate repeat tourism? Explain.

The Denton Arts and Jazz Festival is a multi-decade tradition for thousands of visitors each year. It converts first-time attendees into returning travelers through specific, recurring economic and cultural hooks. For many families and music lovers, the festival is an annual ritual. Because the event features deep community roots and consistent programming, it brings back the same out-of-town demographic every single year. The free admission (a foundational mandate for the Foundation) removes the financial barrier of a ticket and drastically lowers the friction for out-of-town visitors to justify making the trip a recurring annual weekend getaway. The festival works as a low-cost trial for the city itself. Visitors come for the music and arts but are introduced to local dining, eclectic shops and a vibrant cultural vibe, prompting them to return for subsequent trips.

H. Reporting and Evaluation Plan

Completed by ktlechler@gmail.com on 6/29/2026 7:01 PM

Case Id: 30273

Name: Denton Festival Foundation, Inc. - 2027

Address: 733 Fort Worth Drive Suite 99, Denton, TX

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

H.2. Does your organization gather data on attendees to your events/programs?

Yes

H.2a. If Yes, how is data collected?

We collect data through short, informational surveys given at our Information booths, increasing participation with offers of souvenir discounts or giveaways. Additionally, we request all participants (artists, vendors, members, performers and partners) to complete a short survey about the event. Data is compiled and presented to our Board of Trustees and Long Range Planning Committee for planning purposes.

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Attendance will be much easier to gauge at the Fairgrounds as it is a fenced venue so there are specific entrances and exits. We will utilize aerial photographic analysis to estimate attendance as well as Placer AI. Hotel nights utilized will also be an easier task with the addition of booking codes. We will utilize two separate codes - one for our Vendors and Partners and the other for the general public. It will give a much clearer picture than we have had in the past. Marketing metrics will be measured through a mix of digital analytics, on-site surveys, vendor feedback and economic impact studies. Analytics include impression counts, engagement rates (likes, shares, and comments) and the growth of follower bases. Website analytics will also allow us to measure success of online ad campaigns while survey collection helps measure demographics and marketing effectiveness. We utilize the EVENTS IMPACT CALCULATOR program for gauging estimated economic impact. Though not as thorough as a true economic impact study, it provides a good estimate by taking more factors into consideration than most free estimators. Other specifics we will be able to report include a more accurate attendance figure, room nights utilized, average distance visitors have traveled, hotel booking code utilization, website traffic, earned media value, economic impact estimate, vendor sales, attendee satisfaction and the percentage of first time visitors vs repeat visitors.

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

By keeping accurate records and copies of all receipts and checks used for bill payment. Utilizing standardized forms for reporting and doing so in a timely manner.

I. Required Documents

Completed by ktlechler@gmail.com on 6/30/2026 5:50 PM

Case Id: 30273

Name: Denton Festival Foundation, Inc. - 2027

Address: 733 Fort Worth Drive Suite 99, Denton, TX

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Active Nonprofit Status.pdf



Current Board of Directors roster including name, title, address and phone number *Required

DFFBoardofTrustees26.docx



Board Meeting Schedule *Required

DFFBoardMeetingDates26.docx



Provide constitution/by-laws *Required

DFFByLaws-revision 2025.docx



Provide last two year's audited financial or balance sheet. *Required

2024 Financials.pdf

2025 Financials.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

IRS Ltr of Determination.pdf

 **Most recent 990 Form submitted to IRS *Required**

2022 Denton Festival Foundation Tax Return.pdf

 **Substitute W-9 for PO *Required**

FormW9June26.pdf

 **List of all donations made by your org last year. Name and dollar amount included. *Required**

Donations 2025.docx

 **Other Documents**

FestivalBeat_08_25_Final.pdf

Festival at a Glance_2025_8.5x14 UPDATED.pdf

WebsiteAnalytics25.pdf

Social Media Highlights 2025.docx

Submit

Completed by ktlechler@gmail.com on 6/30/2026 5:52 PM

Case Id: 30273

Name: Denton Festival Foundation, Inc. - 2027

Address: 733 Fort Worth Drive Suite 99, Denton, TX

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Terry Tekell

Electronically signed by ktlechler@gmail.com on 6/30/2026 5:52 PM

Secretary/Treasurer's signature

Susan Curry-Langston

Electronically signed by ktlechler@gmail.com on 6/30/2026 5:51 PM

Admin Docs

No data saved

Case Id: 30273

Name: Denton Festival Foundation, Inc. - 2027

Address: 733 Fort Worth Drive Suite 99, Denton, TX

Admin Docs

Please provide the following information.

Documentation



HOT Report Form with TPID *Required

***No files uploaded*



Post Event Form *Required

***No files uploaded*

Email Fields

No data saved

Case Id: 30273

Name: Denton Festival Foundation, Inc. - 2027

Address: 733 Fort Worth Drive Suite 99, Denton, TX

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by megan.thomas@cityofdenton.com on 6/30/2026
2:32 PM

Case Id: 30274

Name: City of Denton — Parks and Recreation

Address: 901B Texas Street, Ponder, Denton, TX 76209

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including

promotional expenses, directly related to a sporting event in which the majority of participants are tourists. The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by megan.thomas@cityofdenton.com on 6/23/2026
1:04 PM

Case Id: 30274

Name: City of Denton — Parks and Recreation

Address: 901B Texas Street, Ponder, Denton, TX 76209

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

MT

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

MT

☒ Must be based in the City of Denton.

Initial:

MT

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

MT

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

MT

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

MT

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

MT

☒ Must have an active governing body.

Initial:

MT

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

MT

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

MT

A. Applicant Information

Completed by megan.thomas@cityofdenton.com on 6/30/2026
4:42 PM

Case Id: 30274

Name: City of Denton — Parks and Recreation

Address: 901B Texas Street, Ponder, Denton, TX 76209

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

City of Denton

A.2. Mailing Address

901B Texas Street Ponder Denton, TX 76209

A.3. Tax ID Number

75-6000514

A.4. Name of Event

Denton Halloween 2027

A.5. Physical Address of the Event

901B Texas Street Denton, TX 76209

A.6. Phone Number

(940) 349-8271

A.7. Website

www.cityofdenton.com

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

To make Denton a regional and national destination for Halloween, thereby positively impacting the community's overall economic impact by increasing sales tax, hotel/motel receipts, and revenues for small businesses in the Downtown Denton area.

A.9. Event Start Date

10/01/2027

Event End Date

10/31/2027

PRIMARY CONTACT

A.14. First Name

Allison

A.15. Last Name

Wing

A.16. Title

Interim Parks and Recreation Director

A.17. Phone Number

(940) 349-8271

A.18. Email

Allison.Wing@cityofdenton.com

SECONDARY CONTACT

A.19. First Name

Megan

A.20. Last Name

Thomas

A.21. Title

Interim Business Administration Manager

A.22. Phone Number

(940) 349-7752

A.23. Email

Megan.Thomas@cityofdenton.com

A.10. Describe the event in which funds are being requested to support.

Denton Halloween is an immersive art festival that takes place during the entire month of October that will feature interactive placemaking throughout the Original Denton District and more than 300 city-and business-driven events throughout the entire month.

A.11. Dollar amount request for HOT funds

\$250,000.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☐ Convention Centers and Visitor Information
- ☐ Registration of Convention Delegates
- ☒ Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- ☒ Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
- ☐ Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry
- ☐ Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section
- ☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality
- ☐ Administration

A.13. How does the requested funding meet the definition of the HOT categories listed in the Program Overview Section on this application?

The Denton Halloween program is conceived, designed, and implemented in such a way that it aligns perfectly with the HOT funds use category supporting arts “that directly promote tourism and the Hotel and Convention Industry.”

In 2023, Staff determined that the Halloween space

offered an opportunity for the City of Denton to leverage an already significant calendar of events, augment those with additional programming and placemaking, and promote the event widely within and outside of DFW in order to encourage regional, statewide, and national tourist visits. Staff hopes that, with each subsequent year, Denton Halloween will become even more established as a must-see destination, thereby increasing the number of tourists Denton receives from outside of the metroplex. This increase in tourism will result in an increase in short-term occupancy rentals, supporting the local tourism industry, and replenishing the city's HOT fund receipts in a beneficial cycle.

B. Tourism Impact

Completed by megan.thomas@cityofdenton.com on 6/30/2026
4:15 PM

Case Id: 30274

Name: City of Denton — Parks and Recreation

Address: 901B Texas Street, Ponder, Denton, TX 76209

B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

800,000

B.2. What is the estimated attendance for next year's event?

800,000

B.3. How many people attending the event will use Denton Hotels?

100

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

1

B.5. Do you reserve room blocks in the area of the event?

No

**If No, do you have a code set up with the Convention and Visitors Bureau that attendees can use during their stay?
(This is a requirement for funding)**

Yes

B.6. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

Denton Halloween has already demonstrated its ability to attract significant tourism and generate overnight visitation to the City of Denton. In its second year, the month-long celebration welcomed more than 800,000 visitors, an increase of more than 100,000 visitors over its inaugural year, which drew more than 600,000 attendees. Visitors traveled to Denton from across Texas, throughout the United States, and internationally, including guests from states such as Indiana, Tennessee, and Alaska, as well as visitors from Sweden. As Denton Halloween continues to grow as a regional and national destination, it is expected to drive even greater tourism to our community. Increased visitation supports the local hospitality industry while generating additional Hotel Occupancy Tax revenue that can be reinvested into tourism initiatives and events that continue to strengthen Denton's visitor economy. The continued growth of Denton Halloween reinforces the City's reputation as a premier Halloween destination and creates lasting economic benefits for local hotels, restaurants, and retailers.

C. Economic Impact

Completed by megan.thomas@cityofdenton.com on 6/30/2026
5:48 PM

Case Id: 30274

Name: City of Denton — Parks and Recreation

Address: 901B Texas Street, Ponder, Denton, TX 76209

C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

From the beginning, Denton Halloween was designed to drive regional and national tourism, support local businesses, and generate economic activity for the community. In just its second year, the month-long celebration attracted more than 800,000 visitors to downtown Denton, an increase of more than 100,000 visitors over its inaugural year. That growth has translated into measurable economic benefits for downtown Denton, where the majority of Halloween events and activations take place. Between the first and second years of the event: - October retail sales in downtown Denton increased 5.6%, generating an estimated \$7.7 million in additional sales. - Hotel and food service sales also increased 2.1%, representing an estimated \$923,000 in additional sales. - Over the entire two-year period since Denton Halloween began, downtown retail sales have grown by 12.84%. These results demonstrate that Denton Halloween is a proven economic driver that attracts visitors, supports locally owned businesses, increases tourism-related spending, and generates additional sales tax and Hotel Occupancy Tax revenue that benefits the community.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership
Campus Theater	Event Partner
Greater Denton Arts Council	Event Partner
UNT Colab	Event Partner
North Texas Ghostbusters	Event Partner
Harvest House	Event Partner
Day of the Dead Festival	Event Partner/Vendor/Supplier
Tejas Storytelling Association	Event Partner
Denton Fire Department	Event Partner
Denton Public Library	Event Partner
Denton Maker Center	Event Partner/Vendor/Supplier
Denton Haunts	Event Partner
Denton High School Studio Theatre	Event Partner
Parker Haunted House	Event Partner
Atomic Candy	Event Partner
Discover Denton / Chamber	Event Partner
Eastside Denton	Event Partner
Andersons Distillery	Event Partner
Plot Twist	Event Partner
Hemlock Fox	Event Partner
Molly Carter	Event Partner
Discover Denton / Chamber of Commerce	Event Partner

Here After Denton	Event Partner
Denton Festival Foundation	Event Partner
Plato's Closet	Event Partner
3 Wishes Gifts	Event Partner
Pat Smith	Event Partner
3 Roses Tea Room	Event Partner
Bewitched	Event Partner
d20 Tavern	Event Partner
Oak Street Draft House	Event Partner
Miss Angeline's	Event Partner
True Leaf	Event Partner
Dime Store	Event Partner
Kava Bar	Event Partner
Free Play Denton	Event Partner
Patchouli Joe's Books & Indulgences	Event Partner
Denton County Brewing Co.	Event Partner
Denton Boys Baseball Inc	Event Partner
Denton Enterprise Airport	Event Partner
Bearded Monk	Event Partner
Denton County	Event Partner
Every Witch Way	Event Partner
Industrial Street Pop Fest	Event Partner
Joey Lichtey	Event Partner
Teal Gray	Event Partner
University of North Texas	Event Partner
Texas Woman's University	Event Partner
The Picklr Denton	Event Partner
Toasty Bros Brewing	Event Partner
Les Muses Vintage	Event Partner
Denton Kiwanis	Event Partner
Yellow Dog Art Bar	Event Partner
DCTA - Lil D Tours	Event Partner
Interfaith Ministries	Event Partner
DMAC	Event Partner
Serve Denton	Event Partner
Movement Climbing Gym	Event Partner
Denton Art and Performance Collab	Event Partner
Christ Community Church of Denton	Event Partner
Salon NV	Event Partner
North Texas Roller Derby	Event Partner
FUMC Denton	Event Partner
Sunago Bell	Event Partner
Andy B's	Event Partner
Lyric Theater at Murchison Center	Event Partner
Denton Main Street Association	Event Partner
Rose Costume	Vendor/Supplier

Hobby Lobby	Vendor/Supplier
Dennis Farm Store	Vendor/Supplier
5Star Rentals	Vendor/Supplier
Jan Riggins Art LLC.	Vendor/Supplier
Best Buy	Vendor/Supplier
Junkees	Vendor/Supplier
Dealers Electrical	Vendor/Supplier
23designco. Global Water Jet	Vendor/Supplier
Kelsoe Oil	Vendor/Supplier
Academy	Vendor/Supplier
Office Depot	Vendor/Supplier
Sherman-Williams	Vendor/Supplier
Ace hardware of Denton	Vendor/Supplier
Alpha Fence	Vendor/Supplier
Floyd Smith Concrete	Vendor/Supplier
Do it Best	Vendor/Supplier
Binford Fence	Vendor/Supplier
K's Containers	Vendor/Supplier
HOMEGOODS	Vendor/Supplier
Signarama	Vendor/Supplier
Grainger	Vendor/Supplier
Denton Bolt	Vendor/Supplier
Fultons Metal	Vendor/Supplier
AT HOME STORE	Vendor/Supplier
Walmart	Vendor/Supplier
The Home Depot	Vendor/Supplier
Lowes	Vendor/Supplier

D. Marketing Plan

Completed by megan.thomas@cityofdenton.com on 6/30/2026
4:22 PM

Case Id: 30274

Name: City of Denton — Parks and Recreation

Address: 901B Texas Street, Ponder, Denton, TX 76209

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

The City of Denton's Marketing and Communications Department has developed and executed a comprehensive, data-driven marketing strategy that has transformed Denton Halloween into one of Texas' premier seasonal tourism campaigns. Every aspect of the marketing plan is designed to increase awareness of Denton as a destination, drive overnight visitation, encourage repeat visits, and showcase the city's unique arts, culture, and creative identity. The campaign uses a multi-channel marketing approach that combines owned, earned, paid, and influencer media to maximize reach across local, regional, and targeted tourism markets. A significant component of the strategy is a highly targeted digital advertising campaign utilizing paid social media across platforms including Facebook, Instagram, TikTok, and YouTube. Advertising is strategically geo-targeted to reach audiences in key markets throughout Texas and neighboring states, while also encouraging visits from Denton residents. Marketing decisions are informed by visitor data and performance analytics, allowing the campaign to continually optimize advertising placements and maximize return on investment. Recognizing the growing influence of creator-led content, Denton Halloween also partners with established TikTok content creators and influencers to reach audiences in authentic ways that traditional government communications cannot. This strategy has proven exceptionally successful, with more than 60 percent of visitor traffic to DentonHalloween.com originating from TikTok. Influencer-generated content has introduced Denton Halloween to millions of potential visitors and significantly expanded the event's visibility among younger travelers and families seeking unique seasonal experiences. The campaign also leverages the City's extensive owned media platforms, including social media channels, DentonHalloween.com, email marketing, digital newsletters, and cross-promotion through City communication channels. Across the 2024 and 2025 campaigns, Denton Halloween generated nearly 7 million social media impressions and more than 736,000 website views, demonstrating sustained audience engagement and growing interest in the event. Earned media continues to be another cornerstone of the marketing strategy. The City actively pitches stories to local, regional, and statewide media outlets throughout the Halloween season, resulting in extensive news coverage that significantly expands the campaign's reach at no additional cost. In 2025, Denton Halloween received feature coverage from prestigious publications including *Texas Monthly* and *Southern Living*, further establishing Denton as a premier Halloween destination and introducing the event to audiences well beyond North Texas. The marketing campaign is reinforced through coordinated public relations efforts, media interviews, community partnerships, event listings, digital calendars, tourism organizations, and cross-promotional opportunities with local businesses and artists. These collaborative efforts amplify the campaign while encouraging visitors to experience Denton's restaurants, retail establishments, hotels, entertainment venues, and cultural attractions. The effectiveness of this comprehensive marketing strategy is demonstrated through measurable results. Across the first two years of Denton Halloween (2024 and 2025), the campaign generated: - Nearly 1.5 million visitors to Denton - Approximately 6.97 million social media impressions - More than 736,000 visits to DentonHalloween.com - Nearly \$200,000 in official merchandise sales These results illustrate the campaign's ability to successfully promote the City of Denton as a tourism destination while generating substantial economic activity for local businesses. The 2026 marketing campaign will build upon these strategies and continue to position Denton as a premier Halloween destination well into 2027.

D.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☒ CVB
- ☒ Influencers
- ☒ Print
- ☒ Radio
- ☒ TV
- ☒ Travel Sites
- ☒ Hotels
- ☒ Other

D.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

D.4. Total marketing budget:

\$100,000.00

D.5. Marketing budget targeting overnight visitors:

\$40,000.00

D.6. Past marketing performance metrics:

Website traffic

736,000

Social reach

6.97 million

Email subscribers

While there is no Denton Halloween newsletter, our dedicated Denton Halloween text channel has over 200 subscribers. Denton Halloween is also promoted on the City's social media channels, where we have 47,845 Facebook followers and 23,401 Instagram followers. Ahead of 2026 Denton Halloween, dedicated social media channels have been created specifically for the event. We are looking forward to reporting metrics from those platforms, in addition to City platforms, next year.

E. Budget and Fiscal Responsibility

Completed by megan.thomas@cityofdenton.com on 6/30/2026
4:29 PM

Case Id: 30274

Name: City of Denton — Parks and Recreation

Address: 901B Texas Street, Ponder, Denton, TX 76209

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

The HOT funds being requested will be used to fund a number of placemaking and programming efforts throughout Downtown Denton and the Original Denton District. These efforts include the City Hall Graveyard and Scary Chairy Orchard, Pumpkins on the Square and along Hickory Street, iconic artwork on the square, murals and light projections throughout Downtown, strolling character actors, storytellers at the City Hall graveyard, historic themed vehicles, 3D ground art, and a number of other initiatives all designed to provide an immersive Halloween experience and transform Downtown Denton into a Halloween delight. A portion of the funds would also be utilized for a strategic marketing campaign to draw visitors from throughout the country to Denton for the month of October.

E.2. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
HOT Funds	\$250,000.00
TCA Grant Request	\$99,000.00
Whatburger- Scary Chairy Orchard Sponsor	\$10,000.00
	\$359,000.00

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
Marketing & Promotions	\$100,000.00
Visual Art	\$34,000.00
Live Performances	\$75,000.00
Placemaking	\$57,000.00

Programming	\$23,000.00
Merchandise	\$40,000.00
Equipment & Support Items	\$30,000.00
	\$359,000.00

F. Organizational Capacity

Completed by megan.thomas@cityofdenton.com on 6/30/2026
4:34 PM

Case Id: 30274

Name: City of Denton — Parks and Recreation

Address: 901B Texas Street, Ponder, Denton, TX 76209

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

2 years completed, approaching third year in October 2026

F.2. Number of full-time staff:

Partial time for approximately 20 staff

F.3. Number of volunteers:

50+

F.4. Previously received HOT funding:

Yes

F.4a. Previously received HOT funding Amount

\$250,000.00

F.5. Successfully completed prior HOT reporting:

Yes

F.6. Will your organization be able to provide insurance coverage for the event?

Yes

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

City of Denton staff hope to make a valid case for the continued relevance of Denton Halloween. The near-term goals are to grow the festival such that it continually improves in the quality of programming offered and in the placemaking attractions it includes. Staff is particularly focused on providing greater interactivity within placemaking opportunities and connecting placemaking efforts directly with programming events, so that people have a reason to stay in Downtown Denton for several hours on any given day and are encouraged to extend their stay to multiple days. Staff hopes that by the end of this initial 3-5 year period, Halloween and Denton will become synonymous in the minds of Texas and United States' tourists. Ultimately, we hope to make Denton the preeminent Halloween destination in the nation. The HOT funds generated from this annual tourism would then be funneled into other programs supporting arts and tourism, allowing Denton to maintain its status not only as the Halloween Capital of Texas, but as a significant arts and cultural capital, as well.

G. Community Benefit and Alignment

Case Id: 30274

Name: City of Denton — Parks and Recreation

Address: 901B Texas Street, Ponder, Denton, TX 76209

Completed by megan.thomas@cityofdenton.com on 6/30/2026
4:37 PM

G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

This festival strengthens Denton's tourism identity by transforming the city into a monthlong destination centered around creative, immersive Halloween experiences. Large-scale placemaking, artistic installations, themed environments, and a dense calendar of community and business-led activities create a distinctive seasonal atmosphere that visitors can associate uniquely with Denton. By offering a signature festival as the Halloween Capital of Texas, the event helps solidify Denton's reputation as a vibrant, artistic, and culturally driven destination and elevates its profile within the regional and national tourism landscape.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

Yes. The event is designed to draw new audiences through its expanded programming, extensive marketing reach, and unique monthlong format. By appealing to families, arts and culture enthusiasts, festivalgoers, and Halloween travelers from outside the immediate area, it broadens Denton's visibility and attracts visitors who may not have chosen the city as a travel destination under ordinary circumstances. Its growing popularity and widespread promotional efforts introduce Denton to regional, statewide, and out-of-state audiences who travel specifically to participate in the celebration. As noted in question B6., visitors have traveled to Denton from across Texas, throughout the United States, and internationally, including guests from states such as Indiana, Tennessee, and Alaska, as well as visitors from Sweden since Denton Halloween's inception.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. Denton Halloween was intentionally designed to celebrate and highlight the creative spirit that Denton is known for. Rather than replacing existing October traditions, the event builds upon them by expanding community celebrations, supporting local businesses, and creating new opportunities for Denton's artists, makers, and performers. A cornerstone of the event is its commitment to investing in local artists. Whenever possible, the City prioritizes commissioning Denton-area artists to create original experiences and installations that are unique to the festival. Examples include Dan Black and Chuck Crosswhite's immersive The Maze experience and the locally designed installations featured throughout the Scary Chairy Orchard. This year, the City expanded this commitment by launching its first open call for artists, inviting creatives to pitch original concepts for Denton Halloween and broadening opportunities for local artists to receive funding and showcase their work to hundreds of thousands of visitors. By incorporating original public art, interactive experiences, storytelling, and artist-led installations, Denton Halloween transforms downtown into a celebration of the city's creativity and culture. The event encourages visitors to explore Denton's historic downtown, engage with its thriving arts community, discover locally owned businesses, and experience the distinctive character that makes Denton a destination unlike any other. In doing so, the event not only promotes Denton's cultural, artistic, historic, and recreational assets, but also directly invests in the creative community that helps define the city's identity.

G.4. Will event generate repeat tourism? Explain.

Yes. The event is intentionally designed to create a memorable, month-long experience that encourages visitors to return year after year. Its combination of immersive placemaking, evolving artistic installations, interactive activities, and a wide variety of community-driven events ensures that each October offers something new for returning visitors. Survey data already demonstrates that this approach is working. A significant number of attendees reported returning for a second year, with many indicating that Denton Halloween is becoming an annual tradition for their families and friend groups. This strong return rate reflects the event's ability to build lasting connections with visitors while creating an experience people plan to revisit each fall. Additionally, the event strengthens repeat tourism by showcasing Denton's unique character, locally owned businesses, and cultural assets in ways that leave a lasting impression. Visitors who discover Denton through this seasonal celebration are more likely to return for future Halloweens and to visit Denton throughout the year, contributing to a sustained and growing tourism economy.

H. Reporting and Evaluation Plan

Completed by megan.thomas@cityofdenton.com on 6/30/2026
4:38 PM

Case Id: 30274

Name: City of Denton — Parks and Recreation

Address: 901B Texas Street, Ponder, Denton, TX 76209

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

H.2. Does your organization gather data on attendees to your events/programs?

Yes

H.2a. If Yes, how is data collected?

Aggregated, anonymous cell phone data

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

We will be able to report attendance, economic impact in the form of sales tax, mixed beverage tax, merchandise sold, and anecdotal evidence from local businesses. Marketing metrics will also be reported, as well as survey results.

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

We will be able to report how funds were expended at any point in time.

I. Required Documents

Completed by megan.thomas@cityofdenton.com on 6/30/2026
5:49 PM

Case Id: 30274

Name: City of Denton — Parks and Recreation

Address: 901B Texas Street, Ponder, Denton, TX 76209

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

Not Applicable - Internal City Department.docx



Current Board of Directors roster including name, title, address and phone number *Required

Not Applicable - Internal City Department.docx



Board Meeting Schedule *Required

Not Applicable - Internal City Department.docx



Provide constitution/by-laws *Required

Not Applicable - Internal City Department.docx



Provide last two year's audited financial or balance sheet. *Required

Not Applicable - Internal City Department.docx



Letter of determination certifying federal tax-exempt status under the IRS *Required

Not Applicable - Internal City Department.docx

 **Most recent 990 Form submitted to IRS *Required**

Not Applicable - Internal City Department.docx

 **Substitute W-9 for PO *Required**

2026 W9 signed.pdf

 **List of all donations made by your org last year. Name and dollar amount included. *Required**

Not Applicable - Internal City Department.docx

 **Other Documents**

Not Applicable - Internal City Department.docx

Submit

Completed by megan.thomas@cityofdenton.com on 6/30/2026 5:52 PM

Case Id: 30274

Name: City of Denton — Parks and Recreation

Address: 901B Texas Street, Ponder, Denton, TX 76209

Submit

Once an application is submitted, it can only be “Re-opened” by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman’s Signature

Allison Wing

Electronically signed by megan.thomas@cityofdenton.com on 6/30/2026 5:52 PM

Secretary/Treasurer’s signature

Megan L Thomas

Electronically signed by megan.thomas@cityofdenton.com on 6/30/2026 5:49 PM

Admin Docs

No data saved

Case Id: 30274

Name: City of Denton — Parks and Recreation

Address: 901B Texas Street, Ponder, Denton, TX 76209

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30274

Name: City of Denton — Parks and Recreation

Address: 901B Texas Street, Ponder, Denton, TX 76209

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by deepearsmusic@gmail.com on 6/24/2026 2:11 PM

Case Id: 30275

Name: Denton's Day of the Dead Festival - 2027

Address: P.O. Box 157 , Denton, TX 76202

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists.

The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by deepearsmusic@gmail.com on 6/24/2026 2:12 PM

Case Id: 30275

Name: Denton's Day of the Dead Festival - 2027

Address: P.O. Box 157 , Denton, TX 76202

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

DP

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

DP

☒ Must be based in the City of Denton.

Initial:

DP

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

DP

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

DP

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

DP

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

DP

☒ Must have an active governing body.

Initial:

DP

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

DP

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

DP

A. Applicant Information

Completed by deepearsmusic@gmail.com on 6/25/2026 8:31 AM

Case Id: 30275

Name: Denton's Day of the Dead Festival - 2027

Address: P.O. Box 157 , Denton, TX 76202

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Day of the Dead Festival, INC

A.2. Mailing Address

P.O. Box 157 Denton, TX 76202

A.3. Tax ID Number

47-4453381

A.4. Name of Event

Denton's Day of the Dead Festival

A.5. Physical Address of the Event

E. Hickory, E.Oak, Industrial, Austin Sts, & 400 Hickory
(GDAC lot) Denton , TX 76201

A.6. Phone Number

(817) 657-9698

A.7. Website

www.dentondayofthedeadfestival.com

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Denton's Day of the Dead Festival is a vibrant celebration of community, culture, and creativity. This free, family-friendly event in Denton, Texas, honors the spirit of autumn in the American Southwest : celebrating the harvest, Halloween, and Día de los Muertos. Rooted in inclusivity and artistic expression, the festival brings people together through music, art, and tradition. Our mission is to create a joyful and educational experience that highlights Denton's rich cultural fabric and thriving arts community.

PRIMARY CONTACT

A.14. First Name

David

A.15. Last Name

Pierce

A.16. Title

Executive Director

A.17. Phone Number

(817) 657-9698

A.18. Email

deepearsmusic@gmail.com

SECONDARY CONTACT

A.19. First Name

Marcus

A.20. Last Name

Watson

A.21. Title

Board President

A.22. Phone Number

(940) 453-1270

A.23. Email

marcus@littleguys.com

A.9. Event Start Date

10/23/2026

Event End Date

10/25/2026

A.10. Describe the event in which funds are being requested to support.

Festivalgoers can enjoy a full weekend of food and drink, arts and crafts, live music, dance, cultural programming, and family-friendly activities throughout Downtown Denton. Signature festival events include the Pine Box Derby, Coffin Races, Twilight Lantern Parade, Community Ofrenda, Flight of Souls Blessing, and the original Cirque du Horror Musical. The festival also features two dedicated family and children's areas, including the Street of Screams and Pumpkin Patch Theatre, along with a Trunk-or-Treat area in the Greater Denton Arts Council parking lot. Additional programming includes a community costume contest, storytelling, performances by Denton ISD students, and a student art exhibition at the Patterson-Appleton Arts Center, running from October through December.

A.11. Dollar amount request for HOT funds

\$100,000.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☐ Convention Centers and Visitor Information
- ☐ Registration of Convention Delegates
- ☒ Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- ☒ Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
- ☐ Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry
- ☐ Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
- ☐ Funding transportation systems for transporting

tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section

☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality

☒ Administration

A.13. How does the requested funding meet the definition of the HOT categories listed in the Program Overview Section on this application?

Promotion of the Arts A significant portion of the requested funding will support arts programming that draws thousands of residents and visitors to downtown Denton each year. This includes compensation for musicians, cultural dance groups, circus performers, theatrical artists, visual artists, and other creative professionals whose work transforms the Original Denton District into a vibrant celebration of art, culture, performance, and community. These artistic elements are central to the identity of Denton's Day of the Dead Festival and serve as major attractions for regional and out-of-town visitors, directly supporting tourism, hotel stays, restaurant activity, and visitor spending. Administration Administrative funding supports the planning, coordination, and execution required to produce a large-scale, tourism-driven cultural event. These costs include staff time related to vendor management, performer coordination, volunteer oversight, sponsor communication, permitting, logistics, budgeting, marketing coordination, and overall event operations. A portion of the requested funds will also support the Executive Director's salary, providing the consistent leadership, strategic planning, and year-round coordination necessary to sustain, manage, and grow an event of this scale. Advertising, Solicitations, and Promotions Requested funds will also support advertising and promotional efforts designed to attract visitors from Denton County, the Dallas-Fort Worth region, and beyond. Our marketing strategy includes targeted digital campaigns, printed promotional materials, media outreach, radio and television interviews, social media promotion, sponsor and partner communications, and regional event listings. These efforts increase public awareness of the festival, promote Denton as an arts and cultural destination, and encourage visitors to attend, stay overnight, dine, shop, and explore the downtown district. Overall HOT Fund Alignment By investing in arts programming, administration, and

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promotion, HOT funds will allow Denton's Day of the Dead Festival to continue expanding its regional appeal, increasing tourism activity, supporting hotel occupancy, and strengthening Denton's reputation as a premier destination for arts, culture, festivals, and live entertainment. The festival's continued growth directly supports the goals of HOT funding by attracting visitors, generating economic activity, and showcasing Denton's unique cultural identity.

B. Tourism Impact

Case Id: 30275

Name: Denton's Day of the Dead Festival - 2027

Address: P.O. Box 157 , Denton, TX 76202

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B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

30000

B.2. What is the estimated attendance for next year's event?

35000

B.3. How many people attending the event will use Denton Hotels?

1,500

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

5

B.5. Do you reserve room blocks in the area of the event?

No

**If No, do you have a code set up with the Convention and Visitors Bureau that attendees can use during their stay?
(This is a requirement for funding)**

Yes

B.6. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

Denton's Day of the Dead Festival promotes tourism and supports the hotel and convention industry by positioning Denton as a regional destination for arts, culture, live entertainment, and signature fall events. Held annually in the heart of Downtown Denton and the Original Denton District, the festival attracts tens of thousands of attendees each year, including visitors from across North Texas and beyond. Because the festival takes place over multiple days and includes daytime, evening, and ticketed programming, it encourages visitors to spend extended time in Denton, dine locally, shop downtown, attend performances, and stay overnight in area hotels. The festival is promoted through a year-round, multi-platform marketing campaign designed to reach both local residents and out-of-town visitors. Our outreach includes social media campaigns, digital advertising, printed posters and promotional materials, event signage, outdoor banners, media interviews, video content, email communication, sponsor and partner promotion, and regional event listings. Our website serves as a central hub for festival information, including schedules, ticketing, visitor details, sponsor recognition, and downtown programming. Through Facebook, Instagram, TikTok, and other digital platforms, we maintain an active public presence that builds awareness well beyond the festival weekend. Denton's Day of the Dead Festival also plays a major role in promoting Denton as a unique cultural tourism destination during the fall season. As the cornerstone event of Denton's "31 Days of Halloween" initiative, the festival helps anchor a broader month-long celebration that encourages repeat visits throughout October. This collaborative citywide effort highlights Denton's creative identity, supports local businesses, and gives visitors multiple reasons to return for concerts, performances,

family activities, art exhibits, and downtown events. The festival directly supports the hotel and convention industry by attracting regional visitors, performers, vendors, production crews, artists, sponsors, and families who may require lodging, meals, transportation, and other visitor services. Signature events such as the Coffin Races, Pine Box Derby, Twilight Lantern Parade, Community Ofrenda, Flight of Souls Blessing, Cirque du Horror Musical, live music and dance performances, children's programming, and student art exhibitions create a full weekend of destination-worthy experiences. These activities encourage attendees to plan their visit in advance, bring guests from outside Denton, and participate in multiple events across the weekend. In addition to driving attendance, the festival increases visibility for Denton's downtown restaurants, retailers, bars, galleries, and cultural venues. Many downtown businesses report that festival weekend is one of their busiest weekends of the year, with increased foot traffic, extended customer activity, and stronger exposure to visitors who may return to Denton in the future. By drawing large audiences into the downtown cultural district, the festival strengthens Denton's reputation as a vibrant, creative, and welcoming destination.

C. Economic Impact

Case Id: 30275

Name: Denton's Day of the Dead Festival - 2027

Address: P.O. Box 157 , Denton, TX 76202

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C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

Denton's Day of the Dead Festival furthers a charitable cause, supports economic and community growth, and serves a clear public interest by combining free and accessible cultural programming with measurable community impact. Since 2015, the festival has donated more than \$40,000 to local nonprofit organizations, including Serve Denton, Cumberland Youth and Family Services, and G.O.A.L. Last year alone, Denton's Day of the Dead Festival donated \$20,000 to these three organizations, continuing our commitment to using the success of the festival to directly benefit the broader Denton community. The festival also plays a significant role in Denton's economic growth. As one of the city's largest annual cultural events, Denton's Day of the Dead Festival brings tens of thousands of attendees into downtown Denton each year, increasing foot traffic for restaurants, retailers, bars, galleries, hotels, vendors, artists, and service-based businesses. During our festival weekend, audience data showed approximately 24,400 festival visits, with an estimated audience of 23,300 and an average dwell time of 86 minutes. This level of concentrated activity provides a major boost to the downtown economy and creates meaningful exposure for local businesses. In addition to the impact of our own festival weekend, Denton's Day of the Dead Festival serves as a cornerstone of the citywide "31 Days of Denton Halloween" initiative. In 2024, this initiative helped generate more than \$215,000 in local October sales tax revenue. More recent tourism and downtown activity data also showed significant growth, including more than 883,000 visits to the Downtown District during October and an 86% increase in sales compared with the prior year. These results demonstrate the festival's role not only as a beloved community tradition, but also as a major driver of cultural tourism and economic activity. The festival serves the public interest by providing inclusive, family-friendly programming that celebrates art, culture, music, history, education, and community connection. Our programming includes live music, cultural dance, visual art, student performances, storytelling, the Community Ofrenda, the Twilight Lantern Parade, Flight of Souls Blessing, children's activities, and partnerships with Denton ISD and local arts organizations. These offerings create opportunities for residents and visitors of all ages to participate in shared civic and cultural experiences.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership
Denton County Brewing Company	Beer/Wine Sponsor/Alcohol Vendor
Union Bear	Beer/Wine Sponsor/Alcohol Vendor
The Bearded Monk	Beer/Wine Sponsor/Alcohol Vendor
Radical Hospitality (LSA, El Taco H)	Concessions for Big Top Tent. Food for Cirque du Horror rehearsals/performance
East Side Social Club	festival footprint sponsor. use of parking lot for Big Top Tent. ice
Downtown Denton Parking	use of parking lot for Big Top Tent
Thin Line Film Fest	festival sponsor. 48 Hours of Hell event in Big Top Tent
Fine Arts Theatre	festival sponsor. DOD supported programming during

	October
GOAL	parade organizer/volunteers. charity recipient
Serve Denton	emcee/volunteers. charity recipient
Greater Denton Arts	use of parking lot. DISD art exhibit
Frost Bank	coffin race sponsor
Sticker Station	coffin race sponsor
First United Bank	twilight parade and GDAC programming
Landmark by Hillwood	Big Top Tent Sponsor
David S Bouschor	coffin race sponsor
Kelsoe Oil & Properties	coffin race sponsor
Modern Woodmen	Big Top Tent Sponsor
Axis Realty	VIP Beer tent sponsor
Lake Cities Rotary	Pine Box Derby sponsor
Freese and Nichols	Ofrenda sponsor
Little Guys Movers	title in-kind sponsor. manages infrastructure.

D. Marketing Plan

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Case Id: 30275

Name: Denton's Day of the Dead Festival - 2027

Address: P.O. Box 157 , Denton, TX 76202

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

Denton's Day of the Dead Festival promotes the City of Denton through a comprehensive, multi-platform marketing campaign that reaches local, regional, and out-of-town audiences. As one of Denton's signature annual events, the festival serves as a major promotional vehicle for downtown Denton, the Original Denton District, local businesses, cultural attractions, restaurants, hotels, artists, and the city's broader identity as a creative, welcoming, and culturally vibrant destination. Our marketing strategy includes year-round promotion through the festival website, Facebook, Instagram, TikTok, email communication, digital advertising, print materials, outdoor signage, sponsor and partner outreach, video content, media interviews, and community engagement. The festival website serves as the central hub for visitor information, including schedules, ticketing, sponsorship visibility, maps, parking information, performer details, and downtown event updates. Our social media platforms maintain an active presence throughout the year, building excitement for the festival while consistently highlighting Denton as a destination for arts, culture, live music, family activities, and unique seasonal experiences. In addition to digital outreach, the festival produces and distributes high-visibility printed and physical marketing materials, including posters, flyers, outdoor banners, event signage, sponsor signage, and promotional materials placed throughout Denton and surrounding communities. These materials help drive awareness among both residents and visitors while reinforcing Denton's image as a vibrant cultural destination. The festival also receives annual radio, television, podcast, and press coverage, further extending the reach of our promotional efforts beyond Denton County. Denton's Day of the Dead Festival also benefits from a strong working relationship with the City of Denton, Denton Main Street, and the Denton Visitor's Bureau. These partnerships help connect the festival to broader citywide tourism efforts, downtown business promotion, visitor outreach, and community programming. Through ongoing collaboration with these organizations, the festival is able to better align its marketing, visitor information, downtown activation, and public messaging with Denton's larger goals for tourism, economic development, cultural engagement, and destination branding. The festival also promotes the city through partnerships with local businesses, schools, nonprofits, artists, sponsors, and civic organizations. These relationships expand our promotional network and encourage cross-promotion among downtown merchants, restaurants, hotels, arts organizations, and community partners. By showcasing Denton's local talent, historic downtown, cultural district, small business community, and creative spirit, the festival gives visitors a strong reason to explore the city before, during, and after the event. Denton's Day of the Dead Festival has also played a central role in the City of Denton's "31 Days of Halloween" initiative, helping unify dozens of October events under one shared promotional effort. As a cornerstone event of this citywide campaign, Denton's Day of the Dead Festival helps amplify Denton's brand throughout the fall season (Big Top Tent programming all October) and encourages repeat visitation during the entire month of October. This broader initiative strengthens Denton's reputation as a destination for arts, culture, festivals, live entertainment, and family-friendly seasonal programming.

D.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☒ CVB
- ☒ Influencers
- ☒ Print
- ☒ Radio
- ☒ TV
- ☐ Travel Sites
- ☒ Hotels
- ☐ Other

D.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

D.4. Total marketing budget:

\$20,000.00

D.5. Marketing budget targeting overnight visitors:

\$3,000.00

D.6. Past marketing performance metrics:

Website traffic

43000

Social reach

15400

Email subscribers

1074

E. Budget and Fiscal Responsibility

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Name: Denton's Day of the Dead Festival - 2027

Address: P.O. Box 157 , Denton, TX 76202

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

For 2026, Denton's Day of the Dead Festival is projected to operate on a budget of approximately \$352,000. The requested HOT funds will be used to partially support the major costs required to produce a safe, high-quality, tourism-focused cultural event in Downtown Denton. A significant portion of the festival budget is dedicated to essential infrastructure and event operations, including stage rentals, tenting, electricity, lighting, sound, fencing, sanitation, security, safety equipment, signage, street closures, production needs, and other site-related expenses required to support a large public event. These costs are necessary to create a safe, accessible, and professional festival environment for attendees, vendors, artists, volunteers, and downtown businesses. Requested funds will also help support arts and entertainment programming, including musicians, cultural dance groups, theatrical performers, circus artists, visual artists, children's programming, and signature festival events such as the Coffin Races, Pine Box Derby, Twilight Lantern Parade, Community Ofrenda, Flight of Souls Blessing, and Cirque du Horror Musical. These artistic and cultural experiences are central to the festival's identity and are a major reason visitors travel to Denton for the event. In addition, HOT funds will support marketing and promotional efforts that help attract local, regional, and out-of-town audiences. This includes digital advertising, social media promotion, printed materials, banners, posters, signage, website updates, media outreach, and visitor communication. These efforts directly support tourism by promoting Denton as a destination for arts, culture, festivals, live entertainment, local businesses, and family-friendly seasonal programming. As one of Denton's most distinctive and community-rooted events, Denton's Day of the Dead Festival places a strong emphasis on high-quality programming, public access, cultural celebration, and measurable economic impact. HOT funds will not cover the full cost of the event, but they will provide critical partial support for the infrastructure, artistic programming, administration, and promotion necessary to continue producing a festival of this size and regional significance. With this support, the festival can continue growing its tourism impact, supporting hotel activity, increasing downtown foot traffic, and strengthening Denton's reputation as a vibrant cultural destination.

E.2. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☐ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received

☐ Other

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
HOT Funds Request for 2027	\$100,000.00
City of Denton Co-Sponsorship	\$20,000.00
TCA Arts Create (not awarded yet. our predictions)	\$12,000.00
TCA Cultural District (not awarded yet. our predictions)	\$50,000.00
Coffin Race Entries	\$20,000.00
Pine Box Derby Entries	\$4,000.00
Vendor Entries	\$25,000.00
Cirque du Horror Tickets	\$45,000.00
t-shirts & merch	\$10,000.00
Individual/Business Sponsorships	\$200,000.00
Costume Contest Entries	\$500.00
	\$486,500.00

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
Marketing	\$20,000.00
Infrastructure	\$150,000.00
Cirque du Horror (performers and infrastructure)	\$80,000.00
Stage Rentals	\$20,000.00
Festival Performers/Talent	\$50,000.00
Street of Screams (rides, inflatables, games)	\$10,000.00
Pine Box Derby	\$2,000.00
Coffin Race	\$8,000.00
Volunteers	\$2,000.00
GDAC lot (Trunk or Treat + rides/inflatables/music)	\$3,000.00
Charity Donations	\$30,000.00
Festival PA & Lighting (for festival stages)	\$10,000.00
Twilight Parade	\$7,500.00
Payroll (Executive Director)	\$50,000.00
	\$442,500.00

F. Organizational Capacity

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Case Id: 30275

Name: Denton's Day of the Dead Festival - 2027

Address: P.O. Box 157 , Denton, TX 76202

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

13

F.2. Number of full-time staff:

1

F.3. Number of volunteers:

14

F.4. Previously received HOT funding:

Yes

F.4a. Previously received HOT funding Amount

\$80,000.00

F.5. Successfully completed prior HOT reporting:

Yes

F.6. Will your organization be able to provide insurance coverage for the event?

Yes

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Over the next three to five years, Denton's Day of the Dead Festival plans to continue growing as one of Denton's signature cultural tourism events while remaining deeply rooted in community, accessibility, local partnerships, and public benefit. Our long-term vision is to thoughtfully expand programming, strengthen partnerships with local businesses, schools, cultural organizations, and nonprofits, and continue positioning Denton as a premier fall tourism destination. A major long-term goal is to further develop and enhance the Greater Denton Arts Council parking lot area as a more intentional family, arts, and community programming zone. This area already plays an important role in the festival footprint, and we would like to expand its use with improved layout, signage, lighting, children's activities, visual art elements, student programming, Trunk-or-Treat participation, and stronger connections to the Patterson-Appleton Arts Center. By creating a more developed and welcoming experience in this area, the festival can better support families, young artists, local schools, and arts-centered programming. We also plan to increase participation in the Denton ISD student art exhibit and related student performances. Our goal is to grow the exhibit into a larger, more visible district-wide arts initiative that showcases more campuses, more students, and more families. We also hope to further develop the month-long exhibition at the Patterson-Appleton Arts Center as a meaningful celebration of both Día de los Muertos and Halloween traditions, offering educational and artistic programming that reflects Denton's

cultural diversity and creative spirit. Another major priority is the continued enhancement of the Big Top Tent. Over the next several years, we plan to improve the tent experience through stronger production quality, expanded October programming, improved audience amenities, additional performances, better technical infrastructure, and broader community use. The Big Top Tent has the potential to serve not only as the home of Cirque du Horror, but also as a cornerstone venue for Denton's 31 Days of Halloween initiative, hosting concerts, workshops, performances, family activities, cultural programming, and tourism-driven events throughout the month of October. In addition to strengthening local participation, the festival's long-term plan includes expanding our entertainment offerings by bringing in one or two national or international touring artists to headline our stages. These larger headlining acts would significantly increase the festival's regional draw, attract new visitors to Denton, support hotel activity, and help position the festival as a major destination event while still preserving the local music, cultural performance, and community traditions that define Denton's Day of the Dead Festival. We will also continue highlighting the best of Denton by deepening partnerships with local businesses, restaurants, breweries, arts organizations, and downtown merchants. These partnerships help integrate the festival into Denton's identity, drive foot traffic to local establishments, and expand the economic impact of the event beyond the festival footprint itself. Another long-term goal is to elevate the Coffin Races as one of Denton's most unique and recognizable signature events. We plan to continue pursuing larger media opportunities, including the possibility of coverage through ESPN's "The Ocho," which highlights unusual and entertaining sporting events. National coverage of the Coffin Races would bring tremendous visibility to Denton and further distinguish the festival as a one-of-a-kind tourism event. Finally, as the festival grows, we want to increase our ability to give back. Denton's Day of the Dead Festival has a strong history of supporting local nonprofit partners, and our long-term goal is to increase annual charitable donations to organizations such as Serve Denton, Cumberland Youth and Family Services, and G.O.A.L. Continued growth in sponsorships, attendance, programming, and tourism impact will allow us to expand not only the festival itself, but also the direct benefit we provide to the Denton community. Overall, our three- to five-year plan is to grow strategically and sustainably: enhancing the festival footprint, expanding youth arts participation, strengthening the Big Top Tent as a month-long venue, attracting larger touring talent, increasing media visibility, supporting local businesses, increasing charitable giving, and reinforcing Denton's identity as a must-visit destination every October.

G. Community Benefit and Alignment

Case Id: 30275

Name: Denton's Day of the Dead Festival - 2027

Address: P.O. Box 157 , Denton, TX 76202

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G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

Denton's Day of the Dead Festival enhances Denton's tourism identity by showcasing the city as a creative, welcoming, culturally rich destination with a distinctive fall event experience unlike anything else in North Texas. The festival brings together live music, cultural dance, visual art, theatrical performance, circus arts, family programming, student art, local businesses, and signature Denton traditions such as the Coffin Races, Pine Box Derby, Twilight Lantern Parade, Community Ofrenda, Flight of Souls Blessing, and Cirque du Horror Musical. Together, these elements reflect Denton's identity as a city known for creativity, music, culture, originality, and community connection. The festival also strengthens Denton's reputation as a destination for October tourism. As a cornerstone event of Denton's 31 Days of Halloween initiative, the festival helps position Denton as a must-visit fall destination and gives visitors a reason to experience downtown Denton, the Original Denton District, the Cultural District, local restaurants, hotels, shops, breweries, galleries, and entertainment venues. Visitor-origin analytics show that the festival draws attendees from across Denton County, the greater DFW region, other Texas markets, and multiple out-of-state locations, helping expand Denton's visibility as a tourism destination.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

Yes. Denton's Day of the Dead Festival attracts visitors who may not otherwise travel to Denton by offering a unique, multi-day cultural and entertainment experience that is specific to this community. The combination of Día de los Muertos traditions, Halloween-themed events, live performances, children's activities, arts programming, and signature events like the Coffin Races and Cirque du Horror creates a strong regional draw. Recent visitor-origin analytics show that while Denton County remains the largest audience segment, more than 41% of tracked visits came from outside Denton County. The report identified visitors from major nearby tourism markets such as Tarrant County, Dallas County, Collin County, Harris County, Cooke County, Wise County, Travis County, and Bexar County, along with visitors from other states, including California, Oklahoma, North Carolina, Michigan, Colorado, Florida, Pennsylvania, New Mexico, Arkansas, New York, Utah, Iowa, and others. This demonstrates that the festival reaches well beyond the immediate local audience and attracts people who are choosing Denton as a destination for this specific event. Because the festival includes both free public programming and ticketed performances, it appeals to a wide range of visitors, including families, arts audiences, music fans, cultural tourists, students, alumni, and regional day-trippers. Many of these visitors are introduced to downtown Denton through festival marketing, media coverage, social media, regional event listings, and the broader 31 Days of Halloween campaign.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. Denton's Day of the Dead Festival directly promotes Denton's cultural, artistic, historic, and recreational assets. The festival is held in the heart of downtown Denton and the Original Denton District, bringing visitors into one of the city's most recognizable historic and cultural areas. By activating downtown streets, public spaces, local venues, the Greater Denton Arts Council area, and the Patterson-Appleton Arts Center, the festival highlights the places and institutions that make Denton unique. Artistically, the festival showcases local and regional musicians, cultural dance groups, circus

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performers, visual artists, student artists, theatre artists, and community performers. The Denton ISD student art exhibit, student performances, Community Ofrenda, Flight of Souls Blessing, and Día de los Muertos-inspired programming help promote cultural understanding, public art, education, and community participation. The festival also promotes Denton's recreational and community assets through active public participation. Events such as the Coffin Races, Pine Box Derby, Twilight Lantern Parade, costume contest, Trunk-or-Treat, children's areas, and family programming invite residents and visitors to engage with downtown in a fun, memorable, and highly visible way. These activities turn downtown Denton into an interactive cultural destination and encourage visitors to explore local businesses, restaurants, galleries, breweries, hotels, and entertainment spaces.

G.4. Will event generate repeat tourism? Explain.

Yes. Denton's Day of the Dead Festival is designed to generate repeat tourism by giving visitors multiple reasons to return to Denton year after year and throughout the month of October. The festival has become an annual tradition for many families, visitors, artists, vendors, performers, and community partners. Because the programming evolves each year with new performances, attractions, installations, exhibits, races, concerts, and Cirque du Horror content, returning visitors have a fresh experience each season. The visitor-origin analytics support the festival's ability to draw audiences from outside Denton County, including the DFW region, other Texas cities, and out-of-state locations. Once these visitors experience downtown Denton during the festival, they are introduced to local restaurants, hotels, shops, breweries, galleries, music venues, and cultural spaces that can encourage future visits beyond the festival weekend. The festival's connection to the 31 Days of Halloween initiative also encourages repeat visits beyond one weekend. Visitors may first come for the festival, then return for Cirque du Horror, Big Top Tent programming, student art exhibits, concerts, downtown events, restaurants, shopping, and other October activities. This month-long approach helps extend Denton's tourism impact and supports repeated engagement with the city's hotels, businesses, cultural organizations, and entertainment venues. As the festival continues to grow, our long-term plans include enhancing the Big Top Tent, expanding the GDAC/Patterson-Appleton Arts Center area, increasing Denton ISD art participation, bringing in larger touring artists, strengthening the Coffin Races as a signature attraction, and increasing regional and national visibility. These improvements will help keep the festival fresh, increase visitor interest, and further establish Denton as a destination that people return to every October.

H. Reporting and Evaluation Plan

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Name: Denton's Day of the Dead Festival - 2027

Address: P.O. Box 157 , Denton, TX 76202

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

H.2. Does your organization gather data on attendees to your events/programs?

Yes

H.2a. If Yes, how is data collected?

Denton's Day of the Dead Festival will collect attendee and visitor data through a combination of direct reporting, digital analytics, ticketing records, partner data, and post-event feedback. Because the outdoor festival is free and open to the public, we do not rely on ticket sales to measure total festival attendance. Instead, we use several supporting data sources to evaluate festival reach and visitor activity. Our website is one of the primary tools for gathering visitor information. Through Google Analytics 4, we are able to track website traffic before, during, and after the festival, including total users, page views, traffic sources, referral links, geographic location, and visitor interest in key pages such as schedules, maps, ticketing, parking, vendor information, and event details. This helps us understand where potential attendees are coming from and how they are engaging with festival information. For Cirque du Horror, which is a ticketed production within the festival, we are able to collect direct attendance data through ticket sales and box office reporting. This allows us to track the number of tickets sold, attendance by performance, revenue generated, and overall audience participation for that specific program. We also collect audience engagement data through our social media platforms, email marketing system, and digital advertising campaigns. These tools allow us to evaluate reach, engagement, shares, video views, email opens, click-through rates, and audience growth. When available, we also review geographic and demographic insights provided by those platforms. In addition, we will use post-event feedback from vendors, sponsors, volunteers, artists, performers, downtown businesses, and community partners to better understand attendee behavior, visitor spending, crowd flow, and the overall public experience. We may also collect feedback through QR codes, online surveys, and direct outreach after the event. As part of Denton's broader "31 Days of Halloween" initiative, we will also coordinate with the City of Denton and tourism partners to reference available city-supported metrics related to downtown visitation, visitor activity, sales trends, and overall October tourism impact.

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

After the event, Denton's Day of the Dead Festival will be able to report a range of attendance, tourism, marketing, financial, and community impact metrics. For Cirque du Horror, we will be able to provide direct ticketing data, including total tickets sold, number of performances, attendance by performance, ticket revenue, and overall audience participation. Because this portion of the festival is ticketed, it provides one of our clearest measurements of direct attendance. For the free outdoor festival, we will be able to report estimated attendance using a combination of available City of Denton visitation data, 31 Days of Halloween metrics, website analytics, crowd observations, vendor participation, and comparisons to prior-year attendance patterns. We will also be able to report participation in major festival components such as the Coffin Races, Pine Box Derby, Twilight Lantern Parade, Community Ofrenda, Flight of

Souls Blessing, children's areas, student performances, and other signature events. Marketing metrics will include website traffic from Google Analytics 4, such as total users, unique visitors, page views, top pages, traffic sources, referral links, geographic visitor origin, and visitors from outside Denton or the surrounding region. We will also be able to report social media reach, impressions, engagement, video views, shares, follower growth, and email marketing metrics such as subscriber count, open rates, click-through rates, and campaign engagement. Tourism and economic impact reporting may include available City-supported data from the 31 Days of Halloween initiative, including downtown visitation, visitor trends, sales activity, and other indicators of October tourism impact. To the extent hotel-related data is available through the City of Denton, the Visitor's Bureau, hotel partners, or other tourism sources, we will also report hotel nights, occupancy trends, visitor inquiries, or lodging-related feedback. We will also report vendor participation, sponsor participation, nonprofit partnerships, charitable donations, business feedback, and testimonials from downtown restaurants, retailers, bars, galleries, and service-based businesses. These reports will help document the festival's impact on downtown foot traffic, visitor spending, local business activity, and community benefit.

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

Because quarterly reporting has already been part of our HOT funds process in past years, our plan is to continue using the same established system of financial tracking, documentation, and timely submission. We are fully prepared to meet the City's reporting requirements and provide accurate, complete, and organized reports throughout the funding period and after the event.

I. Required Documents

Completed by deepearsmusic@gmail.com on 6/29/2026 4:34 PM

Case Id: 30275

Name: Denton's Day of the Dead Festival - 2027

Address: P.O. Box 157 , Denton, TX 76202

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

DOD Proof of NonProfit.pdf



Current Board of Directors roster including name, title, address and phone number *Required

DOD BOD Current as of July 2026.pdf



Board Meeting Schedule *Required

DOD Meeting Schedule.pdf



Provide constitution/by-laws *Required

DOD Bylaws.pdf



Provide last two year's audited financial or balance sheet. *Required

2024 DOD StatementofActivity.pdf

2025 DOD StatementofActivity.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

DOD Letter of Determination.pdf

 **Most recent 990 Form submitted to IRS *Required**

2025 Tax Return - DDOTD.pdf

 **Substitute W-9 for PO *Required**

Substitute W-9 Form.pdf

 **List of all donations made by your org last year. Name and dollar amount included. *Required**

DOD 2025 Charity Donations.pdf

 **Other Documents**

DDOTD_Digital_Reach_Summary.pdf

Visitors By Origin Day of the Dead Festival county.pdf

DentonDoD_VisitorOriginAppendix.pdf

Denton Business Sponsors_Partners.xlsx

Submit

Completed by deepearsmusic@gmail.com on 6/29/2026 5:28 PM

Case Id: 30275

Name: Denton's Day of the Dead Festival - 2027

Address: P.O. Box 157 , Denton, TX 76202

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

David J Pierce

Electronically signed by deepearsmusic@gmail.com on 6/29/2026 4:39 PM

Secretary/Treasurer's signature

Stephanie Watson

Electronically signed by scw0231@gmail.com on 6/29/2026 4:57 PM

Admin Docs

No data saved

Case Id: 30275

Name: Denton's Day of the Dead Festival - 2027

Address: P.O. Box 157 , Denton, TX 76202

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30275

Name: Denton's Day of the Dead Festival - 2027

Address: P.O. Box 157 , Denton, TX 76202

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by pennye@gmail.com on 6/24/2026 4:38 PM

Case Id: 30276

Name: Southwest Celtic Music Association - 2027

Address: 233 Yorktown St, Dallas, TX 75208

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists.

The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by penny@gmail.com on 6/24/2026 4:40 PM

Case Id: 30276

Name: Southwest Celtic Music Association - 2027

Address: 233 Yorktown St, Dallas, TX 75208

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

PSE

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

PSE

☒ Must be based in the City of Denton.

Initial:

PSE

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

PSE

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

PSE

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

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3 of 27

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

PSE



Must have a history of continuous, stable programming prior to the application date.

Initial:

PSE



Must have an active governing body.

Initial:

PSE



Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

PSE



If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

PSE

A. Applicant Information

Completed by pennye@gmail.com on 6/30/2026 5:08 PM

Case Id: 30276

Name: Southwest Celtic Music Association - 2027

Address: 233 Yorktown St, Dallas, TX 75208

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Southwest Cetic Music Association

A.2. Mailing Address

233 Yorktown St Dallas, TX 75208

A.3. Tax ID Number

75-2048379

A.4. Name of Event

North Texas Irish Festival

A.5. Physical Address of the Event

2217 N Carroll Blvd Denton, TX 76201

A.6. Phone Number

(214) 821-4173

A.7. Website

<https://scmatx.org> <https://ntif.org>

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

The Southwest Celtic Music Association was formed to study, perform, promote and preserve traditional Celtic music, dance and culture in the Southwest. The word "Celtic" refers to the culture that developed in Ireland, Scotland, Wales, Cornwall, Brittany, Galicia, and the Isle of Man. Much of the traditional music and dance that has evolved in the United States and in many other English-speaking countries in the last 250 years has developed from Celtic origins.

A.9. Event Start Date

03/13/2027

PRIMARY CONTACT

A.14. First Name

Penny

A.15. Last Name

Ewoldsen

A.16. Title

President

A.17. Phone Number

(214) 385-0585

A.18. Email

pennye@gmail.com

SECONDARY CONTACT

A.19. First Name

John

A.20. Last Name

Hebley

A.21. Title

Treasurer

A.22. Phone Number

(214) 674-8507

A.23. Email

jhebley@airmail.net

Event End Date

03/14/2027

A.10. Describe the event in which funds are being requested to support.

The North Texas Irish Festival is a family-friendly festival of traditional Irish music, dance, storytelling and culture featuring performers from the US and Ireland as well as local musicians and dancers. In addition to the music there will be over 100 vendors selling original and hand-made jewelry, clothing, souvenirs and home goods and over a dozen food vendors with at least some offerings of traditional Irish food. We have an area dedicated to pet adoption, including dogs, cats, rabbits and small birds, and another area dedicated to food sampling. Our children's area has been recognized by the Dublin Children's Museum in Ireland, and has a music stage and a storytelling stage, games, and free arts and crafts. This will be the 45th year of the festival, which has always been held in Dallas. We are one of the older Celtic Festivals in the United States and are among the 4 largest Irish Festivals in the United States, and the largest in the Southwest. We have a strong reputation amongst the Irish music scene as a preferred destination to perform. This year we are changing our venue from Dallas, where we have been for the last 44 years, to the North Texas Fairgrounds and Rodeo in Denton. We are looking forward to many years in our new home.

A.11. Dollar amount request for HOT funds

\$25,000.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☐ Convention Centers and Visitor Information
- ☐ Registration of Convention Delegates
- ☒ Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- ☒ Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
- ☐ Historical Restoration and Preservation Activities

that Directly Promote Tourism and the Hotel Industry

☐ Sporting Event Expenses that Substantially Increase Economic Activity at Hotels

☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section

☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality

☐ Administration

A.13. How does the requested funding meet the definition of the HOT categories listed in the Program Overview Section on this application?

Promoting Arts The North Texas Irish Festival is primarily an Irish music festival which also supports and celebrates the art and culture of Ireland. We generally have 8 stages of music, dance and storytelling. There is a dance stage featuring dancers from multiple Irish Dance schools. In our children's area, we have a storytelling stage featuring primarily Celtic based stories, and we have a music stage. With the children's music stage, priority is given to talented youth performers, then goes to adults playing music that children enjoy. We have a traditional sessions stage where musicians can gather and play traditional Irish tunes together. Then we have our primary 4 music stages – a Celtic Rock stage, a stage featuring Pub music, and two stages with various Celtic music that isn't as "rock" or "pub" oriented as the other stages. We generally have 4-6 headliners, and around 25 local and regional groups. Some of our headliners are from various parts of the United States, while others hail from Ireland, Scotland, Nova Scotia, and other parts of the world. Most of our headliners request to come back. The North Texas Irish Festival has a children's area (Urchin Street) which provides at least 5 different free arts and crafts activities for children of all ages to be able to make, helping the attendees to express their inner artist. As for more physical art than musical art, almost all of our festival decorations and stage backdrops are original, hand painted items created by some of our dedicated artist volunteers. We carefully take care of our decorations – some of our pieces have been gracing our festival for over 30 years. Advertising: The North Texas Irish Festival (NTIF) marketing effort has recently transitioned to utilizing more

social media advertising, primarily targeting the 6-state area of Texas, New Mexico, Oklahoma, Arkansas, Louisiana and Kansas. We believe this to be far more cost effective than traditional print advertising or TV and Radio. For the last few years we have been setting up booths at various festivals, primarily Celtic festivals which is our primary demographic, handing out flyers and discussing our festival with people in attendance. This past year we had booths at festivals in Sherman, San Antonio, Durant, OK and Estes Park, CO, as well as various local events. We hope to add booths in Salado, Austin, Tulsa and Tennessee this year. A number of our performers have agreed to spread the word as they travel around the country playing at various venues, and on their social media. We will provide a simple flyer that they have agreed to distribute at venues and post on their individual websites and social media. As members of the Association of Irish and Celtic Festivals (AICF), we will send copies of press releases and advertising media to other members throughout the county and have materials available at the international conference in October. Many of our marketing and advertising efforts are geared for outside the Dallas/Fort Worth/Denton area, targeting bringing in attendees from other areas. As a result of this, we traditionally have a sold out hotel block of 150 rooms, ranging from 2 to 5 nights hotel stays per room. We also have people that stay at hotels other than the host hotel. All of this leads to the fact that the North Texas Irish Festival is a draw for people locally, nationally, and Internationally, and since our attendance has averaged around 50,000 for the last 10 years, it is a large contributor to tourism.

B. Tourism Impact

Completed by penny@gmail.com on 6/30/2026 2:19 PM

Case Id: 30276

Name: Southwest Celtic Music Association - 2027

Address: 233 Yorktown St, Dallas, TX 75208

B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

40000

B.2. What is the estimated attendance for next year's event?

30000

B.3. How many people attending the event will use Denton Hotels?

400

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

3

B.5. Do you reserve room blocks in the area of the event?

Yes

If Yes, how many rooms and provide the name of hotel(s).

Name of Hotel	Number of Rooms	Rate of Room
Embassy Suites	150	\$100.00
	150	\$100.00

B.6. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

First I have to state that the Southwest Celtic Music Association board of trustees, the non-profit that puts on the North Texas Irish Festival, has just made the decision and arrangements to move to Denton from Dallas on June 3, 2026. We are currently in a communications blackout about our move until after FIFA, so we can try to capitalize on and emptier news cycle to help spread the word our our move. Because of this, we do not yet have a hotel contract, but our intention is get one set up with Embassy Suites. If for some reason that falls through, we will get a contract with one, or mutiple, of the other hotels in Denton. We will be able to start moving forward with more publically facing actions in August. How does the North Texas Irish Festival promote tourism? With an average audience of around 50,000, that's a significant number of people coming to Denton. Most of the attendees are from North Texas, but mostly from the DFW area, not Denton. There are a large number of people who come from the Houston, Austin and San Antonio areas, both performers and attendees. We also generally have well over 3000 attendees that are coming from out of the state or out of the country. On top of that, we have a core group of at least 300 volunteers, most of which will follow us with our move to Denton. Most of the individuals from outside the North Texas area will be needing hotel rooms. The people with hotel rooms, as well as the day-trippers from DFW, will be eating at Denton restraunts, buying gas at Denton gas stations, and generally supporting the Denton economy. All of our headliners, and most of our Regional performers, stay at hotels local to the festival, usually the Host Hotel.

C. Economic Impact

Completed by penny@gmail.com on 6/29/2026 10:26 PM

Case Id: 30276

Name: Southwest Celtic Music Association - 2027

Address: 233 Yorktown St, Dallas, TX 75208

C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

Our festival has been around for 44 years, and we are moving to Denton for our 45th North Texas Irish Festival. We have an established, dedicated fan base and group of volunteers. Our record attendance was 75000, although the last couple of years have dropped to between 40000-50000 due to a number of factors, many of which are in relation to our old home of Dallas Fair Park, combined with massive storms during Saturday of our festival this year. As most festivals do experience a decline in numbers the first couple of years after a move, we are only anticipating around 30000 attendees this year. We have attendees, performers and volunteers that have been coming to our festival for years, including from other states and countries. Many of the non North Texas people stay in hotels, and this year they will be Denton hotels instead of Dallas hotels. Before and after the festival, our attendees will be eating in Denton restaurants, going to Denton pubs, and buying gas at Denton gas stations. And since our festival is in March, it does not conflict with any of Denton's other major arts and music festivals. Since Denton is already known for its support of music and arts, adding another major music, arts and cultural festival to the lineup will only further Denton's reputation as the place in Texas to go for quality arts and music entertainment. The Southwest Celtic Music Association's mission statement includes promoting the arts, dance, history and culture of the Celtic nations. We already have some ties with UNT, since some of our regular performers are alumni of the UNT music school. Our festival also has a large children's area (Urchin Street) with a stage that promotes quality music by younger performers, and a large free arts and crafts department. Our Children's area is the only children's area of any Irish festival in the United States honored and recognized by the Dublin Children's Museum (Dublin, Ireland) with some of the quilts created by children at our festival on permanent display.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership

D. Marketing Plan

Completed by pennye@gmail.com on 6/30/2026 2:20 PM

Case Id: 30276

Name: Southwest Celtic Music Association - 2027

Address: 233 Yorktown St, Dallas, TX 75208

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

With this being the year we are moving to a new site after 44 years in Dallas, we will be heavily promoting our move to Denton, and the reasons we have chosen Denton as our new home. Since our decision to move was just made not even a month ago, we do not yet have a fully developed plan on exactly what marketing we will be doing to promote Denton. That being said, this is what we already have planned in the short time since we made our decision. After the news cycles slow down after FIFA, we have a Dallas reporter who will be getting an exclusive with us on why we are moving out of Fair Park and Dallas, and why we are moving to Denton. If this gets timed correctly, this will be spread among many news platforms, with a round of free publicity in late July/early August. As this happens, we will be updating both the website for the North Texas Irish Festival (ntif.org) and the Southwest Celtic Music Association (scmatx.org) We will be pushing the information on our move to Denton during our North Texas Giving Day campaign. We will be sending an email blast to all of our volunteers (over 400 people), SCMA members, and the people who have purchased NTIF tickets over the past 3 years, talking about our move and why we chose Denton. We will also send this group a second round of emails promoting ticket sales later in the year. Publishing and pushing information in Facebook, Instagram, TikTok, BlueSky, and X (Twitter). After we make posts, many of our musicians, both regionals, and headliners, repost our information for a much wider, international spread. This will also include money spend at pushing some of these posts. We are working on getting everything set up for Google Ads. We have a couple of influencers we are approaching about working with and seeing if they will push our festival and move. Including, one of the headliners we are working on getting for our 2027 festival is an influencer herself, and her stating she's coming to Denton should raise a lot of interest. (Still in negotiations, so can't state who she is yet) We will print flyers, brochures and posters which will be posted around Denton, the DFW area, including at least some of the posters will be posted in Sherman, Denison, Durant, Waco, Austin, Chicago, and the Boulder, CO area. We will have booths at festivals in Estes Park, CO; Salado, TX; Sherman, TX; Durant, OK; San Antonio, TX, Bastrop, TX promoting our organization and festival, and our move to Denton. We work with multiple radio and tv stations, as well as many area newspapers and neighborhood groups to get information out about our festival. Traditionally in the Dallas market we have worked with, and plan to continue to work with, FOX 4, WFAA, KERA, JackFM, WRR, the Dallas Morning News, the Observer, the Fort Worth Star Telegram, and many others. Our PR firm excels at getting special interest stories in many local, smaller newspapers as well. Anything we do promoting the North Texas Irish Festival this year will be featuring our move to our new home of the North Texas Fairgrounds in Denton. To be perfectly honest, we find it completely catchy that going forward we will be the North Texas Irish Festival at the North Texas Fairgrounds.

D.2. Marketing platforms used (check all):

☒ Social Media

☒ Google Ads

- ☒ Email
- ☐ CVB
- ☒ Influencers
- ☒ Print
- ☒ Radio
- ☒ TV
- ☒ Travel Sites
- ☒ Hotels
- ☒ Other

D.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

D.4. Total marketing budget:

\$25,000.00

D.5. Marketing budget targeting overnight visitors:

\$10,000.00

D.6. Past marketing performance metrics:

Website traffic

Social reach

Email subscribers

E. Budget and Fiscal Responsibility

Completed by pennye@gmail.com on 6/30/2026 2:31 PM

Case Id: 30276

Name: Southwest Celtic Music Association - 2027

Address: 233 Yorktown St, Dallas, TX 75208

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

The majority of the requested funding will be used towards public relations and advertising. The rest would be used for supporting the arts portion of our festival: -supplies for the children's arts and crafts area -supplies for our decorations department who has hand-made and hand painted all of our stage backdrops and most of the decorations seen around our very well decorated festival -paying for our 3-4 headliners -paying for our usually around 25 regional performers, including musicians, dancers and storytellers -paying for the sound systems -paying for the stages Those are all areas of our art related portion of the festival that any fund not used in promotional and advertising activities could partially cover.

E.2. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☐ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☒ No major event impacts will occur if funding is not received
- ☐ Other

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
HOT Grant	\$25,000.00
Denton Sponsorship	\$25,000.00
Individual Sponsorships	\$5,000.00
Various SCMA fundraisers	\$15,000.00
Guinness Sponsorship	\$15,000.00
As of yet unknown sponsorships we will be working on	\$0.00
	\$85,000.00

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
Janatorial	\$20,000.00
Electrical	\$20,000.00

Security	\$15,000.00
Site Lease	\$12,000.00
Drapes/tables/chairs	\$5,000.00
Fencing	\$5,000.00
Golf Carts	\$10,000.00
Busses	\$6,000.00
Stages	\$16,000.00
Radios	\$3,000.00
Advertising	\$25,000.00
Performers	\$100,000.00
Volunteer expenses	\$10,000.00
Insurance	\$14,000.00
Permits	\$4,000.00
	\$265,000.00

F. Organizational Capacity

Completed by pennye@gmail.com on 6/30/2026 5:20 PM

Case Id: 30276

Name: Southwest Celtic Music Association - 2027

Address: 233 Yorktown St, Dallas, TX 75208

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

44

F.2. Number of full-time staff:

0

F.3. Number of volunteers:

400

F.4. Previously received HOT funding:

No

F.5. Successfully completed prior HOT reporting:

No

F.6. Will your organization be able to provide insurance coverage for the event?

Yes

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

This year is our major move to a new location, and learning our new site and area. As is common when a festival moves, we are anticipating a drop in attendance, and are intending to be very aware and cautious of that, doing our best to try and reduce our expenses, and to gain funds through grants, sponsorships, fundraising, and donations, including in-kind sponsorship swaps. In 2028 and beyond we plan on expanding our new relationships with both universities, the community college and other organizations in Denton, attempting to not only pull Denton-based volunteers, but promoting Denton-based businesses, cultural organizations, musicians and artists in our festival. As our numbers go back to normal (50,000-75,000 attendees) and we have the funds, we will go back to having our normal 6-8 headliners, bringing back the stage we are not setting up this year, and the one we had cut back a couple of years ago. We also plan on strengthening our relationship we have developed with the Choctaw Nation (there is a long history between the Choctaw and the Irish), and hope that within the next couple of years we will be able to have the Choctaw Stickball team come play a full game at the stadium during our festival (they are chomping at the bit to have that opportunity). Our intention is to scale back for the moment, then to build beyond where we have been in the past. The North Texas Irish Festival has historically bounced between being the second, third or fourth largest Irish festival in the United States - we expect to be back in that running within 3-4 years of our move to Denton. We were in Dallas for the last 44 years - we intend to be in Denton for at least the next 45. Also, this is slightly past your requested time frame - but this year is our 45th festival. 2032 will be our 50th festival - and we already have some plans in the works to make that one absolutely spectacular festival, with Denton getting to share in the draw of world-class musicians and visitors that are likely to be

around that year.

G. Community Benefit and Alignment

Case Id: 30276

Name: Southwest Celtic Music Association - 2027

Address: 233 Yorktown St, Dallas, TX 75208

Completed by pennye@gmail.com on 6/30/2026 5:30 PM

G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

First, the North Texas Irish Festival has a 44 year history of being a successful music and culture festival. We have been averaging 50000 attendees in a city and location that did little to promote us or help us. We are bringing you an established festival with a highly dedicated audience in a month were you do not have a major event. In March the biggest event currently in Denton is the Storytelling Festival - which we hope to actually work in conjunction with, since at least one of that association's storytellers has been a storyteller at our event for at least 15 years. Our festival will bring in plenty of tourism dollars for Denton, while helping enhance Denton's reputation as a haven for the arts and music. We are a family friendly festival, and we absolute do not tolerate politics as part of our festival. We have removed vendors, volunteers, performers and participants who would not abide by our non-political stance, and especially for violating us being family friendly. Many of us have raised our children in the festival, and we have many second and third generation volunteers and performers. We all came together through a love of the Irish and Irish music, and have formed a huge family that loves this festival and each other with everything we have - which is also what Denton is about - a family friendly, safe city with a love of arts and music.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

Yes. While Denton is known for being supportive of music and arts, Denton is best known for the Jazz festival. You don't have the Irish and Celtic communities coming to Denton...yet. Our festival will bring them here. With a 44 year history, and an average attendance of 50000 over the last 5 years, we are a tourism draw, and we are one that fits in with the identity Denton already has. As one of the premier Irish and Celtic festivals in the nation, we are one of the bucket list festivals for members of the Celtic community throughout the United States. Many of our performers, including many from Ireland, keep asking our Entertainment Director when they can come back and perform at our festival. Most of these people would not come to Denton just to come to Denton - but they will come for the North Texas Irish Festival. It has been known for a couple of years that our festival was looking for a new home, and we already have vendors, volunteers, attendees, and performers who have told us that where we go, they will follow - so we already have a built in group of individuals that will be coming to Denton to be at NTIF.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

In some ways yes, and others no. No matter what, as an arts, culture and music festival, NTIF definitely fits in the cultural identity which is Denton and helps promote and expand that identity. But being an established festival moving from Dallas, we don't have the deep roots and ties in Denton yet - but we will build them. Since we don't have the deep ties and relationships in Denton yet, we don't have a lot to promote specific Denton cultural, artistic, historic & recreational assets yet. However, we do have a Cultural Area as part of our festival which is filled with cultural booths - various Irish dance schools, the Irish American Society, the Irish Wolfhound society, the Traditional Irish Music Education Society, but also we have had Dallas Naturalists, Master Gardeners, and many other groups in that area. With the move to Denton, we hope to reach out to many of Denton's organizations to see if they want to set up booths in our Cultural area. Same goes for our Animal Rescue area - we hope to get many of the Denton county based rescue groups to join us

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as well. And while this is probably not what you have in mind, but we're already excited to be able to post Denton RV parks on our website as an alternate to hotel rooms - we have been asked for years about RV locations for NTIF, and in the past our closest one was 25 miles away and was a rather shady one. We are going to have a number of very happy people that there are RV parks within 10 miles of the festival. It's not a large group of our following which wants the RVs, but there are enough that there will be traffic into the RV parks, too. While our ties with Denton may be loose right now since we've only decided Denton is our new home less than a month ago, we have every intention of deepening those ties as quickly as we can, and doing everything we can to promote our new home and our new neighbors.

G.4. Will event generate repeat tourism? Explain.

Yes. First, our attendees will come back most years when we have our festival. Also, many of the "daytrippers" from DFW who come to our festival will discover that Denton isn't really as far away as many of them think - and once that barrier is broken and they see all that Denton has to offer, many of them are extremely likely to come visit Denton for other events. To help this, we do intend on approaching the Denton Tourism Bureau, or other festivals and organization in Denton, to potentially participate in our Cultural area, so visitors to our festival can more easily see the other opportunities in Denton.

H. Reporting and Evaluation Plan

Completed by penny@gmail.com on 6/30/2026 5:37 PM

Case Id: 30276

Name: Southwest Celtic Music Association - 2027

Address: 233 Yorktown St, Dallas, TX 75208

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

Yes

H.1a. What is the ticket price? Add any additional information related to your Ticket Price.

Generally speaking, our Saturday and Sunday tickets are \$25 a day for adults. Children's tickets (6-12) are \$10, and children 5 & under are free. We offer discounts at the gate as well to military and seniors. Members of our nonprofit can buy tickets as buy one, get one, at the gate. None of these discounts are currently available online. We partner with Tom Thumb/Albertsons for them to sell discounted tickets at their stores in the area. We had issues last year with weekend ticket sales and our new online ticket provider not being able to handle multi-day tickets, so we are as of yet unsure if we will have weekend tickets or not this year. We at least used to also have an offer that any leprachaun showing up in full regalia and carrying a pot of gold was allowed in free. We are also very animal friendly, and allow animals to attend, with their human, as long as they are on a leash. We do request a \$1 donation for the animal (mostly dogs) to be let in, and the donations for animal attendance are then donated to the rescue groups. We do have a individual sponsorship levels, as well, through which there is the opportunity to get VIP passes that allow you to eat in the same area as the performers. Those packages start at \$250. Something that we are looking into that would be new this year, the Sherman Celtic Festival is our little brother festival (different organizations and people run them, but we helped them get started and many of our people work and attend both festivals). We are looking into the possibly of offering a discounted ticket option with weekend passes to both festivals, to help promote people attending both festivals - which would also increase our attendees from the Sherman/Denison area. Our intention this year is to offer our tickets for sale earlier between November and December 25, billing them as a clutter free Holiday gift. That being said, our volunteers are let in free for the day if they work one shift, and for the weekend if they work at least 2 shifts.

H.2. Does your organization gather data on attendees to your events/programs?

Yes

H.2a. If Yes, how is data collected?

In the past, we mostly collected email addresses with our online ticket sales. However we have already adjusted our tickets for this next year to ask for zip codes, so we will have a good demographic of where our online ticket sale attendees are coming from.

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Attendance - including a geographical breakdown of most of the attendees. Hotel nights for our host hotel block. Financial reconciliation of the festival At least some level of marketing metrics

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

We are used to providing these reports. We have received the Dallas version of this grant for 4 of the past 5 years, and have always had to do the post event report. We also have done the post event report for the Dallas Office of Cultural Affairs, the Irish Government Emigrant Support Programme, and many other organizations over the years. Our treasurer/managing director of the festival has been the primarily person to submit these post-event reports in the past, but as the new President, I am also learning to submit the grant and post - event summaries.

I. Required Documents

Completed by penny@gmail.com on 6/30/2026 7:22 PM

Case Id: 30276

Name: Southwest Celtic Music Association - 2027

Address: 233 Yorktown St, Dallas, TX 75208

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status ***Required**

Exemption Verification Letter.docx

IRS 501 Letter.pdf



Current Board of Directors roster including name, title, address and phone number ***Required**

Board 2025-6.xlsx



Board Meeting Schedule ***Required**

SCMA board meetings.docx



Provide constitution/by-laws ***Required**

SCMA Bylaws.docx



Provide last two year's audited financial or balance sheet. ***Required**

Form990Package 2023.pdf

Form990Package.pdf



Letter of determination certifying federal tax-exempt status under the IRS ***Required**

IRS Tax Exempt Organization Search Details.docx

Tax 1985 Exempt ltr-Texas.pdf

Tax Exempt Organization Search Details _ Internal Revenue Service.pdf

 **Most recent 990 Form submitted to IRS *Required**

Form990Package.pdf

 **Substitute W-9 for PO *Required**

Substitute W-9 Form.pdf

 **List of all donations made by your org last year. Name and dollar amount included. *Required**

Donations.docx

 **Other Documents**

Other SCMA information.docx

Fwd Grant applications.msg

Submit

Completed by penny@gmail.com on 6/30/2026 7:23 PM

Case Id: 30276

Name: Southwest Celtic Music Association - 2027

Address: 233 Yorktown St, Dallas, TX 75208

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Penny Ewoldsen

Electronically signed by penny@gmail.com on 6/30/2026 5:37 PM

Secretary/Treasurer's signature

John Hebley

Electronically signed by penny@gmail.com on 6/30/2026 7:23 PM

Admin Docs

No data saved

Case Id: 30276

Name: Southwest Celtic Music Association - 2027

Address: 233 Yorktown St, Dallas, TX 75208

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30276

Name: Southwest Celtic Music Association - 2027

Address: 233 Yorktown St, Dallas, TX 75208

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by financedbcoc@gmail.com on 6/25/2026 2:32 PM

Case Id: 30278

Name: Denton Black Chamber of Commerce - 2027

Address: PO Box 51026, Denton, TX 76206

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists.

The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by financedbcoc@gmail.com on 6/25/2026 2:33 PM

Case Id: 30278

Name: Denton Black Chamber of Commerce - 2027

Address: PO Box 51026, Denton, TX 76206

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

VJ

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

VJ

☒ Must be based in the City of Denton.

Initial:

VJ

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

VJ

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

VJ

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

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authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

VJ

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

VJ

☒ Must have an active governing body.

Initial:

VJ

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

VJ

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

VJ

A. Applicant Information

Completed by financedbcoc@gmail.com on 6/25/2026 3:05 PM

Case Id: 30278

Name: Denton Black Chamber of Commerce - 2027

Address: PO Box 51026, Denton, TX 76206

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Black Chamber of Commerce

A.2. Mailing Address

PO Box 51026 Denton, TX 76206

A.3. Tax ID Number

752653458

A.4. Name of Event

Denton Blues Festival

A.5. Physical Address of the Event

321 E McKinney St Denton, TX 76201

A.6. Phone Number

(682) 387-2233

A.7. Website

<https://www.dentonbluesfest.com/>

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

The Denton Black Chamber of Commerce creates economic opportunity through entrepreneurship, business development, and community partnerships. The Denton Blues Festival brings that mission to life by uniting diverse audiences through music, increasing economic activity for local businesses, celebrating cultural heritage, and investing in a stronger, more connected Denton.

A.9. Event Start Date

09/18/2027

Event End Date

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PRIMARY CONTACT

A.14. First Name

Vincent

A.15. Last Name

Jackson

A.16. Title

Treasure

A.17. Phone Number

(832) 428-3326

A.18. Email

financedbcoc@gmail.com

SECONDARY CONTACT

A.19. First Name

Kerry

A.20. Last Name

Goree

A.21. Title

President

A.22. Phone Number

(214) 762-1896

A.23. Email

kerry.goree.dbcoc@gmail.com

A.10. Describe the event in which funds are being requested to support.

Funds will be used to expand the Denton Blues Festival's regional reach, increase tourism, and generate measurable economic impact for the City of Denton by: Expanding destination marketing across Texas, Oklahoma, Louisiana, and Arkansas to attract out-of-town visitors and increase overnight stays and visitor spending. Implementing a comprehensive, multi-channel marketing campaign across digital, social media, radio, outdoor advertising, print, and community partners to increase awareness, drive travel intent, and boost festival attendance. Securing high-profile musical talent that attracts larger regional audiences, enhances the festival's reputation, and increases spending at Denton's hotels, restaurants, retailers, and local vendors. Strengthening Denton's cultural tourism economy by showcasing the city's vibrant arts and music scene while creating new opportunities for local businesses, entrepreneurs, artists, and community organizations to engage with thousands of attendees.

A.11. Dollar amount request for HOT funds

\$85,000.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☐ Convention Centers and Visitor Information
- ☐ Registration of Convention Delegates
- ☒ Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- ☒ Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
- ☐ Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry
- ☐ Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the

following destinations, as listed in the Overview Section

☒ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality

☐ Administration

A.13. How does the requested funding meet the definition of the HOT categories listed in the Program Overview Section on this application?

The Denton Blues Festival meets the program's criteria by serving as a destination event that attracts more than 15,000 attendees and promotes tourism to the City of Denton. Funding will be used to expand marketing efforts beyond the Dallas-Fort Worth metroplex, targeting audiences across Texas, Oklahoma, Louisiana, and Arkansas to encourage visitors to travel to Denton, stay in local hotels, dine at local restaurants, shop at local businesses, and experience the city's cultural attractions. These efforts directly support the intent of the Hotel Occupancy Tax by increasing overnight stays, generating visitor spending, and enhancing Denton's visibility as a regional destination for arts, culture, and live music.

B. Tourism Impact

Completed by financedbcoc@gmail.com on 6/30/2026 8:23 AM

Case Id: 30278

Name: Denton Black Chamber of Commerce - 2027

Address: PO Box 51026, Denton, TX 76206

B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

15000

B.2. What is the estimated attendance for next year's event?

15000

B.3. How many people attending the event will use Denton Hotels?

1,635

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

1

B.5. Do you reserve room blocks in the area of the event?

No

**If No, do you have a code set up with the Convention and Visitors Bureau that attendees can use during their stay?
(This is a requirement for funding)**

Yes

B.6. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

The Denton Blues Festival is a regional destination event that attracts more than 15,000 attendees each year and promotes tourism by bringing visitors from across Texas and neighboring states to experience Denton's music, restaurants, hotels, shopping, and local attractions. In 2025, more than 85% of festival website visitors came from outside Denton, demonstrating the festival's ability to attract travelers and generate interest well beyond the local community. The festival promotes Denton as a destination through a comprehensive marketing campaign designed to reach audiences who are most likely to travel for live entertainment and cultural experiences. In 2025, the campaign generated more than 13 million impressions through digital advertising, social media, radio, outdoor advertising, email marketing, print media, and community partnerships. A significant part of this campaign included 68 digital billboards throughout the Dallas Fort Worth and Houston metropolitan areas, generating more than 5.8 million impressions. These advertisements introduced the Denton Blues Festival to millions of potential visitors and encouraged them to make a trip to Denton. The festival also partnered with multiple radio stations across Dallas Fort Worth and Southern Oklahoma, producing more than 6.3 million impressions and expanding awareness to entirely new audiences. The festival's digital performance further demonstrates its regional appeal. The website received more than 18,000 visits, representing a 76 percent increase over the previous year. Visitors came from Dallas, Fort Worth, Houston, Austin, San Antonio, Waco, and many other communities across Texas, Oklahoma, Arkansas, and surrounding states. Social media advertising generated more than 6,000 direct event responses, providing additional evidence that the festival attracts interest from

people who live outside the Denton area. These marketing efforts are designed to encourage visitors to travel to Denton and spend the day or the weekend enjoying everything the city has to offer. Many attendees travel significant distances to attend the festival, making overnight accommodations a practical and attractive option. As a result, visitors contribute directly to the local economy by staying in Denton hotels, dining at local restaurants, shopping at area businesses, and utilizing transportation and other hospitality services. Hotel Occupancy Tax funding will allow the Denton Blues Festival to expand its regional advertising beyond the Dallas Fort Worth market by targeting audiences throughout Texas, Oklahoma, Louisiana, and Arkansas. This expanded marketing effort will attract more visitors from outside the region, increase overnight hotel stays, generate additional visitor spending, and strengthen Denton's tourism and hospitality industry. The Denton Blues Festival is more than a one day music event. It is an economic driver that introduces new visitors to Denton, encourages them to stay longer, support local businesses, and experience the city's unique culture. By expanding regional tourism and increasing demand for local hotels and hospitality services, the festival directly supports the purpose and intent of the Hotel Occupancy Tax program.

C. Economic Impact

Completed by financedbcoc@gmail.com on 6/25/2026 3:57 PM

Case Id: 30278

Name: Denton Black Chamber of Commerce - 2027

Address: PO Box 51026, Denton, TX 76206

C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Denton Black Chamber of Commerce and the Denton Blues Festival serve a public interest by advancing economic opportunity, supporting community growth, preserving cultural heritage, and expanding public access to live music, local commerce, and community engagement. The Denton Black Chamber of Commerce supports the growth and development of Black and African American owned businesses while representing the many facets of the Denton community. Through business advocacy, relationship building, vendor opportunities, sponsorship partnerships, and community programming, the Chamber helps create pathways for entrepreneurship, business visibility, economic mobility, and long term community investment. The Denton Blues Festival is one of the Chamber's most visible public initiatives. The festival is a free, family friendly cultural event that brings residents, visitors, artists, vendors, businesses, sponsors, and community organizations together through the shared experience of blues music. By keeping admission free, the festival removes cost barriers and allows families, seniors, students, small business owners, and residents from diverse backgrounds to participate in a major public event in Denton. The festival furthers a public purpose by preserving and celebrating the legacy of blues music, which is deeply connected to African American cultural history. It also creates meaningful economic opportunity for local entrepreneurs, food businesses, vendors, artists, and working musicians. The event provides a platform for small businesses and community partners to gain exposure, generate revenue, build relationships, and connect with thousands of attendees. The Denton Blues Festival is more than an entertainment event. It functions as cultural education, business development, tourism activation, and community connection. It gives the public access to live music and cultural programming while also creating economic activity for vendors, local businesses, restaurants, hotels, retailers, and other businesses that benefit from increased visitor traffic. The festival also supports economic and community growth by attracting significant regional and multistate attention to Denton. In 2025, the festival generated more than 13 million total campaign impressions across radio, outdoor advertising, digital media, social media, email, print, and event listing platforms. The campaign included 68 digital billboards across Dallas Fort Worth and Houston, more than 6.3 million radio impressions, more than 18,000 website visits, and more than 6,000 direct social media event responses from audiences across Texas, Oklahoma, and Arkansas. This reach positions the Denton Blues Festival as a regional destination event that promotes Denton to out of market audiences and encourages visitors to experience Denton's hotels, restaurants, retail businesses, local vendors, arts community, and cultural assets. The festival helps increase Denton's visibility as a welcoming destination for music, entrepreneurship, tourism, and community life. Based on current planning estimates, the festival is expected to serve approximately 15,000 attendees, support more than 20 vendors, and hire 7 to 9 bands, representing approximately 25 to 50 paid musicians depending on final band size. These elements directly benefit the public by increasing access to arts and culture, creating revenue opportunities for small businesses and vendors, providing paid performance opportunities for musicians, and strengthening Denton's local economy and city brand. Through the combined work of the Denton Black Chamber of Commerce and the Denton Blues Festival, this initiative advances a clear public benefit. It supports underserved business communities, expands economic opportunity, celebrates cultural heritage, drives tourism, creates space for community connection, and provides a high impact public event that benefits residents, visitors, entrepreneurs, artists, and the broader

Denton economy.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership
Texas Women's University	Sponsor
Peterbilt	Sponsor
Medical City Denton	Sponsor
City of Denton	Sponsor/ In Kind
Point Bank	Sponsor
Denton Media Company	In Kind
First United Bank	Sponsor
North Center Texas College	Sponsor

D. Marketing Plan

Completed by financedbcoc@gmail.com on 6/28/2026 8:43 PM

Case Id: 30278

Name: Denton Black Chamber of Commerce - 2027

Address: PO Box 51026, Denton, TX 76206

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

Platforms used: radio, digital billboards/outdoor, paid and organic social, email, website/SEO, digital event listing, print/earned media, partner/ sponsor distribution, and on site signage The Denton Blues Festival marketing plan will promote the City of Denton by positioning Denton as a regional cultural destination for live music, tourism, small business activity, and community engagement. The festival is hosted at Quakertown Park in the heart of Denton, and the marketing strategy is designed to drive awareness beyond the local market by reaching audiences across North Texas, Southern Oklahoma, Houston, and surrounding regional markets. The 2025 campaign demonstrated that the Denton Blues Festival has grown from a local community event into a regional destination event. The campaign generated more than 13.2 million total impressions across seven marketing channels, including radio, outdoor advertising, digital platforms, social media, email marketing, print/media placements, and event listing platforms. The festival website also recorded 18,000 visits, with more than 85% of visitors coming from outside Denton**, including audiences from Dallas, Fort Worth, Houston, San Antonio, Austin, Waco, and other markets. This shows that the festival marketing plan directly promotes Denton to visitors outside the city and supports Denton's visibility as an arts, culture, and tourism destination. The marketing plan will promote the City of Denton through the following platforms: Radio Advertising The Denton Blues Festival will use a multi-station radio strategy to reach diverse regional audiences. In 2025, the campaign used four radio partners, including: KKAJ 95.7 FM — Southern Oklahoma / North Texas This station helps promote Denton to audiences in Southern Oklahoma and North Texas, bringing visibility to Denton as a destination for visitors outside the immediate DFW area. KNON 89.3 FM — Dallas Community Radio KNON reaches blues, R&B, gospel, hip-hop, and urban Dallas audiences. This helps connect Denton to culturally engaged listeners who are already aligned with the festival's music and community mission. KRNH 105.7 FM — DFW Urban AC / R&B / Soul KRNH promotes the festival to a strong DFW audience that aligns closely with blues, soul, and R&B music. This expands Denton's visibility across the Dallas-Fort Worth metroplex. 94.5 FM / Mix 94.5 — DFW AC / Hot AC This station provides broad regional reach, including live remotes and on-air promotion. In 2025, 94.5 FM delivered an estimated 4.38 million impressions through radio spots and live remote activity. Combined, the radio strategy produced an estimated **6.3 million+ impressions**, promoting Denton across multiple demographic groups and geographic markets. Outdoor Advertising / Digital Billboards The festival will use digital billboard advertising to promote Denton in high-traffic regional markets. In 2025, the campaign used 68 Clear Channel digital billboards across the Dallas-Fort Worth and Houston markets. The billboard campaign included: 44 digital boards in Dallas-Fort Worth 24 digital boards in Houston 5.87 million+ estimated impressions A 28-day campaign leading into the festival This outdoor campaign promotes Denton as a destination city by placing the Denton Blues Festival brand in front of commuters, travelers, and regional audiences on major interstates and high-traffic corridors. This is one of the strongest channels for creating top-of-market awareness and positioning Denton as a place people should visit for music, culture, and community events. Festival Website The official festival website, dentonbluesfest.com, will serve as a primary digital hub for event promotion. The website promotes Denton by providing event details, schedule information, sponsor visibility, artist information, vendor information, travel-related details, and links that help visitors plan their trip to Denton. In 2025, the website produced: 18,000 total visits 14,000 unique visitors 39,000 total pageviews 76% year-over-year growth in website visits More than 85% of visitors from

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outside Denton This platform is especially important because it captures visitor intent. When someone visits the website, they are actively considering attending the festival, learning about Denton, or planning a visit. Social Media Marketing The Denton Blues Festival will use organic and paid social media campaigns to promote the event and the City of Denton across Facebook, Instagram, LinkedIn, and other social channels. In 2025, Facebook alone generated: 216,415 total views 4,807 total interactions 91% of views from non-followers 6,087 event responses across Texas, Oklahoma, and Arkansas This matters because the campaign is not only reaching the existing Denton Blues Festival audience. It is reaching new audiences who may not already follow the festival or know about Denton’s cultural offerings. Social media will be used to promote artist announcements, sponsor features, vendor highlights, community impact, event logistics, countdown content, behind-the-scenes updates, and visitor-facing messaging that reinforces Denton as the host city. Email Marketing Email marketing will be used to communicate directly with festival supporters, past attendees, sponsors, vendors, community partners, and regional audiences who have expressed interest in the event. In 2025, the email campaign performed well above industry benchmarks: 50% open rate 7–12% click rate 99% deliverability 1,000 active subscribers 405 new subscribers added in 2025 Email marketing allows the festival to repeatedly promote Denton to a warm audience before, during, and after the event. Messaging can include festival updates, sponsor recognition, travel reminders, parking details, local business spotlights, and calls to visit Denton businesses, restaurants, hotels, and cultural attractions. Digital Event Listings and Calendar Platforms The festival will also be promoted through digital event listing platforms that help people discover events through search engines and regional activity calendars. In 2025, these included platforms such as: Discover Denton Bandsintown AllEvents.in Additional event calendar and SEO platforms These listings help the festival appear when people search for live music, blues festivals, family-friendly events, free events, weekend activities, and things to do in Denton or the DFW area. The 2025 marketing report estimated 500,000 to 1,000,000 impressions from digital listings and event calendar platforms. Print and Local Media The marketing plan includes print and media partnership opportunities that help promote the festival locally and regionally. In 2025, the campaign included visibility through the Denton Record-Chronicle and related media placements. These channels help reinforce the festival’s connection to the Denton community while also giving sponsors and partners additional recognition. Print and media placements help promote Denton by highlighting the city’s role as the home of a long-running cultural event that supports music, small business, tourism, and community access. Sponsor Marketing and Partner Promotion Sponsors also expand the festival’s reach by sharing festival content through their own networks, newsletters, employee communications, community relations teams, and social platforms. This creates a multiplier effect. Each sponsor that promotes the festival helps introduce Denton to additional audiences, including corporate employees, customers, business partners, and civic stakeholders. On-Site Festival Promotion The festival itself will promote Denton through on-site branding, stage banners, vendor booths, sponsor signage, community partner visibility, and public-facing programming at Quakertown Park. Attendees experience Denton directly through the event location, local vendors, food, music, community organizations, and surrounding businesses. Because the event is free and family-friendly, it removes cost barriers and encourages broad public participation. This helps Denton attract residents, regional visitors, families, seniors, students, small business owners, corporate partners, and cultural tourists. Overall City Promotion Impact The Denton Blues Festival marketing plan promotes the City of Denton by doing more than advertising a single event. It builds a regional story around Denton as a city where culture, music, entrepreneurship, tourism, and community investment intersect. The campaign supports the City of Denton by: Increasing regional awareness of Denton as a destination city Driving visitors to Denton from outside the local market Promoting Denton’s music and cultural identity Supporting local vendors, small businesses, restaurants, and hospitality activity Creating sponsor and corporate visibility tied to Denton Strengthening Denton’s reputation as a city that supports inclusive, community-centered events Expanding digital reach across Texas, Oklahoma, Arkansas, and broader U.S. markets By using radio, digital billboards, website marketing, social media, email campaigns, event listings, print media, sponsor promotion, and on-site activation, the Denton Blues Festival creates a multi-channel promotional engine that elevates both the festival and the City of Denton.

D.2. Marketing platforms used (check all):

- ☒ Social Media
- ☐ Google Ads
- ☒ Email
- ☐ CVB
- ☐ Influencers
- ☒ Print
- ☒ Radio
- ☐ TV
- ☐ Travel Sites
- ☐ Hotels
- ☐ Other

D.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☐ National

D.4. Total marketing budget:

\$0.00

D.5. Marketing budget targeting overnight visitors:

\$0.00

D.6. Past marketing performance metrics:

Website traffic

18,000

Social reach

216,415

Email subscribers

1400

E. Budget and Fiscal Responsibility

Completed by financedbcoc@gmail.com on 6/25/2026 5:09 PM

Case Id: 30278

Name: Denton Black Chamber of Commerce - 2027

Address: PO Box 51026, Denton, TX 76206

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

Requested funds will be used to partially support the Denton Blues Festival. The festival costs over \$150,000 to produce as a two-day public event, and the requested funds will only cover a portion of the overall event expenses. Because the Denton Blues Festival is a free, community-based cultural event, outside funding is necessary to help offset the significant costs required to produce, promote, and operate the festival. These costs include marketing and promotion, stage and sound production, artist support, security, city permitting, fencing, sanitation, insurance, equipment, vendor support, volunteer coordination, signage, and other event logistics. The requested funds will not fully fund the festival. Instead, they will help partially underwrite key event costs, with a primary focus on marketing and promotion that drives attendance, increases public awareness, and attracts visitors to Denton. This support helps ensure the festival remains accessible to the public while continuing to promote Denton as a regional destination for live music, culture, small business engagement, and community connection. Based on the 2025 Sponsor Marketing Report, the festival's marketing strategy generated more than 13.2 million impressions across seven marketing channels. The campaign also produced approximately 18,000 website visits, with more than 85% of website visitors coming from outside Denton. These results demonstrate that festival promotion is designed to reach beyond the local market and attract regional visitors into the City of Denton. Requested funds may be used to partially support the following festival expenses: Marketing and Promotion Funds will help support radio advertising, digital billboard placements, social media promotion, email marketing, website updates, digital event listings, local media placements, printed materials, and sponsor recognition. These promotional efforts are critical to attracting attendees from Denton, DFW, southern Oklahoma, Houston, and other regional markets. Radio and Media Partnerships Funds may help support radio promotion and underwriting across stations serving DFW, North Texas, and southern Oklahoma. Prior radio partners included KKAJ 95.7 FM, KNON 89.3 FM, KRNH 105.7 FM, and Mix 94.5 FM. These platforms helped generate an estimated 6.3 million gross impressions and repeatedly connected the festival to Denton as the host city. Outdoor Advertising and Digital Billboards Funds may help offset the cost of digital billboard placements in key regional markets. In 2025, the campaign used 68 digital billboard displays across DFW and Houston during the final 28 days before the festival, generating approximately 5.8 million impressions. This promoted Denton to high-volume commuter and traveler audiences. Digital Marketing, Website, and Social Media Funds may help support paid and organic digital campaigns across Facebook, Instagram, the festival website, and other digital platforms. In 2025, the campaign generated 216,415 Facebook views, with 91% of views from non-followers, and 6,087 direct event responses from audiences in Texas, Oklahoma, and Arkansas. The festival website also served as the primary visitor information hub, generating approximately 18,000 visits, 14,000 unique visitors, and 39,000 pageviews. Email Marketing and Audience Engagement Funds may help support email marketing to past attendees, subscribers, sponsors, vendors, community partners, and prospective visitors. In 2025, the email campaign reached more than 1,000 subscribers, added 405 new subscribers, and achieved a 50% open rate. Digital Event Listings and Local Media Funds may help support promotion through event platforms such as Bandsintown, Discover Denton, AllEvents.in, regional event calendars, local media, community partner networks, and the Denton Record-Chronicle. These platforms help increase visibility among people searching for festivals, live music, and things to do in Denton and North Texas. Overall, the requested funds will provide partial support for a two-day festival that costs over \$150,000.

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to produce. This funding will help reduce the financial burden of keeping the event free and accessible while supporting the marketing, promotion, and event infrastructure needed to attract visitors, promote Denton, support local commerce, and strengthen Denton's identity as a cultural destination.

E.2. If the total requested funding is not received, what will the organization do?

- ☒ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☒ Fundraise for the event
- ☒ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
Hot Funds	\$85,000.00
Sponsors	\$50,000.00
City Sponsorship	\$4,000.00
Donations/ Community Partners	\$11,000.00
	\$150,000.00

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
Marketing	\$50,000.00
Artist	\$40,000.00
Permits/ Fees	\$10,000.00
Stage(s)/ Sound	\$15,000.00
Fence/ Porta Potties/ tables	\$8,000.00
Insurance	\$5,000.00
RV Dressing Rooms	\$5,000.00
DJ	\$3,000.00
Hotels for Artist	\$4,000.00
Event merch/ Beverages for resale	\$15,000.00
Overnight Security	\$4,000.00
Ice	\$3,000.00
Liquor license	\$200.00
State of Texas fee for liquor sold	\$1,000.00
	\$0.00
	\$163,200.00

F. Organizational Capacity

Completed by financedbcoc@gmail.com on 6/25/2026 5:29 PM

Case Id: 30278

Name: Denton Black Chamber of Commerce - 2027

Address: PO Box 51026, Denton, TX 76206

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

28

F.2. Number of full-time staff:

0

F.3. Number of volunteers:

15

F.4. Previously received HOT funding:

Yes

F.4a. Previously received HOT funding Amount

\$48,000.00

F.5. Successfully completed prior HOT reporting:

Yes

F.6. Will your organization be able to provide insurance coverage for the event?

Yes

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

The Denton Black Chamber of Commerce's long-term plan is to grow the Denton Blues Festival into one of the top music festivals nationwide**, with national recognition measured by attendance growth, out-of-market visitation, hotel impact, sponsor participation, media reach, artist quality, and economic benefit to the City of Denton. For the purpose of this plan, "premier" means the festival becomes nationally recognized for its attendance growth, out-of-market visitation, hotel impact, sponsor participation, media reach, artist quality, community access, and measurable economic benefit to the City of Denton. Over the next three to five years, the organization's goal is to scale the festival from a regional destination event into a nationally visible music and cultural tourism asset for Denton. The growth plan will focus on five measurable priorities: attendance expansion, overnight visitor growth, broader marketing reach, stronger programming, and sponsor-supported infrastructure. 1. Attendance Growth Milestones The organization's long-term goal is to grow festival attendance to more than 50,000 attendees annually within the next three to five years. Growth will be phased and measured annually. In the first phase, the organization will focus on strengthening the existing festival model, improving marketing conversion, increasing sponsor support, and expanding regional reach across North Texas, Oklahoma, Arkansas, Louisiana, New Mexico, Missouri and key Texas markets. In the second phase, the organization will expand promotion into additional feeder markets across the Southeast and Southwest United States,

including Oklahoma, Arkansas, Louisiana, New Mexico, Arizona, and other markets with strong blues, live music, and cultural tourism audiences. In the third phase, the organization will position the Denton Blues Festival as a recognized destination weekend that attracts both local residents and out-of-market visitors who travel to Denton specifically for the festival experience.

****2. Hotel and Tourism Impact**** A key long-term objective is to increase overnight visitation. As attendance grows toward 40,000 people, the organization's goal is for at least ****5% of total attendees**** to stay in Denton-area hotels. At 40,000 attendees, a 5% hotel-stay conversion represents approximately ****2,000 overnight visitors****. This creates direct value for Denton's hospitality sector and also supports local restaurants, retailers, transportation providers, entertainment venues, and small businesses. To achieve this, the organization will work to develop hotel partnerships, weekend travel packages, visitor itineraries, restaurant promotions, Discover Denton coordination, and digital messaging that positions the festival as a full Denton weekend experience rather than only a single event.

****3. Expanded Marketing Strategy**** The organization will continue building on the festival's proven multi-channel marketing system. The 2025 marketing campaign generated more than ****13.2 million impressions****, approximately ****18,000 website visits****, and more than ****85% of website traffic from outside Denton****. These results show that the festival already has a strong foundation for regional tourism marketing. Over the next three to five years, the marketing plan will expand in both reach and precision. The organization will increase targeted digital advertising, expand event listings, strengthen radio and media partnerships, improve email marketing, grow social media engagement, and increase outdoor advertising in key drive markets. Marketing will be focused on audiences most likely to travel to Denton, including blues fans, live music audiences, cultural tourists, families, alumni networks, university communities, small business supporters, and weekend travelers across Texas, Oklahoma, Arkansas, Louisiana, New Mexico, Arizona, and the broader Southeast and Southwest regions.

****4. Stronger Programming and Festival Experience**** To become one of the top music festivals nationwide, the organization must continue improving the quality of the event experience. This includes stronger artist programming, better stage production, improved sound quality, more diverse food and retail vendors, clearer signage, improved parking communication, stronger volunteer coordination, and more engaging sponsor activations. The organization will also work to book higher-profile regional and national blues, soul, R&B, and roots music artists who can increase audience draw and media attention. The long-term programming strategy is to preserve the cultural foundation of blues music while broadening the festival's appeal to attract larger and more diverse audiences. Operational improvements will also be required as attendance grows. The organization will evaluate crowd flow, public safety, sanitation, fencing, staging, lighting, production needs, vendor layout, and emergency planning to ensure the festival can scale responsibly.

5. Sponsor Value and Use of Support Sponsor and grant funding are critical to this long-term plan because the Denton Blues Festival costs over \$150,000 to produce as a two-day event and remains free to the public. Funding support helps underwrite the infrastructure required to grow the festival without placing the financial burden on attendees. Sponsor support directly helps fund marketing, production, artist programming, safety, logistics, visitor experience, and community access. As the festival grows, sponsors benefit from increased visibility, larger audience reach, stronger community goodwill, and direct association with a high-impact cultural event that promotes Denton, supports small businesses, and drives tourism activity. Funding also allows the organization to invest in higher-quality marketing and operations, which are necessary to reach the 50,000+ attendee goal and increase overnight visitors. Without sponsor and grant support, the festival's ability to scale, remain free, attract out-of-market visitors, and generate broader economic impact would be limited.

6. Specific 3–5 Year Milestones Over the next three to five years, the organization will measure progress against the following milestones:

- * Grow annual attendance toward 50,000+ attendees
- * Increase hotel-stay conversion to 5% of total attendance
- * Attract approximately 2,000 overnight visitors once attendance reaches 40,000
- * Expand marketing reach across Texas, Oklahoma, Arkansas, Louisiana, New Mexico, Arizona, and additional Southeast and Southwest markets
- * Increase website traffic, email subscribers, social media engagement, and direct event responses year over year
- * Secure larger corporate sponsors and tourism partners
- * Improve artist lineup quality with stronger regional and national talent
- * Increase vendor participation and small business exposure
- * Strengthen coordination with hotels, restaurants, Discover Denton, local media, and tourism partners
- * Improve operational systems for safety, crowd management, signage, parking, and visitor experience

Long-Term Outcome The long-term goal is to make the Denton

Blues Festival one of the top music festivals nationwide and a recognized cultural and tourism asset that promotes the City of Denton, attracts visitors, supports local businesses, and preserves the legacy of blues music. The organization's plan is not simply to make the event larger, but to make it more valuable to Denton's economy, hospitality sector, sponsors, artists, vendors, and residents. By growing attendance, increasing overnight stays, expanding marketing across the Southeast and Southwest United States, improving programming, and strengthening sponsor partnerships, the Denton Blues Festival can become a signature destination event that elevates Denton's visibility and creates measurable community and economic impact.

G. Community Benefit and Alignment

Case Id: 30278

Name: Denton Black Chamber of Commerce - 2027

Address: PO Box 51026, Denton, TX 76206

Completed by financedbcoc@gmail.com on 6/28/2026 8:51 PM

G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

The Denton Blues Festival enhances Denton's tourism identity by positioning the city as a regional music and cultural destination rooted in blues, heritage, and community-centered entertainment. The event helps define Denton as more than a college town or local arts market; it supports Denton's identity as North Texas' blues-and-heritage weekend destination. The festival creates tourism value by giving visitors a reason to travel to Denton for a signature cultural experience. Held in Quakertown Park, the free, family-friendly event brings together live blues music, food vendors, local businesses, artists, sponsors, and community organizations in a setting that highlights Denton's historic downtown, creative culture, and public event infrastructure. The 2025 sponsor marketing results demonstrate strong destination reach. The campaign generated more than 13.2 million impressions across radio, digital billboards, social media, email, print, and online listings. The festival website recorded approximately 18,000 visits, with more than 85% of website visitors coming from outside Denton. This shows that the festival is not only serving local residents, but also reaching audiences across North Texas, DFW, Houston, southern Oklahoma, and other nearby regional markets. While the organization is still working to improve direct tracking of attendance origin, hotel stays, and visitor spending, the current marketing data shows that the festival already has strong regional visibility and tourism potential. As the festival grows, the organization plans to better measure visitor ZIP codes, hotel room impact, restaurant and retail activity, and overall economic benefit to Denton. Long term, the Denton Blues Festival strengthens Denton's tourism brand by connecting the city to live music, African American cultural heritage, family-friendly entertainment, and regional visitor activity. By expanding awareness and drawing more out-of-town audiences, the festival supports hotel stays, restaurant traffic, local business exposure, and Denton's broader reputation as a destination for memorable cultural events.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

Yes. The Denton Blues Festival is designed to attract visitors who may not otherwise visit Denton by promoting the city to regional audiences who are specifically interested in live music, blues, R&B, soul, family-friendly cultural events, and heritage tourism. The 2025 Sponsor Marketing Report shows that the festival is reaching well beyond the immediate Denton market. The campaign generated more than 13.2 million total impressions across seven channels, including radio, digital billboards, social media, email, digital listings, website traffic, and print/media placements. The campaign reached audiences across Texas, Oklahoma, and Arkansas, with documented exposure in North Texas, DFW, Houston, southern Oklahoma, Dallas, Fort Worth, Lewisville, Corinth, San Antonio, Austin, and Waco. The website data further supports this regional tourism reach. In 2025, dentonbluesfest.com recorded approximately 18,000 total visits, 14,000 unique visitors, and 39,000 pageviews. More than 85% of website visitors came from outside Denton, including Dallas, Fort Worth, Houston, San Antonio, Austin, and Waco. This indicates that the festival is not only communicating with local residents, but also creating awareness among out-of-market audiences who may not otherwise be considering Denton as a destination. The radio strategy also expanded the festival's audience beyond Denton. The campaign used four radio partners across the DFW Metroplex and southern Oklahoma, including KKAJ 95.7 FM in Ardmore/Davis, Oklahoma; KNON 89.3 FM in Dallas; KRNB 105.7 FM in DFW; and Mix 94.5 FM in DFW. Collectively, the radio campaign produced an estimated 6.3 million gross impressions and reached audiences across the 18–64 age range. This matters

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because it placed Denton's festival in front of regional listeners who may not have otherwise had a reason to visit the city. The audience profile also supports tourism potential. The festival is reaching a mature, high-engagement audience, with the largest segments being ages 55–64 at 28%, ages 45–54 at 25.3%, ages 35–44 at 20.9%, and ages 65+ at 18.8%. The report also notes that the audience is predominantly women across age groups. This is a strong visitor profile for a blues and heritage event because these segments are more likely to plan regional entertainment trips, attend cultural events, dine locally, and participate in family or group outings. The strongest social media indicators also show new-audience reach. Facebook generated 216,415 views from July through September, with 91% of views coming from non-followers. Paid event responses totaled 6,087 across Texas, Oklahoma, and Arkansas. The top out-of-market audiences included Dallas, Fort Worth, Lewisville, and Corinth. This shows that the festival is not only engaging existing followers; it is reaching new audiences in surrounding markets. Based on the available data, the Denton Blues Festival has strong evidence that it reaches and motivates regional audiences who may not otherwise visit Denton. The event gives those audiences a specific reason to come to Denton: a free, family-friendly blues and heritage festival connected to live music, local food, small businesses, and Denton's cultural identity.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. The Denton Blues Festival promotes Denton's cultural, artistic, historic, and recreational assets by showcasing the city's long-standing connection to live music, public arts, community gathering, and family-friendly outdoor entertainment. The festival uses Quakertown Park as a central public space where residents and visitors can experience Denton through live music, food, vendors, local businesses, and community engagement. This helps activate one of Denton's recreational assets while creating a welcoming event environment for families, students, seniors, tourists, and regional visitors. Artistically, the festival highlights Denton's reputation as a creative music city. Blues music is a historic American art form with roots in African American heritage, but its influence extends across generations, genres, and communities. By presenting blues, soul, R&B, and related live music experiences, the festival reinforces Denton's broader identity as a city that values musicians, performance, creativity, and cultural expression. Historically, the event helps preserve and celebrate Denton's love of music and its role as a gathering place for diverse cultural experiences. While the festival is not positioned as a historic-site event, it supports historical awareness by honoring the legacy of blues music and its continued influence on modern American music and community life. The festival also strengthens Denton's tourism and cultural brand. According to the 2025 Sponsor Marketing Report, the campaign generated more than 13.2 million impressions across seven marketing channels. The festival website recorded approximately 18,000 visits, with more than 85% of visitors coming from outside Denton, including Dallas, Fort Worth, Houston, San Antonio, Austin, and Waco. This shows that the festival is helping promote Denton's arts, music, and recreational identity to audiences beyond the local market. Overall, the Denton Blues Festival promotes Denton as a welcoming music and arts destination. It connects the city's public spaces, creative culture, live music heritage, local commerce, and community pride into one signature event that benefits residents, visitors, businesses, and the broader Denton tourism economy.

G.4. Will event generate repeat tourism? Explain.

Yes. The Denton Blues Festival is positioned to generate repeat tourism because it is a recurring signature event that gives visitors a consistent reason to return to Denton each year for live music, food, vendors, local businesses, and family-friendly cultural entertainment. The festival supports repeat visitation by building an annual tradition around Denton's music and arts identity. Visitors who have a positive experience are more likely to return in future years, bring family or friends, visit downtown Denton, support local restaurants and vendors, and associate Denton with a memorable music weekend. This type of recurring event helps convert one-time visitors into repeat cultural tourists. The 2025 Sponsor Marketing Report shows that the festival already has a strong base for repeat tourism. The campaign generated more than 13.2 million impressions across seven marketing channels and recorded approximately 18,000 website visits, with more than 85% of website visitors coming from outside Denton. The campaign also reached regional audiences across Texas, Oklahoma, and Arkansas, including Dallas, Fort Worth, Houston, San Antonio, Austin, Waco, and southern Oklahoma. This demonstrates that the festival is building awareness with regional audiences who can be re-

engaged year after year. The audience profile also supports repeat tourism potential. The report shows that the festival reaches a mature, high-engagement audience, with strong representation among ages 35 and older and a predominantly female audience across age groups. These audience segments are well aligned with planned cultural outings, regional day trips, family events, and recurring entertainment traditions. The festival's marketing channels also create a repeat-visitor pipeline. In 2025, Facebook generated 216,415 views, with 91% of views coming from non-followers, and the festival received 6,087 event responses across Texas, Oklahoma, and Arkansas. The email campaign also had a 50% open rate and 1,000 active subscribers, giving the organization a direct audience it can continue to promote to in future years. At the same time, the organization should be careful not to overstate the current data. The existing report supports strong regional awareness, digital engagement, and repeat-marketing potential, but it does not yet fully confirm how many visitors returned from prior years, how many booked hotels, or how much repeat visitor spending occurred. Going forward, the organization can strengthen this measurement through attendee ZIP-code tracking, repeat-attendee surveys, hotel partner data, email list segmentation, and post-event visitor feedback. Overall, the Denton Blues Festival has strong potential to generate repeat tourism because it is an annual, culturally relevant event that promotes Denton's music, arts, recreational spaces, local commerce, and community identity. With stronger visitor tracking, the festival can more clearly document how annual awareness is converting into repeat visits and measurable tourism impact.

H. Reporting and Evaluation Plan

Completed by financedbcoc@gmail.com on 6/28/2026 8:53 PM

Case Id: 30278

Name: Denton Black Chamber of Commerce - 2027

Address: PO Box 51026, Denton, TX 76206

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

H.2. Does your organization gather data on attendees to your events/programs?

No

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

After the event, the Denton Black Chamber of Commerce will be able to report several key performance metrics related to attendance, marketing reach, financial performance, sponsor value, and overall event impact. We are still working on getting the economic impact and hotel nights reports. The organization currently tracks festival performance through a post-event marketing report, financial reconciliation, sponsor documentation, vendor participation, website analytics, social media analytics, email performance, and media reach. These tools allow the organization to evaluate how the festival is growing, how effectively it is reaching audiences outside of Denton, and how the event is contributing to the visibility of the City of Denton. The organization expects to provide an initial post-event report within approximately 30 days after the festival. However, the 30-day report may not contain all final data because certain expenses, invoices, sponsor reconciliations, vendor information, media metrics, and post-event analytics may come in after the first 30 days. A more complete final report may be provided once all outstanding costs, campaign results, and post-event metrics have been received and reconciled. Metrics the organization expects to report after the event include: Attendance Estimates The organization will provide estimated festival attendance based on event-day observations, vendor activity, crowd flow, volunteer feedback, sponsor feedback, and available event operations data. As the festival continues to grow, the organization is working to improve attendance tracking systems so future reporting can become more precise and consistent. Marketing and Promotional Metrics The organization will provide a post-event marketing report that tracks the reach and effectiveness of the festival's promotional campaign. This report will include metrics such as total impressions, website visits, unique visitors, pageviews, social media reach, social media engagement, direct event responses, email open rates, subscriber growth, digital ad performance, radio reach, billboard impressions, and event listing visibility. The marketing report is especially important because it shows how the festival is expanding its reach across multiple cities and states outside of North Texas. Prior reporting has allowed the organization to measure audience growth from regional and out-of-market visitors, including website traffic and engagement from cities across Texas, Oklahoma, Arkansas, Louisiana, and other surrounding markets. Geographic Reach The organization will be able to report where audiences are coming from based on website analytics, social media data, email engagement, digital advertising results, and event response data. This helps show how the festival is promoting Denton beyond the local market and building awareness across broader regional and multi-state audiences. Financial Reconciliation The organization will provide financial reconciliation after the event, including revenue, expenses, sponsorship income, vendor income, grant support, major cost categories, and remaining surplus or deficit. However, final financial reconciliation may take longer than 30 days because some invoices, vendor costs, media expenses, reimbursements, and sponsor-related items may not be fully received or processed immediately after the event. This is a critical reporting

area because the cost of producing the festival continues to rise, including expenses related to production, stage and sound, security, fencing, sanitation, insurance, marketing, permitting, artist support, and event logistics. Because the Denton Blues Festival remains free and open to the public, the organization relies on sponsorships, grants, community support, and strategic partnerships to offset these costs. Continued support from the City of Denton and other strategic partners will be important to keeping the festival financially sustainable for years to come. Sponsor and Partner Visibility The organization will report sponsor recognition and partner exposure through marketing placements, social media mentions, website visibility, signage, event-day recognition, email inclusion, media exposure, and other promotional channels. Some sponsor visibility metrics may continue to update after the 30-day report depending on when final media, digital, and post-event reporting is received. Vendor and Small Business Participation The organization will track vendor participation, small business involvement, and community partner engagement. This includes the number of vendors, types of vendors, local business participation, and opportunities created for small businesses to gain exposure during the festival. Hotel Nights and Economic Impact The organization is still working on systems to more accurately track hotel nights, overnight visitation, and direct economic impact. While the festival's marketing data shows strong out-of-market reach and visitor interest, the organization recognizes the need for stronger tools to measure hotel stays, visitor spending, and broader economic impact. Over time, the organization would like to work with the City of Denton, Discover Denton, local hotels, restaurants, and tourism partners to improve this reporting. Potential future tools may include hotel partner reporting, attendee surveys, QR-code visitor tracking, zip code collection, restaurant and hotel promotions, and post-event economic impact analysis. Survey Results and Attendee Feedback The organization plans to continue improving its ability to collect attendee, vendor, sponsor, and volunteer feedback. Survey results may include attendee satisfaction, visitor origin, hotel usage, spending behavior, preferred programming, event experience, and recommendations for future improvements. Overall, the Denton Black Chamber of Commerce will be able to provide a post-event report covering marketing performance, financial reconciliation, sponsor value, attendance estimates, vendor participation, geographic reach, and community impact. The initial 30-day report will provide the best available data at that time, while the final report may be updated as additional expenses, invoices, analytics, and impact metrics become available. The organization is also actively working to strengthen its systems for tracking hotel nights and economic impact so that future reports can provide an even clearer picture of how the Denton Blues Festival supports tourism, local businesses, and the City of Denton.

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

We are able to provide quarterly financial reporting, as we already have a designated person who works with the City to submit the HOT funds report. We can also provide a post-event report within 30 days of the festival, provided we receive clear guidance on the specific information, format, and supporting documentation required.

I. Required Documents

Completed by *financedbcoc@gmail.com* on 6/30/2026 9:34 AM

Case Id: 30278

Name: Denton Black Chamber of Commerce - 2027

Address: PO Box 51026, Denton, TX 76206

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

DBCOC Active non-profit status.pdf



Current Board of Directors roster including name, title, address and phone number *Required

Denton Black Chamber Board HF.docx



Board Meeting Schedule *Required

2027 Board Meeting Schedule.docx



Provide constitution/by-laws *Required

By laws DBCOC HF.pdf



Provide last two year's audited financial or balance sheet. *Required

Black Chamber Financial Statements for Sept 2024 (3).pdf

2025 DBCOC Balance sheet.pdf

2024- 2025 PL statement DBCOC.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

DBCOC Letter of Determination.pdf

☒ **Most recent 990 Form submitted to IRS *Required**

DBCOC 2024 Form 990, signed.pdf

☒ **Substitute W-9 for PO *Required**

DBCOC W9 2024.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. *Required**

No donations were made last year.docx

☐ **Other Documents**

***No files uploaded*

Submit

Completed by financedbcoc@gmail.com on 6/30/2026 9:38 AM

Case Id: 30278

Name: Denton Black Chamber of Commerce - 2027

Address: PO Box 51026, Denton, TX 76206

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Kerry Goree

Electronically signed by financedbcoc@gmail.com on 6/30/2026 9:37 AM

Secretary/Treasurer's signature

Vincent Jackson

Electronically signed by financedbcoc@gmail.com on 6/30/2026 9:36 AM

Admin Docs

No data saved

Case Id: 30278

Name: Denton Black Chamber of Commerce - 2027

Address: PO Box 51026, Denton, TX 76206

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30278

Name: Denton Black Chamber of Commerce - 2027

Address: PO Box 51026, Denton, TX 76206

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by marybethreinke@gmail.com on 6/29/2026 4:06 PM

Case Id: 30284

Name: Denton Holiday Festival Association Inc. - 2027

Address: P.O. Box 2765, Denton, TX 76202

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists.

The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by marybethreinke@gmail.com on 6/29/2026 4:08 PM

Case Id: 30284

Name: Denton Holiday Festival Association Inc. - 2027

Address: P.O. Box 2765, Denton, TX 76202

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

MBR

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

MBR

☒ Must be based in the City of Denton.

Initial:

MBR

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

MBR

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

MBR

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

MBR



Must have a history of continuous, stable programming prior to the application date.

Initial:

MBR



Must have an active governing body.

Initial:

MBR



Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

MBR



If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

MBR

A. Applicant Information

Completed by marybethreinke@gmail.com on 6/30/2026 4:18 PM

Case Id: 30284

Name: Denton Holiday Festival Association Inc. - 2027

Address: P.O. Box 2765, Denton, TX 76202

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Holiday Festival Association Inc.

A.2. Mailing Address

P.O. Box 2765 Denton, TX 76202

A.3. Tax ID Number

75-2436407

A.4. Name of Event

Denton Holiday Lighting Festival

A.5. Physical Address of the Event

700 Oakland Street Denton, TX 76201

A.6. Phone Number

(972) 571-3334

A.7. Website

www.dentonholidaylighting.com

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

To provide a free, vibrant annual holiday festival by providing public light installations, music, and artistic expression that activate and enhance Denton's shared spaces.

A.9. Event Start Date

12/04/2027

Event End Date

A.10. Describe the event in which funds are being

Printed By: Terrance Jones on 7/22/2026

PRIMARY CONTACT

A.14. First Name

Marybeth

A.15. Last Name

Reinke

A.16. Title

Chair

A.17. Phone Number

(972) 571-3334

A.18. Email

dentonholidaylighting.chair@gmail.com

SECONDARY CONTACT

A.19. First Name

Francie

A.20. Last Name

Pavelek

A.21. Title

Treasurer

A.22. Phone Number

(940) 368-7170

A.23. Email

fpavelek@andersonspecter.com

requested to support.

The Denton Holiday Lighting Festival is a free, family-friendly public event held annually on the first Saturday of December following Thanksgiving. The festival activates Quakertown Park with public light installations, live performances by local schools, universities, and cultural groups, children's rides and attractions, an expanded vendor village, and Santa and special holiday appearances. The festival also hosts an annual toy drive benefiting Cumberland Children's Home and includes a free children's craft activity for attendees. DHFA participates as a vendor at the Downtown Denton Foundation's Wassail Fest, Day of the Dead Festival, and Arts & Autos, cross-promoting the Holiday Lighting Festival to regional audiences throughout the year. DHFA also hosts Breakfast with Santa at the Denton Woman's Club Building in partnership with the Denton City Federation of Women's Clubs. With 38 years of continuous programming and 9,100 verified visitors on December 6, 2025 — a 744% year-over-year increase — the festival has become one of Denton's most significant community and cultural events.

A.11. Dollar amount request for HOT funds

\$75,000.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☒ **Convention Centers and Visitor Information**
- ☐ **Registration of Convention Delegates**
- ☒ **Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry**
- ☒ **Promotions of the Arts that Directly Promote Tourism and the Hotel Industry**
- ☐ **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry**
- ☐ **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels**
- ☐ **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section**

☐ **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality**

☐ **Administration**

A.13. How does the requested funding meet the definition of the HOT categories listed in the Program Overview Section on this application?

The Denton Holiday Festival Association's request for HOT funds directly supports multiple eligible categories under Texas Tax Code 351.101 (a): Convention & Visitor Information (Category A): The hotel room block initiative and visitor partnership program with the Denton-area hotels supports the convention and hotel industry by generating documented overnight stays attributable to the festival. Festival programming activates Quakertown Park as a visitor destination, with documented Placer.ai data confirming 10,000 unique visits on December 6, 2025 — a 744% year-over-year increase. The festival serves as a de facto visitor attraction, and HOT funds support the infrastructure (site operations, signage, and visitor-facing amenities) necessary to host this volume of tourists and visitors at the park. Advertising (Category C): HOT funds will support paid regional and statewide advertising including digital campaigns, social media advertising, and radio targeting DFW metroplex and statewide audiences, as well as partnership marketing to promote the festival to tourists and convention visitors outside of Denton. Arts (Category D): Festival programming directly funds live musical performances by local school ensembles, university groups, cultural organizations, and local musicians performing across multiple stages throughout the festival footprint. This programming constitutes direct promotion and application of the arts including instrumental and vocal music and performing arts and visual art/light installations presented specifically to draw tourists and visitors to the City of Denton.

B. Tourism Impact

Completed by marybethreinke@gmail.com on 6/30/2026 3:04 PM

Case Id: 30284

Name: Denton Holiday Festival Association Inc. - 2027

Address: P.O. Box 2765, Denton, TX 76202

B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

10,000

B.2. What is the estimated attendance for next year's event?

15000

B.3. How many people attending the event will use Denton Hotels?

910

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

2

B.5. Do you reserve room blocks in the area of the event?

No

**If No, do you have a code set up with the Convention and Visitors Bureau that attendees can use during their stay?
(This is a requirement for funding)**

Yes

B.6. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

The Denton Holiday Lighting Festival drives overnight stays and direct economic activity for Denton's hotel and convention industry by attracting an estimated 15,000 attendees in 2027, including out-of-town vendors, performers, and visitors traveling from across the DFW metroplex and beyond. An estimated 910 attendees are projected to utilize Denton hotels, with an average stay of two nights — generating measurable room-night demand directly attributable to the festival. DHFA has confirmed hotel partnerships with Embassy Suites and Home2 Suites, each providing a unique tracking link for festival attendees to use when booking accommodations during their stay. This mechanism allows DHFA to document actual hotel utilization tied directly to the festival, providing verifiable hotel-night data for quarterly HOT reporting. DHFA is continuing to pursue additional hotel partnerships with other Denton-area properties to expand this tracking program ahead of the 2027 festival. Beyond the single festival night, DHFA's permanent holiday light installations at Quakertown Park remain illuminated from Thanksgiving through New Year's Day, creating a six-week tourism draw that extends well past the event date. This sustained attraction encourages repeat visits and overnight stays throughout the holiday season — not just on the festival weekend — giving Denton hotels a recurring tourism driver across the full holiday period rather than a single-night spike. The festival's expanded 2027 footprint — including new programming partnerships, cross-festival promotion, and regional marketing investment is designed to extend visitor dwell time in Denton, encouraging multi-day stays among out-of-town attendees, vendors, and performers who combine festival attendance with visits to downtown Denton's restaurants, retail, and other tourist attractions.

C. Economic Impact

Case Id: 30284

Name: Denton Holiday Festival Association Inc. - 2027

Address: P.O. Box 2765, Denton, TX 76202

Completed by marybethreinke@gmail.com on 6/30/2026 12:54 PM

C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

The Denton Holiday Festival Association furthers community growth and serves a direct public interest by providing a free, accessible holiday celebration for all Denton residents, regardless of economic background. The festival hosts an annual toy drive benefiting Cumberland Children's Home, directly supporting children in the Denton community during the holiday season. The festival also creates significant economic activity for the local economy through vendor booth opportunities for local artisans and small businesses, and direct support for the City's hotel and hospitality industry through overnight stays generated by out-of-town attendees, vendors, and performers. Third-party Placer.ai visitor journey data confirms that festival attendees patronize downtown Denton restaurants and shops both before and after the event — including documented visits to Ambros Tacos Y Mas, LSA Burger Co., Rooster's Roadhouse and other downtown establishments — demonstrating direct, measurable economic spillover into the local business community. The festival's permanent light installations at Quakertown Park further serve a public interest by providing a lasting community amenity enjoyed by Denton residents and visitors from Thanksgiving through New Year's Day. By engaging local schools, universities, and cultural organizations in festival programming, DHFA also strengthens community identity and civic pride while creating meaningful public performance opportunities that benefit the broader Denton arts community.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership
Cumberland Children's Home	Annual toy drive held day-of-festival benefiting local children in need
Day of the Dead Festival	DHFA participates as a vendor, cross-promoting the Holiday Lighting Festival to event attendees
Downtown Denton Foundation — Wassailfest	DHFA participates as a vendor, cross-promoting the Holiday Lighting Festival to event attendees
Downtown Denton Foundation — Arts & Autos	DHFA participates as a vendor, cross-promoting the Holiday Lighting Festival to event attendees
Denton Woman's Club Building	Hosts Breakfast with Santa at the Denton Woman's Club Building as part of DHFA's expanded festival programming
Eastside Denton	Participating venue, Eat, Drink and Be Tacky Ugly Sweater Crawl fundraiser
Oak Street Drafthouse	Participating venue, Eat, Drink and Be Tacky Ugly Sweater Crawl fundraiser
Wild Cactus Cantina	Participating venue, Eat, Drink and Be Tacky Ugly Sweater Crawl fundraiser
Miss Angeline's	Participating venue, Eat, Drink and Be Tacky Ugly Sweater

	Crawl fundraiser
Harvest House	Participating venue, Eat, Drink and Be Tacky Ugly Sweater Crawl fundraiser
Discover Denton	Photos with Santa During Wassailfest & Sold Ornaments on Consignment
Denton Beer Alliance	Beer and beverage partner for the Holiday Lighting Festival
Emily Fowler Library	Partner for Storytime in the Nook
Denton Parks & Rec	Partner for Quakertown Complex Facilities & Park Decorations
DCTA	Downtown "Holly Jolly Trolley"
TWU Music Department	Music Showcase
DISD	Music & Dance Showcase
NCTC	Parking Garage In Kind Use to Public

D. Marketing Plan

Completed by marybethreinke@gmail.com on 6/30/2026 1:09 PM

Case Id: 30284

Name: Denton Holiday Festival Association Inc. - 2027

Address: P.O. Box 2765, Denton, TX 76202

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

DHFA's 2027 marketing plan directly promotes the City of Denton as a tourist destination through a comprehensive, multi-platform strategy designed to reach audiences ranging from local residents to national travelers, driving overnight stays and economic activity for Denton's hotel and convention industry. Digital & Social Media: Paid social media advertising (Facebook, Instagram) and targeted Google Ads campaigns will promote the festival across Denton, DFW, and statewide Texas audiences, directing traffic to the event website and driving ticket, wristband, and vendor registration. DHFA's Facebook page generated 202,626 views over the past year, a 123% year-over-year increase, with 71.2% of that reach coming from non-followers — demonstrating that festival content is actively reaching new, non-local audiences beyond DHFA's existing base, directly supporting the goal of attracting tourists and visitors to Denton. Email marketing to DHFA's established attendee, vendor, and sponsor lists will maintain engagement and promote ticket sales and event details. Convention & Visitors Bureau Partnership: DHFA will partner with the Denton Convention and Visitors Bureau to include the Holiday Lighting Festival in official Denton tourism marketing materials, positioning the event as a flagship driver of Denton's destination identity and extending reach to travelers actively researching Texas destinations. Hotel Co-Marketing: DHFA will coordinate directly with Denton-area hotel partners (Embassy Suites, SpringHill Suites, Courtyard by Marriott, Hilton Garden Inn, WoodSpring Suites, and La Quinta) to cross-promote the festival to guests and incoming reservations, reinforcing the connection between the event and overnight stays in Denton. Influencer & Earned Media: DHFA will engage regional travel and lifestyle influencers to generate organic content and reach audiences beyond traditional advertising channels, extending the festival's visibility to followers throughout Texas and beyond. Traditional Media: Regional radio advertising will target DFW metroplex listeners, while television advertising will extend reach to broader Texas and multi-state audiences. Print advertising and signage will support on-the-ground visibility and wayfinding for visitors. Travel Sites: DHFA will list the festival on regional and statewide travel and tourism websites to capture visitors actively planning trips to Texas destinations, supporting national-level discovery of the event. Geographic Reach: This multi-platform approach is designed to reach audiences at every level — Denton residents, the DFW metroplex, statewide Texas travelers, multi-state visitors from neighboring states, and national audiences researching Texas holiday travel and tourism destinations — directly advancing the HOT program's purpose of promoting Denton as a tourist destination.

D.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☒ CVB

- ☒ Influencers
- ☒ Print
- ☒ Radio
- ☒ TV
- ☒ Travel Sites
- ☒ Hotels
- ☒ Other

D.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☒ Multi-State
- ☒ National

D.4. Total marketing budget:

\$20,000.00

D.5. Marketing budget targeting overnight visitors:

\$5,000.00

D.6. Past marketing performance metrics:

Website traffic

Social reach

202,626 views (Oct 2025–Jun 2026), with 71.2% from non-followers, reflecting a 123% year-over-year increase

Email subscribers

E. Budget and Fiscal Responsibility

Completed by marybethreinke@gmail.com on 6/30/2026 1:17 PM

Case Id: 30284

Name: Denton Holiday Festival Association Inc. - 2027

Address: P.O. Box 2765, Denton, TX 76202

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

HOT funds requested in the amount of \$75,000 will partially support the following eligible event expenditures, representing approximately 49% of total event expenses: Site Operations and Logistics (\$50,000): Stages, sound, lighting, generators, tents, tables, chairs, port-a-potties, equipment rental, and maintenance necessary to produce the festival across the expanded multi-venue footprint including Quakertown Park, Emily Fowler Central Library, and the Denton Woman's Club corridor. Marketing and Advertising (\$20,000): Paid regional and statewide digital advertising, social media campaigns, radio advertising targeting the DFW metroplex, Visit Denton tourism board partnership marketing, and hotel co-marketing — all directed at attracting tourists and visitors from outside the City of Denton, in compliance with HOT program requirements. Additional Light and Art Installations (\$25,000): Expansion of DHFA's permanent holiday light installation assets throughout the Quakertown Park corridor. These installations remain illuminated from Thanksgiving through New Year's Day, extending Denton's tourism draw across a six-week holiday season beyond the single festival night. HOT funds will be supplemented by \$45,000 in corporate and business sponsorships, \$17,000 in vendor booth fees, and \$14,000 in event sales revenue, for total projected funding of \$151,000 against total projected expenditures of \$151,750 — demonstrating a diversified funding base and responsible fiscal stewardship of public HOT funds.

E.2. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☒ Fundraise for the event
- ☐ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
HOT funds	\$75,000.00
Sponsors	\$45,000.00
Vendor fees	\$17,000.00
Event sales	\$14,000.00
	\$151,000.00

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
Marketing and Advertising	\$20,000.00
Costs of Goods sold	\$3,500.00
Insurance	\$6,000.00
Site Operations and Logistics	\$50,000.00
Supplies (including arts and crafts and decorations)	\$3,500.00
City fees, permits and services	\$15,000.00
Performers, musicians and technicians	\$6,000.00
Rides and activities	\$15,000.00
Rental of pool and permits for summer event	\$1,750.00
General supplies and admin cost (storage)	\$6,000.00
Additional light and art installations	\$25,000.00
	\$151,750.00

F. Organizational Capacity

Completed by marybethreinke@gmail.com on 6/30/2026 1:24 PM

Case Id: 30284

Name: Denton Holiday Festival Association Inc. - 2027

Address: P.O. Box 2765, Denton, TX 76202

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

38

F.2. Number of full-time staff:

0

F.3. Number of volunteers:

60

F.4. Previously received HOT funding:

Yes

F.4a. Previously received HOT funding Amount

\$30,000.00

F.5. Successfully completed prior HOT reporting:

Yes

F.6. Will your organization be able to provide insurance coverage for the event?

Yes

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Over the next three to five years, DHFA intends to build on its 38-year history by growing the Denton Holiday Lighting Festival from a single-night event into a sustained, multi-week holiday destination anchored by its permanent light installations at Quakertown Park, which will continue to expand annually. Powered entirely by a dedicated volunteer base of 60 community members, DHFA plans to deepen its multi-venue footprint by further activating the Emily Fowler Central Library and Denton Woman's Club Building corridor, formalize and grow its hotel partnership program with Denton-area properties to generate measurable, trackable overnight stays, and expand regional and statewide marketing reach to position the festival as a premier Texas holiday tourism destination. DHFA will continue strengthening its civic and business partnership network — including the Downtown Denton Foundation, Denton City Federation of Women's Clubs, Denton Parks and Recreation, and Denton-area schools and universities — to ensure the festival remains a financially sustainable, community-rooted event with growing, diversified revenue streams that reduce long-term reliance on HOT funding as a percentage of total budget.

G. Community Benefit and Alignment

Case Id: 30284

Name: Denton Holiday Festival Association Inc. - 2027

Address: P.O. Box 2765, Denton, TX 76202

Completed by marybethreinke@gmail.com on 6/30/2026 1:27 PM

G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

The Denton Holiday Lighting Festival has become one of the defining signature events on Denton's annual community calendar, directly shaping the city's identity as a vibrant, creative, and welcoming holiday destination in North Texas. With 38 years of continuous programming and documented visitation of 9,100 unique visitors in a single day (Placer.ai, December 2025) — a 744% year-over-year increase — the festival has grown from a local tradition into a recognized regional attraction. The 2027 expansion into a multi-venue Holiday Experience District spanning Quakertown Park, the Emily Fowler Central Library, and the Denton Woman's Club Building reinforces Denton's broader identity as a city where historic architecture, public art, live music, and community celebration converge, distinguishing Denton from larger DFW metroplex competitors and strengthening its position as a true holiday tourism destination.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

Yes. Placer.ai trade area data confirms that festival visitors travel from across the DFW metroplex and beyond, with a median household income of \$84,500 — above the Texas average — indicating a regional, mobile visitor base actively choosing Denton as a destination rather than encountering it incidentally. Social media analytics further confirm this reach: DHFA's Facebook content generated 202,626 views over the past year, with 71.2% of that reach coming from non-followers, demonstrating that festival marketing is actively surfacing Denton as a destination to new audiences who are not already connected to the organization or the city. The hotel partnership program in development for 2027 — with Embassy Suites, SpringHill Suites, Courtyard by Marriott, Hilton Garden Inn, WoodSpring Suites, and La Quinta — is specifically designed to convert this regional draw into documented overnight stays among visitors who would not otherwise have a reason to visit Denton.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. The festival directly promotes the arts through live performances by local school ensembles, university groups, cultural organizations, and local musicians performing across multiple stages throughout the festival footprint. The 2027 expansion activates Quakertown Park, the Emily Fowler Central Library, and the Denton Woman's Club Building — civic and recreational assets that become focal points of festival programming, including Breakfast with Santa hosted at the Woman's Club in partnership with the Denton City Federation of Women's Clubs. DHFA's permanent light installations transform Quakertown Park into a recreational and visual destination enjoyed by residents and visitors from Thanksgiving through New Year's Day, extending the festival's promotion of Denton's public spaces well beyond a single event night.

G.4. Will event generate repeat tourism? Explain.

Yes. DHFA's permanent light installations remain illuminated at Quakertown Park for six weeks each year, from Thanksgiving through New Year's Day, creating a sustained attraction that encourages repeat visits throughout the holiday season rather than a single-night spike. The festival's 38-year history demonstrates a proven pattern of annual repeat attendance, with year-over-year visitation growth of 744% reflecting both new and returning visitors. DHFA's

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expanding network of cross-promotional touchpoints — including vendor participation in the Day of the Dead Festival, Arts & Autos, and Wassailfest — keeps the Holiday Lighting Festival visible to regional audiences throughout the calendar year, reinforcing annual return visitation. The Yule Sizzle summer fundraiser further extends DHFA's community engagement beyond the holiday season, maintaining visitor and donor relationships year-round and building anticipation for the following year's festival.

H. Reporting and Evaluation Plan

Completed by marybethreinke@gmail.com on 6/30/2026 1:30 PM

Case Id: 30284

Name: Denton Holiday Festival Association Inc. - 2027

Address: P.O. Box 2765, Denton, TX 76202

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

H.2. Does your organization gather data on attendees to your events/programs?

Yes

H.2a. If Yes, how is data collected?

Yes - DHFA collects attendee data through wristband and ticket sales, vendor registration, third-party mobile device analytics (Placer.ai), and social media engagement metrics.

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

DHFA will report the following metrics following the December 2027 festival: Total attendance, verified through Placer.ai mobile device data and wristband/vendor sales Hotel room nights booked through the festival's hotel partnership and CVB discount code program Visitor origin and trade area data (local vs. regional vs. out-of-state) Vendor count, categories, and booth revenue Sponsorship count and revenue by tier Marketing reach and performance metrics, including social media views, reach, and engagement; radio and digital campaign performance; and website traffic Economic impact estimates, including visitor spending patterns drawn from Placer.ai visitor journey data Financial reconciliation of all HOT-funded expenditures against budgeted categories Toy drive donation totals benefiting Cumberland Children's Home

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

DHFA maintains segregated accounting for HOT funds in compliance with City requirements and will continue this practice for the 2027 program year. DHFA's Board of Directors, led by 2026 Chair Marybeth Reinke, will be directly responsible for compiling and submitting quarterly financial reports within 30 days of each quarter end, including signed financial reports, copies of all HOT-paid invoices or a detailed invoice listing, social media and digital advertising invoices with performance metrics, and bank statements or cleared check documentation. DHFA will prepare the required post-event report within 30 days of the December 2027 festival, compiling attendance data, hotel impact metrics, vendor and sponsorship revenue, and marketing performance results. DHFA's 38-year operating history and full compliance with all prior HOT contract and reporting obligations demonstrate an established, reliable internal process for meeting these requirements on schedule.

I. Required Documents

Completed by marybethreinke@gmail.com on 6/30/2026 1:40 PM

Case Id: 30284

Name: Denton Holiday Festival Association Inc. - 2027

Address: P.O. Box 2765, Denton, TX 76202

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

2026 FRANCHISE TAX ACCOUNT STATUS.pdf



Current Board of Directors roster including name, title, address and phone number *Required

DHFA_Board_Directory.xlsx



Board Meeting Schedule *Required

DHFA_2027_Board_Meeting_Schedule (1).docx



Provide constitution/by-laws *Required

DHFA_Bylaws_February_2026_Revised.docx



Provide last two year's audited financial or balance sheet. *Required

P&L DHLF 2026.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

501(C)3 Determination Ltr.pdf

☒ **Most recent 990 Form submitted to IRS **Required***

DHLF 990 2024.pdf

☒ **Substitute W-9 for PO **Required***

DHLF w-9 2025.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. **Required***

DHFA_Prior_Year_Donations_List.docx

☐ **Other Documents**

***No files uploaded*

Submit

Completed by francie@andersonspecter.com on 6/30/2026 4:56 PM

Case Id: 30284

Name: Denton Holiday Festival Association Inc. - 2027

Address: P.O. Box 2765, Denton, TX 76202

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Marybeth Reinke

Electronically signed by marybethreinke@gmail.com on 6/30/2026 1:41 PM

Secretary/Treasurer's signature

Francie Pavelek

Electronically signed by francie@andersonspecter.com on 6/30/2026 4:56 PM

Admin Docs

No data saved

Case Id: 30284

Name: Denton Holiday Festival Association Inc. - 2027

Address: P.O. Box 2765, Denton, TX 76202

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30284

Name: Denton Holiday Festival Association Inc. - 2027

Address: P.O. Box 2765, Denton, TX 76202

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Program Overview

Completed by jbutler@thinline.us on 6/30/2026 8:55 AM

Case Id: 30290

Name: Texas Filmmakers Corporation - 2027

Address: 2705 Creekhollow Ct, Denton, TX 76226

Program Overview

Please provide the following information.



City of Denton
HOT Application

City of Denton
215 E. McKinney St
Suite 600
Denton, TX 76201
(940) 349-7859
Grants@cityofdenton.com

State Law: By law of the State of Texas, the City of Denton collects a Hotel Occupancy Tax (HOT) from hotels, bed & breakfasts, and other lodging facilities. Under state law, the revenue from the HOT may be used only to directly promote tourism and the hotel and convention industry. **Chapter 351 of the Tax Code (TAX CODE CHAPTER 351. MUNICIPAL HOTEL OCCUPANCY TAXES)** states that the use of HOT funds is limited to:

- **Convention Centers and Visitor Information Centers:** The acquisition of sites for and the construction, improvement, enlarging, equipping, repairing operation and maintenance of convention center facilities or visitor information centers, or both
- **Registration of Convention Delegates:** The furnishing of facilities, personnel, and materials for the registration of convention delegates or registrants
- **Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry:** Advertising and conducting solicitations and promotional programs to attract tourists and convention delegates or registrants to the municipality or its vicinity
- **Promotions of the Arts that Directly Promote Tourism and the Hotel and Convention Industry:** The encouragement, promotion, improvement, and application of the arts that can be shown to have some direct impact on tourism and the hotel/convention industry. The impact may be that the art facility or event can show hotel nights that are booked due to their events or that guests at hotels attend the arts event. Eligible forms of art include instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture photography, graphic and craft arts, motion picture, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.
- **Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel and Convention Industry:** Historical restoration and preservation projects or activities or advertising and conducting solicitation and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums.
- **Sporting Event Expenses that Substantially Increase Economic Activity at Hotels:** Expenses including promotional expenses, directly related to a sporting event in which the majority of participants are tourists.

The event must substantially increase economic activity at hotels within the city or its vicinity.

- **Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations:** The commercial center of the city a convention center in the city, other hotels in or near the city or tourist attractions in or near the city. The law specifically prohibits the use of the local hotel tax to cover the costs for general city transit costs to transport the general public.
- **Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.**

Terms and Conditions

Completed by jbutler@thinline.us on 6/30/2026 8:56 AM

Case Id: 30290

Name: Texas Filmmakers Corporation - 2027

Address: 2705 Creekhollow Ct, Denton, TX 76226

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

☒ Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

JB

☒ Event or program must involve at minimum 200 or more attendees.

Initial:

JB

☒ Must be based in the City of Denton.

Initial:

JB

☒ Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

JB

☒ Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

JB

☒ Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

JB

☒ Must have a history of continuous, stable programming prior to the application date.

Initial:

JB

☒ Must have an active governing body.

Initial:

JB

☒ Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

JB

☒ If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

JB

A. Applicant Information

Completed by jbutler@thinline.us on 6/30/2026 9:24 AM

Case Id: 30290

Name: Texas Filmmakers Corporation - 2027

Address: 2705 Creekhollow Ct, Denton, TX 76226

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Texas Filmmakers Corporation

A.2. Mailing Address

2705 Creekhollow Ct Denton, TX 76226

A.3. Tax ID Number

270098133

A.4. Name of Event

Thin Line Fest

A.5. Physical Address of the Event

214 W Hickory St Denton, TX 76201

A.6. Phone Number

(888) 893-4560

A.7. Website

thinline.us

GENERAL INFORMATION

A.8. Briefly state your organization's mission and purpose.

Thin Line Fest brings people together through documentary storytelling, photography, and music to explore the complex truths that shape our communities, our identities, and our shared human experience.

A.9. Event Start Date

03/10/2027

Event End Date

03/14/2027

A.10. Describe the event in which funds are being

PRIMARY CONTACT

A.14. First Name

Joshua

A.15. Last Name

Butler

A.16. Title

President

A.17. Phone Number

(214) 727-3567

A.18. Email

jbutler@thinline.us

SECONDARY CONTACT

A.19. First Name

Katie Rose

A.20. Last Name

Crosswhite

A.21. Title

Vice President

A.22. Phone Number

(979) 229-9023

A.23. Email

katierose@thinline.us

requested to support.

Thin Line Fest is a multi-disciplinary arts festival that brings together documentary film, photography, and music to explore the human experience. Through powerful storytelling and artistic expression, the festival fosters understanding, sparks meaningful conversation, and connects diverse audiences, artists, and communities through shared cultural experiences and perspectives.

A.11. Dollar amount request for HOT funds

\$100,000.00

A.12. Please select the categories in which HOT funds are intended to be used.

- ☐ Convention Centers and Visitor Information
- ☐ Registration of Convention Delegates
- ☐ Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- ☒ Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
- ☐ Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry
- ☐ Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
- ☐ Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section
- ☐ Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality
- ☒ Administration

A.13. How does the requested funding meet the definition of the HOT categories listed in the Program Overview Section on this application?

Thin Line Fest's request for \$100,000 directly supports the administration, promotion, and presentation of arts programming that attracts cultural tourists to Denton and generates measurable economic impact for the city's hotel and hospitality industry. As Texas' longest-running

documentary film festival, Thin Line presents five days of documentary film, photography exhibitions, and live music throughout downtown Denton. These artistic disciplines are specifically recognized as eligible uses of Hotel Occupancy Tax funding under Texas law. The requested funding will support the presentation, exhibition, promotion, and expansion of these arts experiences during the festival's 20th anniversary celebration, March 10–14, 2027. Thin Line has a proven record of attracting overnight visitors. In 2026, approximately 13,000 people attended the festival, with 50% traveling from outside Denton. Of those visitors, 15% came from outside the Dallas-Fort Worth region, 72% stayed overnight, and nearly 80% utilized local hotels. These visitors generated significant spending at Denton hotels, restaurants, retailers, entertainment venues, and other local businesses. The 2027 festival is designed to further increase cultural tourism. The addition of the Texas Fine Arts Theater will expand documentary film programming through two additional screens, allowing the festival to attract more filmmakers and audiences while increasing programming capacity. Photography programming will also expand through additional gallery partnerships across the Cultural District, encouraging visitors to spend more time exploring downtown Denton. The festival is also integrating hotel booking directly into its registration process to encourage overnight stays while improving its ability to measure hotel nights generated by the event. Funding will support artist presentation, venue activation, exhibition production, marketing, and audience development efforts that increase visitation to downtown Denton. By investing in high-quality arts programming that draws visitors from outside the community, the requested funding directly advances the purpose of the Hotel Occupancy Tax by promoting tourism, increasing overnight hotel stays, and strengthening Denton's reputation as a destination for arts and culture.

B. Tourism Impact

Completed by jbutler@thinline.us on 6/30/2026 9:53 AM

Case Id: 30290

Name: Texas Filmmakers Corporation - 2027

Address: 2705 Creekhollow Ct, Denton, TX 76226

B. Tourism Impact

Please provide the following information.

B.1. What was the attendance of last year's event?

~13,000

B.2. What is the estimated attendance for next year's event?

~15,000

B.3. How many people attending the event will use Denton Hotels?

200

B.4. Estimated days that attendees will stay at hotel (including vendors and performers)

3

B.5. Do you reserve room blocks in the area of the event?

Yes

If Yes, how many rooms and provide the name of hotel(s).

Name of Hotel	Number of Rooms	Rate of Room
Embassy Suites	30	\$159.00
Home2Suites	50	\$139.00
Hilton Garden Inn	37	\$129.00
Homewood Suites	135	\$149.00
Best Western Crown Chase	75	\$119.00
Courtyard Marriott	100	\$149.00
Springhill Suites	20	\$149.00
Holiday Inn South	40	\$119.00
Hampton Inn	50	\$119.00
Residence Inn	50	\$129.00
	587	\$1,360.00

B.6. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

Thin Line Fest is specifically designed to attract cultural tourists to Denton by presenting a destination-quality, multidisciplinary arts festival that cannot be experienced elsewhere in North Texas. The festival's combination of documentary film, photography, and live music encourages visitors to travel to Denton for a multi-day experience, generating overnight stays and increased spending throughout the local hospitality industry. The festival actively markets to audiences across Texas and the United States through targeted digital advertising, filmmaker and artist networks, tourism partners, media outreach, and social media campaigns. Thin Line also attracts participating

filmmakers, photographers, musicians, and industry professionals whose attendance further contributes to hotel occupancy and visitor spending. The festival invests more than \$60,000 annually in advertising and promotional efforts that not only market the event but also promote Denton as a vibrant arts and cultural destination. These campaigns generate more than 5 million measurable impressions each year, significantly expanding awareness of Denton and encouraging first-time and repeat visitation. Thin Line's programming is intentionally distributed throughout downtown Denton, activating theaters, galleries, music venues, restaurants, retail businesses, and public spaces. Rather than attending a single venue, visitors spend several days walking between festival locations, dining at local restaurants, shopping at independent retailers, and experiencing Denton's unique arts and entertainment offerings. This model maximizes the economic benefit to local businesses while showcasing the city as a vibrant cultural destination. By presenting nationally competitive arts programming, expanding its festival footprint, and attracting visitors who stay, dine, shop, and explore throughout the community, Thin Line Fest directly promotes tourism and supports Denton's hotel and convention industry while strengthening the city's reputation as a premier arts and cultural destination.

C. Economic Impact

Completed by jbutler@thinline.us on 6/30/2026 10:06 AM

Case Id: 30290

Name: Texas Filmmakers Corporation - 2027

Address: 2705 Creekhollow Ct, Denton, TX 76226

C. Economic Impact

Please provide the following information.

C.1. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

Thin Line Fest furthers a charitable purpose by providing free access to high-quality arts programming, ensuring that financial barriers do not prevent participation in cultural experiences. Since transitioning to a free-admission model in 2016, the festival has welcomed thousands of residents and visitors to experience documentary film, photography, and music regardless of income, creating an inclusive event that serves the entire community. The festival also advances economic and community growth by positioning Denton as a destination for arts and culture. Each year, Thin Line attracts thousands of visitors from outside the community who generate economic activity through hotel stays, dining, shopping, and entertainment. The festival activates theaters, galleries, music venues, restaurants, retail businesses, and public spaces throughout downtown, providing direct economic benefits to local businesses while strengthening Denton's Cultural District. Thin Line supports artists by providing competitive exhibition, screening, and performance opportunities for filmmakers, photographers, and musicians from around the world. In addition to showcasing nationally recognized work, the festival creates opportunities for emerging artists to connect with audiences, industry professionals, and fellow creatives. The organization also serves the public interest by presenting documentary storytelling that encourages civic dialogue, cultural understanding, and community engagement. Through films, photography exhibitions, artist talks, workshops, and panel discussions, Thin Line introduces audiences to diverse perspectives and important social issues while creating opportunities for meaningful conversation. As Thin Line celebrates its 20th anniversary in 2027, the festival will continue to serve as both a cultural asset and an economic engine for Denton, enriching the quality of life for residents while attracting visitors whose spending supports the city's hospitality industry and local economy.

C.2. List local Denton business partnerships.

Business Name	Describe Partnership
Recycled Books	Sponsor
Texas Fine Arts Theater	Sponsor & 2027 Venue
Denton Record Chronicle	Sponsor & Media Partner
Moth Eye Creative	Sponsor
Atomica Music Library	Award Sponsor
Hannah's	Sponsor
Steve's Wine Bar	Venue & Sponsor
Dan's Silverleaf	Venue
Rubber Gloves	Venue
Harvest House	Venue
PDNB Gallery	Venue
Little Guys Movers	Sponsor
Texas Women's University	Sponsor
University of North Texas	Sponsor

Denton County Brewing Co	Sponsor
Anderson's Distillery	Venue & Sponsor
Bill DeBerry Funeral Directors	Sponsor
Komodo Loco	Sponsor
NCTC	Sponsor
Wild Cactus Cantina	Sponsor
Cartwright's Ranch House	Sponsor
Red Door Operations	Sponsor
D20 Tavern	Sponsor
The Bearded Monk	Venue & Sponsor
Greenhouse Restuarant	Sponsor

D. Marketing Plan

Completed by jbutler@thinline.us on 6/30/2026 10:20 AM

Case Id: 30290

Name: Texas Filmmakers Corporation - 2027

Address: 2705 Creekhollow Ct, Denton, TX 76226

D. Marketing Plan

Please provide the following information.

D.1. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

Thin Line Fest's marketing strategy is designed not only to promote the festival but also to position Denton as one of Texas' premier arts and cultural destinations. Every marketing campaign highlights downtown Denton, its Cultural District, and the city's unique collection of theaters, galleries, music venues, restaurants, shops, and historic public spaces as integral parts of the visitor experience. In 2026, the festival invested more than \$60,000 in advertising and promotional efforts, generating more than 5 million measurable impressions. Marketing campaigns are strategically targeted to audiences throughout Texas and key regional markets with the goal of attracting overnight visitors and increasing tourism to Denton. Marketing platforms include targeted digital advertising through Google, Meta (Facebook and Instagram), YouTube, and streaming media; print advertising through regional publications (Dallas Observer, FW Weekly); organic social media campaigns; email marketing to thousands of past attendees and subscribers; search engine optimization; the Thin Line website and online festival guide; filmmaker, photographer, and musician networks; tourism and community partners; media relations; press releases; calendar listings; print materials; event listings; and cross-promotional partnerships with participating venues, sponsors, and local businesses. Participating artists further extend the festival's reach by promoting their selections to their own audiences across the country and internationally, creating additional visibility for Denton as a cultural destination. Coverage by regional and national media outlets, arts publications, podcasts, and influencer content also amplifies awareness beyond North Texas. Marketing materials consistently feature Denton's identity alongside the festival, encouraging visitors to explore downtown before and after screenings, exhibitions, and performances. Visitors are directed to local hotels, restaurants, retail businesses, and entertainment venues, reinforcing Denton as a walkable destination worthy of a multi-day stay. The 20th anniversary festival provides an opportunity for an expanded promotional campaign highlighting new programming, the addition of the Texas Fine Arts Theater, expanded photography exhibitions, and two decades of Thin Line's impact on the city's cultural landscape. Through these coordinated marketing efforts, Thin Line Fest promotes Denton to millions of prospective visitors each year, strengthening the city's reputation as a vibrant destination for arts, culture, and tourism.

D.2. Marketing platforms used (check all):

- ☒ Social Media
- ☒ Google Ads
- ☒ Email
- ☐ CVB
- ☐ Influencers
- ☒ Print

- ☒ Radio
- ☐ TV
- ☐ Travel Sites
- ☒ Hotels
- ☒ Other

D.3. Geographic markets targeted:

- ☒ Denton
- ☒ DFW
- ☒ Texas
- ☐ Multi-State
- ☒ National

D.4. Total marketing budget:

\$45,000.00

D.5. Marketing budget targeting overnight visitors:

\$45,000.00

D.6. Past marketing performance metrics:

Website traffic

104000

Social reach

703000

Email subscribers

20000

E. Budget and Fiscal Responsibility

Completed by jbutler@thinline.us on 6/30/2026 11:10 AM

Case Id: 30290

Name: Texas Filmmakers Corporation - 2027

Address: 2705 Creekhollow Ct, Denton, TX 76226

E. Budget and Fiscal Responsibility

Please provide the following information.

E.1. Provide detail on how the requested funds will be used to support the event partially or in full.

The requested \$100,000 in Hotel Occupancy Tax funding will directly support the presentation, promotion, and expansion of Thin Line Fest's 20th anniversary celebration, taking place March 10–14, 2027. All requested funds will be dedicated to eligible expenses that increase cultural tourism, enhance the visitor experience, and encourage overnight stays in Denton. Nearly half of the request (\$47,500) will support marketing and communications, including digital advertising, print materials, and promotional campaigns that target audiences throughout Texas and beyond. These efforts generate more than 5 million measurable impressions annually and are designed to attract visitors to Denton while promoting the city's Cultural District, local businesses, and hospitality industry. Facilities and operations (\$20,500) will support venue rentals, equipment rental, festival infrastructure, and attendee wristbands necessary to present programming across multiple locations in downtown Denton. Facility rental expenses are higher in 2027 due to the addition of the Texas Fine Arts Theater, which will provide two new screening rooms and significantly expand the festival's documentary film programming. This investment increases the festival's capacity to welcome more visitors, present additional films, and create a stronger multi-day destination experience for cultural tourists. Artistic and talent expenses (\$20,250) will support musical performances and documentary film licensing, ensuring a high-quality lineup that attracts cultural tourists and reinforces Thin Line's reputation as one of Texas' premier multidisciplinary arts festivals. Program and production costs (\$8,500) will fund exhibition production, photography printing, awards, production expenses, and specialized contract services that enhance the quality of the festival experience for both artists and attendees. The remaining funds will support essential administrative expenses, including insurance, software, web development, and permitting, ensuring the festival operates safely, efficiently, and provides a seamless visitor experience. Together, these investments directly support the presentation of documentary film, photography, and live music while expanding tourism, increasing visitor spending, promoting overnight hotel stays, and showcasing Denton as a premier arts and cultural destination.

E.2. If the total requested funding is not received, what will the organization do?

- ☐ Cancel the event
- ☐ Postpone the event
- ☒ Downsize the event
- ☐ Fundraise for the event
- ☐ Look for other funding opportunities
- ☐ No major event impacts will occur if funding is not received
- ☐ Other

E.3. List all funding resources for this event (including HOT and Sponsorship requests).

Source	Dollar Amount
HOT Funds	\$100,000.00
TCA Cultural District	\$31,500.00
Sponsorships	\$32,500.00
Donations	\$10,000.00
Programs (Submissions, Pass Sales)	\$13,500.00
Denton Benefit League	\$3,500.00
Merchandise & Concessions	\$4,000.00
	\$195,000.00

E.4. List all anticipated expenditures for this event

Source	Dollar Amount
Administrative	\$10,200.00
Facility & Operations	\$27,050.00
Marketing & Communications	\$53,500.00
Program & Production	\$19,500.00
Artist & Talent	\$57,500.00
Guest / Artist Servicea	\$20,750.00
Merchandise	\$6,500.00
	\$195,000.00

F. Organizational Capacity

Completed by jbutler@thinline.us on 6/30/2026 11:19 AM

Case Id: 30290

Name: Texas Filmmakers Corporation - 2027

Address: 2705 Creekhollow Ct, Denton, TX 76226

F. Organizational Capacity

Please provide the following information.

F.1. How many years has your event occurred:

20

F.2. Number of full-time staff:

0

F.3. Number of volunteers:

100

F.4. Previously received HOT funding:

Yes

F.4a. Previously received HOT funding Amount

\$75,000.00

F.5. Successfully completed prior HOT reporting:

Yes

F.6. Will your organization be able to provide insurance coverage for the event?

Yes

F.7. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

Over the next three to five years, Thin Line Fest will continue its evolution as one of Texas' premier multidisciplinary arts festivals and a leading driver of cultural tourism for Denton. Building on the momentum of its 20th anniversary in 2027, the organization's long-term strategy is to expand artistic programming, strengthen tourism impact, and enhance Denton's reputation as a year-round arts destination. A primary objective is the continued expansion of documentary film programming through additional screening venues and partnerships, allowing Thin Line to present more films, welcome more filmmakers, and attract larger audiences from across Texas and beyond. The addition of the Texas Fine Arts Theater represents the first step in this strategy by significantly increasing screening capacity within Denton's Cultural District. The festival will also continue expanding its photography program by increasing the number of participating galleries, exhibition spaces, and public art installations throughout downtown Denton, creating additional reasons for visitors to explore the Cultural District over multiple days. Beyond programming growth, Thin Line is implementing a long-term tourism strategy focused on attracting cultural travelers earlier in their decision-making process. Rather than concentrating marketing efforts in the weeks immediately preceding the festival, the organization will launch destination-focused campaigns many months in advance, positioning Denton as a must-visit cultural destination and encouraging visitors to plan multi-day trips around the festival. The festival is also completely

redesigning its attendee registration experience to create a seamless visitor journey. Registration will integrate hotel booking options directly into the workflow, making it easier for attendees to reserve accommodations while providing the organization with improved data on lodging demand and hotel nights generated by the festival. This initiative will be complemented by a renewed emphasis on hospitality for out-of-town guests, including curated visitor recommendations, enhanced communication before arrival, and partnerships that encourage attendees to explore Denton's restaurants, shops, music venues, and cultural attractions throughout their stay. Thin Line will continue investing in marketing, audience development, technology, and partnerships that strengthen the visitor experience while maintaining free public access to film screenings and photography exhibitions. By expanding programming, increasing overnight visitation, and elevating the overall guest experience, Thin Line Fest will continue to generate economic activity for Denton's hotels, restaurants, retailers, and entertainment venues while reinforcing the city's reputation as one of Texas' leading cultural destinations.

G. Community Benefit and Alignment

Case Id: 30290

Name: Texas Filmmakers Corporation - 2027

Address: 2705 Creekhollow Ct, Denton, TX 76226

Completed by jbutler@thinline.us on 6/30/2026 11:24 AM

G. Community Benefit and Alignment

Please provide the following information.

G.1. How does your event enhance Denton tourism identity?

Thin Line Fest enhances Denton's tourism identity by positioning the city as one of Texas' premier destinations for arts, culture, and creative experiences. As Texas' longest-running documentary film festival, Thin Line has spent nearly two decades building a reputation that attracts filmmakers, photographers, musicians, and cultural travelers from across the state, the nation, and internationally. Unlike traditional festivals centered around a single venue, Thin Line transforms downtown Denton into a walkable cultural destination. Film screenings, photography exhibitions, live music performances, and special events activate theaters, galleries, music venues, restaurants, retail businesses, and public spaces throughout the Cultural District. Visitors experience not only the festival, but also Denton's distinctive character, historic downtown, local businesses, and vibrant creative community. The festival reinforces Denton's identity as a city that values creativity, independent artists, and authentic cultural experiences. By presenting nationally recognized documentary films, world-class photography exhibitions, and exceptional live music, Thin Line elevates Denton's profile alongside larger arts destinations while maintaining the welcoming, community-centered atmosphere that makes the city unique. The 20th anniversary festival will further strengthen Denton's tourism identity through expanded programming, including the addition of the Texas Fine Arts Theater and additional photography exhibitions throughout downtown. Combined with enhanced destination marketing, earlier outreach to cultural travelers, and a renewed focus on hospitality for out-of-town guests, Thin Line will continue positioning Denton as a destination worthy of a multi-day visit. Through nearly twenty years of consistent programming, strategic marketing, and community partnerships, Thin Line Fest has become synonymous with Denton's cultural identity. The festival not only attracts visitors—it gives them a compelling reason to return, strengthening Denton's reputation as one of Texas' leading arts and cultural destinations.

G.2. Does event attract visitors who otherwise would not visit Denton? Explain

Yes. Thin Line Fest attracts thousands of visitors who otherwise would not travel to Denton. As Texas' longest-running documentary film festival, the event offers a unique combination of documentary film, photography, and live music that cannot be found elsewhere in North Texas. This distinctive programming draws filmmakers, photographers, musicians, industry professionals, and cultural tourists who travel specifically to attend the festival. Audience research demonstrates this impact. In 2026, approximately 13,000 people attended Thin Line Fest, with 50% traveling from outside Denton. Of those visitors, 14% came from outside the Dallas-Fort Worth region, 72% stayed overnight, and nearly 80% utilized local hotels. These figures demonstrate that the festival is not simply serving local residents, but is functioning as a regional tourism driver that generates overnight visitation and economic activity. Many attendees visit Denton for the first time because of Thin Line Fest. Once here, they experience the city's historic downtown, Cultural District, locally owned restaurants, music venues, galleries, breweries, and retail businesses while moving between festival events. This exposure encourages repeat visitation beyond the festival itself and strengthens Denton's reputation as a destination for arts and culture. The 20th anniversary festival will further expand this reach through additional film programming at the Texas Fine Arts Theater, expanded photography exhibitions, enhanced destination marketing, and a renewed focus on attracting cultural tourists months before the festival. These initiatives are designed to increase overnight stays, attract new visitors, and continue positioning Denton as one of Texas' premier cultural

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destinations.

G.3. Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.

Yes. Thin Line Fest is intentionally designed to showcase and promote Denton's cultural, artistic, historic, and entertainment assets by integrating the festival into the fabric of the city rather than confining it to a single venue. Festival programming activates theaters, galleries, music venues, restaurants, retail businesses, and public spaces throughout downtown, encouraging visitors to experience the Cultural District while attending screenings, exhibitions, and performances. The festival highlights Denton's nationally recognized arts and music community by partnering with local galleries, independent venues, artists, musicians, businesses, and cultural organizations. Visitors experience the city's creative identity firsthand while exploring its walkable downtown, historic architecture, locally owned businesses, and vibrant public spaces. Thin Line also elevates Denton's profile by bringing nationally and internationally recognized filmmakers, photographers, and musicians to the city. These artists share their experiences with audiences and their own professional networks, extending awareness of Denton well beyond the festival itself. The 20th anniversary festival will further enhance these efforts through expanded programming at the Texas Fine Arts Theater, additional photography exhibitions throughout downtown, and increased destination marketing that positions Denton as a premier cultural tourism destination. By encouraging visitors to explore the city before, during, and after festival events, Thin Line creates meaningful connections between the arts and the community while reinforcing Denton's identity as one of Texas' leading destinations for culture, creativity, and authentic experiences.

G.4. Will event generate repeat tourism? Explain.

Yes. Thin Line Fest generates repeat tourism by providing a distinctive cultural experience that encourages visitors to return to Denton year after year. Each festival features a completely new lineup of documentary films, photography exhibitions, and live music performances, giving past attendees a compelling reason to revisit while experiencing something entirely new. Audience feedback consistently shows that many visitors return annually, often bringing friends and family after discovering Denton through a previous festival. The festival's free-admission model for film screenings and photography exhibitions also lowers barriers for first-time visitors, helping convert them into repeat attendees. Beyond the festival itself, Thin Line introduces visitors to Denton's Cultural District, historic downtown, locally owned restaurants, music venues, galleries, breweries, and retail businesses. Many attendees extend their stay to explore the city, creating positive experiences that encourage future visits outside of the festival. By showcasing Denton's unique character and creative community, Thin Line helps establish lasting connections between visitors and the city. The organization's long-term strategy places an increased emphasis on cultivating repeat cultural tourism through enhanced visitor communications, destination marketing, and an elevated hospitality experience for out-of-town guests. Beginning in 2027, Thin Line will launch marketing campaigns months in advance of the festival and integrate hotel booking into its registration process, making it easier for returning visitors to plan their trips and encouraging longer stays. As Thin Line approaches its third decade, the festival continues to strengthen Denton's reputation as a premier cultural destination, generating repeat visitation that benefits the city's hotels, restaurants, retailers, and entertainment venues year after year.

H. Reporting and Evaluation Plan

Completed by jbutler@thinline.us on 6/30/2026 11:31 AM

Case Id: 30290

Name: Texas Filmmakers Corporation - 2027

Address: 2705 Creekhollow Ct, Denton, TX 76226

H. Reporting and Evaluation Plan

Please provide the following information.

H.1. Does your event require guests to purchase a ticket to attend? Yes or No.

No

H.2. Does your organization gather data on attendees to your events/programs?

Yes

H.2a. If Yes, how is data collected?

Thin Line Fest gathers attendee data through a comprehensive registration and event management system. Nearly all attendees will register and obtain a festival wristband prior to participating in festival activities. During registration, attendees provide contact information, including name, address, ZIP code, email address, and other demographic information that allows the organization to measure geographic reach and identify visitors traveling from outside Denton and the Dallas-Fort Worth region. The registration system is integrated with RFID-enabled festival wristbands, allowing Thin Line to track attendance at film screenings, photography exhibitions, live music performances, workshops, and special events. This provides accurate attendance counts, program popularity, and visitor engagement throughout the festival. Following the event, attendees are invited to complete surveys that collect additional information regarding lodging, length of stay, visitor spending, transportation, satisfaction, and overall festival experience. These surveys provide valuable insight into the festival's tourism and economic impact while helping guide future planning. Beginning with the 2027 festival, Thin Line is enhancing its registration workflow by integrating hotel booking options directly into the attendee experience. This improvement will streamline trip planning for visitors while providing more accurate data regarding hotel utilization and overnight stays generated by the festival. Together, registration data, RFID attendance tracking, and post-event surveys provide a comprehensive understanding of audience demographics, visitation patterns, economic impact, and attendee satisfaction, enabling Thin Line to continually improve the festival while accurately measuring its contribution to Denton's cultural tourism economy.

H.3. What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)

Following the festival, Thin Line Fest will provide a comprehensive report measuring attendance, tourism, economic impact, marketing performance, and financial outcomes. Through its registration system, RFID attendance tracking, surveys, and financial reporting, the organization will be able to report: * Total festival attendance and attendance by individual event. * Number of registered attendees and geographic distribution, including visitors from outside Denton, the Dallas-Fort Worth region, Texas, and out of state. * Hotel utilization, estimated hotel nights generated, and overnight visitation through integrated registration, hotel booking data, and attendee surveys. * Visitor spending estimates for lodging, dining, retail, transportation, and entertainment based on post-event survey data. * Economic impact indicators, including visitor origin, length of stay, and spending patterns. * Marketing performance, including digital advertising results, website traffic, social media engagement, email marketing metrics, media coverage, and total campaign impressions, which historically exceed 5 million impressions. * RFID participation data showing attendance at film screenings, photography exhibitions, music performances, workshops, and special events. * Artist participation

metrics, including the number of filmmakers, photographers, musicians, jurors, and industry guests. * Volunteer participation and community partnership metrics. * Attendee satisfaction and qualitative feedback collected through post-event surveys. * Financial reconciliation documenting grant expenditures, matching funds, sponsorships, earned revenue, and overall project expenses. These metrics provide meaningful, data-driven evidence of Thin Line Fest's success in attracting cultural tourists, generating economic activity, promoting Denton as a cultural destination, and fulfilling the objectives of the Hotel Occupancy Tax program.

H.4. Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization's plan to be able to fulfill these reporting requirements?

Texas Filmmakers has established financial management and event reporting systems that enable timely and accurate reporting to funders. The organization has successfully managed and reported on numerous public and private grants and maintains accounting practices that allow project revenues and expenses to be tracked throughout the festival planning process. Financial activity related to Thin Line Fest is monitored throughout the year using project-specific accounting, allowing quarterly financial reports to be prepared efficiently and accurately. Marketing metrics, registration data, attendance, and tourism-related information are collected continuously through the festival's registration platform, RFID attendance tracking, digital marketing analytics, and financial systems rather than being compiled after the event. Following the festival, the organization will complete its required 30-day post-event report by combining attendance data, visitor demographics, hotel utilization, survey results, marketing performance, and financial reconciliation into a comprehensive project summary. Because these metrics are collected throughout the planning and execution of the festival, the organization is well positioned to meet reporting deadlines while providing accurate and meaningful data. The Festival Director oversees grant compliance and reporting, working with the organization's finance and administrative support to ensure all financial documentation, supporting materials, and performance metrics are complete, accurate, and submitted on time. This established reporting process allows Texas Filmmakers to meet all grant requirements while maintaining transparency and accountability for public funds.

I. Required Documents

Completed by jbutler@thinline.us on 6/30/2026 12:24 PM

Case Id: 30290

Name: Texas Filmmakers Corporation - 2027

Address: 2705 Creekhollow Ct, Denton, TX 76226

I. Required Documents

Please upload the following required documents.

Documentation



Active non-profit status *Required

FRANCHISE TAX ACCOUNT STATUS.pdf



Current Board of Directors roster including name, title, address and phone number *Required

Board Members.docx



Board Meeting Schedule *Required

Meetings.docx



Provide constitution/by-laws *Required

By-Laws (2008-02-28).pdf



Provide last two year's audited financial or balance sheet. *Required

financials.pdf



Letter of determination certifying federal tax-exempt status under the IRS *Required

non-profit status.pdf

☒ **Most recent 990 Form submitted to IRS **Required***

2025-990.pdf

☒ **Substitute W-9 for PO **Required***

Substitute W-9 Form.pdf

☒ **List of all donations made by your org last year. Name and dollar amount included. **Required***

Donations.docx

☐ **Other Documents**

***No files uploaded*

Submit

Completed by jbutler@thinline.us on 6/30/2026 12:26 PM

Case Id: 30290

Name: Texas Filmmakers Corporation - 2027

Address: 2705 Creekhollow Ct, Denton, TX 76226

Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

Disclaimer: Late applications are subject to reduction or denial of funding.

☒ The information provided in this application is for the purpose of obtaining sponsorship funding from the City of Denton on behalf of the undersigned. Each undersigned representative warrants the information provided within this application and its attachments are true and complete until a written notice of change is provided to the city of Denton. The City of Denton is authorized to make all inquiries deemed necessary to verify the accuracy of the provided information.

President/Chairman's Signature

Joshua Butler

Electronically signed by jbutler@thinline.us on 6/30/2026 12:24 PM

Secretary/Treasurer's signature

Katie Rose Crosswhite

Electronically signed by jbutler@thinline.us on 6/30/2026 12:25 PM

Admin Docs

No data saved

Case Id: 30290

Name: Texas Filmmakers Corporation - 2027

Address: 2705 Creekhollow Ct, Denton, TX 76226

Admin Docs

Please provide the following information.

Documentation

☐ **HOT Report Form with TPID *Required**

***No files uploaded*

☐ **Post Event Form *Required**

***No files uploaded*

Email Fields

No data saved

Case Id: 30290

Name: Texas Filmmakers Corporation - 2027

Address: 2705 Creekhollow Ct, Denton, TX 76226

Email Fields

Please provide the following information.

DENIAL REASONS

☐

- Incomplete application

☐

- No investment on return

☐

- Other

Other Explanation:

MISSING INFORMATION REASONS

☐

- W-9

☐

- Form 990

☐

- Tax exemption letter

☐

- Active Non-profit status

☐

- Current Board of Directors roster

☐

- Current Board of Directors resumes

☐

- Other

Other Explanation

Approval Email Name of Event:

Meeting Date	Item	Legistar ID	Department Involved	Estimated Time (mins.)
Friday, August 21, 2026	Contingency Fund Updates		Grants	10
				10
Friday, August 21, 2026	Post Event Summaries		Grants	30
				30
Friday August 21, 2026	Discuss CPC Meeting Calendar for FY 26-27		Grants	15