



Denton Community Market

Name: Deauhijela "Dee" Jackson

Title: Board President

Organization: Denton Community Market

Background

- Provide organizational/festival background.
- Year formed: 2009
- Board make-up: A mix of vendor member and non vendor members
- Mission or goal: 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.



Festival

Event Overview

Location: **January–February:** Denton Civic Center and **March–December:** 317 W. Mulberry St., Denton, TX

Schedule Every Saturday, **9:00 a.m.–1:00 p.m.** Summer hours: **9:00 a.m.–12:00 p.m.** when temperatures exceed 100°F

Attendance Growth: **2023:** 1,200 average visitors **2024:** 2,200 average visitors **2025:** 3,100 average visitors **2026 Spring Opening Day:** 2,800 attendees (Delayed to 2nd weekend of March) **2026 Winter Market attendance:** 540 average visitors

Signature Events: Opening Day Celebration, Christmas Market, Monthly themed events, Denton County community partner booths and sponsorship opportunities

Community Impact: Expanded family-friendly activities, including Santa & The Grinch and the Annual Easter Egg Hunt, Accepts **FNMP/WIC, SNAP, and Double Up Food Bucks (DUFb)**, Offers cooking demonstrations and nutrition education through DUFb funding



Tourism

The Denton Community Market promotes tourism and community engagement through a variety of marketing channels, including:

- \$600 in Facebook advertising for Opening Day promotions
- Billboard advertising
- Distribution of flyers throughout Downtown Denton, including businesses on The Square and local hotels such as Embassy Suites and other area hotels
- New Partnership with Jazz Jambalaya, an online radio station based in Denton (November 2025) www.jazzjambalaya.com
- Active social media marketing across multiple platforms

Marketing Reach

- Facebook: 23,000 followers and 24,000 page likes
- Instagram: 17,100 followers
- TikTok: 1,781 followers (Started November 2025)

These combined marketing efforts help attract visitors from across the region while increasing awareness of the Denton Community Market and supporting local businesses.



DIGITAL BULLETIN #045274
📍 Little Elm, TX
Order #1283838-DFW
📅 2/23/2026 - 3/22/2026



POSTER #044903
📍 DENTON, TX
Order #1283838-DFW
📅 2/16/2026 - 3/15/2026
🕒 Installed 2/23/2026



BULLETIN #006360
📍 DENTON, TX
Order #1283838-DFW
📅 2/16/2026 - 3/15/2026
🕒 Installed 2/19/2026

Future Plans

- Continue requiring all participating vendors to promote their businesses and the market on their social media platforms at least **three times per week** during the weeks they attend the market.
- Continue expanding the winter market while maintaining a diverse mix of vendor categories to meet customer demand and provide balanced vendor representation.
- Increase the vendor waitlist (currently **281 vendors**) to ensure we can fill openings throughout the year with new and diverse businesses that align with community demand.
- Implementing 2 sunday markets a year. One Mother's day weekend and Christmas weekend.
- Continue our reach with social media, increase our Tik Tok followers, more hotels and apartments, increase sponsorship opportunities (Renewal Anderson windows, Spectrum, and Grateful Heart Counseling).



Questions?

