



# Denton Arts & Jazz FESTIVAL



[www.dentonjazzfest.com](http://www.dentonjazzfest.com)





## HISTORY

Formed in **1980**, the Denton Festival Foundation, Inc. produced Spring Fling until 1989. In 1990 the organization merged with Denton JazzFest and in 1991 presented the first ever **Denton Arts & Jazz Festival** in downtown's Civic Center Park (now named Quakertown Park). The event was created out of the belief that the highest quality of music and art should be available to the public **FREE** of charge.

## MISSION

The mission of the Denton Festival Foundation, Inc. is to plan, promote and produce the annual Denton Arts & Jazz Festival. The free event nurtures the study and promotion of the performing and visual arts in a multi-disciplined, educational and culturally diverse format and represents the originality, creativity and spirit of giving and sharing through music and the arts.



## BOARD OF TRUSTEES

The organization is governed by a Board of Trustees that meet monthly with the exception of December. The Board is currently comprised of seventeen (17) members who are actively involved in the community and passionate about the mission of our organization. The Board of Trustees provides guidance and advice while providing general oversight of operations.



## **EVENT LOCATION**

The Denton Arts & Jazz Festival is held in the beautiful setting of Quakertown Park, just 2 blocks northeast of Denton's downtown square.

## **DATES**

The event is held annually on the first full weekend in October. The 2025 event will be 10/3-10/5 and for 2026 the dates will be 10/2-10/4. The hours are:

Friday 3pm-11pm

Saturday 10am-11pm

Sunday 11am-9pm



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## **ATTENDANCE**

Attendance for the event typically reaches 200,000+ for the 2 and a half days

## **STAGES**

Six outdoor stages are located throughout the park featuring the best of jazz, blues, country, orchestral, vocal and theatrical performances.

## **VENDORS**

Up to 200 art vendors and 58 food vendors are all juried into the show.





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# TOURISM

According to data pulled from *Placer AI*\*, there were over 50,000 trackable visitors at the park during the 2024 event. Of those visitors, 45,611 were from within a 50-mile radius of Denton and 5,495 were from outside the 50-mile radius and probably required a hotel stay. 75% of our Vendors (275-300 annually) are from outside the metroplex and require a 3-5 night hotel stay.

We have also learned from Placer AI that the most heavily attended day is typically Saturday with the peak attendance times being between 6:00 and 9:00 pm and that the average duration of a visit is over 100 minutes with some stays lasting for hours.

## MARKETING

Our marketing efforts span the state, region and beyond. Ads begin in February and target potential vendors in national publications. As the event nears, the marketing focus shifts to encouraging attendance at the event. We target Dallas/Fort Worth newspapers radio and television stations. Comprehensive social media plans are enacted and include regular posts, boosted posts and targeted ads. Attendees for the event are diverse and we target our efforts towards individuals and families with no regard to age, race, sex, disabilities or economic status. We continue to rely less and less on print advertising and put more emphasis and dollars in online and social media advertising and will continue this trend into the future.

## ECONOMIC IMPACT

The Texas Cultural Trust mentioned the Denton Arts & Jazz Festival in their recent publication “2025 State of the Arts Report” saying, “The Denton Arts & Jazz Festival has grown into one of the largest events in Denton County. With an attendance of over 225,000 people, the festival promotes tourism and contributes to a healthy local economy. The event has an annual economic impact of over \$5 million dollars.”

*\* Placer AI operates by collecting and analyzing massive amounts of location data to provide valuable insights into consumer behavior. Placer AI's numbers can be skewed when the location is adjacent to buildings considered to be “protected” sites, such as a United States Post Office. The system will only track those who have location sharing enabled on their cell phones so these numbers do not account for those with location sharing disabled or people individuals with no cell phone.*



# LOOKING FORWARD

Our plans for the next 3 years are to increase Corporate support. We will accomplish this by continuing to nurture existing relationships and developing new partnerships with companies where there is mutual benefit to each side.

We plan to increase programming for children to include:

- The addition of a Children's Stage with professional entertainment
- The addition of a Children's Music Tent with hands-on experiences for children to learn about specific instruments.
- Expand the existing Children's Art Tent to include more hands-on stations for participation by children.
























We plan to increase programming for adults to include:

- The addition of a stage to feature Latin music.

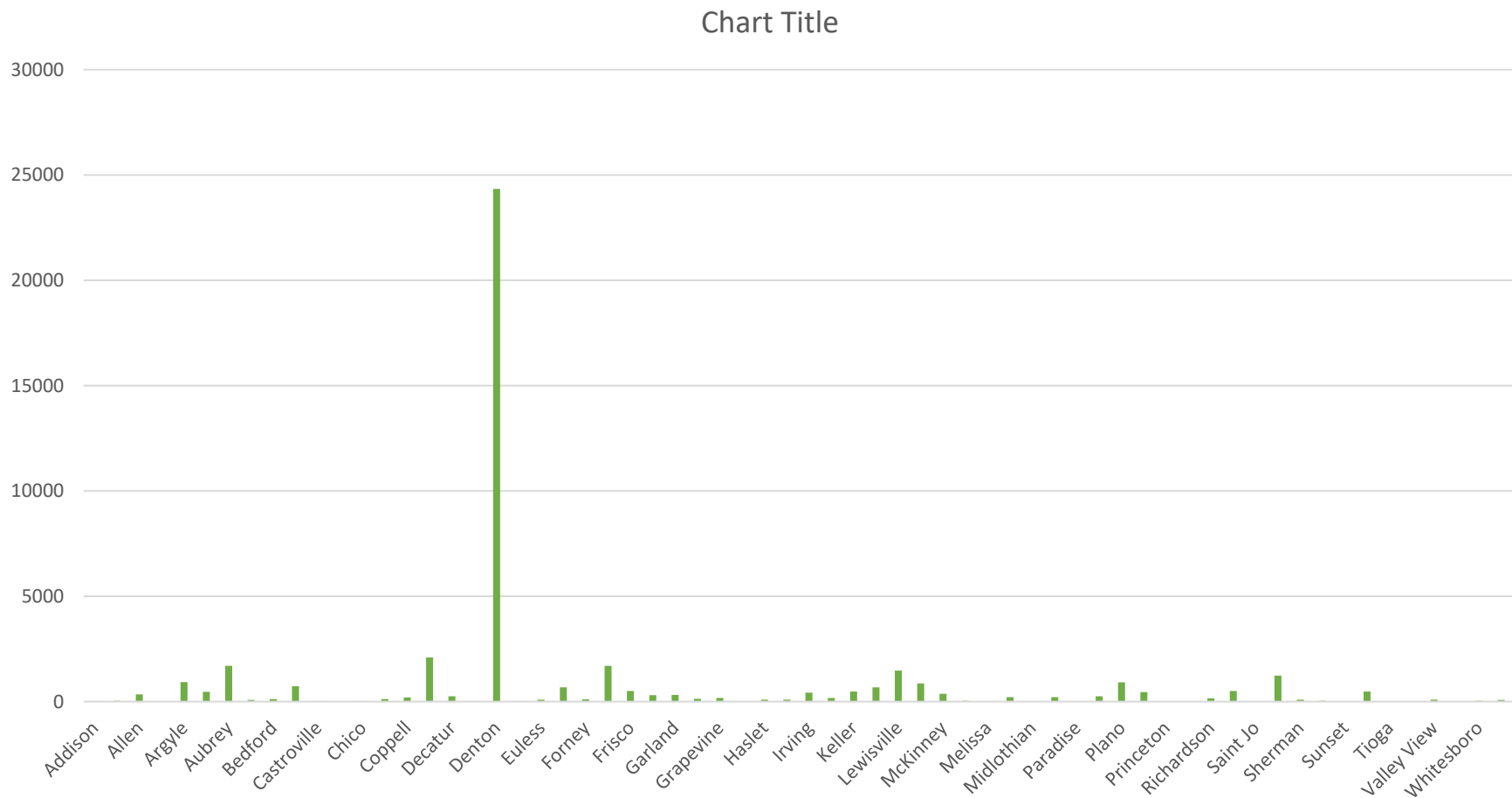
# Questions?



## 2024 CHAMPION SPONSORS

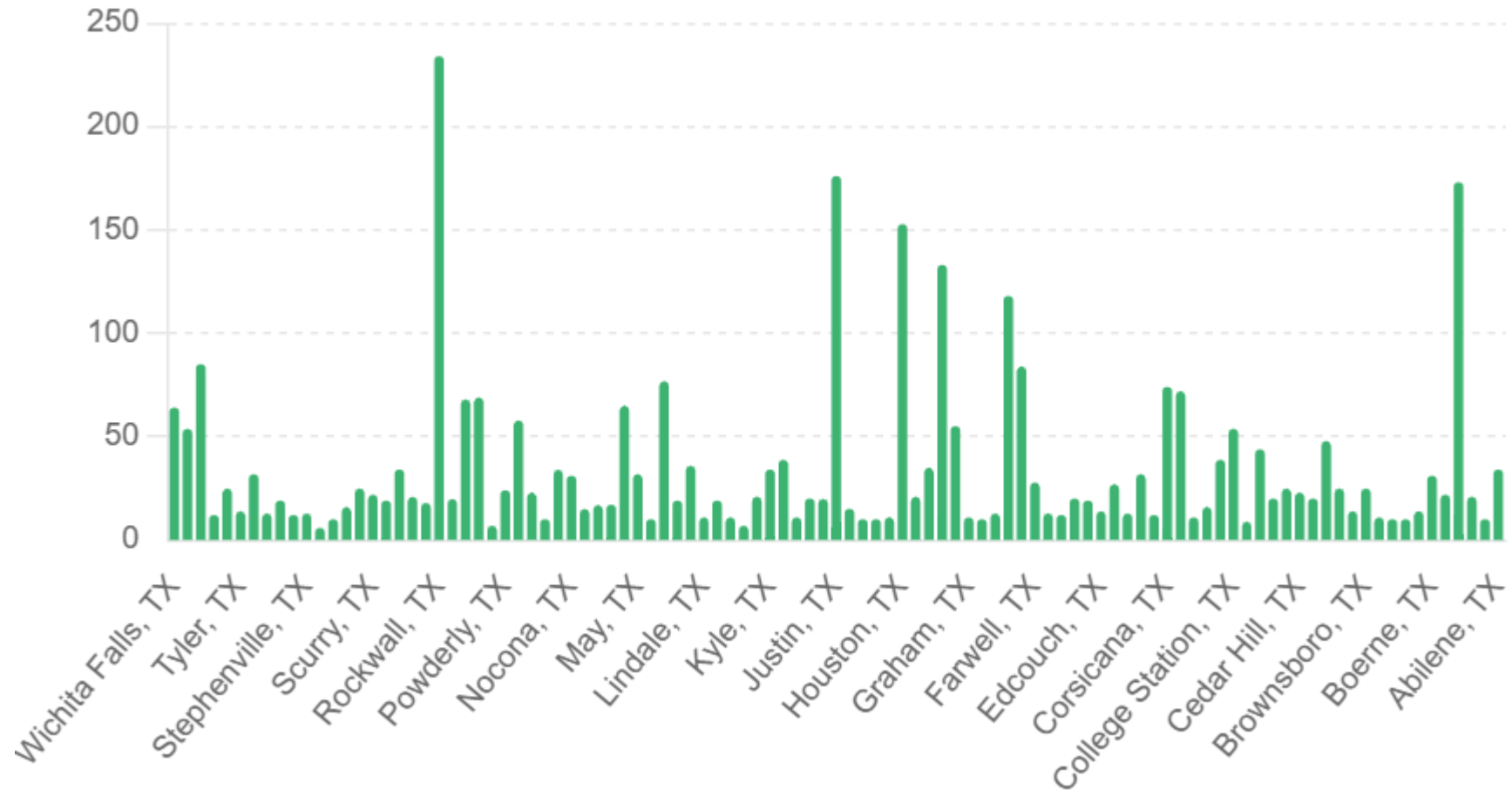
PRESENTING		ENDOWMENT	STAR	BENEFACTOR
				 Texas Commission on the Arts 
PROMOTER	ADVOCATE	SUSTAINING		
  	  Denton Benefit League	            		
HEADLINER				
Floor & Décor North Central Texas College Cornerstone Property Group/ Marilyn Newland		Denton Bible Church Independent Financial North Texas Transportation Authority (NTTA) Thinergy Health & Weight Loss		North Texas Tollway Authority Texas Health Presbyterian Denton Zimmerer Kubota Renewal by Anderson

2024 Visitors within a 50-mile radius of Denton, according to Placer AI \*



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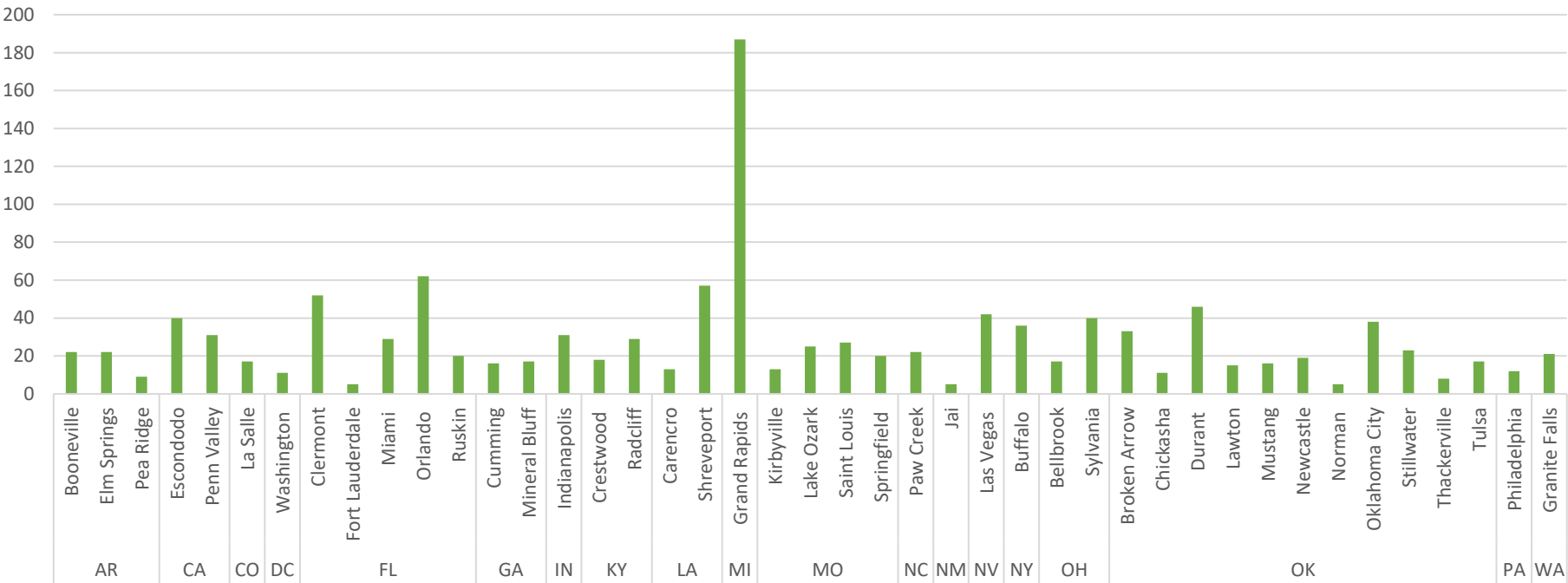
## 2024 Visitors from Texas but outside a 50-mile radius of Denton, according to Placer AI \*



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2024 visitors from outside a 50-mile radius of Denton and from outside of Texas, according to Placer AI \*



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