



The Original Denton District

215 E. McKinney St., Denton, TX 76201 ■ (940) 349-7776

June 14, 2026

Gary Gibbs, Ph.D.
Executive Director
Texas Commission on the Arts
Cultural District Grant Program
PO Box 13406
Austin, TX 78711

Dear Dr. Gibbs:

The purpose of this letter is to express the considered support of the City of Denton's Public Art Committee for the Original Denton District's current application requesting funding under your organization's Arts Respond – Cultural District Grant program. In the present application, the Original Denton District is requesting funding in the amount of \$106,000.00 to support various aspects of the City's third-annual *31 Days of Denton Halloween*. In 2024, The City of Denton Parks and Recreation Department worked together with community stakeholders, small business owners, and local artists and musicians to leverage, consolidate, and enhance Denton's already considerable calendar of Halloween events and transform it into a singular month-long Halloween festival.

In its first year *31 Days of Denton Halloween* attracted over 140,000 additional visitors to the Denton Square, increased mixed beverage and alcohol sales in the Original Denton District by almost 25%, and had an estimated overall economic impact of over \$15 million.

In 2025, Denton Parks and Recreation staff focused on enhancing current offerings and adding additional, exciting, placemaking features and interactive programming. In October 2025, Denton saw over 883,000 visitors in downtown, an increase of 110,110 visitors over 2024, with 76% being visitors to the area. Over 67,000 people visited the Haunted Maze and the Frankenstein Exhibit & Diorama at the UNTCoLab, along with over 4,500 volunteer hours on various placemaking and programmatic activities.

For 2026, Denton Parks and Recreation staff are focused on activating vacant businesses, involving even more artists, expanding placemaking and increasing activities beyond the square, and improving mobility and access through additional parking, walkability, and transit.

The City of Denton, its Marketing and Communications Team, and Denton Parks and Recreation Special Events team continue working collaboratively to market the *31 Days of Denton Halloween* to a local, regional, statewide, and even national audience. The goal of *31 Days* is to make Denton a top-tier national destination for Halloween-related tourism. By increasing the number of tourists to Denton, *31 Days of Denton Halloween* aims to buttress local businesses all while raising additional Hotel and Motel tax revenues to further support arts and culture in Denton

We are honored and pleased to submit this project for consideration and hope that you will find it worthy of support.

Sincerely,

Matthew Hamilton
Chief Financial Officer
City of Denton