



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: August 4, 2022

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the activities and business of the Original Denton District.

BACKGROUND

In June 2019, the City approved support to seek state designation as an official cultural district from the Texas Commission on the Arts via resolution 19-1158. In addition, Chapter 22 of the City's Code of Ordinances was amended to provide the Public Art Committee (PAC) oversight to make recommendations to the Council related to cultural districts via ordinance 19-1156.

Cultural districts are defined as geographical areas which encourage and celebrate arts, culture, entertainment, and history for the purpose of economic and community development. They are formed around existing concentrations of "cultural assets" clustered in a walkable area that a city wants to promote to visitors and residents. Cultural assets include performances and exhibitions, creative activity, architecture, and historical offerings. Cultural districts do not obligate property owners to any type of additional regulations. For cities, cultural districts exist as locally designated districts.

A Texas Commission on the Arts (TCA) Cultural District is primarily used as a marketing point for local communities. Grant funding from TCA can be used for cultural tourism projects subject to funding availability. TCA Cultural Districts must submit an annual report to TCA and must be recertified every 10 years.

In reference to the naming of the Original Denton District or ODD, the word "original" can mean first or earliest. It also can mean unusual or eccentric – maybe even odd. Denton has a wealth of cultural assets, and the ODD is a way to showcase those assets for economic development and cultural tourism, open up new avenues for grant funding, and support arts and culture. The ODD is centered in Downtown Denton and includes a large part of Southeast Denton.

Items to review in this meeting include:

1. Report back from the addition of an "Amplify" like the site to the ODD website or at the Denton Library website.
2. Subcommittee assignments

RECOMMENDATION

None.

ESTIMATED SCHEDULE OF PROJECT

N/A

OPERATIONAL IMPACT

N/A

FISCAL INFORMATION

Advertising and marketing funding of \$3,000 is available in the FY 2021-2022 Hotel Occupancy Tax Funds budget.

EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Presentation

Respectfully submitted:
Gary Packan, Director
Parks and Recreation

Prepared by:
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