



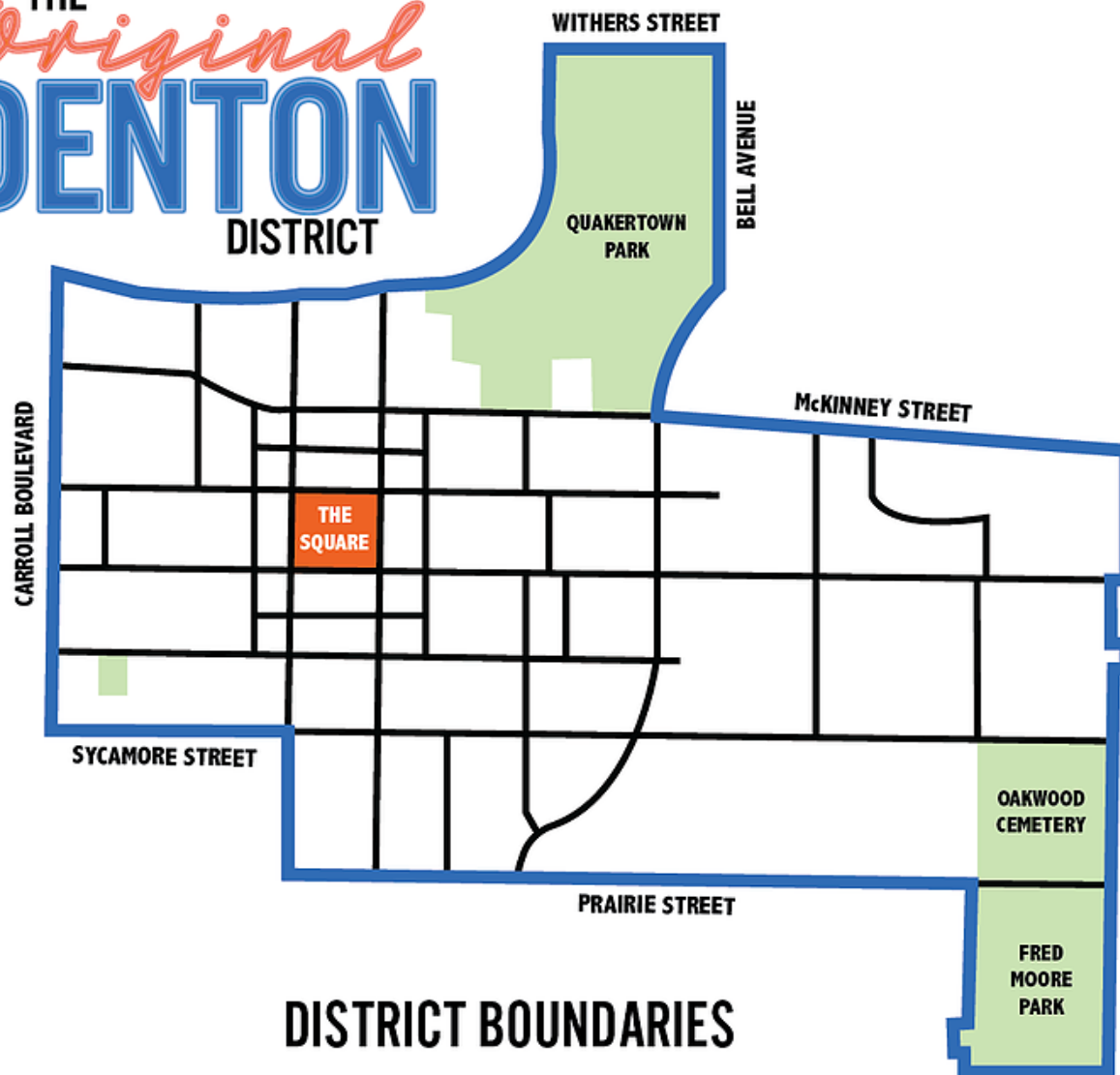
Exhibit 3

Original Denton District

Parks and Recreation

December 1, 2022

THE *Original* DENTON DISTRICT



DISTRICT BOUNDARIES



Ideas to Explore

- Update on discussion Frederick Nicholson had with Amplify.



Grant and Funding Review

- Texas Commission on the Arts matching grant of \$6,000 for the temporary art Traffic Box Wrap program
- Hotel Occupancy Tax funding of \$79,000 for FY 2022-2023 for advertising, art maintenance, art repair, and art projects.



Current Marketing and Promotions in ODD

- www.originaldentondistrict.com (*needs information update*)
- Discover Denton – promotes events and tourism
- Economic Development Department – promotes business sponsored events
- Denton Main Street Association – various events
- DISD - "Big Art Day"
- Denton County – Office of History and Culture – Black History Month (see news release)
- UNT CoLab – First Friday Denton



Subcommittees for ODD Activities

- Event tracking and attendance – Parks and Economic Development staff
- Future art locations and projects within the ODD – Jennifer Lane, Adam Chamberlin, & Monet Franklin
- Liaisons to agencies, organizations, and businesses in ODD – Monet Franklin, Madeline Buie, and Joey Liechty
- Future funding identification including grants, partnerships, and private donations – Frederick Nicholson and Leigh Johnson



Next Steps

- Subcommittees to submit reports of activity to PARD for inclusion into PAC meeting documents



Questions?

