



# City of Denton

City Hall  
215 E. McKinney Street  
Denton, Texas  
[www.cityofdenton.com](http://www.cityofdenton.com)

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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Parks and Recreation

**ACM:** Christine Taylor, Assistant City Manager

**DATE:** December 1, 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 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 activities, 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 site to the ODD website or at the Denton Library website.
2. Report results of the Texas Commission on the Arts grant application.

### **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 2022-2023 Hotel Occupancy Tax Funds budget.

**EXHIBITS**

Exhibit 1- Agenda Information Sheet

Exhibit 2- Presentation

Respectfully submitted:

Gary Packan, Director

Parks and Recreation

Prepared by:

John Whitmore, Park Planning Manager, Parks and Recreation