



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: City Manager's Office

CM: Sara Hensley

DATE: March 22, 2023

SUBJECT

Receive a report, hold a discussion, and provide a recommendation regarding a hotel occupancy tax funding request from Denton Black Film Festival for Fiscal Year 2022-23 for the production of a Southroad Pictures documentary series

BACKGROUND

On September 13, City Staff presented a Work Session as a result of a two-minute pitch from Council Member Byrd regarding a possible project to memorialize the former residents of Quakertown, an African American community that once stood where Quakertown Park now exists. The conclusion of the Work Session resulted in the direction from Council for staff to:

- Expand stakeholder engagement including relatives of former residents of Quakertown that may or may not still live in Denton, while continuing to include Southeast Denton Neighborhood Association the Southeast Denton Community, and the wider Denton community
- Proceed with commemoration events through 2023 including temporary signage in the park, develop public programming in connection with local festivals, speaker series, etc., incorporating input from the above stakeholder groups
- Coordinate a visit to Tulsa, Oklahoma to learn more about their city program memorializing Greenwood
- Include a permanent memorial option in the Downtown Master Plan which covers Quakertown Park

One of the programming goals is to share Quakertown's history with the wider Denton community by sharing art, music, culture, and learning in a respectful and collaborative environment.

The Denton Black Film Festival, a current recipient of Hotel Occupancy Funds presented an opportunity to partner with SouthRoad Pictures, a Creative Content Studio, to sponsor a four-part docuseries on the history of Quakertown. The proposed project is estimated to cost approximately \$500,000.

Summary of Estimated Project Costs	Proposed Budget
Production (equipment, location, crew, and directors fee)	372,323
Postproduction (editing, audio, and finishing)	119,600
Total	\$491,923

The sponsorship request from the Denton Black Film Festival for the production of a Quakertown Docuseries meets the eligibility requirements of the City's Sponsorship Program for the use of Hotel Occupancy Funds. If the Community Partnership Committee would like to recommend providing a financial sponsorship, the sponsorship level would need to be determined, and the next steps include a budget amendment and sponsorship approval by City Council in April or May 2023.

EXHIBITS

1. Agenda Information Sheet
2. Docuseries Creative Content Overview

Respectfully submitted:
Christine Taylor
Assistant City Manager