



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Cassey Ogden

DATE: March 22, 2024

SUBJECT

Receive a report and hold a discussion regarding the After Action Report for the Denton Black Film Festival that received Hotel Occupancy Tax and Sponsorship Program funding.

BACKGROUND

The Hotel Occupancy Tax Program and the Sponsorship Program provide cash funding, and in-kind support, through City services to local nonprofit organizations that host events and programs within the City of Denton. For events that receive in-kind support through City services, City Staff prepares After Action Reports (AARs) to provide information on any incidents or issues Staff experienced during the event and to provide recommendations for future event coverage.

The Special Event Committee met on March 4, 2024, and reviewed the event and City services provided to the Denton Black Film Festival.

No incidents occurred.

Parks and Recreation recommends increased communication between event organizers and Parks staff on the timing of use of the facility. As well as, picking up and removing event supplies and materials at the end of the event. Materials were left at the Civic Center for several days after the event.

EXHIBITS

Exhibit 1 Agenda Information Sheet

Exhibit 2 Presentation

Exhibit 3 Denton Black Film Festival Report

Respectfully submitted:
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Chief Financial Officer

Prepared By:
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