

# Denton Arts & Jazz FESTIVAL



## Denton Festival Foundation, Inc.

Kevin Lechler  
Executive Director

Debbie Sims  
President

[www.dentonjazzfest.com](http://www.dentonjazzfest.com)



## Mission

The annual Denton Arts & Jazz Festival is produced by the Denton Festival Foundation, Inc., a 501 (c) (3) nonprofit organization.

The mission of the organization is to plan, promote and produce the annual Denton Arts & Jazz Festival which is FREE to the public. The festival nurtures the performing and visual arts in a multi-disciplined, educational and culturally diverse format while representing the creative energy and spirit of giving through art and music. The event helps facilitate the growth and enrichment of the cultural environment and advances the quality of life in our community.

- Formed in 1980
- Produced SPRING FLING from 1980 – 1990. Held at the North Texas Fairgrounds
- In 1990, the organization merged with Denton JazzFest to create the Denton Arts & Jazz Festival
- In 1991, the first Denton Arts & Jazz Festival was presented in its new home – Civic Center Park (now named Quakertown Park). The first few years the event was confined to the South Park area between City Hall and the Civic Center.

## Board of Trustees

The Board of Trustees comprises 17 voting members and an 8 member non-voting Advisory Board.

- The Board of Trustees is made up of a cross-section of business and civic leaders from the North Texas area
- Potential Board Members are required to serve at least one year on a Denton Festival Foundation, Inc. committee before being eligible for membership on the Board of Trustees
- The Board of Trustees is made up of committees for each aspect of the event and committee participation is required
- Currently the staff comprises a full time Executive Director and a part time Assistant Director



# Denton Arts & Jazz Festival

Friday 3 p.m. - 11 p.m. • Saturday 10 a.m. - 11 p.m. • Sunday 11 a.m. - 9 p.m.



March 22, 2024





[www.dentonjazzfest.com](http://www.dentonjazzfest.com)



## **EVENT SNAPSHOT**

The Denton Arts & Jazz Festival was created out of the belief that the highest quality of music and art should be available to the public FREE of charge.

### **LOCATION**

The event is held in the beautiful setting of Quakertown Park located just 2 blocks northeast of Denton's downtown Square.

### **FACILITIES**

The park features 32 acres of beautifully landscaped space with plenty of shade trees and exhibit space. It is the perfect setting for Denton's favorite event. The setting is the perfect setting with a surprise around every corner.

### **ATTENDANCE**

The estimated annual attendance for the event is 200,000+

### **STAGES**

Six outdoor stages located throughout the park featuring the best of jazz, blues, country, orchestral vocal and theatrical performances.

### **JURIED ART**

INDOOR FINE ART – located inside Civic Center – 37 spaces available

OUTDOOR FINE ART – located on the grounds just outside the Civic Center  
– 56 spaces available

ARTS AND CRAFTS – located in the North Park in 2 areas – 75 spaces available

### **JURIED FOOD VENDORS**

A total of six (6) food courts throughout the park offering a smorgasbord from Vegan to classic Fair food and everything in between – 58 spaces available

## **AUDIENCE DEMOGRAPHICS**

Our audience is comprised of families and individuals from all walks of life. A typical audience will be 57.9% White, 23.4% Hispanic, 11.3% Black/African American and 7.4% other ethnicity. The average household income of attendees is \$81,434 while the median household income is \$62,542. The median age of attendees is 29.5 years of age with 48.62% of those being male and 51.38% female. 40.4% of attendees have some college or at least a Bachelors Degree while 11.17% have a Graduate Degree or higher.



Held the first full weekend in October in downtown Denton’s beautiful **Quakertown Park** the **Denton Arts & Jazz Festival** showcases the visual and performing arts in a multi-disciplined format. Professional musicians share the spotlight with amateur, community and school performers. The event attracts visitors from all over the region and has grown tremendously throughout its history. **The festival has been recognized statewide, regionally and nationally as one of the best events of its kind.** This success stems from the simple fact that the festival appeals to all ages and crosses all ethnic barriers in entertainment and attendance.

**ATTENDANCE HISTORY**

2021	150,000
2022	200,000
2023	210,000

Pre Covid Attendances averaged 225,000



**STAGES**

- MAIN STAGE – (far north) features Professional Musical Acts**
- RIVER STAGE – (beside the library) features Professional Musical Acts**
- COURTYARD STAGE – (in south park outside City Hall) – features Professional Musical Acts**
- FESTIVAL STAGE – (existing slab behind Senior Center) features Community Musical/Theatrical Acts**
- CELEBRATION STAGE -- (in front of City Hall) features Community Musical Acts**
- UNT SHOWCASE STAGE – (adjacent to Senior Center) features the music of the UNT School of Music**



**KIDZONE**

Located in the far north area of the park near the Playground, the Kidzone features the Children’s Art Tent and games and activities for the younger set.





## MARKETING

Marketing efforts begin in February and span the state, region and beyond.

- Ads placed in National Publications targeting artists and vendor participation
- Ads also placed in select music periodicals
- Television commercials run one month prior to event
- Print Ads run approximately 2 months prior to event in Denton, the DFW metroplex and select statewide publications such as Texas Highways and Texas Monthly
- A Social Media campaign including Facebook, Instagram and X highlighting offerings at the event
- Targeted social media ads using keywords – “live music”, “outdoor concerts”, “fine arts”, etc.
- Individuals and Families are targeted in Texas and the surrounding states.



## TOURISM

- Attendance for the 2023 event was approximately 210,000, many from outside the local area
- Of our fine artists, 68% are from out of state
- Of the craftspeople, 74% are from out of the local area
- All of these vendors require hotel rooms with an average stay of 3 or 4 days
- Our musical headliners are nationally known artists which draw an audience from outside the local area
- Local hotels report that they are typically at or close to capacity for the weekend of the festival
- The last Economic Impact for the event was conducted by the CVB at least 12 years ago and the estimated Impact was \$19 million dollars for the 2 and a ½ day event
- Of the 210,000 attendees we estimate approximately 70,000 are from out of town

## SOME THINGS TO CONSIDER.....

- Conduct updated Economic Impact studies on all events which utilize city funds
- Consider a centralized process for Marketing for all events in the city, creating more buying power (better rates) and more unified messaging for all. The CVB used to have a Co-op Marketing program with a similar approach but was primarily limited to print advertising. This could be expanded to include all aspects of advertising and promotions, including social media and online ads for a more unified look and feel for the city of Denton
- Consider tracking room nights for local events. The CVB tracks room nights for events that they book but this does not extend to other events happening in the city







#### Losses since 2020:

2020 (event canceled)	\$109,000.00
2021 (scaled back event)	\$ 71,349.00
2022	\$ 96,602.00
2023	\$ 36,438.00
<b>TOTAL LOSS</b>	<b>\$313,389.00</b>



## LOOKING TO THE FUTURE.....

"In order to look to the future one must deal with the past"

### Since the Covid Pandemic:

- We have seen a dramatic decrease in Corporate Sponsorship
  - Wells Fargo has gone from \$43,000 annually to \$0
  - Ben E. Keith has reduced their support from \$34,000 to \$15,000
- We have seen a decrease in Individual and Corporate sponsorship
- We have seen Government (local, state & national) giving remain level
- We have seen a dramatic increase in the expenses associated with the event
  - Infrastructure costs (staging, lighting, sound, etc. have increased from \$84,000 to \$150,000 in three years
  - The cost to generate power for the park (stages and vendors) has doubled in the last 3 years, from \$45,000 to \$86,000.
  - The cost of tent rental, fencing and portable rentals has increased by 25% in the last 3 years
  - The City of Denton began charging events a 50% facility use fee in 2021 which had never been charged before. Based on our use of the park our share comes to approximately \$65,000 annually for which we are responsible for 50%.



The reason we are still in operation today is because the Board of Trustees worked for years to build a significant Reserve fund. These funds have helped offset the continued losses since the Covid-19 pandemic. Unfortunately, after 4 years we have exhausted the majority of those funds so this year is especially important. We do realize how lucky we are as a nonprofit to have had these reserve funds (many nonprofits were not so fortunate)

Overall, we have seen the numbers trending in a positive way but this year we are having to make some tough decisions which may affect programming. We will double our fundraising efforts and seek additional grants to ensure that the Denton Arts & Jazz Festival can be enjoyed well into the future!

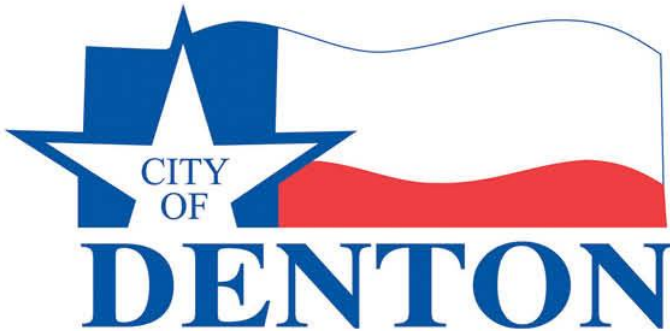






















# Questions?

We  our sponsors!!!!

## 2022-23 CHAMPION SPONSORS

PRESENTING		ENDOWMENT	BENEFACTOR	
				
PROMOTER	ADVOCATE	SUSTAINING		
  	  	          		
HEADLINER				
Independent Financial Texas Health Presbyterian Spectrum News 1		Denton County Transportation Authority Floor & Décor	Outback Steakhouse Renewal by Anderson Zimmerer Kubota Denton	II Charlie's Bar & Grill & McSwiggan's Irish Pub IMPress Graphics