



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Cassey Ogden

DATE: April 26, 2024

SUBJECT

Receive presentations and hold a discussion regarding organizations that receive Hotel Occupancy Tax and Sponsorship funding.

BACKGROUND

This item is to allow the Community Partnership Committee to receive presentations by Discover Denton, the Denton Main Street Association, the Greater Denton Arts Council (GDAC), and the Texas Filmmakers Corporation (Thin Line Fest event organizer).

Discover Denton is a division of the Denton Chamber of Commerce that is a contractor managing and conducting the business of the City of Denton as a Destination Marketing Organization. They engage in marketing and promoting Denton year-round partnering with organizations to hold conventions, meetings, and events in the City of Denton.

Discover Denton funding allocations:

- HOT fund allocation
 - Discover Denton \$1,657,000
 - Downtown Ambassador Program \$28,400

The Denton Main Street Association is responsible for promoting downtown events and tourism. Their vision is “to maintain downtown Denton’s appeal as a center for shopping, dining, and entertainment [and] to promote business growth and preserve Denton’s historic character” and their mission is “to promote and preserve downtown Denton as a vital asset to the community.”

Denton Main Street Association funding allocations:

- HOT fund allocation \$80,000

GDAC is housed at the Patterson-Appleton Arts Center and operates as a catalyst for creativity, advocacy, and collaboration where they celebrate the arts, inspire innovation, and engage with the community. GDAC celebrates the arts through publicity, educational programs, and diverse and dynamic events for visitors of all ages. They are a resource for funding and facility space for established and emerging artists and cultural organizations. GDAC strives to serve as a liaison and trusted advocate for the arts in the community, working with area agencies and local governments to promote the creativity of the City throughout the region and beyond.

GDAC funding allocations:

- HOT Fund Allocation \$160,000
- Sponsorship Allocation \$4,000 used for a subgrant program

The Texas Filmmakers Corporation organizes the Thin Line Fest. Thin Line is a documentary film festival, a multi-genre music festival, a photography festival, and a downtown art market all in a five-day event held at the end of April. Artists gather in Denton from all around the world to exhibit or perform their work. In 2023, the festival screened all the films at the Campus Theatre.

Thin Line funding allocations:

- HOT Fund Allocation \$50,000
- Sponsorship Allocation \$6,000 used for artists fees
- Sponsorship In-Kind \$1,000 for Police personnel

EXHIBITS

Exhibit 1 Agenda Information Sheet

Exhibit 2 Discover Denton Presentation

Exhibit 3 Denton Main Street Association Presentation

Exhibit 4 GDAC Presentation

Exhibit 5 Thin Line Presentation

Respectfully submitted:
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