



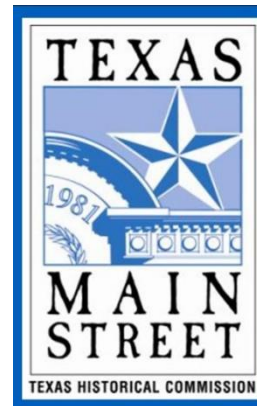
Denton Main Street Association

Kristen Pulido
Main Street Program Manager
City of Denton,
Economic Development



Denton Main Street Association

- Formed in 1990 through the Texas Main Street Association



Vision Statement

To maintain downtown Denton's appeal as a center for shopping, dining, and entertainment. To promote business growth and preserve Denton's historic character.

Mission Statement

To promote and preserve downtown Denton as a vital asset of the community.

DMSA Executive Board 2024



President
Kristen Kendrick-Bigley
UNT CoLab



VP of Marketing
Courtney Stucky
Aspiro Agency



VP of Membership
Cindy Tysinger
Regenus



VP of Promotions
Jessica DeRoche
NCTC



Secretary/Treasurer
Desmond Moore
Miss Angeline's

DMSA Board 2024

- Heather Walker-Brite Smiles by Heather
- Clint West-Pros Pm
- Jen Morgan-DCBC
- Brandy Pope-Scott Brown Commercial
- Steve Severance-Steve's Wine Bar
- Diane Mayes-Patchouli Joes
- Aaron Benedict-Point Bank
- Jennifer Schindler-Salon NV
- Taylor Bales-True Leaf Studio

Twilight Tunes

-Award winning free concert series in Downtown Denton

Summer Series: Established in 1994

- Every Thursday in May and June with International Make Music Day to end the series
- Located on the Denton County CHOS lawn
- Average weekly attendance 550
- 5-7 sponsors each week that set-up tables to promote their products or initiatives



Twilight Tunes

-Award winning free concert series in Downtown Denton

Fall Series: Established in 2022

- Every Thursday in October
- Located at Wolff's Park
- Average weekly attendance 300
- 2-3 sponsors each week that set-up tables to promote their products or initiatives
- Local vendors set-up to sell



Arts & Autos

-Classic Car show, live music, chalk fest competition, and vendor market in the heart of Downtown Denton

Established in 1999 –Average attendance 7-10K

- Every second Saturday in September
- 50-60 vendors set-up on the Denton County CHOS lawn
- 250-300 cars parked in and around the Downtown square
- All age Chalk Fest competition which creates unique art pieces on the Downtown sidewalk
- Live Music



Wassail Fest

Established in 1999

- Partner with the Denton Holiday Lighting Foundation to create a fun and festive way to celebrate the winter holidays by tasting a variety of Wassail created by local Downtown Businesses.



1ST PLACE
DARK AGES



Free Wassail Tastings!



Saturday, Dec. 2nd

5-9pm

**20+ free wassail
tastings from
participating
businesses**

**Vote on your
favorite!**

Learn More: DentonMainStreet.org



Additional events Denton Main Street hosts

- Share the Love
- Spring Open House
- Holiday Open House



PARTICIPATING BUSINESSES & NON-PROFITS

- | | | |
|--|---|---|
| • Brite Smiles by Heather
w/ Denton Public School Foundation | • The Cookie Crave
w/ The Art Room | • Barley & Board
w/ Our Daily Bread |
| • Patchouli Joe's Books & Indulgences
w/ St. Andrew Presbyterian Church | • Susie's Snack Shop
w/ United Way of Denton County | • Andy's Bar & Paschall Bar
w/ Greater Denton Arts Council |
| • Lone Star Naturals
w/ RegenusCARES | • Salon NV
w/ Friends with Benefits | • Miss Angeline's
w/ Friends with Benefits |
| • Yellow Dog Art Bar and Gallery
w/ Denton Animal Support Foundation | • True Leaf Studio
w/ RegenusCARES | • Half Pint Children's Boutique
w/ Interfaith Ministries of Denton |
| • Neighborhood Autos
w/ Denton Animal Support Foundation | • Vibe Digital Marketing
w/ Downtown Denton Foundation | • Studio LaSalle
w/ Denton Public School Foundation |




Tourism

- How does your festival attract overnight tourists to the City of Denton's hotels and motels?
 - Billboards outside the city limits
 - Digital Marketing-Instagram & Facebook, Digital Ads, & Website
 - Print Ads: Robson Ranch, Cross Timbers Gazette, DRC, Tour Texas



NOW AVAILABLE!



DENTON MAIN STREET DOLLARS
DOWNTOWN DENTON, TEXAS

The BEST Last-Minute Gift Idea!

Denton Main Street Dollars is an e-gift card program (powered by Yiftee).

It allows anyone to purchase e-gift cards that can be used at ANY participating business in downtown Denton!

Better than a gift card to one business. Let them choose where they want to spend it!

BUY TODAY: bit.ly/dentonmainstreetdollars

Learn more: www.DentonMainStreet.org



VISIT DOWNTOWN DENTON

UNIQUE SHOPS.
GREAT DINING.
FUN ENTERTAINMENT.
VIBRANT NIGHTLIFE.



Scan the QR code for more info.

Tourism

- How does your festival promote tourism in the City of Denton?
 - Aspiro Reporting: Facebook/Instagram Ads
 - [Marketing Reports - Google Drive](#) (2023 Annual Report)
 - Vibe Digital Marketing
 - [DMSA Dashboard Report.pdf](#) (2024 Q2 Report)
 - DMSA Website
 - [Twilight Tunes – Denton Main Street Association](#)



Future Plans

- Hotel Partners: help promote and advertise DMSA's event
 - Embassy Suites has offered a 10% discount code for those visiting for Main Street events
- Multi-day events
- Bigger Print Ad and Digital Marketing efforts
 - Texas Monthly
 - Expedition Texas: Main Street Reborn series
 - Billboard: Event focused and/or year-round promotion of Denton Main Street



Questions?