



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: April 26, 2024

SUBJECT

Receive a report, hold a discussion, and provide a recommendation regarding a hotel occupancy tax funding request for Program Year 2024.

BACKGROUND

The Marketing and Communication Department is requesting Hotel Occupancy Tax (HOT) funds to promote and market the City of Denton for the month of October. The proposed project is estimated to cost \$100,000. Funding will be used for advertising, marketing, promotional, and materials costs.

Summary of Estimated Project Costs	Proposed Budget
Advertising: print, radio, social media, YouTube	\$ 40,000
Marketing: creative marketing, promotions, branding	40,000
Communications: signage, mobile-friendly engagement	20,000
Total	\$ 100,000

This request meets the eligibility requirements for the use of HOT funds. If the Community Partnership Committee decides to recommend providing financial support, the next step will be to include this amount in a budget amendment for fiscal year 2024.

FISCAL INFORMATION

If approved for \$100,000 in Hotel Occupancy Tax funds, the estimated ending fund balance for Program Year 2024 will be \$888,178. Any unspent funds from this program allocation will return to the fund balance at the end of the fiscal year.

EXHIBITS

Exhibit 1 Agenda Information Sheet

Exhibit 2 Presentation

Exhibit 3 PY 2024 HOT Financials

Respectfully submitted:
Dustin Sternbeck
Chief Communications Officer