



City of Denton

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

AGENDA INFORMATION SHEET PUBLIC ART COMMITTEE

DEPARTMENT: Economic Development

CM/ DCM/ ACM: Bryan Langley

DATE: May 3, 2018

SUBJECT

Receive a report, hold a discussion, and make a recommendation regarding the Public Art Committee application for Program Year 2019 Hotel Occupancy Tax (HOT) funds.

BACKGROUND

The City of Denton receives 7% of hotel occupancy tax funds it collects per Chapter 10 Finance and Taxation of its municipal code. Use of HOT funds must directly promote tourism and hotel activity. Provided this activity is met, the expenditure must fit into one of the categories authorized by state statute. Encouragement and promotion of the arts is one such category which the City further defines as “encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms,” and thereby an available funding resource for the Public Art Committee. It is anticipated that City HOT funds applications will be received and vetted in May and should reflect one or more projects for which the PAC wishes HOT fund support. The PAC receives 2.4% of City HOT fund receipts toward its program/projects and may request consideration of additional funding from the HOT Committee for a specific program or project.

2019 HOT FUNDS PROGRAM

For the 2019 HOT funds program application cycle, City Finance staff is projecting total HOT receipts in excess of \$3,056,665; PAC’s 2.4% would be approximately \$73,360. The PAC has indicated interest in increasing the current year’s maintenance and geo-technical-related fees as reflected in the following application budget draft. These include moving two sculptures to other locations; the November Devil sculpture from the Downtown Square and the Central Fire Station sculpture to a site to a yet-to-be-determined site. The draft budget is provided solely as a starting point for the PAC’s discussion:

REVENUE DESCRIPTION	
Hotel Occupancy Tax	\$73,360
EXPENSE DESCRIPTION	
<i>PROJECT TO BE DETERMINED BY PAC</i>	\$62,000*
Pilot Program - art on City-owned utility boxes, benches, etc.	\$ 5,000
Maintenance of Art in Inventory	\$ 3,000
Geotechnical Soil Testing and Analysis	\$ 2,360
Contingency/Promotion Expenses	<u>\$ 1,000</u>
	\$73,360

**\$62,000 represents the midpoint of an estimated \$50,000-\$75,000 cost of major projects suggested in the PAC's Five-Year Public Art Master Plan.*

The PAC's Five-Year Public Art Master Plan adopted in 2016 lists the following projects and activities as guidelines for PAC's project/program efforts and may help the PAC to identify a one or more projects for the upcoming HOT fund application:

Year 1	Year 2	Year 3	Year 4	Year 5
9/11 Firefighter Memorial	ECO-W.E.R.K.S Recycled piece	Eureka 2 Playground		Significant Gateway Piece
Moroles Fountain City Hall	Placemaking Signage	Placemaking Signage	Placemaking Signage	Placemaking Signage
Public Art Website	Benches for Downtown Area	Traffic Calming Options	Traffic Calming Options	Traffic Calming Options
PAC Annual Retreat	PAC Annual Retreat	PAC Annual Retreat	PAC Annual Retreat	New Master Plan & Sites Complete
		Art Planning for Proposed City Hall	Art Planning for Proposed City Hall	Public Art at Proposed City Hall

Staff will complete the HOT funds application reflecting the PAC's recommendations for signature by the PAC Chair and submission to the HOT Committee.

STRATEGIC PLAN RELATIONSHIP

The City of Denton's Strategic Plan is an action-oriented road map that will help the City achieve its vision. The foundation for the plan is the five long-term Key Focus Areas (KFA): Organizational Excellence; Public Infrastructure; Economic Development; Safe, Livable, and Family-Friendly Community; and Sustainability and Environmental Stewardship. While individual items may support multiple KFAs, this specific Public Art Committee agenda item contributes most directly to the following KFA and goal:

Related Key Focus Area: Economic Development

Related Goal: 4.4 Provide and support outstanding leisure, cultural, and educational opportunities

EXHIBITS

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Five-Year Public Art Master Plan

Respectfully submitted:
Caroline Booth
Director of Economic Development

Prepared by:
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