



# City of Denton

City Hall  
215 E. McKinney St.  
Denton, Texas 76201  
[www.cityofdenton.com](http://www.cityofdenton.com)

## Meeting Agenda

### Community Partnership Committee

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Friday, March 22, 2024

8:00 AM

City Council Work Session Room

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After determining that a quorum is present, the Community Partnership Committee of the City of Denton, Texas, will convene in a Regular Meeting on Friday, March 22, at 8:00 a.m. in the Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas at which the following items will be considered:

#### 1. ITEMS FOR CONSIDERATION

- A. [CPC24-007](#) Consider approval of the minutes from February 23, 2024.

Attachments:      [Exhibit 1 Agenda Information Sheet](#)  
                                 [Exhibit 2 Draft Minutes](#)

- B. [CPC24-008](#) Receive a presentation and hold a discussion regarding Denton's Day of the Dead Festival.

Attachments:      [Exhibit 1 Agenda Information Sheet](#)  
                                 [Exhibit 2 Presentation](#)

- C. [CPC24-009](#) Receive a presentation and hold a discussion regarding the North Texas State Fair and Rodeo.

Attachments:      [Exhibit 1 Agenda Information Sheet](#)  
                                 [Exhibit 2 Presentation](#)

- D. [CPC24-010](#) Receive a presentation and hold a discussion regarding the Denton Arts and Jazz Festival.

Attachments:      [Exhibit 1 Agenda Information Sheet](#)  
                                 [Exhibit 2 Presentation](#)

- E. [CPC24-014](#) Receive a presentation and hold a discussion regarding the Denton Black Film Festival.

Attachments:      [Exhibit 1 Agenda Information Sheet](#)  
                                 [Exhibit 2 Presentation](#)

- F. [CPC24-011](#) Receive a report and hold a discussion regarding the Sponsorship Program.

Attachments:      [Exhibit 1 Agenda Information Sheet](#)  
                                 [Exhibit 2 Presentation](#)

- G. [CPC24-012](#) Receive a report and hold a discussion regarding the Hotel Occupancy Tax (HOT) Program for Program Year (PY) 2023.

Attachments:      [Exhibit 1 Agenda Information Sheet](#)  
                                 [Exhibit 2 Presentation](#)

- H. [CPC24-013](#) Receive a report and hold a discussion regarding the After Action Report for the Denton Black Film Festival that received Hotel Occupancy Tax and Sponsorship Program funding.

Attachments:      [Exhibit 1 Agenda Information Sheet](#)  
                              [Exhibit 2 Presentation](#)  
                              [Exhibit 3 Denton Black Film Festival Report](#)

## 2. CONCLUDING ITEMS

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Community Partnership Committee or the public with specific factual information or recitation of policy, or accept a proposal to place the matter on the agenda for an upcoming meeting AND Under Section 551.0415 of the Texas Open Meetings Act, provide reports about items of community interest regarding which no action will be taken, to include: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen; a reminder about an upcoming event organized or sponsored by the governing body; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality; or an announcement involving an imminent threat to the public health and safety of people in the municipality that has arisen after the posting of the agenda.

NOTE: The Community Partnership Committee reserves the right to adjourn into a Closed Meeting on any item on its Open Meeting agenda consistent with Chapter 551 of the Texas Government Code, as amended, or as otherwise allowed by law.

### CERTIFICATE

I certify that the above notice of meeting was posted on the official website (<https://tx-denton.civicplus.com/242/Public-Meetings-Agendas>) and bulletin board at City Hall, 215 E. McKinney Street, Denton, Texas, on March 19, 2024, in advance of the 72-hour posting deadline, as applicable, and in accordance with Chapter 551 of the Texas Government Code.

\_\_\_\_\_  
OFFICE OF THE CITY SECRETARY

NOTE: THE CITY OF DENTON'S DESIGNATED PUBLIC MEETING FACILITIES ARE ACCESSIBLE IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT. THE CITY WILL PROVIDE ACCOMMODATION, SUCH AS SIGN LANGUAGE INTERPRETERS FOR THE HEARING IMPAIRED, IF REQUESTED AT LEAST 48 HOURS IN ADVANCE OF THE SCHEDULED MEETING. PLEASE CALL THE CITY SECRETARY'S OFFICE AT 940-349-8309 OR USE TELECOMMUNICATIONS DEVICES FOR THE DEAF (TDD) BY CALLING 1-800-RELAY-TX SO THAT REASONABLE ACCOMMODATION CAN BE ARRANGED.



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## Legislation Text

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**File #:** CPC24-007, **Version:** 1

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### **AGENDA CAPTION**

Consider approval of the minutes from February 23, 2024.



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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Cassey Ogden

**DATE:** March 22, 2024

### **SUBJECT**

Consider approval of the minutes from February 23, 2024.

### **BACKGROUND**

The draft minutes from the Community Partnership Committee meeting held on February 23, 2024, are attached for the Committee's consideration and approval.

### **EXHIBITS**

Exhibit 1 Agenda Information Sheet

Exhibit 2 Draft Minutes

Respectfully submitted:  
Jessica Williams  
Chief Financial Officer

Prepared By:  
Daniel Jones  
Senior Grant Analyst  
Grants Management Office

## City of Denton Community Partnership Committee

After determining that a quorum was present, the Community Partnership Committee of the City of Denton, Texas, convened in a Regular Meeting on Friday, February 23, 2024, at 8:00 a.m. in the Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Chair Brandon McGee, Member Joe Holland and Member Vicki Byrd.

### 1. ITEMS FOR CONSIDERATION

- A. CPC24-001** Hold a discussion and elect a Presiding Officer for the Community Partnership Committee.

Chair McGee moved and Member Byrd seconded to nominate Member Holland to Chair.

Motion carried.

AYES (3): Chair McGee, Member Byrd, and Member Holland.

NAYS (0): None

ABSENT (0): None

- B. CPC24-002** Consider approval of the minutes from September 20, 2024.

Member McGee moved and Member Byrd seconded to approve.

Motion carried.

AYES (3): Member McGee, Member Byrd, and Chair Holland.

NAYS (0): None

ABSENT (0): None

The item was presented, and discussion followed.

- C. CPC24-003** Receive a report and hold a discussion regarding the Special Event Permitting Workshop held on January 30, 2024.

The item was presented, and discussion followed.

- D. CPC24-004** Receive a report, hold a discussion, and give staff direction regarding After Action Reports for events that receive Hotel Occupancy Tax and Sponsorship Program funding.

The item was presented, and discussion followed. Staff was directed to provide the fiscal impact to City Departments for these events as well as the economic impact of the events.

- E. CPC24-005** Receive a report, hold a discussion, and give staff direction regarding the Sponsorship Program.

The item was presented, and discussion followed. Staff was directed to include increasing the cash Sponsorship budget to \$150,000 in the FY 2024-25 Budget proposal.

- F. CPC24-006** Consider approval of the 2014 Community Partnership Committee meeting calendar.

Chair McGee moved to approve item CPC24-006 as presented; motion seconded by Member Byrd. Motion carried.

AYES (3): Chair Holland, Member McGee, and Member Byrd.

NAYS (0): None.

ABSENT (0): None.

## **2. CONCLUDING ITEMS**

None.

With no further business, the meeting was adjourned at 8:59 a.m.

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Joe Holland  
Chair

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Jessica Williams  
Chief Financial Officer acting as  
Recording Secretary

MINUTES APPROVED ON: \_\_\_\_\_



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## Legislation Text

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**File #:** CPC24-008, **Version:** 1

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### **AGENDA CAPTION**

Receive a presentation and hold a discussion regarding Denton's Day of the Dead Festival.



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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Cassey Ogden

**DATE:** March 22, 2024

### **SUBJECT**

Receive a presentation and hold a discussion regarding Denton's Day of the Dead Festival.

### **BACKGROUND**

This item is to allow the Community Partnership Committee to receive a presentation by the event organizer of Denton's Day of the Dead Festival.

The Day of the Dead Festival is a multicultural, family-friendly weekend event celebrating community, candy, and celebration. The festival features coffin races, 'Cirque du Horror', and a lantern-lit twilight parade. Attendance is free.

Funding allocations:

- HOT Fund Allocation \$50,000
- Sponsorship Allocation \$2,700 for tent rental
- Sponsorship In-Kind \$8,136 for Parks, Police, Fire and Solid Waste services

### **EXHIBITS**

Exhibit 1 Agenda Information Sheet

Exhibit 2 Presentation

Respectfully submitted:  
Jessica Williams  
Chief Financial Officer

Prepared By:  
Daniel Jones  
Senior Grant Analyst





# **Denton's Day of the Dead Festival**

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**March 22, 2024**



# Background

- Provide organizational/festival background.
  - 2011 was the inaugural year of the festival, and it was held on Industrial St., in between Mulberry and Hickory.
  - We currently have a committee of 13 board members, including President, Vice-president, Secretary, Treasurer, and Executive Director.
  - Denton's Day of the Dead Festival, Inc., is a Texas-based, 501(c)(3) non-profit organization that exists to provide the community with an all inclusive, multi-cultural and family-focused event that celebrates the many wonderful things the fall has to offer : a homage to the goodness of the harvest, the cultural celebration of Dia de los Muertos, and all things Halloween.



# Festival

- Information about festival
  - Located in the Denton's Downtown Cultural District on E. Hickory, E. Oak, and Industrial St.
  - Last weekend in October
- Attendance : approximately **2019** (15,000), **2022** (20,000) & **2023** (20,000+)
- Denton's DOD Fest features live musical and visual performance acts, food and craft vendors, coffin races, a "pinebox" derby, a community altar, the "Flight of Souls," a twilight parade, costume contest, a free Pumpkin Patch area with rides and many kid-friendly attractions, community performances from several Denton schools and organizations, and Denton's very own family-friendly Halloween musical, "Cirque du Horror."



CPC24-008

March 22, 2024

# Festival

- Our festival exists to give back to our beloved Denton community. We set goals every year to not only provide family fun that celebrates the autumnal season, but to also give back to Denton Charities. In 2023, we donated to Serve Denton and Cumberland Youth and Family services, \$5000 and \$1000, respectively. For our 2024 year, our board has set a lofty goal of raising our charity donation to the \$10,000 mark!
- [Video](#)



# Tourism

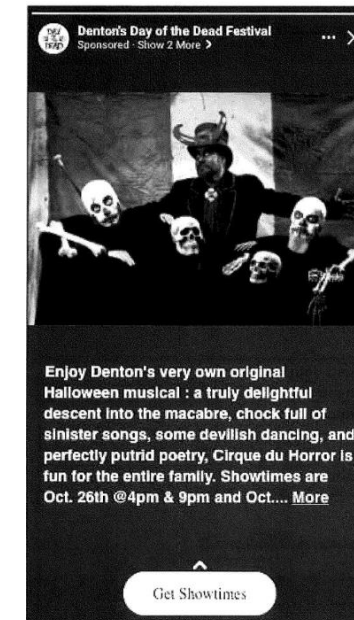
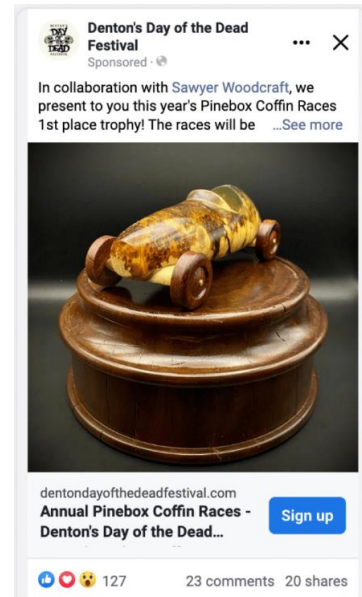
- Denton's DOD festival was created to provide family-focused fun, educational, exciting, and safe entertainment for the entire community. All ages are welcome.
- Every year, we hear from patrons who come from all over the U.S. to see the festival. Many vendors, Cirque du Horror performers, and coffin race participants come from all over Texas, and many from out of state. While we don't have exact numbers, we have heard from many Air B&B managers that they are always booked for the weekend of our festival. We also partner with local hotels, offering a "festival rate" for visitors and utilizing our Embassy Suites Convention Center to provide services to our out-of-town musical acts. Time and time again, all of the local restaurants and bars within our festival footprint report our weekend as their busiest with the highest grossing profits of the year.





# Tourism

- Denton's DOD festival does several interviews in local and metroplex newspapers, radio stations, and social media platforms such as Facebook, Instagram, and X.



CPC24-008

March 22, 2024

# Future Plans

- Our festival has been growing since its humble beginnings back in 2011, and every year we look to add new attractions while doing our best to enhance all of our existing ones. New attractions are coming to the Pumpkin Patch, we have added even more performing acts, commissions for giant parade puppets are in the works, and we are working with more and more people in our Hispanic community to provide the Denton community with even more exciting cultural attractions for our Dia de los Muertos component of the festival. We also continue to develop plans for more programming on the Friday and Sunday of the festival weekend.



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# Questions?







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## Legislation Text

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**File #:** CPC24-009, **Version:** 1

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### **AGENDA CAPTION**

Receive a presentation and hold a discussion regarding the North Texas State Fair and Rodeo.



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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Cassey Ogden

**DATE:** March 22, 2024

### **SUBJECT**

Receive a presentation and hold a discussion regarding the North Texas State Fair and Rodeo.

### **BACKGROUND**

This item is to allow the Community Partnership Committee to receive a presentation by the North Texas State Fair Association, Inc. which organizes the North Texas State Fair and Rodeo.

The North Texas State Fair and Rodeo is a nine-day event that includes a rodeo, kids zone, headliner concerts, livestock shows, a carnival, creative arts exhibits, commercial exhibits, and contests such as children's art, photography, beauty pageant, mutton busting, and rodeo queen.

Funding allocations:

- HOT Fund Allocation - \$312,400
- Sponsorship Allocation - \$2,000 for the Kids Zone
- Sponsorship In-Kind - \$3,662 for Police services

### **EXHIBITS**

Exhibit 1 Agenda Information Sheet

Exhibit 2 Presentation

Respectfully submitted:  
Jessica Williams  
Chief Financial Officer

Prepared By:  
Daniel Jones  
Senior Grant Analyst



# North Texas State Fair Association

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**Name: Glenn Carlton**

**Title: Executive Director**

**Organization: North Texas Fair and Rodeo**



# Background

- North Texas Fair and Rodeo
  - Formed in 1928
  - Currently 23 Board Members serving 3-year terms
  - Operated to benefit charitable, educational, recreational, agricultural, and youth purposes



# Festival

- Information about festival
  - North Texas Fairgrounds (2217 N. Carroll Bld. Denton Texas 76201)
  - August 16<sup>th</sup> through 25<sup>th</sup>, 2024 – First year to expand to 10 days!
- 2023 attendance - 142,000
- 10 days of rodeo, livestock shows, concerts, kid zone, thrilling midway, community contests, parade, shopping, pageants and much more!
- Produced by over 750 volunteers from this community



CPC24-009

March 22, 2024





CPC24-009

March 22, 2024

# Tourism

- 18 – 54 year olds, particularly with families, in the north Texas region, Oklahoma and beyond
- Attract overnight stays by marketing outside the City of Denton and encouraging stays with contests, concerts, events, etc. ongoing for 10 days, many of which require overnight stays
- Marketing efforts used to promote tourism in the City of Denton:
  - Radio - > \$105,000
  - Television - > \$40,000
  - Print - > \$8,000
  - Digital Media - > \$25,000
  - Outdoor - > \$16,000



CPC24-009

March 22, 2024

# Media Buys

         	   	         	      	  
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# Future Plans

## NORTH TEXAS EXPO CENTER

Home of The North Texas Fair and Rodeo



Site Plan Perspective



CPC24-009

March 22, 2024

# Questions?



CPC24-009

March 22, 2024



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## Legislation Text

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**File #:** CPC24-010, **Version:** 1

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### **AGENDA CAPTION**

Receive a presentation and hold a discussion regarding the Denton Arts and Jazz Festival.



# City of Denton

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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Cassey Ogden

**DATE:** March 22, 2024

### **SUBJECT**

Receive a presentation and hold a discussion regarding the Denton Arts and Jazz Festival.

### **BACKGROUND**

This item is to allow the Community Partnership Committee to receive a presentation by the Denton Festival Foundation, Inc. which organizes the Denton Arts and Jazz Festival.

The Denton Arts and Jazz Festival is an annual three-day event held in Quakertown Park, featuring professional jazz and cross-cultural music on three stages. Attendees have access to multiple artists, vendors, food courts, and activities for children.

Funding allocations:

- HOT Fund Allocation - \$125,000
- Sponsorship Allocation - \$15,000 for site operations, advertising, and performer costs
- Sponsorship In-Kind - \$205,773 for Parks, Police, Fire, Solid Waste, and DME services

### **EXHIBITS**

Exhibit 1 Agenda Information Sheet

Exhibit 2 Presentation

Respectfully submitted:  
Jessica Williams  
Chief Financial Officer

Prepared By:  
Daniel Jones  
Senior Grant Analyst



# 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.







[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



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## Legislation Text

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**File #:** CPC24-014, **Version:** 1

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### **AGENDA CAPTION**

Receive a presentation and hold a discussion regarding the Denton Black Film Festival.



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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Cassey Ogden

**DATE:** March 22, 2024

### **SUBJECT**

Receive a presentation and hold a discussion regarding the Denton Black Film Festival.

### **BACKGROUND**

This item is to allow the Community Partnership Committee to receive a presentation by the Denton Black Film Festival Institute, Inc. which organizes the Denton Black Film Festival.

The Denton Black Film Festival (DBFF) is an annual cultural event that celebrates and showcases the diverse and dynamic voices within the black filmmaking community. Held in Denton, Texas, the festival serves as a platform for independent filmmakers, artists, and storytellers to share their narratives and perspectives on the black experience.

Funding allocations:

- HOT Fund Allocation - \$51,500
- Sponsorship Allocation - \$9,000 for marketing, advertising, and performer costs and fees.
- Sponsorship In-Kind - \$16,116 for Police and Parks services.

### **EXHIBITS**

Exhibit 1 Agenda Information Sheet

Exhibit 2 Presentation

Respectfully submitted:  
Jessica Williams  
Chief Financial Officer

Prepared By:  
Daniel Jones  
Senior Grant Analyst





DENTON BLACK FILM FESTIVAL  
FILM. MUSIC. SPOKEN WORD. TECH. & MORE

JANUARY 26-30, 2022



# DBFF Background

- Provide organizational/festival background.
  - Year formed 2015
  - Board make-up 4 people (1 female and 3 males)
  - Mission or goal - The Denton Black Film Festival was created in order to address under-representation in film and media by giving Black stories an audience and Black creatives a platform. The festival has expanded under the umbrella of the Denton Black Film Festival Institute and serves filmmakers and creatives of all backgrounds year round.

# DBFF - Entertain, Educate and Inspire

**Our Story** - Storytelling is the core of any culture. The Denton Black Film Festival, shares stories of the Black community – it's traditions, ideas and experiences – in a multitude of ways. Each festival, held annually in January, features Black cinema, music, art, spoken word, comedy, food and fashion. It's DBFF's way of bringing the Black experience to life.

**Mission** - DBFF exists to address under-representation in film and media by giving Black stories an audience and Black creatives a platform. Sharing culture and building community are the goals of DBFF

Separated from the scholarship Foundation in 2020 and is now DBFFi is a 501c3

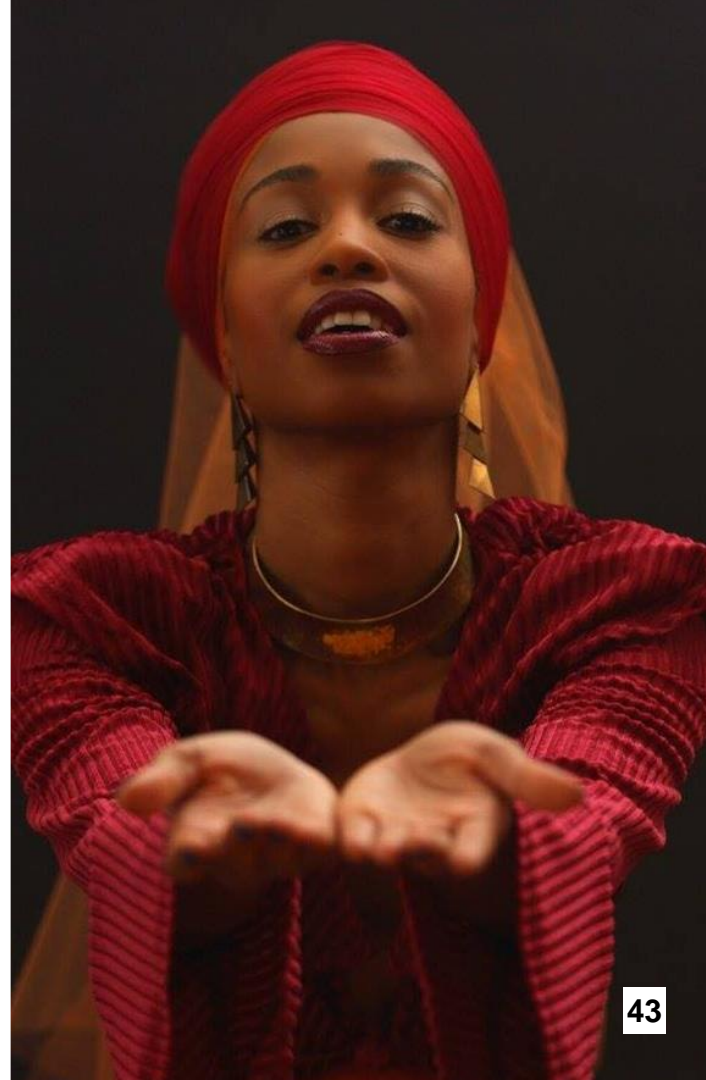


# DBFF Festival Information

- Information about festival
  - Location – 12-14 locations in downtown Denton and Alamo Drafthouse
  - Dates and time – The last weekend in January and it is a 5-6 day event
- Last three years of Attendance – 2022 Virtual (7800) 2023 (10,000+) in person & virtual 2024 (12,000+) in person & virtual
- Event Highlights/ Major Attractions – DBFF is a multidisciplinary event which include film, music, spoken word, comedy, art, panels & workshops and more.
- Photos – [www.dentonbff.com](http://www.dentonbff.com)
- Anything else you want the committee to know about your festival, etc. DBFF was recognized in 2019 by Travel Magazine as one of the “Best Festivals in Texas”

# Tourism

- Target Audience? 18- 65+ from all ethnic backgrounds.
- How does your festival attract overnight stays (heads in beds) within Denton? DBFF is a 5-6 day event and uses Digital media, Social media word of mouth, meet up groups, organizations and other communications to attract attendees to Denton.
- What marketing efforts does your festival use to promote tourism in the City of Denton?
  - Provide quantitative measures – DBFF USES FB, Instagram, X, Tic Tok, Google analytics
  - DBFF provides a Customer Experience Survey to attendees
  - Provide example – DBFF uses the various digital media reports which provide analytics to target certain groups, communities, cities and states



# THE EVOLUTION OF DBFF

**2015:** First festival at the Campus Theatre – programming that “Entertains, Educates, and Inspires” with 13 curated films and 800 attendees

**2016:** Added first art exhibit, A Tribute to Gospel Music (spoken word), and Tommy Ford’s Master Acting Class

**2017:** First film awards, added comedy, poetry slam, social justice panel, workshops and panels, and music features

**2018:** Added more film blocks, workshops and panels

**2019:** Launched DBFF Institute, added more workshops and panels, Kirk Whalum concert 7100 attendees

**2020:** DBFFi 501c3, 8900 total attendees, Jazzmeia Horn concert, 93 films screened and added Tech Expo

DENTON BLACK FILM FESTIVAL | DECEMBER 2020

CPC24-014

## 2021 & 2022 Virtual in Review

- 9,000 & 7800 total attendees
- 2021 Tatiana Mayfield, 2022 Ashley Smith concert
- 136 films 2021 & 109 films 2022
- DBFF Institute workshops and panels
- Social justice films and panels
- Art, music, spoken word, Screen Dance, Original Music Competition
- Produced over 44 hours of content

# DBFF 2023: Reboot

## Experience Culture

10,000+ total attendees

- . 98+ films & screened in person & virtually
- . Featured music artist Sy Smith, Opening performer Natural Change
- . (3) Visual Art Exhibits one at UNT and 2 at TWU
- . Comedy
- . Spoken Word Slam
- . TEC Expo (Tech, Education, Culture)
- . Hackathon 75-80 students
- . 12+ workshops, panels and Tech talks
- . Social Justice workshops & Panels on Food Apartheid and Container Gardening
- . Partnerships with City of Denton, Panavision, Black Public Media
- . DBFF Filmmaker Awards

# DBFF 2024 10<sup>th</sup> Anniversary “Share JOY”

## Experience Culture

- 12,000+ total attendees including virtual screenings
- . 85+ films screened in person & virtually
- . Media & Filmmaker Event prior to the festival
- . Featured music artist (Grammy winner) Kirk Whalum with special guest Wendy
- . (3) Visual Art Exhibits one at UNT and 2 at TWU
- . Comedy Myra J hosted the event with Trey Mack, Mary Boyce and Payton Payne
- . Spoken Word Team Slam
- . Gaming Competition with Xbox, Epic Games, Robot Entertainment, Texas Gaming Empire, Blacks in Technology, Maverick Gaming, Moonlet Studios and the DFW Metro NAACP Branch 450-500 attendees
- . Partnership with Denton ISD Art contest 200 attendees
- . 16+ workshops, panels and Tech talks 700+ attendees
- . Partnerships with City of Denton, Panavision, Black Public Media
- . DBFF Filmmaker Awards

# Original Music and Screen Screen Dance Video Contest

**PRESS PLAY**

PRESS PLAY

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# DBFF Tech Expo 2023

**DBFF-TE** is a 2 1/2 day technology expo taking place in January 26 - 28, 2023 at the Denton Civic Center. DBFF-TE brings together technology providers, developers, brands, marketers, gaming designers, innovators, advocates, and evangelists looking to set the pace in the advanced world of technology. Anticipate 2000-3000 attendees

**Hackathon** – 75-100 middle school students focused on solving problems related to filmmaking.

## PROGRAMMING

- **Focus Tech Companies of Color and women owned Tech companies**
  - Peterbilt, UNT, AMP Creative, TMAC, NCTC
  - Smaller companies of Color & Women
- **industries**
  - AI, VR, AR, Gaming, Manufacturing, Big Data
  - Smart Cities, E-Learning, Training
- **Speakers**
  - AR/VR storytelling
  - AMP, TWU, AT&T, Peterbilt, Exposure, UNT

# DBFFI Future Plans

- DBFFI to become a major platform for Filmmakers & Creatives
- Host 20,000+ attendees yearly
- Become a Nationally Recognized film festival
- Develop major partnerships with AT&T, Charles Schwab, Meow Wolf, etc
- Offer a Technology component
- Gaming Event for HS & College students (1000-1500 attendees)
- Theater offering
- Oscar Qualifying film festival for short films



# Q&A



# City of Denton

City Hall  
215 E. McKinney St.  
Denton, Texas 76201  
[www.cityofdenton.com](http://www.cityofdenton.com)

## Legislation Text

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**File #:** CPC24-011, **Version:** 1

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### **AGENDA CAPTION**

Receive a report and hold a discussion regarding the Sponsorship Program.



# City of Denton

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

## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Cassey Ogden

**DATE:** March 22, 2024

### **SUBJECT**

Receive a report and hold a discussion regarding the Sponsorship Program.

### **BACKGROUND**

The Sponsorship program allocates funds annually to support nonprofit organizations with cash and in-kind awards of City services for events and programs held in the City of Denton. Sponsorship applications were reviewed by the Community Partnership Committee on July 20, 2023, with recommendations made to City Council during the annual budget process. The recommendations were formally approved by Council on September 26, 2023, with the Fiscal Year 2023-24 budget adoption. Contracts were executed in October 2023, and funds were disbursed in November 2023.

In the Quarter 4 report for the Fiscal Year 22-23 program, Kiwanis Youth Services reported \$1,150 in unspent funds related to the 2023 Independence Day Jubilee event. The organization was awarded a total of \$36,000. A refund was submitted in the amount of the unspent funds.

For Fiscal Year 23-24, actual costs for in-kind services are coming in at or lower than the estimated costs. The variations are primarily attributed to logistical changes for both the event and City services. Staff continues to refine the process of evaluating in-kind requests during the review of applications.

In-Kind Sponsored Events year-to-date			
	In-Kind award	Estimated Invoice amount	Actual invoice amount
Denton Arts and Jazz Festival	\$ 205,773	\$ 30,120	\$ 30,120
Day of the Dead Festival	8,136	0	0
Turkey Trot	3,662	0	0
Holiday Lighting Festival	16,116	530	75
Jingle Mingle	1,880	1,880	1,800
Denton Black Film Festival	8,522	4,635	0

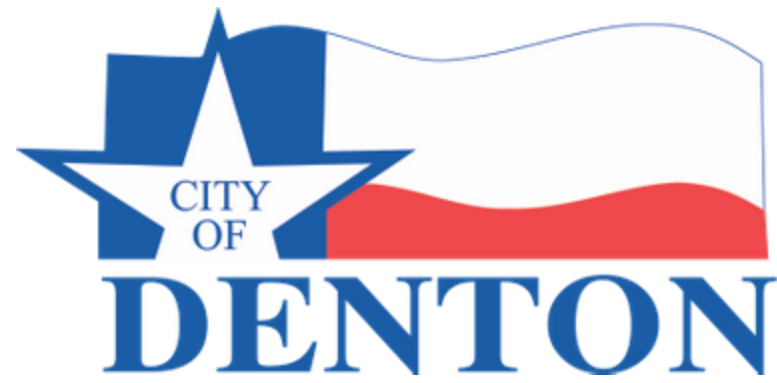
### **EXHIBITS**

Exhibit 1 Agenda Information Sheet

Exhibit 2 Presentation

Respectfully submitted:  
Jessica Williams  
Chief Financial Officer

Prepared by:  
Daniel Jones  
Senior Grant Analyst



# Sponsorship Program Update





# Sponsorship Update

## Awards

- FY 22-23
  - \$1,150 refund from Kiwanis Youth Services for the 2023 Independence Day Jubilee

## Program

- FY 23-24
  - 15 Cash Sponsored Events
  - 14 In-Kind Sponsored Events
- In-kind actual expenses at or lower than estimated

In-Kind Sponsored Events year-to-date			
	In-Kind award	Estimated Invoice amount	Actual invoice amount
Denton Arts and Jazz Festival	\$ 205,773	\$ 30,120	\$ 30,120
Day of the Dead Festival	8,136	0	0
Turkey Trot	3,662	0	0
Holiday Lighting Festival	16,116	530	75
Jingle Mingle	1,880	1,880	1,800
Denton Black Film Festival	8,522	4,635	0



# Questions and Discussion

Daniel Jones  
Senior Grant Analyst  
Finance Department



# City of Denton

City Hall  
215 E. McKinney St.  
Denton, Texas 76201  
[www.cityofdenton.com](http://www.cityofdenton.com)

## Legislation Text

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**File #:** CPC24-012, **Version:** 1

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### **AGENDA CAPTION**

Receive a report and hold a discussion regarding the Hotel Occupancy Tax (HOT) Program for Program Year (PY) 2023.



# City of Denton

City Hall  
215 E. McKinney Street  
Denton, Texas  
[www.cityofdenton.com](http://www.cityofdenton.com)

## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Cassey Ogden

**DATE:** March 22, 2024

### **SUBJECT**

Receive a report and hold a discussion regarding the Hotel Occupancy Tax (HOT) Program for Program Year (PY) 2023.

### **BACKGROUND**

The HOT Fund application period opens annually in the Spring. Applications are reviewed by the Community Partner Committee with funding recommendations made to City Council. Final awards are adopted with the City's budget. HOT Fund agreements are executed in December of each year and the term runs a calendar year, beginning the following January. Final PY reports are due by January 31 after the term ending date.

Two refunds were reported at the end of the PY 2023 and have been received by the Finance department. Refund checks were deposited back into the HOT fund balance.

- Tejas Storytelling refunded \$1,499.18. Tejas reported lower costs than estimated in advertising their event.
- Denton Parks Foundation (DPF) refunded \$9,029.20. DPF reported that the Cinco de Mayo Festival did not occur due to planning issues and weather delays. The event organizers are working with their vendors to hold deposits to use for the 2024 event.

### **EXHIBITS**

Exhibit 1 Agenda Information Sheet  
Exhibit 2 Presentation

Respectfully submitted:  
Jessica Williams  
Chief Financial Officer

Prepared by:  
Daniel Jones  
Senior Grant Analyst





# Hotel Occupancy Tax (HOT) Program Update



# HOT Update

## Awards

- Program Year 2023
  - \$1,499.18 refund from Tejas Storytelling
    - Lower costs in advertising for event
  - \$9,029.20 refund from Denton Parks Foundation
    - Cinco de Mayo Festival did not occur

## Program

- Program Year 2024
  - Quarter 1 disbursements were processed in January 2024.



# Questions and Discussion

Daniel Jones  
Senior Grant Analyst  
Finance Department



# City of Denton

City Hall  
215 E. McKinney St.  
Denton, Texas 76201  
[www.cityofdenton.com](http://www.cityofdenton.com)

## Legislation Text

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**File #:** CPC24-013, **Version:** 1

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### **AGENDA CAPTION**

Receive a report and hold a discussion regarding the After Action Report for the Denton Black Film Festival that received Hotel Occupancy Tax and Sponsorship Program funding.





# City of Denton

City Hall  
215 E. McKinney Street  
Denton, Texas  
[www.cityofdenton.com](http://www.cityofdenton.com)

## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Cassey Ogden

**DATE:** March 22, 2024

### **SUBJECT**

Receive a report and hold a discussion regarding the After Action Report for the Denton Black Film Festival that received Hotel Occupancy Tax and Sponsorship Program funding.

### **BACKGROUND**

The Hotel Occupancy Tax Program and the Sponsorship Program provide cash funding, and in-kind support, through City services to local nonprofit organizations that host events and programs within the City of Denton. For events that receive in-kind support through City services, City Staff prepares After Action Reports (AARs) to provide information on any incidents or issues Staff experienced during the event and to provide recommendations for future event coverage.

The Special Event Committee met on March 4, 2024, and reviewed the event and City services provided to the Denton Black Film Festival.

No incidents occurred.

Parks and Recreation recommends increased communication between event organizers and Parks staff on the timing of use of the facility. As well as, picking up and removing event supplies and materials at the end of the event. Materials were left at the Civic Center for several days after the event.

### **EXHIBITS**

Exhibit 1 Agenda Information Sheet

Exhibit 2 Presentation

Exhibit 3 Denton Black Film Festival Report

Respectfully submitted:  
Jessica Williams  
Chief Financial Officer

Prepared By:  
Daniel Jones  
Senior Grant Analyst



# After Action Reports

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**Community Partnership Committee**

**CPC 24-013**

**March 22, 2024**

# After Action Reports

- AARs include the following information:
  - a summary of the services performed by each department that provided service to the event
  - if any incidents occurred, a description of the issue and how it was resolved
  - opportunities for increased levels of service
  - recommendations for future events
- AARs are presented to the Community Partnership Committee at the next regular meeting after the Special Event Committee has reviewed the conclusion of an event and the AAR.
- AARs will be used to make planning assumptions and estimations for levels of service required at future events.



# Denton Black Film Festival AAR

- January 20 – February 10, 2024
- Estimated Attendance – 12,000 (as provided by event organizer)
- HOT Fund Allocation \$51,500
- Sponsorship Allocation \$9,000 for marketing, advertising, and performer costs and fees.
- Sponsorship In-Kind \$16,116 for Police and Parks services.
- The Denton Black Film Festival (DBFF) is an annual cultural event that celebrates and showcases the diverse and dynamic voices within the black filmmaking community. Held in Denton, Texas, the festival served as a platform for independent filmmakers, artists, and storytellers to share their narratives and perspectives on the black experience
- No reported incidents occurred
- Recommendations for future events include:
  - Increase communication from event organizer to Parks and Recreation staff on facility access times.
  - Event organizer must pick up materials and supplies immediately after the event.



**CPC 24-013**

**March 22, 2024**



# Questions?





# City of Denton Emergency Management

Denton Fire Department

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## Post Event Summary

Event Name	Denton Black Film Festival
Dates of Event	January 20 <sup>th</sup> – February 10 <sup>th</sup>
Date of Report	
Peak EOC Activation Status	Not Activated

### **Background and History of Event:**

The Denton Black Film Festival (DBFF) is an annual cultural event that celebrates and showcases the diverse and dynamic voices within the black filmmaking community. Held in Denton, Texas, the festival served as a platform for independent filmmakers, artists, and storytellers to share their narratives and perspectives on the black experience.

The festival featured a rich and varied program, including screenings of thought-provoking films, engaging panel discussions, and interactive workshops. The selected films spanned a wide range of genres, from documentaries and dramas to comedies and experimental pieces, providing a comprehensive view of the black cinematic landscape.

DBFF not only highlighted the artistic achievements of black filmmakers but also fostered conversations around social issues, cultural identity, and historical narratives. The festival often incorporated themes such as social justice, equality, and empowerment, aiming to inspire dialogue and reflection among its attendees.

In addition to film screenings, the Denton Black Film Festival often included live performances, art exhibits, and opportunities for networking and collaboration. It created a vibrant and inclusive space for filmmakers, industry professionals, and the general audience to come together, celebrate creativity, and engage in meaningful discussions.

Ultimately, the Denton Black Film Festival served as a crucial platform for promoting diversity and representation in the film industry while fostering a sense of community and appreciation for the powerful stories that emerged from the black experience. The festival contributed to the cultural tapestry of Denton and beyond, encouraging a deeper understanding and connection among its participants and attendees.

City of Denton Emergency Management

Post-Event Summary

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Page 1

### **Timeline of Event with Responses from each Department:**

#### **Parks:**

- The Civic Center was rented for the Festival as an exhibition venue.

#### **Police:**

- 7 officers assigned
- 44.5 hours of city overtime
- No calls for service

### **Concerns:**

#### **Police:**

- No issues. Recommend the same staffing for next year.

### **Conclusions and Recommendations:**

**Parks:** Recommendation of communication from event organizer and volunteers on facility access times and responsibilities at the Civic Center. A lot of confusion from volunteers on times and what to do once at the Civic Center. Also, all supplies/materials must be removed at the end of the rental, several items were left and picked up several days after the reservation at the Civic Center.

**Police:** Recommend maintaining the same level of service unless the event changes significantly in the future.

### **Participating Departments:**

City of Denton Emergency Management  
Denton Police Department  
Parks and Recreation Department

City of Denton Emergency Management