

Texas Commission on the Arts Annual Report for Cultural Districts

For the period starting January 1, 2022 and ending December 31, 2022

Report due by June 15, 2023

District Name: Original Denton District																			
Year Cultural District Designated by TCA: 2019	Website: https://www.originaldentondistrict.com/																		
City: Denton	County(s): Denton																		
Managing Entity: City of Denton, Parks and Recreation Dept.																			
Federal EIN: 756000514	DUNS Number: 071380190																		
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Cultural district contact</th> <th style="width: 50%;">Board or management entity chair</th> </tr> </thead> <tbody> <tr> <td>Name: Omar Siddiqi</td> <td>Name: Monet Frankliln</td> </tr> <tr> <td>Title: Mgmt. Analyst</td> <td>Title: Chairperson, Public Art Committee, City of Denton</td> </tr> <tr> <td>Organization: City of Denton Parks and Rec.</td> <td>Organization: City of Denton, Public Art Committee</td> </tr> <tr> <td>Address: 321 E. McKinney St.</td> <td>Address: 321 E. McKinney St.,</td> </tr> <tr> <td>City, State, Zip: Denton, TX 76201</td> <td>City, State, Zip: Denton, TX 76201</td> </tr> <tr> <td>Phone: (940) 349-7747</td> <td>Phone</td> </tr> <tr> <td>Cell Phone: (940) 595-1014</td> <td>Cell Phone: (940) 300-3139</td> </tr> <tr> <td>Email: omar.siddiqi@cityofdenton.com</td> <td>Email: monet.franklin@cityofdenton.com</td> </tr> </tbody> </table>		Cultural district contact	Board or management entity chair	Name: Omar Siddiqi	Name: Monet Frankliln	Title: Mgmt. Analyst	Title: Chairperson, Public Art Committee, City of Denton	Organization: City of Denton Parks and Rec.	Organization: City of Denton, Public Art Committee	Address: 321 E. McKinney St.	Address: 321 E. McKinney St.,	City, State, Zip: Denton, TX 76201	City, State, Zip: Denton, TX 76201	Phone: (940) 349-7747	Phone	Cell Phone: (940) 595-1014	Cell Phone: (940) 300-3139	Email: omar.siddiqi@cityofdenton.com	Email: monet.franklin@cityofdenton.com
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Cultural district boundaries

1. Please provide the streets that define the district’s north, south, east and west boundaries.

North: Parkway Street, Withers Street, McKinney Street

South: Sycamore Street, Prairie Street, Wilson Street

East: Bell Avenue, Bradshaw Street

West: Carroll Boulevard, Elm Street, Lakey Street

2. Have these boundaries changed from the time of designation?

No Changes

Zip codes included in the cultural district

3. Provide a list of all the zip codes included within the cultural district boundaries. Indicate what percentage of each zip code is located within the cultural district. This website may be helpful:

<https://www.unitedstateszipcodes.org/>.

76201: 0.327 sq. miles in the ODD or about 5.8% of zip code within ODD

76205: 0.168 sq. miles in the ODD or about 2.0% of the zip code within the ODD

Cultural District Accomplishments and Growth during 2022

4. Provide a narrative overview of cultural district activity for calendar year 2022 and include any new initiatives, arts events, new public art projects, any capital projects completed, new restaurants, new retail, and new lodging businesses that opened in the district, along with any other outcomes you wish to share. *Separate out any online activities from your in-person activities, given the pandemic.* (400 words)

The Original Denton District continues on a promising recovery trajectory from the dark days of the late pandemic. In FY 2021 we saw the reopening of existing restaurants, bars, cultural venues, and other businesses. For FY 2022 our gradual return to normalcy has witnessed a plethora of new businesses opening within the district. Notable new businesses on the square itself include an artisanal tattoo parlor (American Tattoo), Italian gelateria (Two Gentlemen of Verona), a bar for DnD and turn-based game enthusiasts (d20Tavern), and a combined pasta restaurant, bar, and late-night music venue (Graffiti Pasta).

This past year also witnessed a number of new businesses opening up across the Original Denton District outside of the square itself. Notable new businesses added District-wide include a plant nursery (The Brown Thumb), a cocktail bar (VYB Lounge), a bank branch (Plainscapital Bank), and several new restaurants (Shuck Me, TAAN Eatery, El Taco H, Namaste Denton, and Picone).

This impressive new business openings were also joined by significant changes made to existing buildings in the Original Denton District. The year witnessed around \$2 million in investments to existing structures - both in service of housing new businesses and in renovations made to existing businesses. Additional changes were made to Wolff's Park in 2022 as well, including improved lighting. In 2022, Wolff's park very quickly established itself as a cultural anchor within the Original Denton District. The park hosted our autumnal Twilight Tunes series, offering a cozier outdoor space for these smaller concerts, when compared to their usual home on the Courthouse Square.

In another positive indication of a post-pandemic return to normalcy, The Original Denton District played host to a full calendar of events in 2022. The Arts and Jazz Festival, perhaps the signal event in Denton's cultural calendar, made a permanent change from a spring to fall event. This seasonal shift first happened in 2021, when the festival was delayed into the fall because of pandemic-related delays. Other significant events occurring within the Original Denton District in 2022 included the Holiday Lighting Festival, Denton Black Film Festival, Day of the Dead celebration, Texas Storytelling Festival, Fall and Spring Twilight Tunes series, Denton Redbud Festival, and Denton Juneteenth Celebration. City staff and community leaders also began an effort to commemorate Quakertown, a community of African Americans who were displaced in the 1920s when the City decided to build Quakertown Park.

Cultural District Visitors

5. Provide the total number of visitors who attended events and activities in the cultural district in 2022: *(Please include data sources; separate out in-person and online events)*

Available data provide a figure of approximately 462,054. This figure represents sustained growth from 2021 when the available data provided an attendance figure of 458,221 visitors. These numbers include only in-person events, as most events no longer rely on virtual components.

6. Of the number above, provide the total number of visitors who came from outside the cultural district city to attend an event or activity in 2022: *(Please include data sources; separate out in-person and online events)*

Individual event and venues varied in terms of the number of attendees from within and outside of Denton. For example, the Arts and Jazz festival and Denton Black Film Festivals attracted significant visitors, while the Redbud Festival and Holiday Lighting had a larger majority of local attendees. Overall estimates indicate a visitor figure of roughly 34% of the overall attendance figure or around 157,098 external visitors.

Cultural District Management Entity Board

7. Please submit a list of current members of the policy-making body for the cultural district and their affiliations.

Voting members: Monet Franklin, Chairperson (Southeast Denton Neighborhood Alliance); Frederick Nichelson, Vice Chair (Professional Jazz Musician); Joey Liechty (Dentonpalooza Festival Curator); Adam Chamberlin (UNT, Assoc. Prof. of Lighting and Sound, Managing Dir. of Theatre Prod.); Jennifer R. Lane (UNT, Prof. of Voice); Valois Vera (Journalist, Activist, Poet); Leigh E. Johnson (Director of IT, Town of Prosper);
Ex-Officio and Admin. Support: Georgina Ngozi (Executive Dir., Greater Denton Arts Council); Gary Packan (Dir., Denton Parks and Recreation); Omar Siddiqi (Mgmt. Analyst, Denton Parks and Recreation).

8. Provide a list of cultural district board meetings and dates that occurred in 2022:

PAC/ODD meetings normally occur every other month. In 2022 some meetings were cancelled because of weather and other contingencies: Jan. 6 (meeting cancelled); Feb. 3 (meeting cancelled); Feb. 10 (special called meeting); March 3 (special called meeting, cancelled); April 7 (regular meeting); June 2 (regular meeting); August 4 (regular meeting); Sept. 1 (regular meeting).

Marketing Efforts

9. Describe the cultural district's marketing efforts to attract visitors in 2022:

The Original Denton District maintains a website that provides basic information about the district. Events within the district are marketed by their creators and sponsors. Parks and Recreation staff highlight major events through our social media accounts. The Denton Main Street Association, also maintains its own marketing apparatus. Events are also publicized via the Friday Report – an informative packet available weekly for the City Council and general public.

Photographs

10. **Submit three to five high quality photographs of activities that occurred in the cultural district in the past year.** Photos may be color or black and white and must be of high resolution (72 pixels per inch). Please attach a signed copy of the photo release form ([PDF to download](#)) and descriptions of the activity shown in each photo.

Please return this report by email to: districts@arts.texas.gov, with a subject line of:

"2022 Annual Report from _____ District." **The deadline is Thursday, June 15, 2023 by 11:59 PM CDT.**