



**CITY OF DENISON  
MAIN STREET ADVISORY BOARD MEETING  
AGENDA**

**Thursday, March 28, 2024**

After determining that a quorum is present, the Main Street Advisory Board of the City of Denison, Texas will convene in a Regular Meeting on **Thursday, March 28, 2024, at 8:00 AM** in the Conference Room at the Katy Depot, 101 E. Main Street, Denison, Texas at which the following items will be considered:

**1. CALL TO ORDER**

**2. PUBLIC COMMENTS**

Citizens may speak on items listed on the Agenda. A “Request to Speak Card” should be completed and returned to the City Clerk upon arrival, prior to the Board reaching the Public Comment section of the agenda. Citizen comments are limited to three (3) minutes, unless otherwise required by law. Comments related to the Public Hearings listed below, will be heard when the specific hearing starts.

**3. ITEMS FOR INDIVIDUAL CONSIDERATION**

- A. Receive a report, hold a discussion and take action on approval of the Minutes from the meeting held on February 22, 2024.
- B. Receive a report, hold a discussion, and consider items to include in the Main Street Budget for FY25.

**4. SPECIAL PROJECT REPORTS**

- A. Music Friendly
- B. Historic Assets including Brick Streets and Catwalk
- C. TIRZ No. 3 and Designing Downtown Denison
- D. Ike Hike
- E. Doc Holliday Festival
- F. Eisenhower Birthday

## **5. COMMITTEE REPORTS**

- A. Downtown Denison, Inc.
- B. Denison Area Chamber of Commerce
- C. Tourism/CVB
- D. Promotion Committee
- [E.](#) Economic Vitality Committee
- [F.](#) Design Committee
- G. Organization Committee

## **6. DIRECTOR'S REPORT**

- [A.](#) Director's Report

## **7. ADJOURNMENT**

### CERTIFICATION

I do hereby certify that a copy of this Notice of Meeting was posted on the front windows of City Hall readily accessible to the general public at all times and posted on the City of Denison website on the 22<sup>nd</sup> day of March 2024.

---

Karen L. Avery, Deputy City Clerk

In compliance with the Americans With Disabilities Act, the City of Denison will provide for reasonable accommodations for persons attending Main Street Advisory Board Meeting. To better serve you, requests should be received 48 hours prior to the meetings. Please contact the City Clerk's Office at 903-465-2720, Ext: 2437.

MINUTES  
City of Denison  
Main Street Advisory Board  
February 22, 2024

1) Call to Order

A Quorum being present, the meeting was called to order at 8:05 AM by Chair Zac Duce.

- Members attending: Lexi Rains, Kathy Pryor, Derrick Roberts, Wendy Acosta, Kim Miller, Kurt Cichowski, Mel Climer, and Zac Duce.
- Also attending:
  - (a) Donna Dow - City of Denison, Main Street Director
  - (b) Grant Yoder – City of Denison, Main Street Coordinator
  - (c) Sam Patterson – City of Denison, Main Street Management Assistant
  - (d) Rachel Reinert – City of Denison, Tourism Manager
  - (e) Diana Theall – Ex Officio Member; Chamber of Commerce
- Members not in attendance: Nitia Musico

2) No Public Comments.

3) Items for Individual Consideration:

a) Receive a report, hold a discussion, and take action on approval of the Minutes from the meeting held on January 25, 2024.

Mel Climer motioned to approve the minutes. Kurt Cichowski seconded the motion. The motion passed.

b) Receive a report, hold a discussion, and consider the resignation of Jimmay Mundine from the Board.

Donna explained he is unable to make the time commitment since accepting a new job. Derrick made a motion to reluctantly accept his resignation. Kathy seconded the motion. The motion passed.

c) Receive a report, hold a discussion, and consider updating the Vision Forward document to include our Mission and Vision and reflect completed items.

Donna explained that the Mission, Vision, and Unique Positioning Statements were always intended to be included but were accidentally left off the final version. There was discussion over amending the Mission Statement to be more in alignment with National Main Street's Four Point Refresh, and over potentially shortening it in the future to be more concise and memorable. Donna also explained the second part of the agenda item, asking the Board to evaluate if the 'branding' Vision goals have been completed and, if so, how that should be recorded; should goals be removed from the Vision document once completed?

The Board discussed, with the consensus being that, especially since many are ongoing, goals should remain on the document even once completed for future reference and reflection. Mel made a motion to remove the words National and Four Point from our Mission and add in the Vision, Mission, and Unique Positioning Statements and to keep the goals as they are currently listed in the Vision Forward document. Kim seconded the motion. The motion passed.

*Note: at this point, the Board went ahead to Special Projects*

4) SPECIAL PROJECT REPORTS:

a) Music Friendly

Grant led, saying there are no big updates and they have met once since the last meeting. He and Donna will be attending the quarterly regional in-person meeting in Arlington in March.

b) Historic Assets, including Brick Streets and Catwalk

Donna reported the railroad tracks have been taken out and the brick streets by the Animal Hospital on Chestnut have been fixed. Another stretch of brick road was fixed on Woodard as well. There is still the catwalk to work on, with the biggest obstacle being that the Ironroot Distillery has gotten much busier leaving little time for the Likarish's to address. The Likarish's have stated they would maintain it once repaired, but no repairs have yet taken place. The Board recommended it be brought to the CVB Board through their new grant applications, which can be distributed for historic preservation purposes.

c) TIRZ No. 3 and Designing Downton Denison

Donna said she sent out email to property and business owners, but the construction schedule is not yet out; she anticipates getting it at the staff and contractor meeting next week. The Council is set to hear the contract budget on March 4, and the construction manager at risk has already been approved. The groundbreaking date has still not been set. They will need to order supplies and have them delivered before they can really begin work, though, meaning that Doc Holliday can still be at Heritage Park. Grant led a short presentation on D3 signage and brought up the potential use of feather flags in order to increase business visibility during the construction. The logistics of keeping them stable is hard, but Derrick said that DDI has been looking into these flags and methods to keep them stable yet moveable. Feather flags are not allowed downtown by current ordinances, so the businesses would need to go through the Historic Preservation Board to receive an exception to this rule.

d) Entrepreneurial Discussion Group, etc. (EDGE)

No update.

e) Ike Hike

Donna said they have hired Dunaway to complete this project (minus any sidewalks). Public Works plans to connect the sidewalk from downtown to the Eisenhower Birthplace. Phase 1 is set to begin soon, with construction starting at the Birthplace and moving towards the Katy Depot.

f) Doc Holliday Festival

Grant told the Board that Frontier Village will be taking the space of the Old West Encampment, bringing woodworking and similar demonstrations along with partnering with the Choctaw Cultural Center. The Texoma Quilters Guild will be doing a display at the Venue on Main. Donna said we still need sponsors, and asked members to think if they have any connections that might be interested. Rachel reported that she's been working alongside the Arts Council on a call for artists for Doc Holliday coloring book pages. Kurt gave an overview of the February History in the Hall event and promoted the remaining event dates.

g) Eisenhower Birthday

Donna said that Mel has sent us updated graphics and they were approved. She told the Board that the Birthplace has new staffing and are trying to be more active, with the goal being to gradually grow the event into a 2–3-day long event in a few years.

5) COMMITTEE REPORTS:

e) Downtown Denison, Inc. (DDI)

Derrick reported that the St. Patrick's Day Pub Crawl is coming back next month on March 16<sup>th</sup>. Prior to the bar crawl, they have plans for a Shamrock Stroll from 11 AM – 5 PM to provide a more family-friendly shopping event. They plan to have green drinks, green food, green ice cream, etc. to be more festive and entice more families to come downtown.

f) Denison Area Chamber of Commerce

Diana told the Board that there will be a ribbon cutting at Quixotic Fibers in the Katy Depot at 3 PM today. There will be a Business After Hours event on March 6<sup>th</sup> at Red River Unitarian Church. The Quarterly Regional Business After Hours event is coming up as well. The Chamber Clay Shoot is planned for April 19<sup>th</sup>.

g) Tourism

Rachel mentioned Bandits, Bluegrass, and BBQ, stating that not much has changed since she last discussed it. The tourism grants are live now, with another cycle coming later this year in hopes that more cycles will mean more applications. The first cycle will be due March 1<sup>st</sup>, and the second will be from July 1<sup>st</sup> through August 1<sup>st</sup>. The grants are only for historic preservation or tourism. Rachel asked that Board members share the word to help promote the grants. She also promoted the Big Event coming up on March 23<sup>rd</sup>.

d) Promotions Committee

Grant reported that the Sweetheart Sweepstakes went well. Moms on Main is scheduled for May 11<sup>th</sup>, and they will be working in conjunction with the Design Committee as that is also the day planned for dumpster painting. Artists will be painting the dumpsters of the north alley of the 300 block, with the event also serving as a way of promoting alley access to businesses during the D3 construction.

e) Economic Vitality Committee

Sam told the Board that at the last meeting, the committee talked briefly about the Imagine the Possibilities Tour and were shown the updates made to DowntownTX.org. DDF is currently having discussions about bringing targeted businesses downtown. DDF's previous group of targeted businesses was food/restaurants/bars, and still intend to focus on entertainment establishments. Donna asked the Board for suggestions of types of businesses they should work to bring in. Recommendations included specialty shops and restaurants. The Board also discussed potential business incentives to help gain more traction.

f) Design Committee

Grant reported that the Arts Council is heading the painted dumpster project and are planning an event for May 11<sup>th</sup>. There was also a review of a new mural, set to go on Don Banman's building at 119 W. Main.

g) Organization Committee

Kurt briefly discussed the Vision Forward documents.

6) Director Report

Donna reminded the Board that the Downtown Awards are tonight, with about 80 attendees confirmed but more expected. There is also a CRASE course (active shooter preparation training) planned for the evening of March 5<sup>th</sup>, with the potential for more occurrences to accommodate more people's schedules. McKinney Main Street has invited us to their Retail Bootcamp on March 18<sup>th</sup>, with the deadline to sign-up being March 1<sup>st</sup>. Donna also reported that they have received 7 proposals for the parking study.

7) Adjournment

There being no other old or new business for consideration, the meeting was adjourned at 9:37 AM by Board President Zac Duce.

## Public Works Streets



### Streets Overlay Completed

- Total square footage completed of 207,898.
- Total centerline miles completed of 1.25 miles.
- Total centerline miles in the City is approximately 180 miles.
- Total cost of \$426,996.00

### Parking Lot Overlay Restoration

- Total square footage of 68,359.
- Main / Houston / Woodard completed.
- DAWG facility pending.
- Burnett / Woodard lot pending.
- Total cost of \$161,315.00



45

## Public Works – Brick Streets



### Repair locations completed

- 100 Block of W Chestnut – Removed rail line and replaced asphalt patches with stored historic bricks.
- 300 Block of W Crawford – Brick failure at crosswalk, repaired base and leveled.
- Rusk and Woodard – Emergency repair of historic bricks, repaired base and leveled.
- 400 Block of W Woodard – Base failure under brick, repaired base and leveled.

### Repair locations pending

- Rusk and Woodard – Repair work in center of intersection.
- Crawford and Burnett – Miscellaneous repairs in crosswalk.



46

# Public Works – Brick Streets



## Before / After Repair Pictures



47

# Public Works – Brick Streets



## Before / After Repair Pictures



48



## Public Works Streets



### Streets Overlay Completed

- Total square footage completed of 207,898.
- Total centerline miles completed of 1.25 miles.
- Total centerline miles in the City is approximately 180 miles.
- Total cost of \$426,996.00

### Parking Lot Overlay Restoration

- Total square footage of 68,359.
- Main / Houston / Woodard completed.
- DAWG facility pending.
- Burnett / Woodard lot pending.
- Total cost of \$161,315.00



45

## Public Works – Brick Streets



### Repair locations completed

- 100 Block of W Chestnut – Removed rail line and replaced asphalt patches with stored historic bricks.
- 300 Block of W Crawford – Brick failure at crosswalk, repaired base and leveled.
- Rusk and Woodard – Emergency repair of historic bricks, repaired base and leveled.
- 400 Block of W Woodard – Base failure under brick, repaired base and leveled.

### Repair locations pending

- Rusk and Woodard – Repair work in center of intersection.
- Crawford and Burnett – Miscellaneous repairs in crosswalk.



46

# Public Works – Brick Streets



## Before / After Repair Pictures



47

# Public Works – Brick Streets



## Before / After Repair Pictures



48



**NOTHING LESS THAN FULL VICTORY**



**OCTOBER 12, 2024**



**Eisenhower  
134<sup>th</sup> Birthday  
CELEBRATION**



**Eisenhower Birthplace  
DENISON, TEXAS**



Join us for a day of history and festivities.  
WWII-themed entertainment,  
crafts & activities, and birthday cake.



For more info call **903-464-4452**  
web [www.DowntownDenison.com](http://www.DowntownDenison.com)  
social media [@DowntownDenisonTX](https://www.instagram.com/DowntownDenisonTX)

TEXAS  
HISTORICAL  
COMMISSION  
REAL PLACES TELLING REAL STORIES

# IMAGINE THE POSSIBILITIES TOUR

May 18, 2024

## Downtown Denison

101 E. Main St. Ste. 103  
Denison, TX 75020

Phone: 903-464-4452

Email: [ddow@cityofdenison.com](mailto:ddow@cityofdenison.com)



# Downtown Denison IPT Outline

## OVERVIEW

The Main Street Department is partnering with the Texas Historical Commission to put on the Imagine the Possibilities Tour in Downtown Denison this spring. This event is intended to attract new tenants, business owners, and investors into our downtown district by showcasing available properties and exhibiting existing businesses who have successfully curated a functional and modern environment while honoring their historic spaces.

## ON THE DAY

The day will begin at 3:00 PM at the Katy Depot for a brief introduction where attendees can pick up informational materials. After this, they will be dismissed to visit whichever stops along the tour they wish at their own pace. Volunteers will be available at the properties to provide information, answer questions, and gather contact info as attendees filter through. The tour will conclude at 5:30 PM, after which visitors will be encouraged to get dinner at a local restaurant and experience all that our downtown has to offer.

## EVENT DETAILS

While the properties to be featured have not yet been finalized, we hope to include spaces all throughout our downtown, from the Katy Depot to the 700-block. Our intention is to showcase as many properties as possible, though by the nature of the industry, it is impossible to know for sure which properties will still be on the market when the tour date arrives. We celebrate new tenants and residents in our downtown district, and we will remain flexible in case any are taken off the market prior to the event date.

We will have a QR code displayed to take visitors to [DowntownTX.org](http://DowntownTX.org), a website operated by the Texas Historical Commission and maintained by our office, which will list every property featured in the tour and other resources for potential investors. Our department will also prepare a map of the downtown district that, in addition to the available properties along Main Street, will advertise a few more unique features of our downtown - home improvement and décor businesses, the forthcoming streetscape project and Heritage Park redesign, and existing businesses that have found creative ways of utilizing their historic spaces in a functional and innovative way. We want to draw attention to all the investments that have been made in our community in recent years along with the planned improvements still to come, in hope of inspiring others to join in our efforts to reinvigorate our beautiful and historic town.

## HOW YOU CAN HELP

If you would like your building or property to be featured in the tour, there are a few ways you can get involved:

The success of this event is largely dependent on securing volunteers to showcase available properties, as each tour stop will need a realtor or property/business owner present throughout the duration of the tour. If you would like to see your space featured in the tour, please consider volunteering to help us host the open house.

Informational materials are a crucial component to the success of the Imagine the Possibilities Tour. Any details regarding the properties - their history (including any historic photos), features, amenities, etc. - will need to be compiled in a way that can be distributed/presented to attendees while they visit the various stops along the tour. Included in this information should be a notice that the property is within a registered Historic District and that there are certain benefits/restrictions that come with that designation.

Creative presentations will help inspire potential investors to picture themselves making the space their own. Before and after photos are a simple and effective way to show that it is possible to restore historic buildings and transform them into beautiful modern spaces. For currently vacant spaces, we would recommend presenting ideas for future uses to help spark the imagination of potential investors.

## CONCLUSION

The primary goal of the Main Street Department and our partners through the Imagine the Possibilities Tour is to increase the economic opportunity within our downtown district by attracting new businesses and investors to our available spaces. We believe we can make great progress toward that goal with the help of our community, and we hope you will partner with us in our efforts. Join us on Saturday, May 18<sup>th</sup> from 3:00-5:30 PM to promote Denison and help make change happen.

The deadline to commit is Monday, April 1<sup>st</sup>, after which we will confirm final details based on response. If you have any questions or would like to commit to participate, please email Donna Dow at [ddow@cityofdenison.com](mailto:ddow@cityofdenison.com), or by phone at 903-464-4452.

119 W. Main – Don Banman, ARCY



316 W. Woodard – DDI, ARCY





# Connecting with our Community

EMILY AGANS, COMMUNICATION AND MEDIA MANAGER

105



## Key Survey Findings

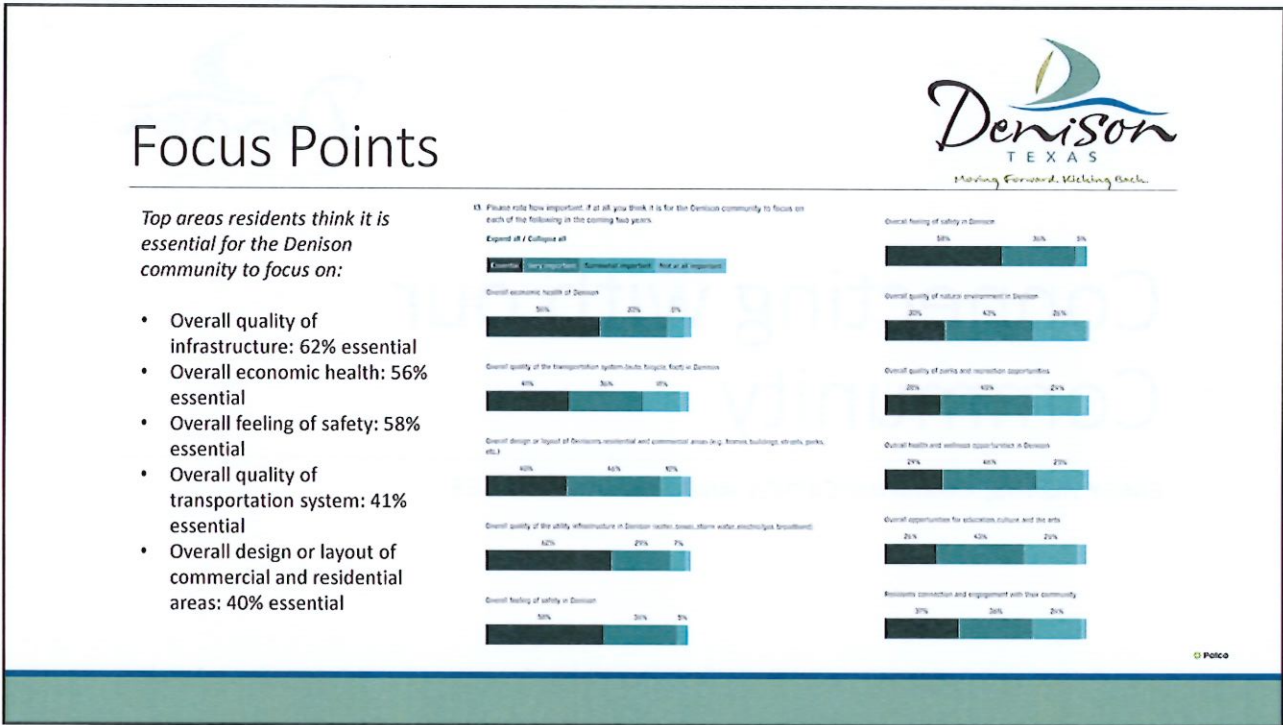
*Note: 390 participants = just over 1% of our population*

*Not the final survey reports. These are reported back based on number of responses that say "excellent or good."*

- Areas of Success (highlights):
  - Overall quality of Parks & Recreation opportunities: 73% said excellent or good
  - Recommend Denison as a place to live: 83% said yes
  - Vibrancy of downtown/commercial area: 63% said excellent, improved almost 30% since 2014
  - Your neighborhood as a place to live: 71% said excellent or good
  
- Areas for Improvement (highlights):
  - Street repair and cleaning: average of only 20% said excellent (similar to 2017 numbers)
  - Education and childcare: 26% said excellent or good (down 15% from 2020)
  - Multiple write-in requests for skate park

106



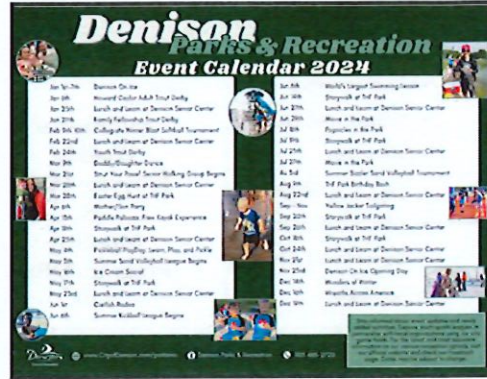
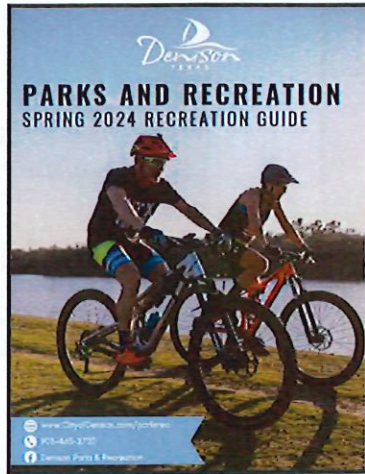


107



108

# Marketing Monies



73

# DOI Season Recap



- 10,791 Skaters + 2,329 Spectators = 13,120 (Record Visitation)
- Daily Average Visitation: 225 (with 6 high-volume days of 350+)
- Special Events: 13
- 34 states, 2 countries, & 1 district represented
- Expense \$241,897 - Revenue 134,860 = (107,037)
- **Estimated Expense Per Resident**
  - Denison Residents: 26,800 → Cost per resident: \$4 (\$0.08/day)
  - GC Residents: 146,701 → Cost per resident: \$0.79 (\$0.02/day)



74

## Patterson, Samantha

---

**From:** Yoder, Grant  
**Sent:** Friday, March 22, 2024 10:16 AM  
**To:** Dow, Donna; Patterson, Samantha  
**Subject:** Successful Music on Main Reveal!

Hey guys,

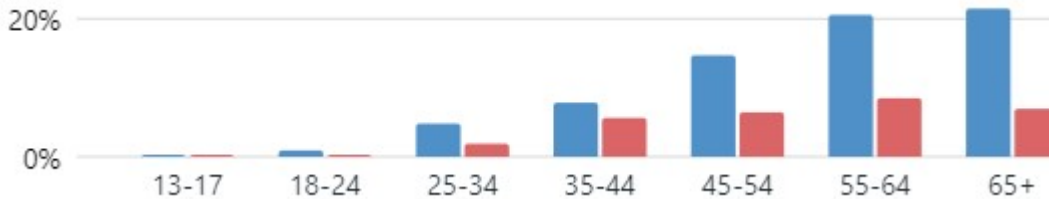
Just wanted to share some numbers from our reveal this year compared to last year!

### 2023:

Facebook Livestream Announcement:  
15 Reactions, 28 Comments, 906 views

Instagram Reel  
158 Likes, 8 Comments, 3,319 Views, 60 shares

Facebook Boosted Trailer:  
Reach: 3,516: Tx – 2792 OK – 724  
211 Reactions, 38 Comments, 10K views



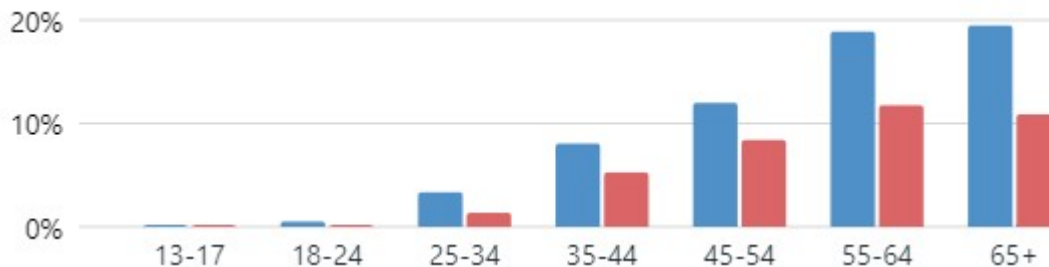
(Blue is Women and Red is Men)

### 2024:

Facebook Livestream Announcement:  
91 Reactions, 45 Comments, 2.9K views

Instagram Reel  
55 Likes, 4 Comments, 1,761 views, 12 Shares

Facebook Boosted Trailer(Still being boosted until Sunday):  
Reach: 10,247: Tx – 8,188 OK – 2059  
182 Reactions, 32 Comments, 14K views



(Blue is Women and Red is Men)

March 1, 2024

Music on Main is our popular summertime concert series that began in 2002. Each May and June, we celebrate this pillar of our Music Friendly Texas Certified Community. We feature local artists performing acoustic openers for headliners playing original music. We have reached 15,000 people from throughout the region in past seasons with Grammy-nominated artists bringing people from a multi-state audience.



We are inviting you to be a partner in another successful season by finding a good fit for you on the attached list of opportunities. I will be glad to visit with you to design a customized sponsorship package. The free weekly outdoor event will be held in Forest Park in Downtown Denison. People can enjoy live music in person or livestreamed. While our largest crowd has been 4500, we normally attract approximately 1000.

The 2024 schedule will include all Fridays in June and July with the exception of July 5. Concerts begin at 7:30 with the opener and conclude at approximately 9:30 p.m. We hope to hear from you soon and will appreciate your support of this event that is free to the public. For maximum benefit, we need your sponsorship paperwork by March 29, 2024. However, if we received it by Monday, March 11, we can also include you as a sponsor when we release our schedule. Please contact me as I am glad to meet with you or answer any questions.

Naturally, we appreciate our local foundations and sponsors for making this annual event possible throughout the years. If you want to be a part of the momentum taking Music on Main to the next level, call or e-mail now!

*Donna Dow, CMSM*



Donna Dow, Main Street Director  
City of Denison Main Street Office  
101 E. Main, Suite 103  
Denison, TX 75021  
ddow@cityofdenison.com  
903-464-4452



# DENISON'S 2024 MUSIC ON MAIN CONCERT SERIES SPONSORSHIP FORM



You are invited to become a sponsor of this award-winning music series!  
Call Donna Dow at 903-464-4452 or e-mail [ddow@cityofdenison.com](mailto:ddow@cityofdenison.com)

## CONTACT INFORMATION

Company Name: *(As you want it to appear on all printed materials and online recognition.)*

---

Company Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## SPONSORSHIP INFORMATION *(Read all the details on Sponsorship Packages in the Benefits of Investment chart)*

### Cash Sponsorship Packages

- \_\_\_\_ \$25,000 Naming Rights Sponsor\*
- \_\_\_\_ \$10,000 Stage Sponsor\*
- \_\_\_\_ \$7,500 Music Alley Happy Hour Sponsor
- \_\_\_\_ \$5,750 After-Party Sponsor
- \_\_\_\_ \$5,000 Social Media Stream Sponsor
- \_\_\_\_ \$2,500 Concert Series Co-Sponsor
- \_\_\_\_ \$1,000 Friend of Music on Main

*\*Benefits to be customized to fit the interests of the sponsor*

### Media Sponsorship Package

- \_\_\_\_ \$5,000 In-Kind Advertising
- Benefits include:
- opportunity to broadcast
  - on-air artist interviews
  - on stage appearance opportunity
  - all benefits of concert series co-sponsors

*Delivery of in-kind contributions should be coordinated with Donna Dow. Thank you so much for your consideration!*

In-kind sponsorship. Amount: \_\_\_\_\_

In-kind sponsorship. Description: \_\_\_\_\_

---

I, \_\_\_\_\_ *(printed name)*, am a representative of \_\_\_\_\_  
*(name of business)*, Sponsor, and am authorized to commit this company to the above sponsorship. I am also authorized to give permission to Denison Main Street and the City of Denison and its representatives to use and display this company's name and logo in print, video, and all other types of media as the committee deems appropriate for the promotion of this and future events.

I do hereby agree to and commit this company to the sponsorship described and selected above and all rights, privileges, and responsibilities that accompany such sponsorship as listed on the Benefits of Investment page.

I do hereby agree to and commit this company, organization, or individual to the full payment of the sponsorship donation.

Payment arrangements: \_\_\_ Payment Enclosed \_\_\_ Bill Me - Due April 5, 2024 \_\_\_ Please Charge Credit Card

Credit Card # \_\_\_\_\_ Name on CC \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV# \_\_\_\_\_ Zip Code issued to card \_\_\_\_\_

*Please note:  
A convenience  
fee of 3% will be  
applied to all  
credit/debit  
card payments.*

**Return to: Music on Main, 101 E. Main, Suite 103, Denison, TX 75020 or e-mail it to [ddow@cityofdenison.com](mailto:ddow@cityofdenison.com)**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# DENISON'S 2024 MUSIC ON MAIN

## BENEFITS OF INVESTMENT

|  | Presenting/<br>Title<br>\$25,000 | Stage<br>\$10,000 | Music Alley<br>Happy Hour<br>\$7,500 | After<br>Party<br>Sponsor<br>\$5,750 | Social<br>Media<br>Stream<br>\$5,000 | Music on<br>Main<br>Supporter<br>\$2,500 | Friend of<br>Music on<br>Main<br>\$1,000 |
|--|----------------------------------|-------------------|--------------------------------------|--------------------------------------|--------------------------------------|--|--|
| Title sponsor for entire award-winning summer concert series                         | X                                |                   |                                      |                                      |                                      |  |  |
| Ask for customized packages with full benefits                                       | X                                |                   |                                      |                                      |                                      |  |  |
| Banner with logo prominently displayed at stage                                      | X                                |                   |                                      |                                      |                                      |  |  |
| Logo with primary positioning on all concert promotional materials                   | X                                |                   |                                      |                                      |                                      |  |  |
| Mention as Presenting Sponsor on all social media posts and press releases           | X                                |                   |                                      |                                      |                                      |  |  |
| Series naming rights for concert stage   |                                  | X                 |                                      |                                      |                                      |  |  |
| Signage on both sides of stage showing logo as stage sponsor                         |                                  | X                 |                                      |                                      |                                      |  |  |
| Weekly prize giveaway on stage prior to concert                                      |                                  | X                 |                                      |                                      |                                      |  |  |
| Special mention during pre-show announcements  | X                                | X                 |                                      |                                      |                                      |  |  |
| Title sponsor for Facebook Live broadcast prior to Music on Main each Friday         |                                  |                   | X                                    |                                      |                                      |  |  |
| Sponsor logo on Happy Hour set for on-site and on-air view                           |                                  |                   | X                                    |                                      |                                      |  |  |
| Attendees will be interviewed on air and allowed to play games and win prizes        | X                                | X                 | X                                    |                                      |                                      |  |  |
| Ability to have live or pre-recorded promotional segment on weekly broadcast         | X                                | X                 | X                                    | X                                    |                                      |  |  |
| Logo on all concert promotional materials  | X                                | X                 | X                                    | X                                    | X                                    |  |  |
| Announcement on Stage as Opening Act Sponsor   |                                  |                   |                                      | X                                    |                                      |  |  |
| Logo on stream of concert  |                                  |                   |                                      |                                      | X                                    |  |  |
| Opportunity to have commercial played on stream (to be provided by sponsor)          | X                                | X                 | X                                    |                                      | X                                    |  |  |
| Ability to have customized announcements each week on stage                          | X                                | X                 | X                                    | X                                    | X                                    | X  |  |
| Stage Banner will have logo of sponsors displayed each week (photo ops galore)       | X                                | X                 | X                                    | X                                    | X                                    | X  |  |
| Logo on Concert Series Prize T-Shirts  | X                                | X                 | X                                    | X                                    | X                                    | X  |  |
| All sponsors are announced from stage each week & listed on DowntownDenison.com      | X                                | X                 | X                                    | X                                    | X                                    | X  |  |
| Ability to have recorded commercial played during pre-roll music each week           | X                                | X                 | X                                    | X                                    | X                                    | X  |  |
| Listing on all promotional materials including release if received by March 11, 2024 | X                                | X                 | X                                    | X                                    | X                                    | X  | X  |
| Opportunity for on-site promotional booth in vendor area each week                   | X                                | X                 | X                                    | X                                    | X                                    | X  | X  |
| Listing on fan schedules if commitment received by March 29, 2024                    | X                                | X                 | X                                    | X                                    | X                                    | X  | X  |
| Branded prizes with your logo can be given away at Music Alley Happy Hour            | X                                | X                 | X                                    | X                                    | X                                    |  |  |

Note: Value of benefits will be directly related to cost of support.

## JOIN US IN BRINGING MORE GREAT MUSIC TO OUR COMMUNITY





MUSIC ALLEY HAPPY HOUR FEATURES  
SEGMENTS ON DENISON'S MUSIC  
HISTORY, ARTIST INTERVIEWS, & MORE

CLIMBER DESIGN



## Vendor Application

Organization or Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Cell #: \_\_\_\_\_ Email: \_\_\_\_\_

Details of Vendor: \_\_\_\_\_

**We would like to participate on the following 2024 Music on Main Dates:**

|               |               |
|---------------|---------------|
| _____ June 7  | _____ July 12 |
| _____ June 14 | _____ July 19 |
| _____ June 21 | _____ July 26 |
| _____ June 28 |               |

**Cost: \$150/entire season**

**Location: Forest Park along Touchdown Alley**

**All Vendors must register no later than March 31, 2024 *\*\*NO EXCEPTIONS\*\****

**Setup Time 6:00pm-6:30pm. If you need to set up later, you must receive special permission.**

**Music on Main will be from 7:30pm-9:30pm.**

Is additional space needed? Yes \_\_\_\_\_ No \_\_\_\_\_

Is electricity needed? Yes \_\_\_\_\_ No \_\_\_\_\_ Please specify or attach details of needs: \_\_\_\_\_

### Rules of Participation

-All spaces will be in a designated 10x10 area unless larger space is requested. Assigned space is subject to change.

-Vendors will be selected and booth assignments will be made at the discretion of city staff. Choices will be made for the best interests of the event. Signing below signifies that you understand ***THIS APPLICATION DOES NOT GUARANTEE ACCEPTANCE.***

-Loading and unloading MUST occur at Crawford and Touchdown Alley. Vehicles must be moved from the intersection immediately after loading and unloading.

**\*\*Each vendor is responsible for providing quality signage, tent, tables, chairs, etc. for their booth.** All items must remain in assigned area. If any items do not meet the event's standards, event staff may direct immediate removal.

-All food items MUST be pre-approved. Valid food handler permits MUST be obtained from the county. Food trucks must comply with the newly established City Ordinance requiring registration for operation within the City.

-Limited to Downtown Denison businesses. Vendors who have been associated with event in the past will receive priority.

-Each Vendor/Organization shall provide their own insurance needs.

In consideration of being permitted by the City to participate as a Vendor at Music on Main, I, on behalf of myself, and the organization or business listed above, and all heirs, executors, administrators, assigns, employees, agents, and officers hereby release, hold harmless, and forever discharge the City of Denison, its employees, agents, officers, and elected officials from any and all claims, demands, actions, causes of action, judgments, damages, costs, including attorney fees, loss, or injury arising out of or resulting from any acts or omissions of myself or of any other person or entity, resulting in property damage, personal injury or death sustained while participating as a Vendor at Music on Main.

-Please email completed form to [ddow@cityofdenison.com](mailto:ddow@cityofdenison.com)

**I have read and agree to the rules of participation for Music on Main.**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date