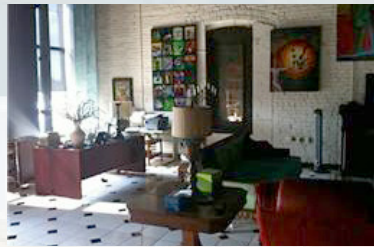


Downtown Denison Investments



42 Lofts - Loft living is on the rise with six more in development



Parks & Green Space

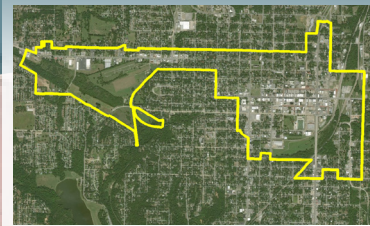
- Heritage Park & Stage
- Public Restroom Caboose
- Katy Plaza Park
- Forest Park Playground & Splash Pad



Downtown Denison
Redevelopment Plan with
Toole Design Group



Multiple historic downtown
buildings are prime for
redevelopment



Downtown Tax Increment
Reinvestment Zone Map
(TIRZ #3)



Dining of all types including
fine dining, casual eateries
and the new Food Truck Park



Albertsons Downtown
Extensive remodel underway



Downtown Events & Festivals

- FallFest in October
- Parades for Christmas, Memorial Day, Homecoming, Veterans Day
- July 4th Fireworks Show
- Music on Main - Friday evenings throughout the Summer
- Movies on Main - Summer & Fall Schedule
- Doc Holliday Festival in April
- Denison On Ice - Thanksgiving through New Year's
- Loft Tour, Small Business Saturday and other holiday promotions
- Wine Festival in June
- Dia de Muertos in November
- Kids Fest, Bark & Paws & More!



- Historic Downtown
- Texas Main Street City
- Designated Entertainment District
- Texas Arts & Cultural District
- National Register District

Tourism

- Hotel Occupancy Tax ↑ 200%
- Six National Brand Hotels
- Lake Texoma 6 Million Visitors Per Year
- Eisenhower Birthplace
- Hagerman Wildlife Refuge
- Red River Railroad Museum



15% Destination Creation
Grants for Wineries,
Breweries, Distilleries &
Destination Dining