

Terms and Conditions

Case Id:

Name: Denton Destination Management and Marketing Organization (DMMO)

Address: 401 N. Elm Street, Denton, TX 76201

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

KF

Event or program must involve at minimum 200 or more attendees.

Initial:

KF

Must be based in the City of Denton.

Initial:

KF

Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

KF

Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

KF

Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

KF

Must have a history of continuous, stable programming prior to the application date.

Initial:

KF

Must have an active governing body.

Initial:

KF

Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

KF

If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

KF

A. Applicant Information

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Name: Denton Destination Management and Marketing Organization (DMMO)

Address: 401 N. Elm Street, Denton, TX 76201

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Destination Management and Marketing Organization (DMMO)

A.2. Mailing Address

401 N. Elm Street Denton, TX 76201

A.3. Name of Event

Destination Marketing Operations

A.4. Physical Address of the Event

Denton, TX

A.5. Phone Number

(940) 382-7895

A.6. Website

discoverdenton.com

PRIMARY CONTACT

A.7. First Name

Kristi

A.8. Last Name

Franz

A.9. Title

Executive Director

A.10. Phone Number

(816) 808-4125

A.11. Email

kristi.franz@discoverdenton.com

SECONDARY CONTACT

A.12. First Name

A.13. Last Name

A.14. Title

A.15. Phone Number

A.16. Email

B. Organization/Event Details

Case Id:

Name: Denton Destination Management and Marketing Organization (DMMO)

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B. Organization/Event Details

Please provide the following information.

B.1. Event Start Date

06/01/2026 Estimated transition date

Event End Date

12/31/2026

B.2. Briefly state your organization's mission and purpose.

The mission of DMMO is to market and promote Denton in order to generate tourism demand for the destination, creating a positive economic impact for the City. The DMMO Marketing, Sales & Services, and Visitor Center teams work to deliver meaningful messages to the public and inspire them to choose Denton as their next travel and meeting destination by highlighting our notable attractions.

B.3. Describe the event in which funds are being requested to support.

DMMO is responsible for citywide tourism on an ongoing basis. The requested funding is used for General Administration, Marketing and Communications, Advertising, Tourism Promotional Materials, Convention Sales and Group Servicing, Destination Servicing, Visitor Center Operations, Sports Event Sales, Digital Agency Services, Website, Research, Analytics, and Travel for Conferences, Trade Shows, and Sales Missions.

B.4. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

DMMO markets and promotes Denton in order to generate demand for the destination, creating a positive economic impact for the City. The DMMO Marketing, Sales & Services, and Visitor Center teams work to deliver meaningful messages to the public and inspire them to choose Denton as their next travel and meeting destination by highlighting our notable attractions.

B.5. Provide detail on how the requested funds will be used to support the event partially or in full.

As Denton's official Destination Marketing Organization, DMMO exists to market, promote, sell and engage potential visitors to Denton. This is achieved through clearly developing, articulating, and managing our community's brand and creating awareness for our destination and our local hotel partners. We strive to develop Denton as a premier business and leisure destination and utilize our platform as a mechanism to increase tourism revenue and tax dollars for our community.

B.6. If the total requested funding is not received, what will the organization do?

Cancel the event

- Postpone the event
- Downsize the event
- Fundraise for the event
- Look for other funding opportunities
- Other

Please specify

No major event impacts will occur if funding is not received

B.7. List all funding resources for this event.

Source	Dollar Amount
HOT Funds estimated remainder from CVB	\$1,200,000
Visitor's Center Retail Sales	\$115,000.00

B.8. List all anticipated expenditures for this event

Source	Dollar Amount
Operations and Personnel	\$1,200,000
	\$0.00
	\$1,200,000

B.9. What was the attendance of last year's event?

B.10. What is the estimated attendance for this year's event?

B.11. Does your organization gather data on attendees to your events/programs?

Yes

If yes, how is data collected?

We gather data on events, festivals, conferences, and tourism community at-large through the following means: Placer.AI, Smith Travel Research (STR), Source Strategies, Google Analytics, Dean Runyan Associates, and reporting from local hotel partners.

B.12. Does your event require guests to purchase a ticket to attend? Yes or No.

No

B.13. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

With the success of the past couple of years and our Denton hotel market consistently outperforming pre-pandemic occupancy, ADR and revenue levels, DMMO will continue to focus on serving as the voice and driver of awareness for our local convention, tourism, and overall hospitality industry. We will continue to position Denton as an authentic and memorable travel destination to individual travelers and convention and event planners, with an objective to drive

additional hotel overnight stays and increase our partner hotel's occupancy revenues, ultimately leading to increased collection of Hotel Occupancy Taxes, which will benefit the entire Denton tourism, business, and residential community. Marketing platforms include: Google analytics, Simpleview, Sprout Social, Bandwango, Threshold360, TrueOmni, Act-on, Placer AI

C. HOT

Case Id:

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C. HOT

Please provide the following information.

C.1. Are you applying for HOT funds? *If yes, then you will continue with questions below. If no, then you would complete and continue to go to the next section.*

Yes

C.2. Amount Requested

\$1,200,000 estimated remaining HOT funds from CVB/Discover Denton FY 2025-26 allocation

C.3. Select the use of HOT funds

- Convention Centers and Visitor Information
- Registration of Convention Delegates
- Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- Promotions of the Arts that Directly Promote Tourism and Hotel Industry
- Historical Restoration and Preservation Activities that Directly Promote Tourism and Hotel Industry
- Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
- Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations as listed in the Overview Section
- Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality
- Administration

C.4. How many people attending the event will use Denton Hotels?

250,000

C.5. Estimated days that attendees will stay at hotel (including vendors and performers)

2-5 days; average 3 day stays. Approximately than 650,000 room nights.

C.6. Do you reserve room blocks in the area of the event?

No

If yes, how many rooms and provide the name of hotel(s).

Name of Hotel	Number of Rooms	Rate of Room
---------------	-----------------	--------------

NA	0	\$0.00
	0	\$0.00

If no, do you need assistance with reserving hotel room blocks?

No

C.7. Is the event held on city property?

Yes

If yes, where?

Location Name	Address
Citywide	

C.8. Will your organization be able to provide insurance coverage for the event?

Yes

C.9. How does the requested budget meet the definition of the HOT categories listed in the Program Overview Section on this application?

As Denton's official Destination Marketing Organization (Convention and Visitors Bureau), DMMO exists to marketing, promote, sell and engage potential visitors to Denton. This is achieved through clearly developing, articulating, and managing our community's brand and creating awareness for our destination and our local hotel partners. We strive to develop Denton as a premier business and leisure destination and utilize our platform as a mechanism to increase tourism revenue and tax dollars for our community. Our overall efforts were incredibly impactful, contributing to over 70% hotel occupancy, approximately 650,000 occupied hotel room nights, and over \$66 million in room revenue for Denton hotels. In addition, our website (discoverdenton.com) received 50,000 unique visitors a month and generated over 65,000 referrals to partner and event websites, which strongly contributed to revenue opportunities for those businesses. Furthermore, our Sales team efforts generated group bookings with Denton hotels in 2024, representing a multi-million dollar economic impact

C.10. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

For close to 50 years, the Denton Chamber of Commerce and Discover Denton (now DMMO) have been in partnership with the City of Denton and the Hotel Occupancy Tax contract. The partnership allows us to promote and attract convention and tourism business to Denton. The DMMO Marketing Plan outlines in detail the program initiatives for the use of our HOT Fund Budget.

C.11. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

To transition the administration of all HOT funding to DMMO. With the success of the past couple of years and our Denton hotel market consistently outperforming pre-pandemic occupancy, ADR and revenue levels, DMMO will continue to focus on serving as the voice and driver of awareness for our local convention, tourism, and overall hospitality industry. We will continue to position Denton as an authentic and memorable travel destination to individual travelers and convention and event planners, with an objective to drive additional hotel overnight stays and increase our partner hotel's occupancy revenues, ultimately leading to increased collection of Hotel Occupancy Taxes, which will benefit the entire Denton tourism, business, and residential community.

D. Sponsorship

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Name: Denton Destination Management and Marketing
Organization (DMMO)

Address: 401 N. Elm Street, Denton, TX 76201

D. Sponsorship

Please provide the following information.

D.1. Are you applying for Sponsorship funds? *If yes, then you will continue with questions below. If no, then you would complete and continue to go to the next section.*

No

FRANCHISE TAX ACCOUNT STATUS

This record as of March 11, 2026 at 13:51:09

DENTON DESTINATION MANAGEMENT & MARKETING ORGANIZA

Texas Taxpayer Number: 32104487361

Mailing Address: 401 N ELM ST
DENTON, TX 76201 - 4137

Right to Transact Business in Texas: ACTIVE

State of Formation: TX

SOS Registration Status (SOS status updated each business day): ACTIVE

Effective SOS Registration Date: 02/18/2026

Texas SOS File Number: 0806450380

Registered Agent Name: KRISTINA KAY CRISWELL

Registered Office Street Address: 401 N ELM STREET
DENTON, TX 76201

Public Information Report

Title	Name and Address	
Report not on File		



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EIN Assignment

Congratulations! Your EIN has been successfully assigned.

Save and/or print this page and the confirmation letter below for your permanent records.

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Your EIN

Your EIN Details

EIN assigned	41-4612187
Legal name	DENTON DESTINATION MANAGEMENT & MARKETING ORGANIZATION
Name control	DENT
Confirmation letter	<p>This confirmation letter is your official IRS notice and contains important information regarding your EIN:</p> <p>Download EIN confirmation Letter [PDF]</p>

Summary of your information

Legal Structure

Organization Type	NON-PROFIT/TAX-EXEMPT ORGANIZATION
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Non-Profit/Tax-Exempt Organization Information

DENTON DESTINATION MANAGEMENT &

Legal name	DENTON DESTINATION MANAGEMENT & MARKETING ORGANIZATION
Trade name/doing business as	DISCOVER DENTON
County	DENTON
State/Territory	TX
Start date	February 2026

Addresses

Physical Location	401 NORTH ELM STREET DENTON TX 76201
Phone Number	940-220-4382
Mail directed To	

Responsible Party

Name	KRISTINA KAY CRISWELL
SSN/ITIN	XXX-XX-5203

Employee Information

Date wages or annuities will be paid	April 2026
Number of agricultural employees	0
Number of other employees	14

Number of other employees	14
Tax Liability of \$1000 or less during calendar year	NO

Principal Business Activity

What your business/organization does	SERVICE
Principal product/service	MARKETING FOR TOURISM AND SALES PROMOTION

Additional Non-Profit/Tax-Exempt Organization Information

Owns a 55,000 pounds or greater highway motor vehicle	NO
Involves gambling/wagering	NO
Involves alcohol, tobacco, or firearms	NO
Files Form 720 (Quarterly Federal Excise Tax Return)	NO
Has employees who receive Forms W-2	YES
Reason for Applying	CHANGED TYPE OF ORGANIZATION

Additional Information about your EIN

When can you use your EIN?

This EIN is your permanent number and can be used immediately for most of your business needs, including:

- Opening a bank account
- Applying for business licenses
- Filing a tax return by mail

However, it will take up to two weeks before your EIN becomes part of the IRS's permanent records. You must wait until this occurs before you can:

- File an electronic return
- Make an electronic payment
- Pass an IRS Taxpayer Identification Number (TIN) matching program

Next Steps

You can download IRS forms, publications, and tax returns at <https://www.irs.gov/formspubs>


Need to make a correction?

If you need to make changes to your organization's information, you must do so in writing and mail the information to the address provided at <https://www.irs.gov/businesses/business-name-change> 

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