



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Discover Denton

ICM: Cassey Ogden

DATE: April 7, 2026

SUBJECT

Consider an ordinance of the City Council of Denton, Texas, approving an Acquisition Agreement with the Denton Destination Management and Marketing Organization for the transfer of equipment and other assets of Discover Denton, the assumption of certain contracts by the Denton Destination Management and Marketing Organization, and the grant of an Intellectual Property License to the Denton Destination Management and Marketing Organization; and providing an effective date.

BACKGROUND

July 16, 2024, the City Council of Denton directed City Staff to begin the process of transitioning Discover Denton from being a line of business of the Denton Chamber of Commerce to an independent Destination Marketing Organization beginning with a temporary move under City management. As a result, on December 17, 2024 pursuant to Ordinance No. 24-2486 the City acquired all of the equipment, intellectual property, and other assets of Discover Denton from the Chamber of Denton Chamber of Commerce for the purpose of temporarily operating Discover Denton as a City department before transitioning the tourism management and marketing functions of Discover Denton to an operationally independent Destination Management and Marketing Organization (DMMO).

On February 3, 2026, City Council approved the initial bylaws for the Denton DMMO and signed Resolution No. 26-0181 authorizing the filing of the Articles of Incorporation creating the Denton Destination Management and Marketing Organization, a Texas nonprofit corporation to perform tourism and marketing functions of Discover Denton. The conveyance of certain specified assets and liabilities to the DMMO from the City, pursuant to an Acquisition Agreement, is now necessary for the DMMO to perform the tourism management and marketing functions of Discover Denton.

FISCAL INFORMATION

Discover Denton was awarded Hotel Occupancy Tax (HOT) funds for program year 2026. On March 20, 2026, the Community Partnership Committee received an update on the transition and a request to transfer the remaining HOT funds for the 2026 program year to the DMMO. The HOT funding agreement will be presented to the City Council for consideration.

PRIOR ACTION REVIEW

On December 17, 2024, City Council approved acquisition of Discover Denton pursuant to Ordinance No.24-2486

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Presentation

Exhibit 3 - Ordinance with Exhibits

Respectfully submitted:
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Executive Director

Prepared by:
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