



# City of Denton

City Hall  
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Denton, Texas  
[www.cityofdenton.com](http://www.cityofdenton.com)

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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Finance

**ACM:** Christine Taylor

**DATE:** June 27, 2025

### **SUBJECT**

Receive report, hold a discussion, and give staff direction on setting a percentage of Hotel Occupancy Tax funding that will be allocated to the Convention and Visitors Bureau annually.

### **BACKGROUND**

On July 16, 2024, City Council held a discussion regarding the organizational structure and reporting entity for Discover Denton, the city's Convention and Visitors Bureau (CVB). The following session, staff received direction to move Discover Denton under the City as a temporary structure with the goal to create a stand alone Destination Marketing Organization. The recommendation also included exploring a set percentage or allocation to the CVB from Hotel Occupancy Tax funds. The City acquired the CVB on December 17, 2024.

Over the past 5 years, the City has allocated on average 52% of hotel tax revenues to the CVB for their annual operations.

Staff is seeking direction from the Community Partnership Committee on setting a percentage annually that will be allocated to the CVB.

### **EXHIBITS**

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Presentation

Respectfully submitted:  
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Chief Financial Officer

Prepared By:  
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