



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: March 20, 2026

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding Discover Denton's transition to the Denton Destination Management and Marketing Organization (DMMO), and DMMO's application for the remaining Hotel Occupancy Tax (HOT) funding allocated to Discover Denton for Fiscal Year 2025-26.

BACKGROUND

At the February 3, 2026, City Council meeting, staff held a discussion regarding the proposed bylaws of the Discover Denton Destination Marketing Organization. City Council provided approval of the bylaws and direction for staff to file for a Certificate of Formation for the new entity, Denton Destination Management and Marketing Organization (DMMO).

As part of the formation, DMMO is submitting an application to the Community Partnership Committee to consider awarding to the DMMO, the remaining Hotel Occupancy Tax (HOT) funding originally allocated to Discover Denton as part of the HOT Program Year 2026.

FISCAL INFORMATION

CVB/Discover Denton Administration	
HOT Funds Awarded Budget FY 2025-26	\$1,964,250
Expenses Year-to-date	(\$672,606)
Encumbrances	(\$15,821)
	\$1,275,823

As of 3/9/2026

STAFF RECOMMENDATION

Staff recommends approval of the DMMO application and submission of an agreement for City Council consideration to reassign the remaining HOT Program Year 2026 awarded funds.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Presentation

Exhibit 3 - Application

Respectfully Submitted:
Kristi Franz
Discover Denton Executive Director

Matt Hamilton
Chief Financial Officer

Prepared By:
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Senior Grants Analyst