

**DISCOVER  
DENTON TX**

# Discover Denton

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1976

Discover Denton is formed as a division of the Chamber of Commerce

JAN 2025

Discover Denton moves temporarily under the city

MAY 2026

Discover Denton becomes its own independent 501(c)(6)

# WHAT WE DO

Discover Denton is the city's official Destination Management and Marketing Organization (DMMO). Our role is to show off all the amazing things that make Denton special. From promoting local events, live music, and festivals to highlighting our awesome dining/drinks spots, attractions, meetings, and events, we work to bring more visitors to our city. The more people we attract, the more support we give to local businesses and the community. We're all about spreading the word that Denton is the place to be!

# TOURISM DIVISIONS

Together, the Marketing, Destination Sales, and Destination & Visitor Services teams work to attract overnight visitors, support local businesses, and strengthen Denton's economy by promoting the city as a premier destination for leisure travel, meetings, conventions, sporting events, and group tours.

- **Marketing:** Promote Denton through strategic marketing, advertising, and storytelling to inspire visitors and drive overnight travel.
- **Destination Sales:** Attract meetings, conventions, sporting events, and group tours that generate overnight hotel stays and economic impact for Denton.
- **Destination & Visitor Services:** Welcome visitors with friendly hospitality, local expertise, and personalized recommendations that encourage exploration of Denton's businesses, attractions, and events.



# HOT FUNDS

Based on historical data, Discover Denton has been funded at an average rate of 52% of the HOT Funds Revenue over the last 6 years.

Year	2021	2022	2023	2024	2025	2026
Allocation	\$1,253,855	\$1,396,655	\$1,582,000	\$1,657,000	\$1,710,600	\$1,964,250
% of Revenue	55.1%	54%	52.6%	48.9%	49.4%	49.9%

# ECONOMIC IMPACT

In 2025, Denton hotels achieved a 72.6% occupancy rate, generated 663,641 occupied room nights, and produced more than \$71.1 million in hotel room revenue. Compared to 2024, hotel demand increased by 5.2%, hotel revenue increased by 6.8%, and occupancy increased by 3.6%.

In 2025, travelers in Denton

- Spent over \$332 million
- Generated over \$30 million in tax revenue
- Saved each household \$325 in taxes

The travel industry supports over 2,000 jobs in Denton!



**GENERAL ADMINISTRATION**

	PY 2025 ACTUAL	PY 2026 ACTUAL	PY 2027 PROPOSED	NOTES/COMMENTS
Salaries & Benefits	\$205,000	\$215,000	\$240,000	
Memberships/Associations	\$20,000	\$25,000	\$35,000	THLA, Destinations International, CoStar Reports, TX Lakes & Trails, TX Brew City, Tour Texas, Texas Travel Association, Denton Chamber
Liability Insurance	\$3,000	\$3,000	\$4,000	Commercial Property Coverage, General Liability, Commercial Auto Policy, D&O, Worker's Comp
Travel/Training/Professional Development	\$22,000	\$20,000	\$20,000	Destinations Texas Conferences, Destinations International (DI) Annual Convention, DI CEO Summit, US Travel Assn ESTO, Texas Travel Summit, eTourism/Connect Marketplace, TX Travel Alliance Unity Conference & Dinner
Partner/Community Engagement	\$5,000	\$5,000	\$5,000	Meetings with Community Stakeholders & Board Meetings
Computer Equipment/IT Service Contract	\$35,000	\$30,000	\$35,000	IT Service Contract
Legal		\$10,000	\$7,000	Assistance with 501 c6 filing
Professional Services		\$50,000	\$12,000	Accounting Services
Copy Machine		\$5,000	\$5,000	Rent Copy/Scanner
Office Supplies	\$2,000	\$3,000	\$3,000	
Phone & Internet	\$12,000	\$15,000	\$15,000	
Postage	\$1,200	\$1,000	\$2,000	
Office Rent/Utilities	\$8,000	\$35,000	\$60,000	Rent & Utilities for 325 McKinney - DD Visitors Center & Office
<b>TOTAL</b>	<b>\$313,200</b>	<b>\$417,000</b>	<b>\$443,000</b>	

**MARKETING & COMMUNICATIONS**

Salaries & Benefits	\$306,100	\$322,000	\$350,000	
Travel/Training/Business Development	\$20,000	\$27,000	\$27,000	DI Marketing & Comm Summit, eTourism Summit, Destinations Texas, ESTO, All MC Staff.
Traditional Media & Advertising	\$35,000	\$30,000	\$30,000	Print Ads, Billboards, Locals Guides
Brochures & Promotional Items	\$15,000	\$40,000	\$20,000	Visitor Guides for 2028 - Design Cost
Website/Digital Publishing Tools	\$95,000	\$120,000	\$150,000	Granicus/Simpleview CMS, Act-On eNewsletter, Canva Creative, Adobe, SnapSea, Threshold 360, Tru Omni
Agency Fees/Paid Media Buying	\$105,000	\$115,000	\$200,000	Madden Media retainer fees for Agency of Record and overall Digital paid media spend which is necessary to drive increased visitation to our website.
Partner/Community Engagement	\$0	\$30,000	\$40,000	Costs for sponsorships with UNT, TWU Athletics, NTFR, etc.
Communications/Digital Media	\$20,000	\$20,000	\$20,000	Influencer Marketing, Sprout Social
<b>TOTAL</b>	<b>\$596,100</b>	<b>\$704,000</b>	<b>\$837,000</b>	

**SALES & SERVICES**

Salaries & Benefits	\$357,200	\$327,000	\$360,000	
Memberships/Professional Development	\$4,000	\$7,000	\$5,000	MPI-DFW, DFVAE, Destinations Texas, Assn of Independent Meeting Planners
Travel/Sales Missions/Business Development	\$50,000	\$60,000	\$80,000	Smart Meetings, Lamont Exchange, RCMA, Southwest Showcase, Destinations International, Connect Marketplace, Destinations Texas Conferences, HB Annual Conference, TSAE New Ideas Conf (some may be added or deleted)
RFP Lead Generation & CRM Platforms	\$30,000	\$40,000	\$40,000	CVENT, our RFP management supplier, and Simpleview for our CRM
Site Visits/FAM Tours	\$10,000	\$20,000	\$30,000	Client site visits and FAM's
Group Servicing/Client Retention	\$35,000	\$40,000	\$50,000	Promotional Materials, Giveaways
Advertising/Sales Collateral Materials	\$20,000	\$30,000	\$40,000	Group Sales advertising, collateral materials, and activations
Bid Fees & Group Incentives	\$40,000	\$40,000	\$40,000	Bid fees and group incentives
<b>TOTAL</b>	<b>\$546,200</b>	<b>\$564,000</b>	<b>\$645,000</b>	

**VISITOR CENTER**

Salaries & Benefits	\$226,600	\$177,000	\$175,000	
Professional Development		\$1,000	\$0	
Lease	\$65,000	\$37,000	\$0	Moved to Administration Budget
Mobile Visitors Center			\$200,000	Create and Establish a Mobile Visitors Center
<b>TOTAL</b>	<b>\$291,600</b>	<b>\$215,000</b>	<b>\$375,000</b>	

**GRAND TOTAL \$1,747,100 \$1,900,000 \$2,300,000**

# MOBILE VISITOR CENTER

As Discover Denton transitions to a more efficient visitor services model, a Mobile Visitors Center allows us to bring information directly to visitors instead of waiting for them to find us. By attending festivals, sporting events, conventions, and community gatherings, we can expand our reach, promote local businesses and attractions, and provide visitor assistance wherever people are exploring Denton. This flexible approach increases visibility, enhances the visitor experience, and maximizes the impact of Hotel Occupancy Tax funding.





# QUESTIONS?