



# ADVISORY BOARD MEETING

OCTOBER 29, 2025

DISCOVER  
DENTON TX

# MEETING AGENDA

01

Welcome  
Jay Darsie, Advisory Board Chair

02

Approval of Meeting Minutes August  
6, 2025

03

Updates from Staff  
1. Sales & Services – Fallon Moody  
2. Marketing – Emily Bain  
3. Visitors Center – Kaitlyn Stenzel

04

Review Draft Bylaws for independent  
'Discover Denton' organization – All

05

Nominations and Election of  
Executive Committee – All

06

Discuss Future Location of the  
Discover Denton Office – All

07

Closing Remarks -  
Jay Darsie, Advisory Board Chair



# WELCOME

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Promoting Denton.  
Driving demand.  
Strengthening our community.

# DEPARTMENT ACTIVITY REPORTS

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UNION  
BEAR  
BREWING CO.

DRIVEN  
BY

• DOWNTOWN  
SHOP  
DINE  
ARTS

Stout



## JUDGES CHOICE: DENTON HALLOWEEN

Leisure tourism/marketing campaign >1 million

**SALES AND SERVICES**

## Q3 GROUP BOOKINGS UPDATE

| DEFINITE GROUPS BOOKED    | JULY           | AUGUST         | SEPTEMBER      | Q3 TOTAL       |
|---------------------------|----------------|----------------|----------------|----------------|
| NUMBER OF GROUPS          | 7              | 3              | 4              | 14             |
| NUMBER OF ROOM NIGHTS     | 2,806          | 1,116          | 1,956          | 5,878          |
| ESTIMATED ECONOMIC IMPACT | \$2,186,168.84 | \$1,116,620.55 | \$2,287,598.67 | \$5,590,388.06 |

| DEFINITE GROUPS BOOKED | Q3 2025        | Q3 2024        | VARIANCE        | FY 25 YTD     | FY 24 YTD    |
|------------------------|----------------|----------------|-----------------|---------------|--------------|
| TOTAL DEFINITE         | 14             | 5              | +9              | 32            | 59           |
| TOTAL ROOM NIGHTS      | 5,878          | 2,408          | +3,470          | 16,418        | 24,612       |
| TOTAL EEI*             | \$5,590,388.06 | \$1,411,124.01 | +\$4,179,264.05 | 18,247,174.47 | 6,901,552.66 |

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## Q3 GROUP BOOKINGS AND LEADS UPDATE

### Highlights

- Denton is competing with San Antonio and San Marcos on hosting a city-wide event in 2029, Combat Veterans Motorcycle Association's Conference. Approximately 6,000 attendees working with all hotels, total use of convention center, and the Coliseum at UNT. EEI is approximately \$5.1 million. Partnership with American Eagle Harley in Corinth and Gainesville Chamber for Ride Up to the Medal of Honor Museum.
- Denton is working with Ladies in Leather for September of 2026 for their annual parade event. Approximately 300 attendees over 3 days, partnering with American Eagle Harley, citywide parade for charity up to 6-mile ride. Competing with Wichita Falls. EEI is approximately \$1 million or more with parade attendees push for overnight stays.
- Denton will host Texas Chapter of American Public Works Association in 2027 and 2031 with a combined EEI of \$600k
- Denton will host the Texas Public Safety Conference in 2026 and 2027 with a combined EEI of nearly \$2million
- Denton will host the Guitar Foundation's International Competition in 2027 with UNT with an EEI of nearly \$1million

### FUTURE PACE

- **36** definite groups on the books through June 2031  
These group bookings have an estimated economic impact (EEI) of **\$11,305,700.44.**

# SALES AND SERVICES – SERVICE TEAM UPDATES

- ✓ Hosted Hospitality Roundup: hosted at Steve's Wine bar, brought together hotel partners, community stakeholders, and new members of Discover Denton's Team. Partnered with a new vendor, "Cheese Amour" for beautiful charcuterie board setup.
- ✓ Serviced more than 75% of Conference Center groups: provided onsite booth with Discover Denton literature.
- ✓ Hosted our first Dine Around Food Tour with Contemporary Ceramics Studio Association's (CCSA): 50+ attendees, utilized Downtown Ambassadors, included transportation from Roadrunner Charters, partnered with Graffiti Pasta, LSA, El Taco H, and Beth Marie's.
- ✓ Partnered with the City MarComm Team on Halloween Initiatives: Boo! Boards for participating hotels, Uber-credit envelopes for overnight guests during Halloween, activated DentonHalloween.com booking initiatives

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DENTON TX

CCSA FOOD TOUR

Welcome to Downtown Denton! Below is some information on your food tour stops.

|                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <div>EL TACO H</div> <p>Street tacos served up with elote, agua frescas, and fun cocktails all with a luchador flair.</p> <p>213 E Hickory St.</p> <p><a href="http://ElTacoHDenton.com">ElTacoHDenton.com</a></p> |  <div>GRAFFITI PASTA</div> <p>Fast-casual pasta spot with craft cocktails &amp; live entertainment throughout the week.</p> <p>118 W Oak St.</p> <p><a href="http://GraffitiPasta.com">GraffitiPasta.com</a></p> |  <div>LSA BURGER CO.</div> <p>Creative burgers &amp; a rooftop patio in an upbeat setting inspired by Texas music.</p> <p>113 Hickory St.</p> <p><a href="http://LSABurger.com">LSABurger.com</a></p> |  <div>BETH MARIE'S</div> <p>Founded in 1998, Beth Marie's Old Fashioned Ice Cream has over 150 flavors.</p> <p>117 Hickory St.</p> <p><a href="http://BethMaries.com">BethMaries.com</a></p> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Feel like shopping? Here are some additional stops we think you may like!

|                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <div>PALM TREE BOUTIQUE</div> <p>Curated selection of clothing, jewelry, shoes, gifts and accessories!</p> <p>119 N Elm St.</p> <p><a href="http://ThePalmTreeBoutique.com">ThePalmTreeBoutique.com</a></p> |  <div>NORMAN ROSCOE</div> <p>Vintage-inspired screen printed t-shirts and so much more!</p> <p>109 W Hickory St.</p> <p><a href="http://NormanRoscoe.com">NormanRoscoe.com</a></p> |  <div>OLD BEAR VINTAGE</div> <p>Curated, one-of-a-kind pieces. Rare band t-shirts, Coogi sweaters and so much more!</p> <p>114 N Locust St.</p> <p><a href="http://OldBearVintage.com">OldBearVintage.com</a></p> |  <div>DISCOVER DENTON VISITOR CENTER</div> <p>Stocked with local goods, Texas-centric gifts, and helpful ambassadors ready to assist you!</p> <p>111 W Hickory St.</p> <p><a href="http://DiscoverDenton.com">DiscoverDenton.com</a></p> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

DiscoverDenton.com • @DiscoverDenton

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## SALES AND SERVICES – SALES TEAM UPDATES

- ✓ Sales and Marketing attended Connect Marketplace in Miami: Kristi, Dustin, and Emily manned the Discover Denton Booth inside the Team Texas Booth; Fallon and Dustin attended approximately 40 one on one appointments with planners.
- ✓ Entire Discover Denton Team attended the formerly known as TACVB Conference in Fort Worth: rebranded name is now Destinations Texas; networked with colleagues, learned about the Texas Events Foundation and CO-Op.
- ✓ Fallon represented the entire Discover Denton Team at the Texas Travel Alliance Summit in San Antonio: sparked new strategic initiative of making our city and events more accessible, looking into getting certified with the Sunflower Initiative and Wheel of the World- Loreda and Corpus Christi are the only two cities in the state of Texas who have gotten certified; had dinner with Madden to strengthen relationship; met an industry colleague to discuss KeyData platform.
- ✓ Discover Denton has been meeting with various sports organizations, partnering with UNT athletics' department, and working on a plan towards a Sports Commission for the City of Denton. Dustin has been helpful with this initiative after experiencing the demand for it in our appointments in Miami; he has also been supporting the growing partnership with UNT and Discover Denton.
- ✓ Discover Denton has been working closely with the Denton Black Film Festival as part of the initiative for a Film Commission in the City of Denton, trending before our peers on the “Set Jetting” campaign. DBFF brought together all the community assets for the Quaker Town Expo and permanent city tour idea.

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## UPCOMING INDUSTRY CONFERENCES AND NETWORKING EVENTS

*Because of TPID Support, Denton's Next Industry Events Shine Brighter!*

**Destination Southwest in College Station:** Discover Denton will be the **closing lunch sponsor** for 110 planner attendees

**RCMA Emerge in Lexington, Kentucky:** Discover Denton will have **twelve 3'x3' sticker signs** on the floor leading from all entry points to our expo booth

## SALES AND SERVICES – PARTNERSHIP SUCCESS

- ✓ The promotion of 31 Days of Halloween includes tourism! We offered hotels the opportunity to promote a special rate for the month of October to encourage visitors to come stay, work, and play in Denton!

Individual hotel pick-up from participating hotels:

Best Western Premier: 44

Hilton Garden Inn: 14

Holiday Inn South: 15

Holiday Inn North: 0

Embassy Suites: 1

Home 2 Suites: 0

Homewood Suites: 6

Springhill Suites: 0

Total nights booked: 80 Room Nights

\*data as of 10/21/2025



# UPCOMING INDUSTRY CONFERENCES AND NETWORKING EVENTS

## UNT vs Navy Game Day, November 1, 2025

### *Partner Appreciation Event*

#### **Celebrating the Team Behind the Scenes**

Discover Denton invites our valued hospitality and community partners to join us for a spirited **Game Day Partner Appreciation Event** as we cheer on the **UNT Mean Green vs Navy Midshipmen!**

This event kicks off our **Month of Gratitude** — a celebration of the people and partners who make Denton shine. Together, we'll honor their dedication to growing our destination, serving our visitors, and creating memorable experiences that keep Denton's hospitality spirit alive.

#### **Event Highlights:**

- Game day festivities and tailgate bites
- Networking with fellow partners and the Discover Denton team
- A toast to teamwork, community, and gratitude



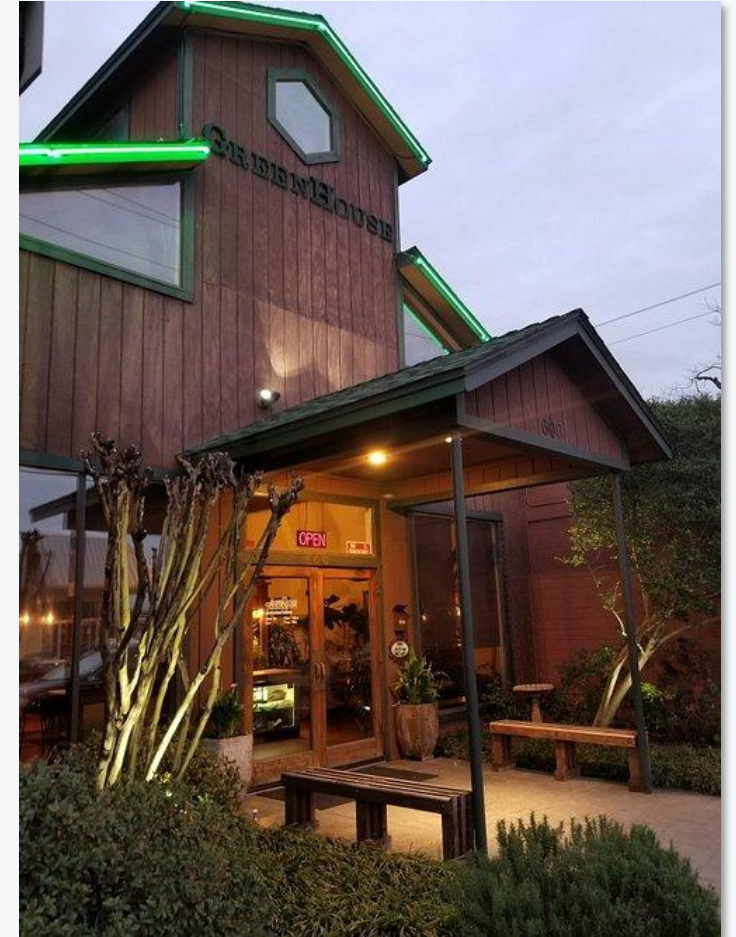
# UPCOMING INDUSTRY CONFERENCES AND NETWORKING EVENTS

🌱 Join Us for Our First Quarterly Business Review

**November 13 | 11:30 AM – 1:30 PM | Greenhouse Restaurant**

Discover Denton invites all hotel and partner sales teams to our **first Quarterly Business Review** — a new opportunity to connect, collaborate, and celebrate our collective success. Together, we'll review recent wins, upcoming opportunities, and key initiatives shaping Denton's meetings and events landscape. This will also be a great time to share insights, strengthen partnerships, and align our goals as we head into 2026.

**Let's grow together — one quarter at a time.** 🌱



# Q3 2025 DENTON HOTEL PERFORMANCE REPORT

| OCCUPANCY % | JULY  | AUGUST | SEPTEMBER | Q3 SUMMARY |
|-------------|-------|--------|-----------|------------|
| 2025        | 73.9% | 77.0%  | 72.7%     | 74.53%     |
| 2024        | 71.1% | 72.7%  | 66.5%     | 70.1%      |
| % CHANGE    | 3.9%  | 5.9%   | 9.3%      | 6.37%      |

| ADR      | JULY     | AUGUST   | SEPTEMBER | Q3 SUMMARY |
|----------|----------|----------|-----------|------------|
| 2025     | \$103.22 | \$106.29 | \$109.90  | \$106.47   |
| 2024     | \$102.54 | \$102.18 | \$104.2   | \$102.97   |
| % CHANGE | 0.7%     | 4.0%     | 4.9%      | 3.2%       |

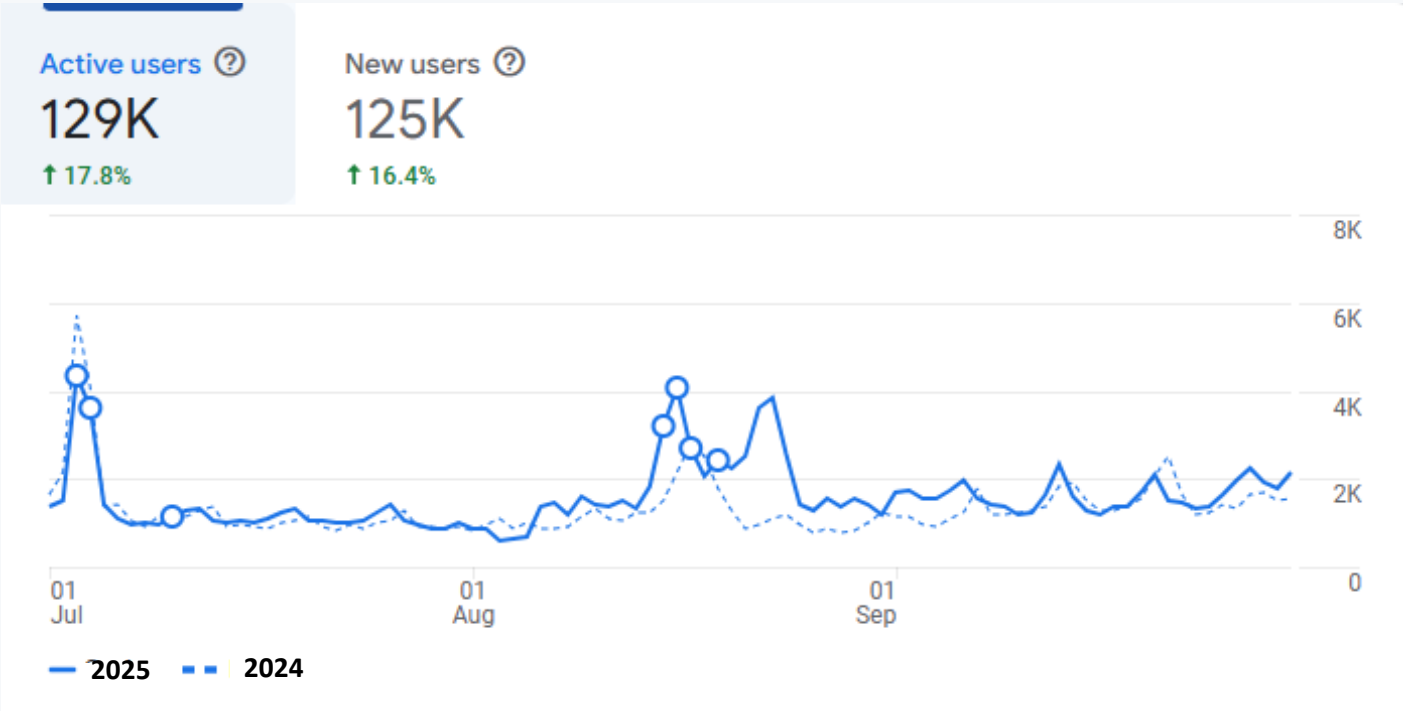
| REVENUE  | JULY        | AUGUST      | SEPTEMBER   | Q3 SUMMARY   |
|----------|-------------|-------------|-------------|--------------|
| 2025     | \$5,826,539 | \$6,253,754 | \$6,194,303 | \$18,274,596 |
| 2024     | \$5,575,606 | \$5,679,969 | \$5,156,170 | \$16,411,745 |
| % CHANGE | 4.5%        | 10.1%       | 20.1%       | 11.57%       |

**MARKETING**

# Q3 WEBSITE TRAFFIC

- In Q3, our Website had over 129,000 visitors, which is up 17.8% YoY
- Event Calendar and North Texas Fair & Rodeo were our top two pages for Q3

| TOP PAGEVIEWS |                                |
|---------------|--------------------------------|
| 01            | Event Calendar (69k)           |
| 02            | North Texas Fair & Rodeo (33k) |
| 03            | Halloween (30k)                |
| 04            | Things To Do                   |
| 05            | Food & Drink                   |
| 06            | Downtown Denton Square         |
| 07            | Things to Do with Kids         |



\*Google Analytics

# SOCIAL MEDIA

We've had over 776k impressions and a follower net growth of 3k in Q3

Posts  
discoverdenton

discoverdenton

David Peña · El Ranchito (Mariachi)

Denton Must Try!  
Mexican Oak

100 W. Oak St.

Bold authentic Mexican flavors with a modern twist!

1,580

62

1

1,644

55,605 views

Discover Denton's post

Discover Denton — with cityofdenton in Denton.

Posted by Instagram

Sep 24 · Ethan Schreiber · Spooky Season (Reels ...)

It's beginning to look a lot like... HALLOWEEN!

As we count down to Oct. 1st, decor and installations are starting to appear all across Denton almost out of thin air. Is it the work of the Mad Scientist?! Should we call the Ghost Busters?! Maybe it's the Witch with a few tricks up her sleeve! Whoever is behind all this, we're gearing up to celebrate all 31 days of spooky season here in the Halloween Capital of Texas.

#dentonhalloween #halloweentown #dentontexas #halloweencapitaloftexas

Welcome to DENTON

13,346 views

| Performance Summary                                                                |  |             |
|------------------------------------------------------------------------------------|--|-------------|
| View your key profile performance metrics accrued during the selected time period. |  |             |
| Impressions                                                                        |  | Engagements |
| 776,865                                                                            |  | 18,567      |

| Audience Metrics              | Totals |   |
|-------------------------------|--------|---|
| Audience                      | 53,822 | — |
| Net Audience Growth           | 3,026  | — |
| Facebook Net Follower Growth  | 262    | — |
| Instagram Net Follower Growth | 2,764  | — |

\*Sprout Social

# MARKETING AROUND TEXAS

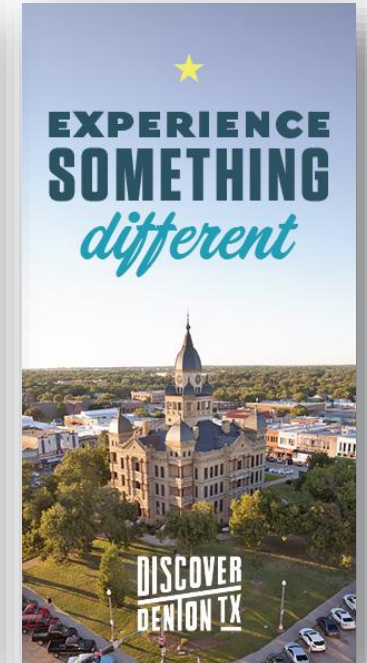
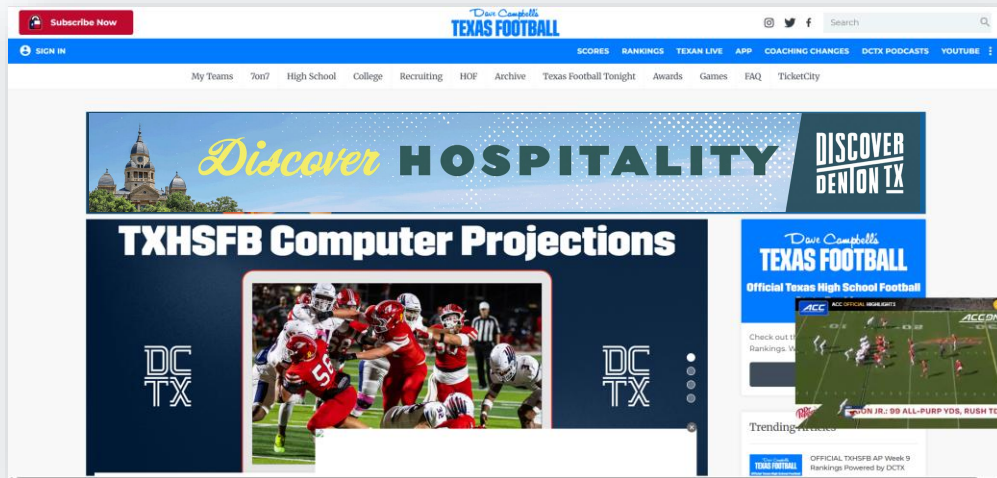
- Placed an ad with NT Daily in the New Student Guide. This newspaper is handed out to over 10,000 students and their families during freshman orientation at UNT
- Ad placement with UNT & TWU in their Fan Guides
- Texas Meetings + Events – CVB + DMO Showcase Ad and Advertorial mailed to more than 10,000 T



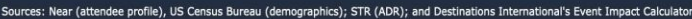
# DAVE CAMPBELL'S ADS

- Social media impressions: 46,218
- Website impressions: 272,671

\*Dave Campbell's



Symphony is an advanced intelligence platform designed for Destination Marketing Organizations to unify tourism data into one comprehensive system. It provides real-time insights on hotel performance, visitor spending, travel trends, and overall economic impact. Symphony enables Discover Denton to analyze visitor origins, length of stay, and the tourism industry's contribution to our local economy—helping us make data-driven decisions, demonstrate ROI, and strengthen stakeholder engagement.



## HOUSEKEEPING ITEMS

If you would like to receive our Local's Guides or if you need more Visitor Guides, let us know



**VISITOR CENTER**

# Q3 RESULTS VISITOR VOLUME AND NET SALES

| VISITOR VOLUME | JUL   | AUG    | SEP   | Q3 SUMMARY |
|----------------|-------|--------|-------|------------|
| 2025           | 2,983 | 2,423  | 5,116 | 10,522     |
| 2024           | 3,402 | 3,007  | 3,282 | 9,691      |
| % CHANGE       | -12%  | -19.42 | +56%  | +8.5%      |

| NET SALES | JULY    | AUG     | SEP      | Q2 SUMMARY |
|-----------|---------|---------|----------|------------|
| 2025      | \$4,882 | \$3,729 | \$29,069 | \$37,680   |
| 2024      | \$5,919 | \$5,416 | \$4,619  | \$15,954   |
| % CHANGE  | -17,5%  | -31%    | +529%    | +136%      |

# VISITOR CENTER Q3 RECAP

## SEPTEMBER

- ✓ Sales for 2025 31 Days of Denton Halloween Merchandise began with Employee shirt pre-sale on September 18, 2025.
- ✓ Official 2025 31 Days of Denton Halloween Merchandise sale to the public began September 19, 2025 at the Discover Denton Visitors Center.
- ✓ Kaitlyn Stenzel became Acting Director of the Visitor Center and Retail Operations.



# VISITOR CENTER LOOKING AHEAD

## 31 DAYS OF HALLOWEEN

- ✓ North Texas Ghostbusters HQ
  - Covered part of the sign with NTX GB logo
  - Conference room will house memorabilia and gear
  - Visitors can view from sidewalk or interior of store
  - Flyer/poster
- ✓ Official City of Denton merchandise
  - T-shirts
  - Sweatshirts
  - Tote bags
  - Stickers
  - Koozies
  - Candles
  - Enamel pins
  - Postcards
  - Puzzles
- ✓ Official Information Center
- ✓ Start of the Skelly Hunt
- ✓ Start of the Halloween, Texas Spooky Trail





# TRANSITION UPDATE

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**KRISTI FRANZ &  
SCOTT BRAY**

The background image is a photograph of a three-story brick building, identified by a vertical neon sign as 'Camp Udon'. The sign is green with white lettering and is located on the corner of the building. The building has several windows, some with white frames and others with blue frames. In the foreground, there are street lamps, a signpost, and some parked vehicles. The image is overlaid with a large orange triangle on the left side and a dark blue triangle on the bottom right corner.

# DRAFT BYLAWS

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KRISTI FRANZ  
& SCOTT BRAY



# NOMINATIONS FOR EXECUTIVE COMMITTEE

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JAY DARSIE &  
KRISTI FRANZ

An aerial photograph of a city street festival. A large crowd of people is gathered on a wide street, with many tents and booths set up. In the background, a large brick building with 'WELLS FARGO' written on top is visible. Further back, a cathedral with a prominent dome and spire stands out against the sky. The scene is filled with trees and other city buildings. The image is overlaid with a large orange semi-transparent shape on the left and a dark green semi-transparent shape on the bottom right.

# QUESTIONS? OPEN DISCUSSION

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THANK YOU!  
MEETING ADJOURNED

Next Advisory Board Meeting:  
TBD