



City of Denton

City Hall
215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Meeting Agenda

Community Partnership Committee

Friday, March 20, 2026

9:00 AM

City Council Work Session Room

After determining that a quorum is present, the Community Partnership Committee of the City of Denton, Texas, will convene in a Regular Meeting on Friday March 20, 2026 at 9:00 a.m. in the Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas at which the following items will be considered:

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

This section of the agenda permits a person to make comments regarding public business on items not listed on the agenda. This is limited to two speakers per meeting with each speaker allowed a maximum of four (4) minutes.

2. ITEMS FOR CONSIDERATION

- A. [CPC26-005](#) Consider approval of the minutes of February 20, 2026 Community Partnership Committee meeting.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - Draft Minutes February 20, 2026](#)

- B. [CPC26-006](#) Receive a report, hold a discussion, and give staff direction regarding updates to the Hotel Occupancy Tax (HOT) Application and Scoring Rubric.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - Draft HOT 2027 Application](#)
[Exhibit 3 - Draft HOT 2027 Scoring Rubric](#)

- C. [CPC26-007](#) 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.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - Presentation](#)
[Exhibit 3 - Application](#)

- D. [CPC26-008](#) Management Report
1. Future Agenda Items

Attachments: [Future Agenda Items](#)

3. CONCLUDING ITEMS

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Community Partnership Committee or the public with specific factual information or recitation of policy, or accept a proposal to place the matter on the agenda for an upcoming meeting AND Under Section 551.0415 of the Texas Open Meetings Act, provide reports about items of community interest regarding which no action will be taken, to include: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen; a reminder about an upcoming event organized or sponsored by the governing body; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality; or an announcement involving an imminent threat to the public health and safety of people in the municipality that has arisen after the posting of the agenda.

NOTE: The Community Partnership Committee reserves the right to adjourn into a Closed Meeting on any item on its Open Meeting agenda consistent with Chapter 551 of the Texas Government Code, as amended, or as otherwise allowed by law.

CERTIFICATE

I certify that the above notice of meeting was posted on the official website (<https://tx-denton.civicplus.com/242/Public-Meetings-Agendas>) and bulletin board at City Hall, 215 E. McKinney Street, Denton, Texas, on March 16, 2026, in advance of the three (3) business day posting deadline, as applicable, and in accordance with Chapter 551 of the Texas Government Code.

OFFICE OF THE CITY SECRETARY

NOTE: THE CITY OF DENTON'S DESIGNATED PUBLIC MEETING FACILITIES ARE ACCESSIBLE IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT. THE CITY WILL PROVIDE ACCOMMODATION, SUCH AS SIGN LANGUAGE INTERPRETERS FOR THE HEARING IMPAIRED, IF REQUESTED AT LEAST TWO (2) BUSINESS DAYS IN ADVANCE OF THE SCHEDULED MEETING. PLEASE CALL THE CITY SECRETARY'S OFFICE AT 940-349-8309 OR USE TELECOMMUNICATIONS DEVICES FOR THE DEAF (TDD) BY CALLING 1-800-RELAY-TX SO THAT REASONABLE ACCOMMODATION CAN BE ARRANGED.



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

Consider approval of the minutes of February 20, 2026 Community Partnership Committee meeting.

BACKGROUND

The draft minutes from the Community Partnership Committee meeting held on February 20, 2026, are attached for the Committee's consideration and approval.

EXHIBITS

Exhibit 1 - Agenda Information Sheet

Exhibit 2 - Draft Minutes February 20, 2026

Respectfully submitted:
Matt Hamilton
Chief Financial Officer

Prepared By:
Sarah Burton
Administrative Assistant

City of Denton Community Partnership Committee

After determining that a quorum was present, the Community Partnership Committee of the City of Denton, Texas, convened in a Special Called Meeting on Friday February 20, 2026, at 9:00 a.m. in the City Council Work Session Room at City Hall, 215 E. McKinney Street, Denton, Texas.

PRESENT: Chair Joe Holland, Vice-Chair Vicki Byrd, and Member Brian Beck.

ABSENT: None

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

- None

2. ITEMS FOR CONSIDERATION

A. **CPC26-001** Hold a discussion and elect a Chair and Vice Chair for the Community Partnership Committee.

The item was presented, and discussion followed. Member Brian Beck brought the motion to re-elect Joe Holland as Chair and Vicki Byrd as Vice Chair, and Vicki Byrd seconded the motion.

(3) AYES: Joe Holland, Vicki Byrd, Brian Beck

(0) NAYS:

(0) ABSENT:

B. **CPC26-002** Consider the approval of the minutes of January 23, 2026, Community Partnership Committee meeting.

The item was presented, and discussion followed. Member Brian Beck brought the motion, and Vicki Byrd seconded the motion.

(2) AYES: Vicki Byrd, Brian Beck

(0) NAYS:

(0) ABSENT:

(1) ABSTAIN: Joe Holland

C. **CPC26-003** Receive a report and hold a discussion regarding the Hotel Occupancy Tax (HOT) Program Year 2025, and receive direction for updates to the HOT Program Year 2027 guidelines and application.

Chair Joe Holland would like hotel night stays to be emphasized. Member Beck shared point of view for a broader scope of the interpretation of Section 351 and be mindful to not limit ourselves. Vice Chair Byrd questioned whether the rubric allows for any subjective perspective and counseled the application reviewers to be professional and leave space to move in either direction. Committee members counseled about rebalancing the category values on the application rubric but concluded to keep it the same. Member Beck suggested offering positive and negative examples of applications for applicants.

Emily Wright, General Manager of Homewood Suites and TPID Chair, spoke and explained the challenges of getting consistent data from hotel guests regarding purpose of visits. Assistant City Manager Christine Taylor said all the tools we are implementing are helpful to get objective data for the applications, but there isn't one clean way to get the answer.

D. CPC26-004 Management Report

1. Update on Arts & Jazz

Item was presented and discussion followed. The organizers changed the date of the festival putting them outside the Fiscal Year for funding for in-kind sponsorships. Discussion followed with respect to considering adjustments.

2. Future Agenda Items

Item was presented and discussion followed.

3. CONCLUDING ITEMS

None.

With no further business, the meeting was adjourned at 9:57 a.m.

Joe Holland
Chair

Sarah Burton
Recording Secretary

MINUTES APPROVED ON: _____



City of Denton

City Hall
215 E. McKinney Street
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AGENDA INFORMATION SHEET

DEPARTMENT: Finance

ACM: Christine Taylor

DATE: March 20, 2026

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding updates to the Hotel Occupancy Tax (HOT) Application and Scoring Rubric.

BACKGROUND

The Hotel Occupancy Tax (HOT) funding application period opens annually in the Spring. Applications are reviewed by the Community Partnership Committee (CPC) with funding recommendations made to City Council. At the February 20, 2026 CPC meeting, the Committee provided direction on updates to the application and scoring rubric.

Staff is presenting these updates and requesting direction on changes from the Committee for the Program Year 2027 application cycle.

The final proposed program application will be presented for consideration at the next scheduled meeting on April 17, 2026.

EXHIBITS

- Exhibit 1 – Agenda Information Sheet
- Exhibit 2 – Draft HOT 2027 Application
- Exhibit 3 – Draft HOT 2027 Scoring Rubric

Prepared by:
Daniel Jones
Senior Grant Analyst

Respectfully submitted:
Matt Hamilton
Chief Financial Officer

A. Applicant Information (Eligibility and Compliance)

ORGANIZATION INFORMATION

- A.1 Organization Name
- A.2 Mailing Address
- A.3 Tax ID Number
- A.4 Name of Event
- A.5 Physical Address of the Event
- A.6 Phone Number
- A.7 Website

CONTACT INFORMATION (Primary Contact)

- A.8 First Name
- A.9 Last Name
- A.10 Title
- A.11 Phone Number
- A.12 Email

CONTACT INFORMATION (Secondary Contact)

- A.13 First Name
- A.14 Last Name
- A.15 Title
- A.16 Phone Number
- A.17 Email

GENERAL INFORMATION

- A.18 State your organization's mission and/or purpose.
- A.19 Event Start Date
Event End Date
- A.20 Describe the event for which funds are requested to support.
- A.21 Dollar amount request for HOT funds _____
- A.22 Please select the categories in which HOT funds are intended to be used.
 - Convention Centers and Visitor Information
 - Registration of Convention Delegates
 - Advertising, Solicitations, and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
 - Promotions of the Arts that Directly Promote Tourism and the Hotel Industry
 - Historical Restoration and Preservation Activities that Directly Promote Tourism and the Hotel Industry
 - Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
 - Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations, as listed in the Overview Section

E.4 List all anticipated expenditures for this event/program

Expense Description	Dollar Amount

F. Organizational Capacity (10 points)

- F.1 How many years has your event occurred: _____
- F.2 Number of full-time staff: _____
- F.3 Number of volunteers: _____
- F.4 Previously received HOT funding: Yes / No Year _____ Amount _____
- F.5 Successfully completed prior HOT reporting: Yes / No / N/A
- F.6 Will your organization be able to provide insurance coverage for the event?
- F.7 Describe the organization’s long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

G. Community Benefit and Alignment (10 Points)

- G.1 How does your event enhance Denton tourism identity?
- G.2 Does event attract visitors who otherwise would not visit Denton? Explain.
- G.3 Does event promote Denton cultural, artistic, historic, or recreational assets? Explain.
- G.4 Will event generate repeat tourism? Explain.

H. Reporting and Evaluation Plan (10 Points)

- H.1 Does your event require guests to purchase a ticket to attend? Yes or No. What is the ticket price?
- H.2 Does your organization gather data on attendees to your events/programs? If yes, how is data collected?
- H.3 What metrics will your organization be able to report after the event? (attendance, hotel nights, economic impact, marketing metrics, financial reconciliation, survey results, etc.)
- H.4 Quarterly Financial reporting and a post-event 30-day report will be required if awarded. What is your organization’s plan to be able to fulfill these reporting requirements?

Hotel Occupancy Tax (HOT) Fund Scoring Guide with Definitions and Examples

This document provides comprehensive scoring guidance, definitions, and examples for evaluating Hotel Occupancy Tax (HOT) Fund applications. The primary purpose of HOT funding is to directly promote tourism and generate overnight stays, in accordance with Texas Tax Code Chapter 351.

SECTION A: Eligibility & Compliance (Pass/Fail)

Applicants must be a government entity or nonprofit and must demonstrate alignment with eligible HOT fund uses including tourism promotion, arts, or convention-related activities.

PASS Example:

Nonprofit organization hosting a event with confirmed hotel room blocks and tourism promotion.

FAIL Example:

Local neighborhood event attended exclusively by local residents with no tourism component.

SECTION B: Tourism Impact (0–25 Points)

Measures the applicant's ability to generate overnight stays and attract visitors from outside the local area.

0–5 Points (Limited)

No hotel data provided. Event is primarily attended by local residents.

Example: Local community fair with no hotel partnerships.

6–15 Points (Moderate)

Some regional draw with estimated hotel usage.

Example: Event attracting visitors from nearby cities and utilizing hotel blocks coordinated with the CVB.

16–25 Points (Strong)

Strong documented hotel impact with confirmed room blocks.

Example: Multi-day event generating hotel nights and utilizing hotel blocks coordinated with the CVB.

SECTION C: Economic Impact (0–15 Points)

Measures measurable benefit to the local economy including restaurants, retail, and other local businesses.

0–5 Points (Limited)

Minimal economic impact.

Example: Small local event with limited attendance.

6–10 Points (Moderate)

Moderate attendance and economic activity.

Example: Regional event with moderate attendance.

11–15 Points (Strong)

Significant economic impact across multiple sectors.

Example: Large multi-day festival benefiting hotels, restaurants, and local businesses.

SECTION D: Marketing Plan (0–15 Points)

Measures the applicant's ability to effectively promote tourism.

0–5 Points (Limited)

Limited marketing efforts.

Example: Social media posts, local advertising only.

6–10 Points (Moderate)

Regional marketing plan.

Example: Paid regional advertising targeting the DFW metroplex.

11–15 Points (Strong)

Comprehensive marketing strategy targeting tourists.

Example: Regional and Statewide advertising campaign with tourism partnerships.

SECTION E: Budget & Fiscal Responsibility (0–15 Points)

Measures financial sustainability and responsible budgeting.

0–5 Points (Limited)

Limited budget without other funding sources.

Example: Requesting HOT funding to cover all event expenditures.

6–10 Points (Moderate)

Budget with some additional funding sources.

Example: HOT funds represent more than 50% of total funding.

11–15 Points (Strong)

Detailed budget with multiple funding sources.

Example: HOT funds represent less than 50% of total funding.

SECTION F: Organizational Capacity (0–10 Points)

Measures ability to successfully execute the project.

0–3 Points (Limited)

Limited evidence of planning and organizational capacity.

4–7 Points (Moderate)

A generalized plan that includes dedicated staff and volunteers.

8–10 Points (Strong)

Organization presents a detailed plan on event preparation and execution.

SECTION G: Community Benefit & Alignment (0–10 Points)

Measures cultural and tourism value.

0–3 Points (Limited)

Limited information provided on tourism or cultural value of the event.

4–7 Points (Moderate)

Moderate cultural and community benefit.

8–10 Points (Strong)

Strong alignment with tourism and community identity.

SECTION H: Reporting & Evaluation Plan (0–10 Points)

Measures accountability and reporting.

0–3 Points (Limited)

No reporting plan.

4–7 Points (Moderate)

Basic attendance reporting.

8–10 Points (Strong)

Detailed reporting including hotel impact tracking.

OUTSIDE FUNDING GUIDE

Strong applications include diversified funding.

High Scoring Example:

40% HOT funds, 40% sponsorships, 20% ticket revenue.

Low Scoring Example:

100% reliance on HOT funds.

FINAL SCORING INTERPRETATION

90–100 Points:	Exceptional – Priority funding
75–89 Points:	Strong – Recommended funding
60–74 Points:	Moderate – Partial funding consideration
Below 60 Points:	Not recommended



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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:
Daniel Jones
Senior Grants Analyst



Discover Denton Transition

Discover Denton
Kristi Franz – Executive
Director

Significant Progress Since Last Update

- City Council Approved Denton Destination Management & Marketing Organization Bylaws
- Denton DMMO Certificate of Formation Filed with the State of Texas
- Denton DMMO Employer Identification Number (EIN) Issued by the Internal Revenue Service



Staff Working to Create Master Agreement

City Staff is Drafting Master Agreement To Include the Following:

- Asset Transfer Agreement
 - Equipment
 - Files
 - Records
- Development Services Center Short-Term Lease
- Visitors Center Lease Assignment



Needed from Community Partnership Committee

Hotel Occupancy Tax Fund Transfer

- Denton DMMO Submitted Application to Transfer HOT Funds Previously Awarded to Discover Denton
- Denton DMMO Qualifies as a Non-Profit Organization
- City of Denton will License the Name 'Discover Denton' and all Intellectual Property Created During CVB's Time Under the City



Financial Picture

CVB/Discover Denton Administration	
HOT Funds Awarded Budget FY 2025-26	\$1,964,250
Expenses Year-To-Date	(\$672,606)
Encumbrances	<u>(\$15,821)</u>
Total	\$1,275,823

As of 3/9/2026

Action Requested from Community Partnership Committee



RECOMMENDATION TO CITY COUNCIL
REASSIGNING THE REMAINING HOT FUNDS
TO THE DENTON DMMO

Next Steps in Transition Process

- Present Master Agreement Ordinance to City Council Through and Individual Consideration Item at April Council Meeting
 - Asset Transfer Agreement (equipment, files, records)
 - Hotel Occupancy Tax (HOT) Agreement
 - Intellectual Property (IP) License
 - Development Services Center (DSC) Lease
 - Visitor Center Lease Assignment
- Denton DMMO Board Will Review and Approve All Agreements Provided in Form by City Council
- Master Agreement In Effect and Transfer Processes Begin
- Transition of Staff and Operations from City of Denton to Denton DMMO
 - Terminate City Employment and Begin Employment Under Denton DMMO
- Post-Transition Implementation
 - Fully Independent and Operational DMMO



Questions?

Thank You For Your Time and
Consideration

Terms and Conditions

Case Id:

Name: Denton Destination Management and Marketing Organization (DMMO)

Address: 401 N. Elm Street, Denton, TX 76201

Terms and Conditions

Disclaimer: Applicants must satisfy the following conditions to be considered for approval and may be denied without further review.

TERMS AND CONDITIONS

I acknowledge that I have read and understand each statement by initialing the terms and conditions within.

Must present, perform, exhibit, conduct workshops, or provide services and other activities that promote tourism and the hotel and convention industry.

Initial:

KF

Event or program must involve at minimum 200 or more attendees.

Initial:

KF

Must be based in the City of Denton.

Initial:

KF

Must be a governmental entity or non-profit Texas corporation, federally tax-exempt under the Internal Revenue Code.

Initial:

KF

Must demonstrate corporate good standing with the State of Texas at the time of application and throughout the program or contract period.

Initial:

KF

Must have segregated account for HOT funds to maintain and account for revenue provided from this tax

authorized by Texas Tax Code Section 351.101 (a) by using a separate checking account without commingling or a segregated fund accounting without commingling with other revenue or expenses. The funds may be maintained in the same bank account; however, if the HOT funds are invested in an interest-bearing account, then a separate account must be established for that sole purpose and may not commingle with any other money. All interest earned on the invested account will be considered restricted Hotel Occupancy Tax funds.

Initial:

KF

Must have a history of continuous, stable programming prior to the application date.

Initial:

KF

Must have an active governing body.

Initial:

KF

Must have programming, administrative practices, and board membership that does not discriminate on the basis of race, color, religion, age, pregnancy, national origin, sexual orientation or gender identity, citizenship, familial status, disability, or veteran status.

Initial:

KF

If previously funded, an applicant must have successfully fulfilled all prior contracts or program requirements.

Initial:

KF

A. Applicant Information

Case Id:

Name: Denton Destination Management and Marketing Organization (DMMO)

Address: 401 N. Elm Street, Denton, TX 76201

A. Applicant Information

Please provide the following information.

ORGANIZATION INFORMATION

A.1. Organization Name

Denton Destination Management and Marketing Organization (DMMO)

A.2. Mailing Address

401 N. Elm Street Denton, TX 76201

A.3. Name of Event

Destination Marketing Operations

A.4. Physical Address of the Event

Denton, TX

A.5. Phone Number

(940) 382-7895

A.6. Website

discoverdenton.com

PRIMARY CONTACT

A.7. First Name

Kristi

A.8. Last Name

Franz

A.9. Title

Executive Director

A.10. Phone Number

(816) 808-4125

A.11. Email

kristi.franz@discoverdenton.com

SECONDARY CONTACT

A.12. First Name

A.13. Last Name

A.14. Title

A.15. Phone Number

A.16. Email

B. Organization/Event Details

Case Id:

Name: Denton Destination Management and Marketing Organization (DMMO)

Address: 401 N. Elm Street, Denton, TX 76201

B. Organization/Event Details

Please provide the following information.

B.1. Event Start Date

06/01/2026 Estimated transition date

Event End Date

12/31/2026

B.2. Briefly state your organization's mission and purpose.

The mission of DMMO is to market and promote Denton in order to generate tourism demand for the destination, creating a positive economic impact for the City. The DMMO Marketing, Sales & Services, and Visitor Center teams work to deliver meaningful messages to the public and inspire them to choose Denton as their next travel and meeting destination by highlighting our notable attractions.

B.3. Describe the event in which funds are being requested to support.

DMMO is responsible for citywide tourism on an ongoing basis. The requested funding is used for General Administration, Marketing and Communications, Advertising, Tourism Promotional Materials, Convention Sales and Group Servicing, Destination Servicing, Visitor Center Operations, Sports Event Sales, Digital Agency Services, Website, Research, Analytics, and Travel for Conferences, Trade Shows, and Sales Missions.

B.4. Explain how your organization and/or event further a charitable cause, economic or community growth, or serve a public interest.

DMMO markets and promotes Denton in order to generate demand for the destination, creating a positive economic impact for the City. The DMMO Marketing, Sales & Services, and Visitor Center teams work to deliver meaningful messages to the public and inspire them to choose Denton as their next travel and meeting destination by highlighting our notable attractions.

B.5. Provide detail on how the requested funds will be used to support the event partially or in full.

As Denton's official Destination Marketing Organization, DMMO exists to market, promote, sell and engage potential visitors to Denton. This is achieved through clearly developing, articulating, and managing our community's brand and creating awareness for our destination and our local hotel partners. We strive to develop Denton as a premier business and leisure destination and utilize our platform as a mechanism to increase tourism revenue and tax dollars for our community.

B.6. If the total requested funding is not received, what will the organization do?

Cancel the event

- Postpone the event
- Downsize the event
- Fundraise for the event
- Look for other funding opportunities
- Other

Please specify

No major event impacts will occur if funding is not received

B.7. List all funding resources for this event.

Source	Dollar Amount
HOT Funds estimated remainder from CVB	\$1,200,000
Visitor's Center Retail Sales	\$115,000.00

B.8. List all anticipated expenditures for this event

Source	Dollar Amount
Operations and Personnel	\$1,200,000
	\$0.00
	\$1,200,000

B.9. What was the attendance of last year's event?

B.10. What is the estimated attendance for this year's event?

B.11. Does your organization gather data on attendees to your events/programs?

Yes

If yes, how is data collected?

We gather data on events, festivals, conferences, and tourism community at-large through the following means: Placer.AI, Smith Travel Research (STR), Source Strategies, Google Analytics, Dean Runyan Associates, and reporting from local hotel partners.

B.12. Does your event require guests to purchase a ticket to attend? Yes or No.

No

B.13. Explain in detail how the event, program, or exhibition marketing plan will promote the City of Denton. Include all marketing platforms that will be used.

With the success of the past couple of years and our Denton hotel market consistently outperforming pre-pandemic occupancy, ADR and revenue levels, DMMO will continue to focus on serving as the voice and driver of awareness for our local convention, tourism, and overall hospitality industry. We will continue to position Denton as an authentic and memorable travel destination to individual travelers and convention and event planners, with an objective to drive

additional hotel overnight stays and increase our partner hotel's occupancy revenues, ultimately leading to increased collection of Hotel Occupancy Taxes, which will benefit the entire Denton tourism, business, and residential community. Marketing platforms include: Google analytics, Simpleview, Sprout Social, Bandwango, Threshold360, TrueOmni, Act-on, Placer AI

C. HOT

Case Id:

Name: Denton Destination Management and Marketing Organization (DMMO)

Address: 401 N. Elm Street, Denton, TX 76201

C. HOT

Please provide the following information.

C.1. Are you applying for HOT funds? *If yes, then you will continue with questions below. If no, then you would complete and continue to go to the next section.*

Yes

C.2. Amount Requested

\$1,200,000 estimated remaining HOT funds from CVB/Discover Denton FY 2025-26 allocation

C.3. Select the use of HOT funds

- Convention Centers and Visitor Information
- Registration of Convention Delegates
- Advertising, Solicitations and Promotions that Directly Promote Tourism and the Hotel and Convention Industry
- Promotions of the Arts that Directly Promote Tourism and Hotel Industry
- Historical Restoration and Preservation Activities that Directly Promote Tourism and Hotel Industry
- Sporting Event Expenses that Substantially Increase Economic Activity at Hotels
- Funding transportation systems for transporting tourists from hotels to and near the city to any of the following destinations as listed in the Overview Section
- Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality
- Administration

C.4. How many people attending the event will use Denton Hotels?

250,000

C.5. Estimated days that attendees will stay at hotel (including vendors and performers)

2-5 days; average 3 day stays. Approximately than 650,000 room nights.

C.6. Do you reserve room blocks in the area of the event?

No

If yes, how many rooms and provide the name of hotel(s).

Name of Hotel	Number of Rooms	Rate of Room
---------------	-----------------	--------------

NA	0	\$0.00
	0	\$0.00

If no, do you need assistance with reserving hotel room blocks?

No

C.7. Is the event held on city property?

Yes

If yes, where?

Location Name	Address
Citywide	

C.8. Will your organization be able to provide insurance coverage for the event?

Yes

C.9. How does the requested budget meet the definition of the HOT categories listed in the Program Overview Section on this application?

As Denton's official Destination Marketing Organization (Convention and Visitors Bureau), DMMO exists to marketing, promote, sell and engage potential visitors to Denton. This is achieved through clearly developing, articulating, and managing our community's brand and creating awareness for our destination and our local hotel partners. We strive to develop Denton as a premier business and leisure destination and utilize our platform as a mechanism to increase tourism revenue and tax dollars for our community. Our overall efforts were incredibly impactful, contributing to over 70% hotel occupancy, approximately 650,000 occupied hotel room nights, and over \$66 million in room revenue for Denton hotels. In addition, our website (discoverdenton.com) received 50,000 unique visitors a month and generated over 65,000 referrals to partner and event websites, which strongly contributed to revenue opportunities for those businesses. Furthermore, our Sales team efforts generated group bookings with Denton hotels in 2024, representing a multi-million dollar economic impact

C.10. Describe in detail how your event, program, or exhibition will promote tourism and the hotel and convention industry.

For close to 50 years, the Denton Chamber of Commerce and Discover Denton (now DMMO) have been in partnership with the City of Denton and the Hotel Occupancy Tax contract. The partnership allows us to promote and attract convention and tourism business to Denton. The DMMO Marketing Plan outlines in detail the program initiatives for the use of our HOT Fund Budget.

C.11. Describe the organization's long-term plan (3-5 years) concerning the program, event, or exhibition that HOT funds are being requested.

To transition the administration of all HOT funding to DMMO. With the success of the past couple of years and our Denton hotel market consistently outperforming pre-pandemic occupancy, ADR and revenue levels, DMMO will continue to focus on serving as the voice and driver of awareness for our local convention, tourism, and overall hospitality industry. We will continue to position Denton as an authentic and memorable travel destination to individual travelers and convention and event planners, with an objective to drive additional hotel overnight stays and increase our partner hotel's occupancy revenues, ultimately leading to increased collection of Hotel Occupancy Taxes, which will benefit the entire Denton tourism, business, and residential community.

D. Sponsorship

Case Id:

Name: Denton Destination Management and Marketing
Organization (DMMO)

Address: 401 N. Elm Street, Denton, TX 76201

D. Sponsorship

Please provide the following information.

D.1. Are you applying for Sponsorship funds? *If yes, then you will continue with questions below. If no, then you would complete and continue to go to the next section.*

No

FRANCHISE TAX ACCOUNT STATUS

This record as of March 11, 2026 at 13:51:09

DENTON DESTINATION MANAGEMENT & MARKETING ORGANIZA

Texas Taxpayer Number: 32104487361

Mailing Address: 401 N ELM ST
DENTON, TX 76201 - 4137

Right to Transact Business in Texas: ACTIVE

State of Formation: TX

SOS Registration Status (SOS status updated each business day): ACTIVE

Effective SOS Registration Date: 02/18/2026

Texas SOS File Number: 0806450380

Registered Agent Name: KRISTINA KAY CRISWELL

Registered Office Street Address: 401 N ELM STREET
DENTON, TX 76201

Public Information Report

Title	Name and Address	
Report not on File		



[Home](#) / [File](#) / [Get an employer identification number](#)

/ [Apply for an Employer Identification Number \(EIN\) online](#)

Apply for an Employer Identification Number (EIN)

Use this assistance to apply for and obtain an Employee Identification Number (EIN)



EIN Assignment

Congratulations! Your EIN has been successfully assigned.

Save and/or print this page and the confirmation letter below for your permanent records.

[Print Page](#)

Your EIN

Your EIN Details

EIN assigned	41-4612187
Legal name	DENTON DESTINATION MANAGEMENT & MARKETING ORGANIZATION
Name control	DENT
Confirmation letter	<p>This confirmation letter is your official IRS notice and contains important information regarding your EIN:</p> <p>Download EIN confirmation Letter [PDF]</p>

Summary of your information

Legal Structure

Organization Type	NON-PROFIT/TAX-EXEMPT ORGANIZATION
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Non-Profit/Tax-Exempt Organization Information

DENTON DESTINATION MANAGEMENT &

Legal name	DENTON DESTINATION MANAGEMENT & MARKETING ORGANIZATION
Trade name/doing business as	DISCOVER DENTON
County	DENTON
State/Territory	TX
Start date	February 2026

Addresses

Physical Location	401 NORTH ELM STREET DENTON TX 76201
Phone Number	940-220-4382
Mail directed To	

Responsible Party

Name	KRISTINA KAY CRISWELL
SSN/ITIN	XXX-XX-5203

Employee Information

Date wages or annuities will be paid	April 2026
Number of agricultural employees	0
Number of other employees	14

Number of other employees	14
Tax Liability of \$1000 or less during calendar year	NO

Principal Business Activity

What your business/organization does	SERVICE
Principal product/service	MARKETING FOR TOURISM AND SALES PROMOTION

Additional Non-Profit/Tax-Exempt Organization Information

Owns a 55,000 pounds or greater highway motor vehicle	NO
Involves gambling/wagering	NO
Involves alcohol, tobacco, or firearms	NO
Files Form 720 (Quarterly Federal Excise Tax Return)	NO
Has employees who receive Forms W-2	YES
Reason for Applying	CHANGED TYPE OF ORGANIZATION

Additional Information about your EIN

When can you use your EIN?

This EIN is your permanent number and can be used immediately for most of your business needs, including:

- Opening a bank account
- Applying for business licenses
- Filing a tax return by mail

However, it will take up to two weeks before your EIN becomes part of the IRS's permanent records. You must wait until this occurs before you can:

- File an electronic return
- Make an electronic payment
- Pass an IRS Taxpayer Identification Number (TIN) matching program

Next Steps

You can download IRS forms, publications, and tax returns at <https://www.irs.gov/formspubs>


Need to make a correction?

If you need to make changes to your organization's information, you must do so in writing and mail the information to the address provided at <https://www.irs.gov/businesses/business-name-change> 

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Exit Application

[Apply for another EIN](#)



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Meeting Date	Item	Legistar ID	Department Involved	Estimated Time (mins.)
Friday, April 17, 2026	Q2 Contingency Requests		Grants	10
	Confirm HOT/Sponsorship application window, Program/application/rubric refinements, and CVB % allocation target.		Grants	15
	Organization selections for presentations		Grants	10
	Special Events update on standardized parade routes		Parks	20
	After Action Reports (Denton Community Winter Market, Tejas Storytelling, Thin Line)		Grants	15
	Update to Neighborhood Block Party process improvement		Parks	15
				85
Friday, May 22, 2026	Event Presentations		Grants	90
				90
Friday, June 12, 2026	Q3 Contingency Requests		Grants	10
	Event Presentations		Grants	90
				100
Friday, July 24, 2026	After Action Reports (Boil Buddies, Amplify, Cinco, Touch a Truck, Juneteenth, July 4)		Grants	15
	CPC funding recommendations for HOTPY 2027 and Sponsorship FY26-27		Grants	60
				75