



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Discover Denton

CM: Sara Hensley

DATE: December 12, 2025

SUBJECT

Receive an update from staff on the Convention and Visitors Bureau.

BACKGROUND

Staff is providing a quarterly update to the Committee regarding Sales and Services for Discover Denton. This update includes metrics on bookings and leads, service team and sales team updates, partnerships, networking events, and hotel performance report for Q3 2025.

EXHIBITS

Exhibit 1 - Agenda Information Sheet
Exhibit 2 - Presentation

Respectfully submitted:
Kristi Franz
Executive Director