



**FOR IMMEDIATE RELEASE**

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## **Discover Denton Transitions to Independent 501(c)(6) Destination Organization**

**DENTON, TX** – Effective May 23, 2026, Discover Denton officially became an independent 501(c)(6) nonprofit organization operating as the Denton Destination Management and Marketing Organization, doing business as Discover Denton.

The transition marks a significant milestone for the organization and the future of tourism in Denton. As an independent destination organization, Discover Denton will continue promoting the city as a premier destination for visitors, meetings, events, sports tourism, arts and culture, and hospitality experiences.

“After conducting a thorough study of organizations across our industry, it was determined that transitioning to a stand-alone destination management and marketing organization was the best path forward for promoting tourism in Denton,” said Glenn Carlton, Board Chair of Discover Denton. “This transition positions us to be more focused, strategic, and innovative in how we support our local hospitality industry and grow visitation to our community.”

The move to an independent structure follows nearly two years of planning and collaboration among Discover Denton leadership, community stakeholders, and local partners. The organization will continue working closely with hotels, businesses, attractions, and community organizations to drive economic impact through tourism.

“We are incredibly grateful to the Discover Denton staff, the City of Denton, Denton Chamber of Commerce, community leaders, and our many partners who supported this transition from beginning to end,” said Carlton. “Most importantly, we are thankful for the leadership and dedication of Executive Director Kristi Criswell, whose commitment helped make this vision a reality. We are excited for the future of Discover Denton and the opportunities ahead for our community.”

“This transition represents an exciting new chapter for Discover Denton and for the tourism industry in our community,” said Kristi Criswell, Executive Director/CEO of Discover Denton. “As an independent organization, we are better positioned to focus exclusively on growing visitation, supporting our hospitality partners, and elevating Denton’s unique character as a destination. We look forward to building on the strong foundation that has been established and continuing to generate economic impact that benefits our businesses, residents, and community for years to come.”

As an independent organization, Discover Denton will remain committed to showcasing Denton’s unique identity through destination marketing, group sales, visitor services, special events, and tourism development initiatives that contribute to the city’s continued economic growth.

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