



Denton Convention & Visitors Bureau Restructuring Analysis

Denton, Texas

Hunden Partners was engaged by the City of Denton to provide an assessment of the opportunity to restructure the Convention & Visitors Bureau (CVB) organization in Denton, Texas, known as Visit Denton TX. As part of the study, Hunden identified models of CVB structures throughout Texas and the U.S., including government agency (city or county) and independent agency (such as a not-for-profit 501(c) organization) models. Through analysis of case studies, Hunden determined the advantages and disadvantages of the various structures, especially related to:

- Funding,
- Governing and accountability,
- Administrative, and
- Other factors.

Hunden interviewed leadership to understand how and why they are successful, the advantages and disadvantages to their current organizational structures, budget allocation, funding sources and structures, personnel and accountability, accounting systems, and product developments and achievements, including incentives and tools used, as well as key outcomes. Since completion of the study, the City of Denton has adopted the Hunden's recommendations to restructure the organization.

Client: City of Denton

Time Period: 2024