



FOR IMMEDIATE RELEASE

Emily Bain • (940) 220-4373 • Emily.Bain@discoverdenton.com

Kristi Franz Named Executive Director of Discover Denton

DENTON, TX, June 23, 2025 –Discover Denton is proud to announce Kristi Franz as its new Executive Director, effective June 23, 2025.

Franz brings more than a decade of leadership in tourism and destination marketing to the role. She has a proven track record of growing visitor economies, building community-driven brands, and delivering award-winning campaigns. She most recently served as Director of Explore Siouxland, Iowa where she led the organization through record-setting growth and a major rebrand that better reflected the region's identity and spirit.

Her achievements include receiving the prestigious Hospitality Sales and Marketing Association International (HSMIA) Gold Adrian Award for destination marketing excellence during her time with Visit Independence, Missouri, and earning the 2024 McDaniel Individual Professionalism and Lifetime Achievement Award for her contributions to the industry.

Throughout her career, Franz has established successful destination organizations from the ground up, developed public-private partnerships, and elevated regional visibility through innovative, data-driven strategies. Her commitment to community collaboration and strengthening local economies through tourism makes her an exceptional choice to lead Discover Denton into its next chapter.

“Kristi’s energy, experience, and vision will be a tremendous asset to Denton,” said Dustin Sternbeck, City of Denton’s Chief Communications Officer. “She understands the value of what makes a destination stand out and we’re excited to see how she brings that expertise to our community.”

Contact: Emily Bain, (940) 220-4373, Emily.Bain@discoverdenton.com

###