

Addison Tourism Public Improvement District (ATPID) Service & Assessment Plan for 2025 -2034

The Addison Tourism Public Improvement District (ATPID) supplements the existing local hotel tax funding for the Addison sales and marketing budget in order to generate increased leisure, business, and large group business to Addison hotels. The Service Plan is formulated to positively impact this visitation to Addison overnight accommodations through strategic expenditures that must be approved and are overseen by a Board of Directors for the Tourism District. The voting members of this TPID Board of Directors is solely composed of a representative group of hoteliers from within the city. The proposed Tourism Public Improvement District is designed to ensure that Addison is able to successfully compete with other Texas cities and with cities across the country for an increased market share of leisure, event, and group hotel activity.

PROJECTED EXPENDITURES

SERVICE PLAN	%	2025	2026	2027	2028	2029
Marketing	35%	535,500	546,210	557,134	568,277	579,642
Sales	50%	765,00	780,300	795,906	811,824	828,061
Research	5%	76,500	78,030	79,591	81,182	82,806
Admin	10%	153,000	156,060	159,181	162,365	165,612
TOTAL		\$1,530,000	\$1,560,600	\$1,591,812	\$1,623,648	\$1,656,121
SERVICE PLAN	%	2030	2031	2032	2033	2034
Marketing	35%	591,325	603,060	615,121	627,424	639,972
Sales	50%	844,622	861,514	878,745	896,319	914,246
Research	5%	84,462	86,151	87,874	89,632	91,425
Admin	10%	168,924	172,303	175,749	179,264	182,849
TOTAL		\$1,689,244	\$1,723,029	\$1,757,489	\$1,792,639	\$1,828,492

Marketing (Advertising and Promotion) Initiatives

Thirty-Five (35%) of the annual ATPID budget will be allocated to increased marketing initiatives to drive more hotel activity to Addison. Up to 10% variance can be allowed in the amount to be allocated under this category. Amounts within this category that are not used by the end of the fiscal year may be rolled over within the same budget category in the following year's budget.

All advertising and promotion initiatives will be designed to increase business travel, leisure, meeting, and group business at Addison hotels and may include but are not limited to:

- Increased internet marketing (advertising and promotion) efforts such as email blasts, digital ads, programmatic placements, to grow awareness and drive higher overnight visitation and room sales.
- Additional print ads in magazines and newspapers targeted at potential visitors to drive increased overnight visitation to assessed hotels within the District;
- Preparation and production of new collateral and promotional materials such as brochures, flyers and maps to increase room night activity;
- Development and implementation of an enhanced and new public relations and communications strategy, designed to increase overnight visitation at assessed hotels within the District;
- Development and implementation of an enhanced travel writer/social media influencer program designed to increase overnight visitation at assessed hotels within the District;
- Obtain services of a public relations agency to assist in national pitches.

Sales (Conventions, Meetings, Sports) Initiatives

Fifty percent (50%) of the annual TPID budget will be allocated to increased Sales initiatives. Up to 10% variance can be allowed in the amount to be allocated under this category. Amounts not used within this category by the end of the fiscal year may be rolled over into the same budget category in the following year's budget.

All sales initiatives are designed to increase state, regional, and national awareness of Addison as a meetings, conventions, and sports destination and foster subsequent bookings in district hotels. Such efforts will include but would not be limited to:

Sales Servicing

With an additional influx of prospective clients and actualized business from different group segments additional staff servicing will likely also be required. Current hotel occupancy tax fund levels have allowed us to service the existing framework for serving our clients, but we will need to expand those services with focuses on additional anticipated sports business, national sales, and leisure sales. The ATPID Board will work closely with the Addison Tourism and Marketing Department on what augmented staffing pattern would produce the greatest return on investment (ROI).

Tradeshows/Sales Missions

A focus on new market segments means involvement in new tradeshows and site visits. To ensure success, Addison must increase its involvement with key associations and organizations. Current hotel occupancy tax fund levels have focused co-op partnerships with the State of Texas, but we have not been able to attend other events in a cost-effective basis that would get us in front of multiple industry segments through entities such as CVENT, Connect, and others.

Events Bid Fund

The limited ability to use Addison's Hotel Support Program as incentives for large groups critically limits Addison's ability to incentivize groups. A separate ATPID hotel support fund will provide additional sales (business recruitment) incentives to maintain and attract new meetings, conventions, events and business travel that will have a significant impact on demand for hotel activity.

Research

Five percent (5%) of the annual TPID budget would be allocated for increased visitor research initiatives that analyze the impact of ATPID marketing and sales initiatives in driving more hotel activity, tourism and positive visitor impressions for Addison. Research costs may include, but would not be limited to the following:

Research

Growing our tourism and hotel activity reach will require a continued dedication to prospecting and using research metrics to ensure a strong ROI from the sales and marketing initiatives undertaken by the ATPID. Current hotel occupancy tax fund levels have allowed us to conduct research using Placer AI. With the TPID funding, we will be able to utilize higher level and more accurate and strategic ROI research programs as well as additional industry leading sales prospecting tools.

If dollars are left unspent in the Research/Administration category at the end of the year, they may be divided among Marketing (Advertising and Promotion) and Sales (Business Recruitment) using the following ratios: 35% to Marketing (Advertising and Promotion), 50% to Sales (Business Recruitment).

Administrative Costs

Ten percent (10%) of the annual ATPID budget would be allocated to administration. The collection of tourism PID fees will produce certain costs to the Town of Addison and to the ATPID that the ATPID will have to reimburse. The ATPID will need to cover limited additional costs to Addison for administration of the district and supplemental finance and accounting help that will be needed to administer the ATPID funds.

If dollars are left unspent in the Administration budget at the end of the year, they may be divided among Marketing (Advertising and Promotion) and Sales (Business Recruitment) using the following ratios: 35% to Marketing (Advertising and Promotion), 50% to Sales (Business Recruitment).