





frisco FISCAL YEAR 2025-2027 STRATEGIC PLAN

CORE VALUES	VISION	MISSION
Champion The Frisco Experience • Serve Our Community • Stand Together For DEI • Innovate Strategically • Strategize Game Plans • Cheer Each Other On	Frisco. Where everyone comes to play and is inspired to stay.	We champion the Frisco experience.

STRATEGIC PILLARS	 DESTINATION SALES & MARKETING	 DESTINATION EXPERIENCE	 COMMUNITY ENGAGEMENT	 INNOVATIVE ORGANIZATION
STRATEGIC INITIATIVES	<ul style="list-style-type: none"> • Increase destination awareness to new and existing target audiences • Establish action plan for pursuing, hosting, and ensuring success of high-impact events • Prioritize long-range group business strategy 	<ul style="list-style-type: none"> • Establish and implement World Cup preparation plan • Launch destination training • Enhance visitor awareness of arts and culture 	<ul style="list-style-type: none"> • Build intentional community engagement strategy • Expand partner engagement • Establish levels of engagement for major demand generators/attractions • Collaborate with the public and private sector to advocate for workforce solutions 	<ul style="list-style-type: none"> • Identify and measure/track new KPIs/metrics of success for meetings & conventions • Identify and invest in key research/data needs • Enhance workplace culture of belonging focused on trust and communication • Embrace role of emerging technology in travel and hospitality industry
TARGETS	<ul style="list-style-type: none"> • Establish definitions, KPIs, and success measures of high-impact events Q4 FY25 • Progressively increase investment by at least 10% and expand marketing focus on leisure markets • Establish plan to increase multi-year and long-term group bookings Q4 FY24 • Identify and launch marketing strategies in national and international markets Q1 FY25 	<ul style="list-style-type: none"> • Secure Tourism Friendly Texas Certified Community Designation by Q3 FY25 • Conduct destination brand perception study by Q2 FY25 • Expand Team Frisco by Q3 FY25 for World Cup collaboration • Identify outsource partner for destination training by Q1 FY25 • Grow Frisco Live programming by Q2 FY25 	<ul style="list-style-type: none"> • Conduct resident sentiment survey Q1 FY25 and analyze results • Build measurable community engagement plan to elevate community's awareness of visitor economy Q1 FY26, implement plan FY27 • Identify workforce solutions case studies Q2 FY25 • Develop parameters and variables for demand generator engagement Q1 FY26 • Conduct tourism partner gap analysis in Q4 FY25 	<ul style="list-style-type: none"> • Establish hotel partner sales committee Q3 FY25 • Build employee engagement program and plan based on Gallup results that supports team culture, professional development, and personal growth Q1 FY25 • Research and identify 1st party data collection strategies Q1 FY25, implement action Q2 FY26 • Identify new technology and adoption timeline to invest and implement FY27