

2022-2031

Frisco Tourism Public Improvement District

Service Plan

Convention & Sports Sales: 53%

- Utilize TPID funds to enhance the ability of Visit Frisco to incentivize group conventions, meetings and sports bookings/tournaments.
- Utilize TPID funds to enhance Visit Frisco's ability to incentivize individual hotel group bookings during need dates or when competing directly with another city or venue based on TPID Board established ROI criteria.
- Assure a return on investment for every dollar provided by Frisco TPID based on policy criteria established by the Frisco TPID Board of Directors.
- Sponsor and host additional meetings and sports conventions for increased exposure of TPID hotels and venues to planners, tournament directors, rights holders.
- Increase staff presence at key tradeshows and identify new tradeshows that previously could not be funded.
- Enable additional TPID hotel partners to attend key tradeshows and marketplaces with Visit Frisco staff;
- Expand participation in existing tourism industry partnership programs and establish new partnerships for increased exposure in the meetings & sports markets, in order to increase bookings.
- Utilize TPID funds to enhance the destination through targeted destination training.

Marketing: 38%

- Expand marketing initiatives in new markets based on research, including but not limited to print and digital advertising.
- Expand in-market activations based on research of key markets.
- Implement new campaign and sponsorships at national sporting events in advance of their events in Frisco.
- Expand tradeshow presence in all markets through sponsorships and activations.
- Expand Site 365 and fam tours to allow for more client site inspections.
- Obtain services of high-profile public relations agency to assist in national pitches.
- Create quarterly emailer communications to all TPID partner hotels.
- Assure a return on investment for every dollar provided by Frisco TPID based on policy criteria established by the Frisco TPID Board of Directors.

Administrative and Research: 9 %

- **Administration:**

- Visit Frisco Executive Director will oversee the implementation and administration of the work of the Frisco TPID, subject to the oversight of the Frisco TPID Corporation Board.
- Texas Hotel & Lodging Association Legal Staff will provide overall counsel to the Frisco TPID Corporation Board of Directors and Visit Frisco and other city staff as outlined in a professional services agreement. These services shall include setting up the Frisco TPID Corporation and advising on legal issues impacting the operation of the TPID with consultation as appropriate with city legal staff.
- Visit Frisco shall work with City of Frisco Financial Services Dept on the allocation of the funds from the City to Visit Frisco.
- Visit Frisco will accomplish the monthly reporting of TPID fund use and related financial, accounting and tax reports; this could include funding staffing positions or contracting with an outside agency to handle the financials, accounting, tax reports, and audits.
- Visit Frisco shall, subject to approval of the Board of Directors of the Frisco TPID Corporation, develop the annual TPID budget and TPID program guidelines regarding the allocation of TPID funds for supplemental marketing and sales programs including potential incentives to individual hotels that participate in TPID board approved sales incentives.
- Visit Frisco shall work with its staff and outside contract agencies to provide quarterly financial reporting to the Frisco TPID Board of Directors, the City and shall make such information available to all TPID participants.
- The Frisco TPID shall hold quarterly meetings of the Frisco TPID Board of Directors.
- The Frisco TPID shall hold an annual meeting for all Frisco TPID hotels to provide a report and update on the work of the District.
- The Frisco TPID Board of Directors may transfer allocations between sales and marketing funds each fiscal year based on a majority vote of the Board.

- **Research:**

- Expand research efforts regarding third party data to determine and validate proposed marketing and sales initiatives and track metrics on the impact of sales and marketing activities funded by the TPID. Such research could include perception studies, awareness of destination studies, focus groups, economic impact analysis, resident tourism sentiment studies, arrival into market studies.
- As directed by TPID Board of Directors, TPID funds could be used to hire a Director of Research or Senior Business Analyst and/or a contract agency.

