

# 2020-2029

## Frisco Tourism Public Improvement District Service Plan

### Administrative Scope of Work: 3%

- Visit Frisco Executive Director, and Texas Hotel & Lodging Association staff, will provide overall management of the Frisco TPID in collaboration with the TPID Board of Directors
- Work with City of Frisco Financial Services Dept on distribution of funds and monthly reporting of fund use to TPID Board; this could include partially funding a staffing position to handle the financials and/or fully funding a Director of Research or Senior Business Analyst
- Develop guidelines and budgets for individual allocation of funds to participating hotels
- Develop guidelines and budgets for Visit Frisco sales, marketing and sports department uses of fund as outlined in the subsequent sections
- Work with TPID Board of Directors to provide quarterly financial reporting to TPID participants
- Biannual meetings of TPID hotels for reporting and updates
- 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 Scope of Work: 4%

- Expand research efforts for third party data to support marketing efforts and track metrics on results of TPID funding, which could include perception studies, awareness of destination studies, focus groups, economic impact analysis, resident sentiment studies, arrival into market studies.

### Marketing Scope of Work: 39%

- Expand Site 365 and fam tours to allow for more client site inspections
- Expand efforts 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
- Obtain services of high-profile public relations agency to assist in national pitches
- Create quarterly emailer communications to all TPID partner hotels

## Convention & Sports Sales Scope of Work: 54%

- Expand participation in existing industry partnership programs and retain new partnerships for increased exposure in the meetings & sports markets, resulting in increased bookings
- Increase staff presence at key tradeshow and identify new tradeshow that previously could not be funded
- Sponsor and host meetings and sports conventions for increased exposure of our hotels and venues to planners, tournament directors, rightsholders
- Utilize TPID funds to incentivize group conventions, meetings and sports bookings/tournaments
- Utilize TPID funds to incentivize hotel bookings during need dates or when competing directly with another city or venue
- Allow hotel partners to attend key tradeshow and marketplaces with Visit Frisco staff; TPID funding would pay for registration only for these events
- Assure a return on investment for every dollar provided by Frisco TPID based on policy criteria established by the Frisco TPID Board of Directors