



ADDISON



EVENT STRATEGY

October 8, 2019

Why a Special Events Strategic Plan?



Why a Special Events Strategic Plan?

- Addison invests considerable resources to support the planning, promotion and infrastructure required to host events, attract visitors and encourage spending in Addison.
- Addison events and their associated marketing and media coverage are important components in the overall branding strategy, external identity, and tourism destination development of Addison.
- Changes in infrastructure, the evolving events landscape of DFW area, and the rising experiential expectations of modern event-goers and planners require a focused, strategic approach to events and tourism.

Primary Issues Facing Addison Events & Tourism

- Segmented Approach to Tourism & Destination Marketing
 - Missed opportunities to reach visitors, extend length of stay and dollars spent
 - Piecemeal marketing versus selling the complete destination experience
- Increasing Competition
 - Events & venues competing with new programs & construction for attendees/bookings, sponsors and tourism dollars
- Redevelopment & Venue Limitations
 - Lack of large indoor venues & changing site capabilities due to redevelopment
- Lack of Centralized Framework for Outside Planners
 - Planners seeking a one-lead system and support for 3rd party meetings/events
 - Internal processes for supporting 3rd party events could be more efficient

Strategic Approach to Events & Tourism

- Vision
 - Addison offers dynamic event and destination experiences year-round, attracting and engaging visitors from throughout Texas and across the country.
- Core Commitments
 - Enhance the impact of events
 - Create quality experiences
 - Focus on venue redevelopment & adapt to change
 - Increase awareness
 - Focus on operational sustainability
- 5 Year Plan
 - Chapter 8 of the Strategic Plan Report provides specific objectives and timeframes

Six Strategic Goals





Enhance Event Product and Calendar

Desired Outcomes

- Offer a comprehensive annual calendar of events and attractions that provide distinctive, quality experiences and attract visitors.
- Reinforce Addison's reputation as a premier event destination.



Excellence in Event Asset Management & Development

Desired Outcomes

- Existing events, the new DART Silver Line and future area development are successfully integrated and aligned.
- Redevelopment at the Addison Airport supports continued operation of the Addison Kaboom Town! air show and fireworks display.



Winning Strategic Alliances

Desired Outcomes

- Addison coordinates with attractions, third-party planners, hotels and restaurants to sell Addison as a comprehensive destination
- Social media used to build customer engagement, loyalty and awareness.



Focus on Event & Destination Marketing

Desired Outcomes

- Marketing increases the number of visitors, spending and economic impact.
- Centralized point-of-contact to service provided to meeting/event planners.



Maximize ROI, Effective Financial & Risk Management

Desired Outcomes

- Evaluation matrices developed to measure success and benefit/cost ratio of both Addison events and third-party events with funding support.
- Risk and emergency management plans enhanced, with resources in place.

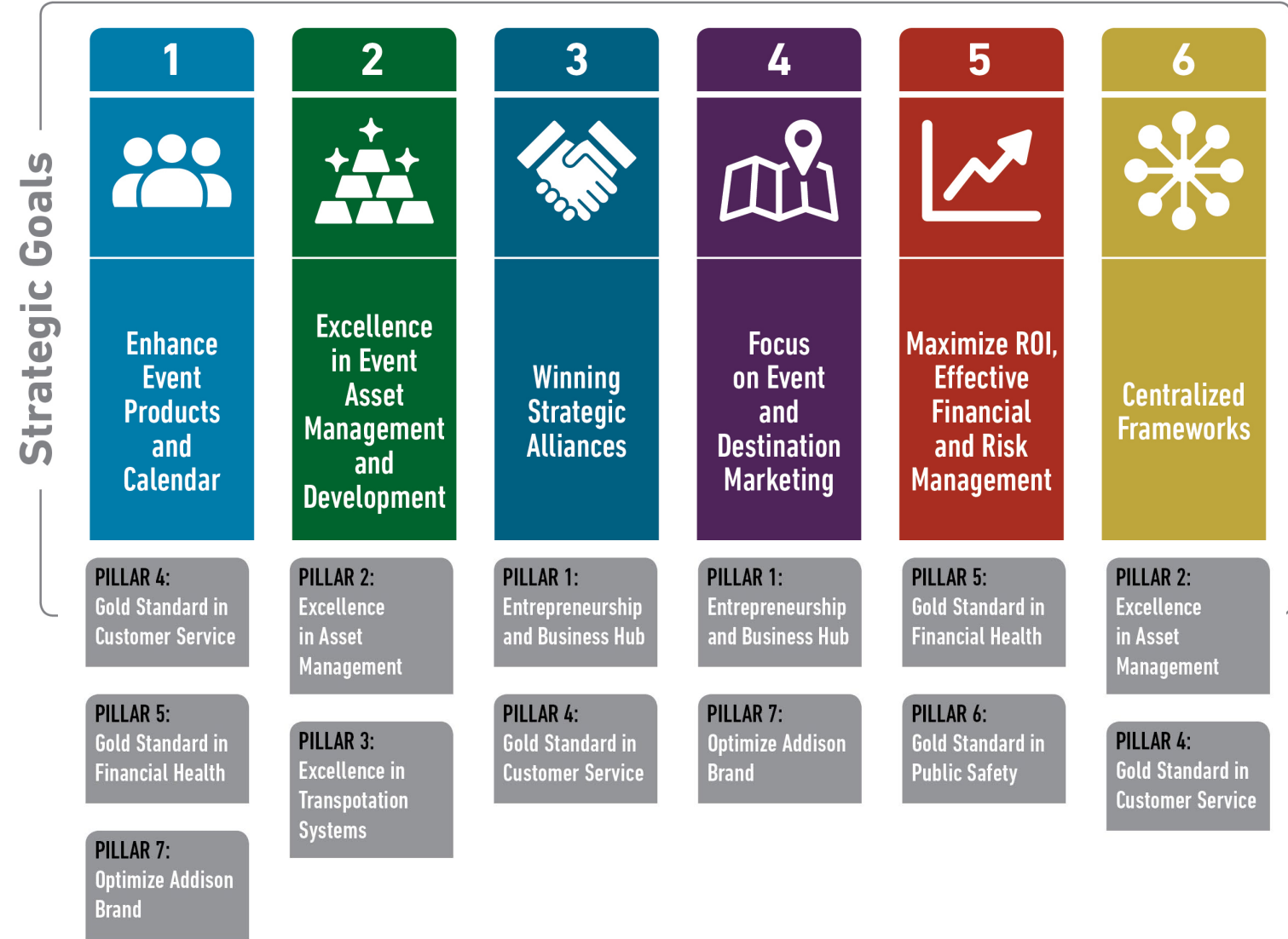


Centralized Frameworks

Desired Outcomes

- Centralized process in place to receive, track and review event permit requests and provide support services.
- Website, social media and other IT platforms enhanced to meet the expectations of modern consumers.

Strategic Goals Support Addison Pillars



FY2020 Strategic Plan Objectives

Special Events

- Expand the annual event calendar (both Addison-produced and 3rd Party).
- Implement a uniform event evaluation process incorporating statistics, attendee feedback and staff observations.
- Review and refine event emergency management plans; consider event layouts, venue design concerns, and changes in traffic management.
- Work with departments to align future Addison Circle development plans with event and tourism goals; prepare transition plans for impacted events.
- Initiate a review of the event permit process and identify ways to streamline it.

FY2020 Strategic Plan Objectives

Marketing & Tourism

- Incorporate the development of specialized event marketing plans into the next 3-year communication plan.
- Increase leisure traveler advertising and expand focus to outlying areas.
- Develop innovative social media content and expand our digital footprint.
- Research platforms to gather user-generated content, incorporate social media influencers, and develop social media best practices.
- Expand relationships with Addison attractions to cross-promote events that support tourism and the visitor economy.

FY2020 Strategic Plan Objectives

All Hotel Fund Departments

- Maximize synergies, shared functionalities and common goals by ensuring that Marketing, Tourism, Special Events and the Addison Conference & Theatre Centre work closely together.
- Develop Addison tourism brand pillars to better position the framework to market Addison as a destination.
- Continue to seek efficiencies through joint RFPs, such as the advertising agency RFP that covers all Hotel Fund departments.
- Focus on becoming a “one-stop shop” for meeting and event planners through redesign of workflows and in-depth collaboration.

An aerial photograph of a city, likely Los Angeles, showing a major highway (I-5) running through the center. The city is densely packed with buildings, including several large, modern structures. The background shows a hazy skyline with more skyscrapers. The entire image has a blue color cast.

Questions?