

# **Arlington Tourism Public Improvement District Service and Assessment Plan FY 2017**

## **Scope of Work Administration**

- Overall management and administration of the Arlington Tourism Public Improvement District (TPID)
- CVB staff will serve as project manager and work with TPID board of directors to ensure the benefits of the TPID are realized.
- Provide TPID service plan/budget to City of Arlington annually or as required.
- Maintain accurate accounting of use of revenues and disbursement of TPID funds and provide financial statements to the TPID board of directors and City as required.
- Produce an annual TPID audit and provide appropriate insurance for board of directors.
- Work with TPID board to produce quarterly board reports.
- Participate in meetings with City of Arlington departments to coordinate TPID activities.
- Maintain a full and accurate accounting of revenues and disbursements of TPID funds and provide financial statements to proper entities as required.
- Provide primary oversight of TPID funds for disbursement for Sales, Marketing and Administrative initiatives (as noted in the TPID Service Plan).
- Procure market research and trends analyses to determine the best and judicious application of TPID funds for sales and marketing efforts.
- Notify new hotel property owners of TPID assessment as required.
- Schedule annual town hall meeting for TPID hotels (or more frequently if deemed appropriate).
- Develop guidelines for individual hotel use of TPID funds to incentive convention group business (exclusive of hotel's participation in citywide incentivized business).
- Expand tourism research measuring the impact of marketing efforts on client and consumer awareness of Arlington as a destination and allowing customization of efforts to ensure high ROI from all such initiatives.

- Expand research opportunities including staff as deemed appropriate by the TPID board of directors and ACVB. Provide access to hotel benefited programs as deemed appropriate by TPID board and ACVB designated staff.

### **Marketing and Promotions**

- Create a formal marketing plan with an agency of record.
- Expand advertising campaign focused on brand identification and awareness.
- Expand market reach based on research and analyses.
- Distribute regular communications to partners, visitors and stakeholders.
- Coordinate/partner with other businesses and organizations to maximize marketing budget.
- Develop collateral marketing material as needed to market Arlington (including digital).
- Develop media familiarization tour(s) as deemed appropriate.

### **Sales**

- Increase the Arlington Convention & Visitors Bureau (ACVB) sales staff participation at key trade shows and events to further increase targeted hotel business opportunities.
- Utilize TPID funds to incentivize and retain citywide meetings at the Arlington Convention center, sporting events and single property events based on established ROI criteria.
- Ensure a 10:1 for every dollar provided in Arlington TPID funding (based on room night revenue).
- Increase Arlington team presence at key trades how missions.
- Host meeting, convention and leisure group organizers on scheduled familiarization (FAM) tours to showcase Arlington's assets and community spirit as a means of attracting future business.
- Provide focused marketing activity through the premier lead distribution platform (Cvent) to ensure that Arlington receives the appropriate market share of third party and independent group leads distributed using that channel.

**Proposed Arlington Tourism Public Improvement District Service Plan**

<b>Fiscal Year Budget</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>TOTAL</b>	<b>% Allocation</b>	<b>DCVB % Allocation</b>
Assessment Revenue	\$ 2,478,448	\$ 2,726,293	\$ 2,998,922	\$ 3,298,814	\$ 3,628,696	\$ 3,991,565	\$ 4,390,722	\$ 4,829,794	\$ 5,312,773	\$ 5,844,050	\$ 39,500,076		
Investment Income	\$ 60	\$ 66	\$ 73	\$ 80	\$ 88	\$ 97	\$ 106	\$ 117	\$ 129	\$ 141	\$ 956		
<b>TOTAL INCOME</b>	<b>\$ 2,478,508</b>	<b>\$ 2,726,359</b>	<b>\$ 2,998,995</b>	<b>\$ 3,298,894</b>	<b>\$ 3,628,783</b>	<b>\$ 3,991,662</b>	<b>\$ 4,390,828</b>	<b>\$ 4,829,911</b>	<b>\$ 5,312,902</b>	<b>\$ 5,844,192</b>	<b>\$ 39,501,032</b>		
<b>Marketing</b>													
Marketing (Promotion, Advertising, Agency Su	\$ 1,065,758	\$ 1,172,334	\$ 1,289,568	\$ 1,418,524	\$ 1,560,377	\$ 1,716,415	\$ 1,888,056	\$ 2,076,862	\$ 2,284,548	\$ 2,513,003	\$ 16,985,444	43.00%	45.00%
<b>Marketing Sub-total</b>	<b>\$ 1,065,758</b>	<b>\$ 1,172,334</b>	<b>\$ 1,289,568</b>	<b>\$ 1,418,524</b>	<b>\$ 1,560,377</b>	<b>\$ 1,716,415</b>	<b>\$ 1,888,056</b>	<b>\$ 2,076,862</b>	<b>\$ 2,284,548</b>	<b>\$ 2,513,003</b>	<b>\$ 16,985,444</b>		
<b>Sales/Incentives</b>													
Sales Programs (FAMs, tradeshow, 3rd party sales blitz)	\$ 669,197	\$ 736,117	\$ 809,729	\$ 890,701	\$ 979,772	\$ 1,077,749	\$ 1,185,524	\$ 1,304,076	\$ 1,434,483	\$ 1,577,932	\$ 10,665,279	27.00%	10.00%
Incentives (incentives, rebates, bid fees for citywide groups)	\$ 371,776	\$ 408,954	\$ 449,849	\$ 494,834	\$ 544,318	\$ 598,749	\$ 658,624	\$ 724,487	\$ 796,935	\$ 876,629	\$ 5,925,155	15.00%	40.00%
Individual Hotel Incentives (new group hotel business)	\$ 247,851	\$ 272,636	\$ 299,899	\$ 329,889	\$ 362,878	\$ 399,166	\$ 439,083	\$ 482,991	\$ 531,290	\$ 584,419	\$ 3,950,103	10.00%	
<b>Incentives Sub-total</b>	<b>\$ 1,288,824</b>	<b>\$ 1,417,706</b>	<b>\$ 1,559,477</b>	<b>\$ 1,715,425</b>	<b>\$ 1,886,967</b>	<b>\$ 2,075,664</b>	<b>\$ 2,283,230</b>	<b>\$ 2,511,554</b>	<b>\$ 2,762,709</b>	<b>\$ 3,038,980</b>	<b>\$ 20,540,537</b>		
<b>Administration</b>													
Administration	\$ 123,925	\$ 136,318	\$ 149,950	\$ 164,945	\$ 181,439	\$ 199,583	\$ 219,541	\$ 241,496	\$ 265,645	\$ 292,210	\$ 1,975,052	5.00%	5.00%
<b>Operations Sub-total</b>	<b>\$ 123,925</b>	<b>\$ 136,318</b>	<b>\$ 149,950</b>	<b>\$ 164,945</b>	<b>\$ 181,439</b>	<b>\$ 199,583</b>	<b>\$ 219,541</b>	<b>\$ 241,496</b>	<b>\$ 265,645</b>	<b>\$ 292,210</b>	<b>\$ 1,975,052</b>		
<b>TOTAL EXPENSES</b>	<b>\$ 2,478,508</b>	<b>\$ 2,726,359</b>	<b>\$ 2,998,995</b>	<b>\$ 3,298,894</b>	<b>\$ 3,628,783</b>	<b>\$ 3,991,662</b>	<b>\$ 4,390,828</b>	<b>\$ 4,829,911</b>	<b>\$ 5,312,902</b>	<b>\$ 5,844,192</b>	<b>\$ 39,501,032</b>	<b>100.00%</b>	<b>100.00%</b>

ROI - 10:1 on RN receipts

Annual Growth 10.00%

**Notes:**

available to obligate.

Incentive funds will be held in accrual until the year in which the obligation is required.

Any funds not obligated will roll forward and continue to be available for obligations.

**10 percent annual growth projected, program allocation adjustments made**