

City Council Work Session Handouts

January 12, 2015

- I. Review and Discuss an Update on the Services Provided by the Convention and Visitors Bureau
- II. Review and Discuss the Resolution supporting the Clean Fleet Policy



City Council Work session
January 12, 2015

Presentation at a Glance

- ❑ The Role of Our CVB
- ❑ Hotels in 2014, Tradeshows, Client Site Visits, Familiarization Tours (FAM Tours)
- ❑ Request For Proposals
- ❑ 2015 Marketing Strategy
- ❑ Crafting Our Meetings and Visitors Identity
- ❑ Hotel CVB Tool Box
- ❑ Sharing the Story of Our Successes
- ❑ Recent Richardson Successes
- ❑ CVB Associations
- ❑ What's Ahead

The Role of Our CVB

- To represent Richardson hotels, meeting venues, and businesses within the travel, meetings and convention community
 - 15 Hotels
 - 9 Non-Hotel Meeting Venues
 - Area group based businesses and entertainment venues
 - I.E., Alamo Draffhouse, Ten50 BBQ, Eisemann Center



Richardson Hotels in 2014

- Occupancy: 67.43% (+4.1%)
- Average Daily Rate: 86.50 (+3.48)
- Monday – Thursday strongest days of the week
- Our sports facilities weekend impact
 - Baseball, Football, Soccer Fields

- Miss Texas 2014
 - Total room nights: 1,801
 - Hotel room night revenue: 157,451
 - Hotel catering revenue: 40,000

2015 COR Hotel Renovations

- Holiday Inn Richardson
 - Investment: \$5 Million
 - Renovating all aspects of the hotel
 - New ballroom, restaurant, public spaces, gift shop, guestrooms
- Hyatt House
 - Investment: \$1.2 Million
 - Renovating all aspects of the hotel
 - New guestrooms, main lobby, addition of a lobby bar, expansion of the guest breakfast area

Our Trade Show Strategy

- Help feed Richardson hotels client site visits, & RFP's for need times
- Target groups that will help our hotel's need times
 - Weekend Travelers
 - Associations, Religious Planners, Military, Fraternal
 - We want the right pieces of business

Tradeshows

- Future Tradeshows
 - Diversity MarketPlace
Newport Beach, CA
 - Connect MarketPlace
Pittsburg, PA
 - Rejuvenate MarketPlace
Dallas, TX
 - Plan Your Meeting (PYM)
Dallas, TX
 - Texas Travel Fair
Location: TBD

- Tradeshows Attended
 - Rejuvenate MarketPlace
Atlanta, GA
 - Connect MarketPlace
Orlando, FL



Our Tradeshow Presence

- Marketing
 - Planner Room Drops
 - Connect Marketplace – 400 Planner Room Drops
 - Rejuvenate – 400 Planner Room Drops
 - CVB Logo included on Collinson Website, Distributed Collateral and Print Material Recognizing Sponsors
- Team Texas Sponsorship
 - Networking with other Texas CVB Representatives
- Networking Opportunities



Feedback From The Show Floor

- ❑ Our hotel foot print as a city
- ❑ These segments are ready to do business with Richardson, TX
- ❑ What's it going to take to win their business
 - Great Rates and Value
 - **Proximity** to "things to do"
 - Amazing service, fast response times, competitive offers out of the gate, opportunity to experience our city

- ❑ Our weekend traveler is looking to be in a city near
 - Shopping
 - Dining
 - Get to the heart of their needs and show them how we meet those needs

They Need to Experience Richardson!!!



The Impact Of Our Tradeshow Investment

- New business potential for Richardson by end of 2015:
 - 150 One-On-One Appointments with new clients
 - Our Destination Guides handed to 900 new meeting planners
 - 35 new RFP's for our hotels
 - Building relationships with new customers
 - Bringing in new clients from these events to attend familiarization tours and site visits
 - Over 5 years: 750 one-on-one appointments; 4,500 new meetings planners to receive our destination guide

Site Visits With The CVB

- To See Richardson
 - Visit Our Hotels
 - Tour Meeting Facilities
 - Tour Entertainment Options
- Taste Richardson
 - Enjoy and explore our culinary scene
 - Yes we have a culinary scene!
- Experience Richardson
 - Our Service
 - Love our city as much as we do!
- End Result of A Site Visits
 - Increase closure rates
 - Increase the “return customer” probability
 - Increase Hotel and City Tax Revenue

Site Visits

- This is our hotel's opportunity to...
 - Showcase Multi-Hotels:
 - Arrival Experience
 - Exceptional Hotel Tours
 - V.I.P. Food Experience
 - Leave with an impression
 - Follow up early and often



Familiarization (FAM) Tours

- Who are we targeting
 - New business for our hotels and our city
 - Planners who host multiple meetings in our region
 - Planners who host meetings with significant economic impact to our hotels and city
 - 2 days to craft a “*Richardson Experience*”



Wildflower! FAM

- Fly in 8-10 Planners and a Guest
- Coordinate A Richardson Texas Experience
 - Dining
 - Hotel Tours
 - Entertainment
 - Outdoors
 - Arts
 - Wildflower!



FAM Tentative Agenda

□ Friday

- Arrival Friday Evening
- VIP Welcome Experience at Lobby of Hotel
- Welcome Reception at Noah's
- Richardson Dine Around for Guests to Experience Richardson



FAM Tentative Agenda

□ Saturday

- Breakfast at Slate @ II Creeks
- Hotel Tours in the AM
- Lunch at Ten 50 BBQ
- Shopping
- Golf
- Experience in and around Richardson
- VIP Wildflower Experience
- Sunday – Departing Breakfast and Thank You!







Why Are We Making This Investment?

- When we invest in our customers they will invest in Richardson.
- When clients have great sites closure rates increase
- Building trust, building partnerships, which builds our brand as a destination



Request For Proposals

- ❑ Pre-qualify RFP's before sourcing
- ❑ Tailoring clients proposal instructions for hotels
- ❑ Work with Hotels to ensure timely proposals to clients
- ❑ Craft a proposal that tells our cities story
- ❑ One stop shop for hotels and off site venues in Richardson



2015 CVB Marketing Strategy

□ Our Approach with Meetings

- Help our hotel's need times
- Create a presence in the association / religious markets
- Target meeting planners looking specifically at 2nd and 3rd tier cities

□ Our Approach with Travel

- Festivals
- Shopping
- Strengths as a city

□ Over All

- Target feeder states and cities most likely to travel to Richardson Texas

Marketing to Planners

- Goals: Target meeting planners using multiple marketing avenues
 - Purpose: Create well rounded presence in the hearts and minds of planners
 - How:
 - Print Publications
 - On-line Publications
 - E-mail Blast
 - Banner Ads
- Publications
 - Plan Your Meeting
 - Texas Meetings + Events
 - Rejuvenate & Connect Magazine



Marketing To Travelers

- DFW Drive Guide
- TripAdvisor
- Shop Across Texas
- Tour Texas
- Texas Highways
- Texas Events Calendar
- Texas Travel Centers
- Itinerary planning



Crafting Our Meetings Identity

- ❑ Our best weekend customers are already in our hotels
 - Atlanta Marriott Marquee Experience
- ❑ Joint Collaboration in marketing
- ❑ Does our Monday – Thursday traveler know:
 - We have amazing festivals
 - Are located perfectly near great shopping & golf
 - Have a great local culinary scene
 - ❑ Sushi Sake, Alamo Drafthouse, Ali Babba, Afrah, Coming Soon: Ken Rathbun Jaspers, Coal Vines and MORE!!!
 - Close to nature not far from amenities
 - How much of a treasure DART Rail in Richardson is
 - There is a CVB here ready to make their experience in Richardson amazing!

Richardson Hotel's CVB Tool Box

- For clients hotel sales teams are pursuing
 - Off Property Site Visits
 - Itinerary Planning
 - CVB Informational Booth in the Lobby
 - Off Property Venue Sourcing
 - Welcome letters from the city
 - Creative Planning

- For clients that are actively being pursued jointly by CVB and hotel partners
 - Registration Bags/Destination Guides
 - Name Tags
 - VIP Thank You Gifts, Speaker Gifts, Contract Closing Gifts
 - City Dignitary Appearances

Sharing the Story of Our Hotel's Successes

- Clients need to know how well we take care of customers
 - Miss Texas – Renaissance Richardson
 - East Africa Chamber of Commerce – Hyatt Regency
 - CDC Regional Meeting – Double Tree

Shared Success + Marketing Our Story =
The Foundation for our brand

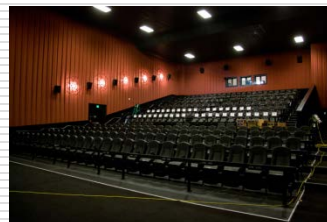
- "We are a city perfectly situated in DFW, offering groups fantastic hotels, amazing restaurants, great service, at a value proposition unmatched in this area."
- We are the geographic exception to the rule when it comes to rate

Recent CVB Successes

- ❑ Plano/Toyota relocation event
 - Partners with Richardson Chamber, UTD, City Managers Office
 - Custom Toyota Welcome Website
 - Custom Visitors Itinerary

- ❑ Create education opportunities for our hotel partners
 - All hotel meeting: Alamo Drafthouse

- ❑ Hosted the First 2014-15 Richardson All Hotel Meeting
 - Thursday 11/13/2014 – Alamo Drafthouse
 - GM Follow Up' s- How can we partner to market our weekend offerings to our weekday customers



Association Memberships

- ❑ TACVB - Texas Association of CVBs
- ❑ DMAI - Destination Marketing Association International
- ❑ TTIA – Texas Travel Industry Association
- ❑ DFWATC – Dallas Ft Worth Area Tourism Council
- ❑ THLA - Texas Hotel & Lodging Association
- ❑ TSAE – Texas Society of Assoc. Executives



What's ahead?

- ❑ Website Refresh
- ❑ Hotel Re-energizers
- ❑ Restaurant Park
- ❑ City/Line is around the corner



Richardson CVB Is...

“We are the Richardson experts for Hotels, Businesses, Visitors and anyone else who needs to be connected to all things Richardson”



**Executive Summary
Clean Fleet Policy
January 12, 2015**

Background:

- The Regional Transportation Council (RTC) is the regional transportation policy body that is responsible for the Clean Air Act.
- The DFW area has been designated by the EPA as a nonattainment area for the pollutant ozone and a large percentage of pollutants are attributed to mobile sources.
- The RTC has adopted a resolution supporting the adoption of a Clean Fleet Policy by public and private organizations in the DFW area.
 - Only organizations that adopt a Clean Fleet Policy will be eligible for future vehicle grant funding.
- The RTC has made minor changes to the Clean Fleet Policy Resolution and is asking organizations to adopt the resolution.
 - Changes to the resolution remove obsolete language, incorporates new technologies, incorporates petroleum reduction strategies and streamlines annual reporting.
 - The City's Fleet Manager has been part of the Clean Cities Coalition that reviewed the resolution.
 - The City has approved prior resolutions in 2000 and 2006.
 - Staff will be updating the employee City Vehicle Use Policy

Major Requirements of the Resolution:

- Reduce Emissions
 - Communicate with employees not to idle
 - Emphasis to modify work schedules and fueling on high ozone days
 - Purchase Low Emissions Vehicles (LEV) – light duty and heavy duty vehicles
 - Purchase equipment that has California Air Resources Board (CARB) certification
 - Manage disposal practices
 - Perform emission tests for vehicles and equipment
- Reduce Fuel Consumption
 - Routing software in Solid Waste
 - 12 Hybrid vehicles & LEV Vehicles
 - Use of Bio-Diesel for Solid Waste and Street Depts.
 - Monitor vehicles/equipment usage and provide to departments

- Partner with NCTCOG and DFWCC
 - Submit quarterly reports for four hybrid grant vehicles and submit annual clean fleet report.
 - Participate in Clean Cities Coalition
- Training for Fleet Personnel and Drivers
 - Fleet training through NCTCOG
 - Fleet manufacturer training
 - City Staff training at safety meetings

Recommendation:

- Recommend that the City Council approve the Clean Fleet Policy Resolution. The resolution can be placed on the January 26 City Council Agenda.