

## City Council Meeting Handouts

December 5, 2022

- I. Recognition of Ronny Glanton, Texas Golf Hall of Fame Class of 2022
- II. Convention and Visitors Bureau (CVB) Update and Social Media Launch
- III. Sesquicentennial Celebration Branding and Outreach



RICHARDSON®  
TEXAS

# Ronny Glanton Sherrill Park Golf Course Head Professional

City Council Worksession  
December 5, 2022





# National Recognition – PGA of America

- 2020 PGA Golf Professional of the Year
  - Highest award given by the PGA to a Golf Professional
  - Represents the comprehensive service aspects of managing a golf course.
    - First time in 27 years for a public municipal golf course professional to be recognized
- National CBS Sports Special recognized Ronny and Sherrill Park
  - Highlighted the training and educational aspects of Sherrill Park as a public course





# Texas Golf Hall of Fame

- Class of 2022 Texas Golf Hall of Fame
  - One of Six inductees
  - Inducted in the Golf Professional/Teacher Category
- This was the 29<sup>th</sup> Class in 44 years
  - Currently 150 individuals and 14 facilities in the Hall of Fame
- Marker at Brackenridge Park in San Antonio





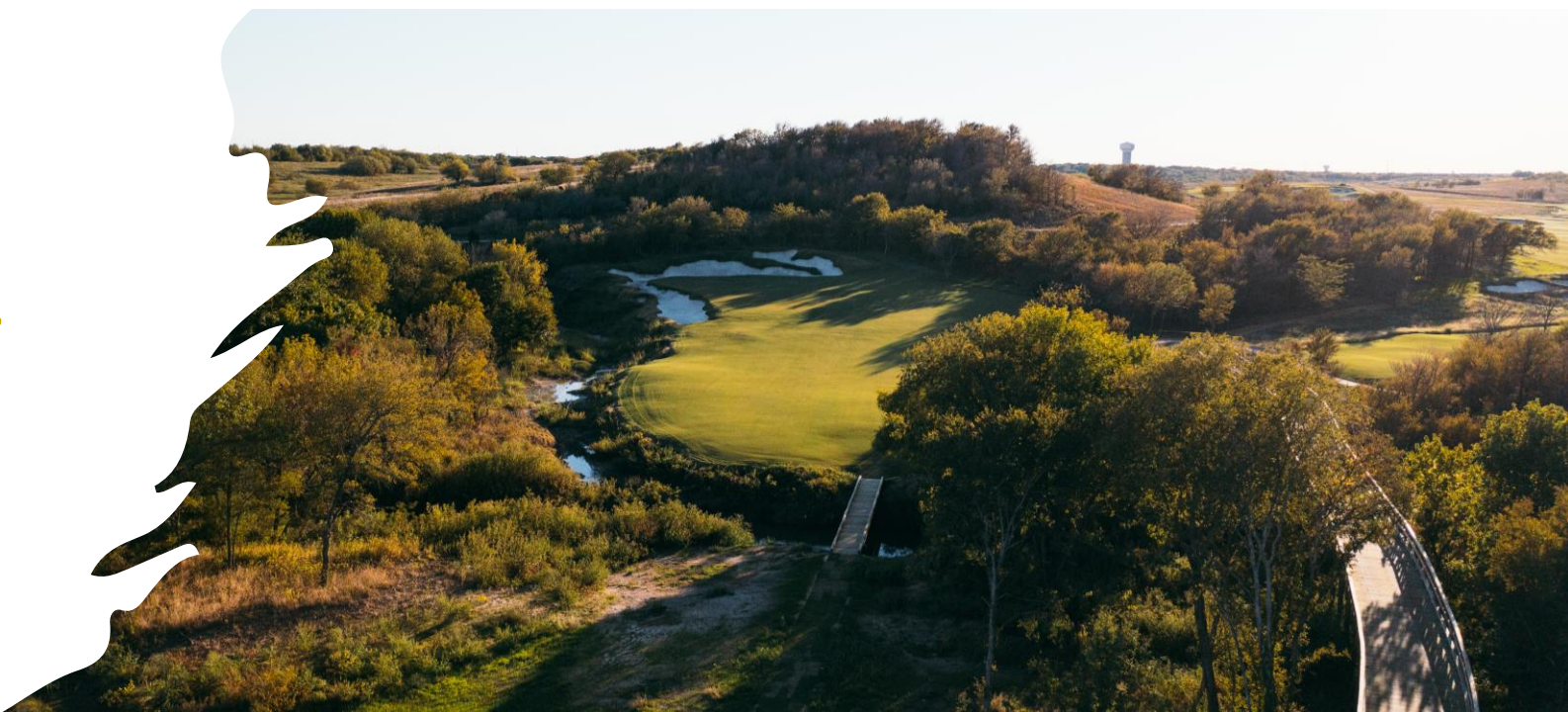
# “The Ronny”



# PGA<sup>TM</sup> FRISCO

## An Update on PGA Frisco and the NTPGA Campus and Golf Park

Inspiring the future of golf.  
Welcoming everyone.





# Rendering of PGA Frisco's East and West Courses







**Rendering of the  
Omni Resort at PGA  
Frisco**



# Rendering of PGA Frisco Clubhouse





# Rendering of Retail Area / Putting Green







The \$12 billion Fields project encompasses 2,100 acres of mixed-use development featuring over 10,000 residences and up to 18 million square feet of commercial space surrounding PGA Frisco cementing its status as the premium corridor of Frisco. Pictured above is North Fields located immediately north of PGA Frisco.



# Home of the PGA of America

Welcome PGA Members Home – Now Open



The Home of the PGA will foster a spirit of collaboration and fun while inspiring the PGA Professionals visiting the PGA Frisco campus for years to come.

Our home will feature a commitment to PGA Professional lifelong learning and development against three focused career tracks: PGA Teaching & Coaching, Golf Operations and Executive Management.

The Home of the PGA will be a hub for content development that will enable 28,000 PGA Professionals to drive the game at the grassroots level.



# East and West Course Looking South



**PGA**<sup>™</sup>  
FRISCO





 **PGA**  
Northern Texas Section









# LEE TREVINO

Garland, TX

"I played the tour in 1967 and told jokes and nobody laughed. Then I won the Open the next year, told the same jokes, and everybody laughed like hell."

92 professional wins

29 PGA Tour Wins

Six Major wins

2x PGA Championship (1974, 1984)

Inducted Into World Golf Hall of Fame In 1981

2x US Open (1968, 1971)

2x The Open Championship (1971, 1972)

Played Ryder Cup 6x (1969, 1971, 1973, 1975, 1979, 1981), captained 1985







**TEXAS GOLF HALL OF FAME**

HONORING THE PAST, CELEBRATING THE PRESENT, AND CREATING THE FUTURE GREATS OF TEXAS GOLF





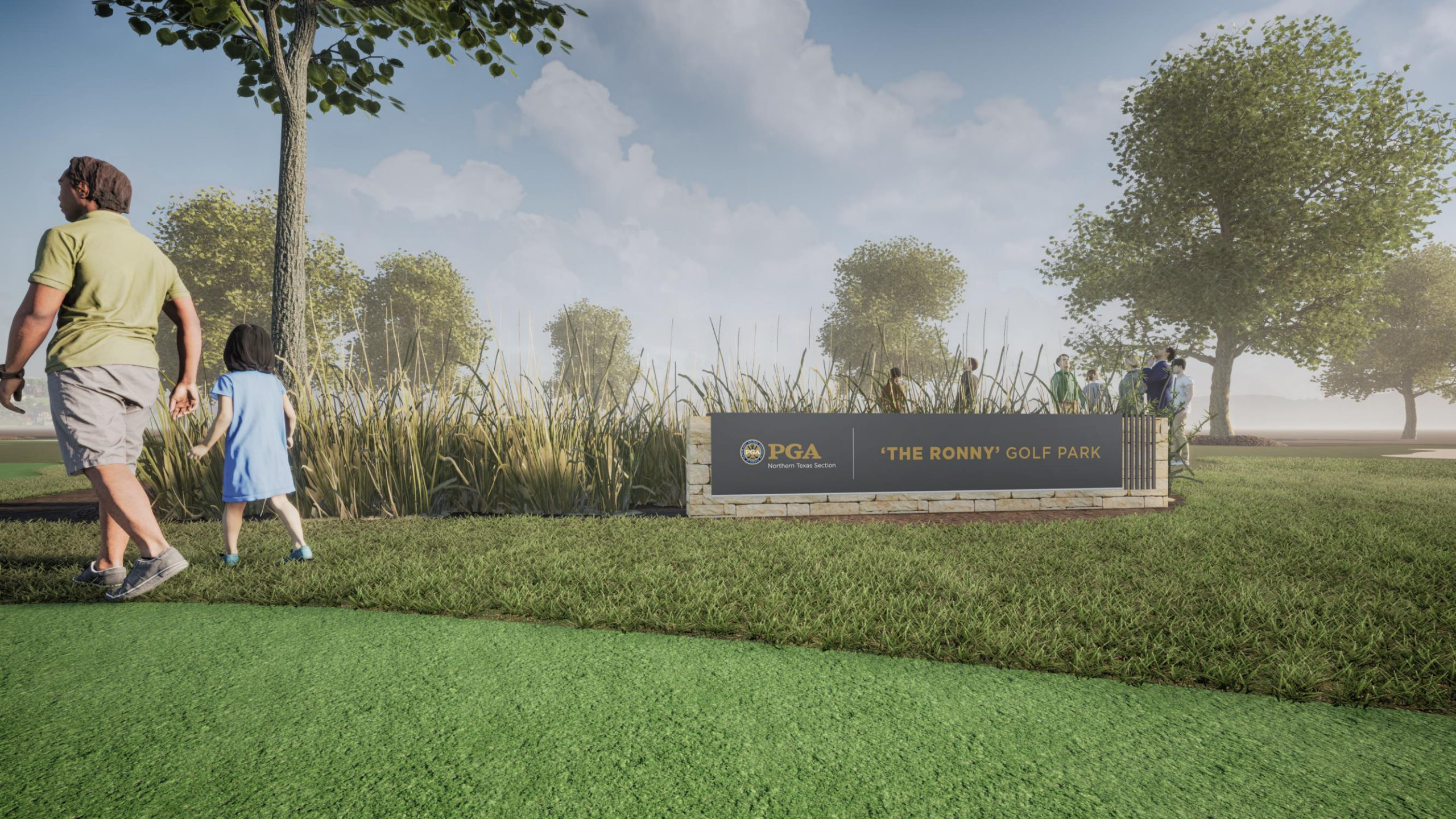
#WHATSNEXT



PGA

Northern Texas Section





**PGA**  
Northern Texas Section

**'THE RONNY' GOLF PARK**















# Ronny Glanton Recognition Sherrill Park





# Ronny Glanton Recognition Sherrill Park







# Convention & Visitors Bureau Update

City Council Work Session: December 5, 2022



# OVERVIEW

- Organizational Structure
- Council Goals
- Objectives
- Relationship Building
- Sales Summary
- Marketing Summary
- New Social Media Campaign





# Organizational Structure

- History
- Staff
  - CVB & Sponsorship Administrator
  - Sales Manager
  - Administrative Secretary
- HOT Fund - \$344,499
- Represent 22 Hotels with 3,234 Rooms
- 100,686 sq. ft. of Meeting Space

## About Richardson

**Richardson is located within minutes of all the amenities**

of Dallas Fort Worth and enjoys a temperate climate with mild winters and warm summers. Spanning 28 square miles and nestled just to the north of downtown Dallas, Richardson is a city like no other.



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TEXAS



# Council Goals

## Goal:

- To have residents and other stakeholders choose Richardson as the best place to locate, contribute, and engage



# Objectives

- Promote, Enhance & Support the Tourism Industry
- Sponsorship
- Coordination of City Meetings
- Emergency Housing Response





# Building Relationships

- Hoteliers
- Restaurants
- Entertainment Establishments
- Sponsors & Partners





# Richardson Market

- Business Travel
- Corporate Meetings & Seminars
- Conferences & Conventions
- Leisure Travel
- Weddings & Reunions





# Selling Richardson

- Trades Shows & Networking
  - COVID
  - Growing Planner Database
  - Active Sales Funnel
- Leads
- Familiarization Tour (FAM)
- Request for Proposal (RFP)
- Site Visits
- Contract & Servicing





# What We Promote

- Location, Location, Location
- Affordability
- Unparalleled Dining Variety
- World Class Festivals
- Dazzling Cultural & Performing Arts
- Stunning Parks, Trails & Nature Areas

REGIONAL ACTIVITIES, SHOP, THINGS TO DO

## **Location, Location , Location**







**RICHARDSON**<sup>®</sup>  
CONVENTION & VISITORS BUREAU

[Things to Do](#)

[Places to Stay](#)

[Shop](#)

[Eat & Drink](#)

[Map](#)

[About](#)




**Welcome to Richardson**  
**The Center of Your North Texas Experience**



# VisitRichardsonTX.com

- Things to Do
- Places to Stay
- Shop
- Eat & Drink
- Blog – Guide to the Good Stuff
- Meetings – Micro Site




**Places to Stay**  
**Book-a-Room in Richardson**  
Richardson has 20 hotels offering over 3,100 hotel rooms. Six of the 20 properties are full-service, having meeting space ranging from 3,389 square feet at the smallest property to 30,000 SF at the largest facility.

**Things to Do**  
**Richardson Is Home to the Best North Texas Attractions**  
From award-winning festivals like the Cottonwood Art Festival to all the glorious shopping along I-75, there is truly something for everyone, be it art, music, food, fireworks, shopping and most importantly, FUN!

**Stay in Richardson**

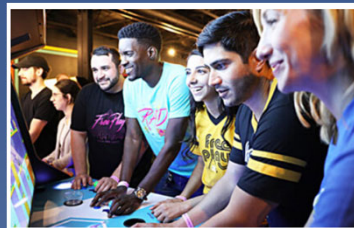
**Shop**  
**Three in One**  
"Location, Location, Location" is our motto. If you're looking for an affordable getaway spot with endless shopping and dining options, Richardson is in the middle of all the North Texas action.





# Guide to the Good Stuff

- Eat & Drink
- Events & Activities
- Local
- More to Do
- Regional Activities
- Shop
- Things to Do



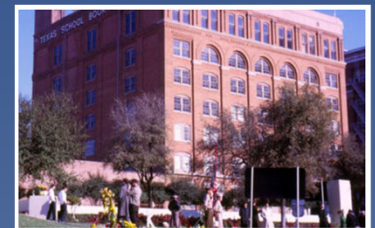
MORE TO DO

**Local – Indoor Fun in Richardson**



SHOP, THINGS TO DO

**A Girlfriend Getaway in Richardson**



REGIONAL ACTIVITIES

**Regional – Sixth Floor Museum at Dealey Plaza in Dallas**



EAT AND DRINK

**BBQ Trails**



SHOP

**Best Stores in Richardson**



EVENTS AND ACTIVITIES

**Local – Cottonwood Art Festival**



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Subscribe

Where to shop in Texas



What to do when you're here

[Browse By City](#) ▾

[2022 Best Stores](#)

[Best In Texas](#)

[Shopping Trips](#)

[Blogs](#) ▾

[Sweepstakes](#)



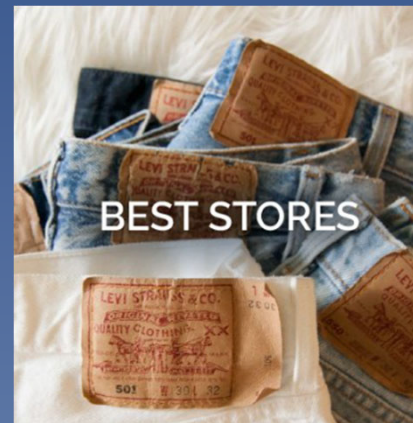
When it comes to shopping in the DFW metroplex, Richardson, Texas is the perfect place to settle in and set up camp.

*It's centrally located to all the glorious shopping along I-75 from NorthPark to Allen Premium Outlets, and Richardson's hotel rooms can be scored for as little as \$69/night on weekends—on weekends! Plus, Richardson has an award-winning festival scene, including its signature Wildflower! Arts and Music Festival and Cottonwood Art Festival. Pair that with Richardson's nationally ranked championship golf courses and the Charles W. Eisemann Center for the Performing Arts that regularly hosts must-see attractions, and you've got yourself an A+ getaway.*



# Shop Across Texas

- Hosted Richardson Page
- Blog Style Stories
  - Best Stores
  - Shopping Trips
  - More to Do
  - Book-A-Room (Direct)
- Register to Win
- Summer Getaway Story
- Database Management with e-blasts



## MUST-SEE STORES

Need some retail therapy? Here's the list of Best Store winners this year PLUS even more great stores you won't want to miss.



## VISIT THE CONVENTION & VISITORS BUREAU

More info to help you plan your trip to Richardson




# COMING SOON




## Visit Richardson TX

0 likes • 0 followers

 Like

 Message

 Search

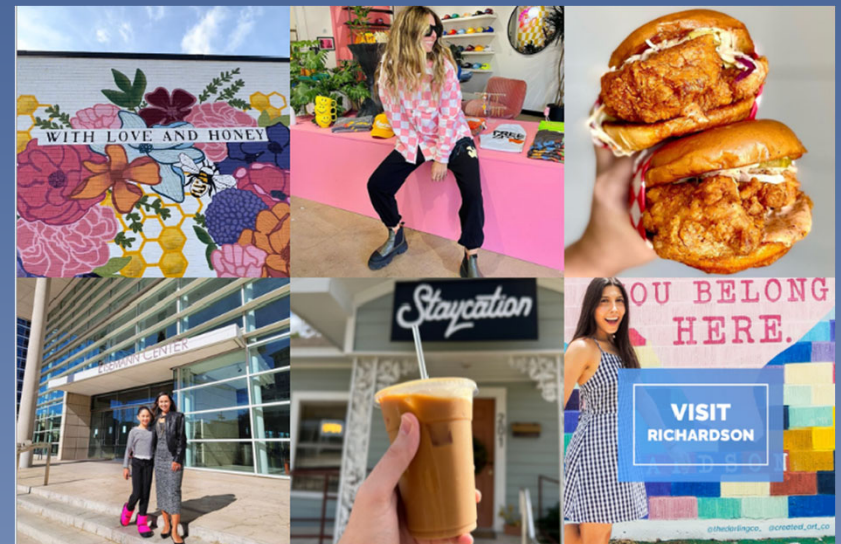
[Posts](#) [About](#) [Mentions](#) [Reviews](#) [Followers](#) [Photos](#) [More](#) ▾





# Social Media Plan

- Contracted with The Dealey Group / Shop Across Texas
- Project Management & Copywriting Utilize Facebook, Instagram & Twitter
- Initial Work
  - Set up accounts
  - Acquisition of usernames
  - Profiles, Bios, Photos
- Goal
  - 1,000 on Instagram
  - 250 on Facebook
  - Traffic to Website





# Social Media Strategy

- Minimum of two post per week on Facebook & Instagram
- Stories posted to VisitRichardsonTX.com Website Blog
- Follow and engage with Richardson Establishments & Influencers
- Ad Placement & Monitoring
- Creation of GIF or Reel each month
- Hashtag (#) Planning & Utilization
- Social media logos added to E-blast & Website
- Register to Win, Follow, Like, Tag a friend to win



# Example – Coffee Feature



## Instagram & Facebook:

Something's brewing over at Staycation Coffee! ☕ Looking to get your java on? Let's go on a coffee crawl!

## Boost:

On Facebook & Instagram

## Link:

[visitrichardson.com/Coffee-sweets-treats](http://visitrichardson.com/Coffee-sweets-treats)

## Tag: Richardson Coffee Shops

@communioneatworkplay  
@eilandcoffeeroasters  
@fictioncoffeeshop at  
@commondesk  
@iloveualattetexas  
@javalandrighardson  
@junbirichardson  
@magiccupinc  
@staycationcoffee  
@sweetwaterscoffeetea  
@tapiocahousedfw  
@teadaddyrichardson

#visitrichardson #richardson #richardsonTX #northtexas #dfw #dfwmetroplex #staycation #coffee #coffeecrawl  
#richardsonfoodie #dallasfoodie #dfwfoodie #newcoffeeshop#dallascoffee



# Monthly Content Worksheet Example

## Facebook

- Post #1 – Launch REEL
- Post #2 – Staycation Coffee Shop Feature
- Post #3 – Eisemann Center January Roundup
- Post #4 – Restaurant Feature (Best Foodie City)
- Post #5 – Giveaway (SAT RTW)
- Post #6 – Darling Company Feature
- Post #7 – Mural Feature REEL
- Post #8 – Jeng Chi Feature (Best Chinese Restaurants)

## Instagram

- Story #1 – Reshare posts/reel
- Story #2 – Restaurant Roundup, Italian (National Spaghetti Day)
- Story #3 – Reshare Staycation post; coffee shop roundup
- Story #4 – Hotel Rates of the Week
- Story #5 – Reshare post; best foodie city; restaurant roundup





# Next Steps

- Social Media
  - December: Finish Planning
  - January Launch
- CVB Outlook
  - Economic Development Strategic Plan
  - Convention & Visitors Bureau Strategic Plan - 2023
  - Connecting Arts, Tourism, and Business Recruitment





# City of Richardson 150th Celebration

Built on success year after year.

Branding/Outreach Discussion

December 12, 2022



Goal

Tactic

- Strategy: Promote avenues for public engagement and input



Goal

Tactic

- Strategy: Promote avenues for public engagement and input
  - Tactic: Prepare for the City's 150th Anniversary Celebration (Chartered 1873; Celebration 2023)



Goal

Tactic

- Strategy: Promote avenues for public engagement and input
  - Tactic: Prepare for the City's 150th Anniversary Celebration (Chartered 1873; Celebration 2023)

*Sesquicentennial*  
Celebration

# Content Review



- Branding (logo/tagline)
- Sesquicentennial Website
- Social Media / Community Engagement



# LOGO DESIGN

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FONTS USED IN THE LOGO:

**Oxtail (for 150)**

GOTHAM

Logo

# LOGO DESIGN

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FONTS USED IN THE LOGO:

**Oxtail (for 150)**

GOTHAM

Logo



*\*Richardson Wildflowers*



# LOGO DESIGN

FONTS USED IN THE LOGO:

**Oxtail (for 150)**

GOTHAM



*\*Richardson Wildflowers*

Logo



# LOGO SIZE REQUIREMENTS

Logo

1 inch



2 inches



3 inches





# LOGO PLACED PRODUCT

Logo



Tagline

- Built on **success** year after year.



# Tagline

- Built on **success** year after year.
- Built on **safety** year after year.
- Built on **culture** year after year.
- Built on **service** year after year.
- Built on **the arts** year after year.
- Built on **tradition** year after year.
- Built on **pioneers** year after year.
- Built on **partners** year after year.
- Built on **education** year after year.
- Built on **volunteers** year after year.
- Built on **innovation** year after year.



City of Richardson  
**150th Celebration**

Built on success year after year.

Website

<https://richardson150th.com/>



# Richardson's History

Since 1873

## History

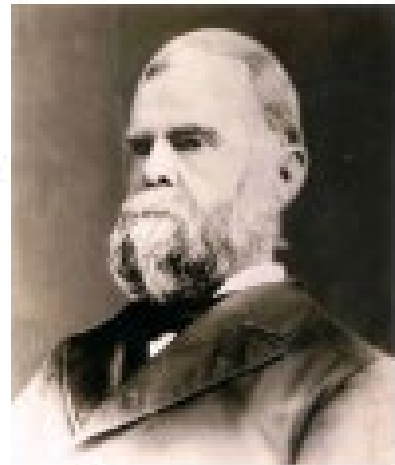
### Our History

In the 1840s, settlers from Tennessee and Kentucky began arriving in the Richardson area, which was inhabited by Comanche and Caddo Indian tribes. Several of the earliest families clustered around an area later named Breckinridge. The town was situated near what is now Richland College and consisted of a general store, a blacksmith shop and the Floyd Inn.

After the Civil War, the railroad bypassed Breckinridge, and an area to the northwest of Breckinridge became the new center of activity. William J. Wheeler donated land for the town site and railroad right-of-way, but declined to have the village named in his honor. Instead the town was named for A.S. Richardson, the secretary of the railroad.

Richardson was founded in 1873 and was generally situated between present-day Green and Phillips streets on the north and south, and between Central Expressway and Greenville Avenue on the west and east, although a small segment did lie west of Central Expressway's present alignment. Originally, there were three businesses: a general store, a post office and a drug store.

In 1908 the Interurban, an electric railway, began service north to Denison, south to Waco, southeast to Corsicana and west to Fort Worth. By 1910, residents had seen their first telephone, electric lights and gravel street, and had grown in number to about 600. In 1914, a red brick schoolhouse, presently home to the administrative offices of the Richardson Independent School District was built.



# Links

## Celebrate With Us



### History Stories

Starting in January, the City will release stories detailed Richardson's past.



### Events

There will be various event opportunities throughout the Celebration.



### Follow Us

Follow the City on its various social media accounts to stay in-the-know including Facebook and Instagram.



### Community Involvement

Are you interested in volunteering? Please fill out this quick contact form so we can reach out as opportunities become available.

[👉 Complete Form](#)



# Community Involvement

## Involvement

### Complete Form Below

There will be various volunteer opportunities throughout the 150th Celebration for individuals, companies or groups. Those who complete the form below will receive information as opportunities become available.

### Richardson 150th Celebration - Community Involvement

There will be various opportunities throughout the 150th celebration for individuals or groups to help. If you are interested, please fill out the short form below. Once more information about opportunities is available, you will be contacted.

[GET STARTED >](#)

Social Media

**@Richardson150th**





# Contact

## Contact Us

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 [AskRichardson150th@cor.gov](mailto:AskRichardson150th@cor.gov)

City of Richardson ® | 150th Celebration

Official City Website: [www.cor.net](http://www.cor.net)

 [AskRichardson150th@cor.gov](mailto:AskRichardson150th@cor.gov)



LAUNCH

Jan. 3, 2023

Richardson Today (Monthly articles)

Things To Do / Week In Review

Events Calendar

Online Store

Next Steps



# Discussion



[www.Richardson150th.com](http://www.Richardson150th.com)

Facebook/Twitter/IG: @Richardson150th