

# **Community Relations & Tourism**

**Department  
Business Plan  
2023-2027**



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# Department Overview

## Community Relations & Tourism Department

The department originated as a division of the City Manager's Office that used one manager and two videographers to develop a citywide communications program. Department growth started in 2003 with the addition of special events, followed by tourism in 2006, arts in 2009, and legislation in 2014.

Today, the department has 14 fulltime employees in four divisions providing distinct but overlapping professional services inside the city organization and to the community within Lewisville and beyond.



# SWOT Analysis

## S

### Strengths

- Convention Center, hotels, retail, and restaurants all within easy walking distance
- First public art center in Southern Denton County, with an excellent reputation among visitors, performers, and clients
- Lewisville Lake draws more than 6 million recreational visitors per year and is an excellent fishing lake
- Location in North Texas, near transportation hubs, is attractive to state and regional meetings
- Continued revitalization of Old Town has created a viable visitor destination
- Public Art Policy, with associated funding, enables City to move quickly if a suitable project is proposed
- Railroad Park has a reputation for quality facilities and services to attract major sporting events
- Visitor Information Center serves as an entry point for Old Town Lewisville
- Continued demand for The Grand keeps the building busy and booked at a high level, especially with small- and medium-sized performance groups
- History of successful festivals and special events
- Proactive relationship with local news media to market the city and inform residents
- In-house capability to produce quality video programming for cable, online, and internal purposes
  - Local hoteliers and attractions are supportive of CVB marketing efforts

## W

### Weaknesses

- Lack of a full-service hotel to draw high-value corporate and leisure visitors
- Lack of a true "special events" park or facility that can accommodate crowds in excess of 5,000 people
- Lack of high-dollar patrons and corporate donors for arts programs
- Lack of major attractions to draw out-of-town visitors to Lewisville
- Lack of Wayne Ferguson Plaza support facilities (e.g., public restrooms, dressing rooms, storage space)
- Limited public parking with easy access to the Old Town festival footprint
- Lack of foot traffic in Old Town translates into very few walk-in visitors at the Visitor Information Center
- Lack of growth and expansion by current grant-funded arts groups limits effectiveness of city grant program
- Lack of public awareness about the Visitor Information Center and the services it offers
- Size of The Grand rental spaces, and current staff levels, create a de facto cap on rental uses and rental revenue
- Successful implementation of the public art and heritage programs are severely hampered by the lack of a dedicated staff position
  - Workload demand caused by high volume of city-related bills filed in the Texas Legislature

# SWOT Analysis

## O

### Opportunities

- Add permanent video capability to the stage at Wayne Ferguson Plaza
- Upgrades to Lewisville Rodeo Arena will allow expanded public use of the facility
- Additional outdoor athletic fields would enable Lewisville to individually pursue larger youth tournaments, such as lacrosse and soccer, with greater hotel impact
- Expanding the audience and production capacity of The Grand would allow staff to reach new and larger audiences
- Nature center at LLELA would create a regional eco-tourism draw
- Create a free visitor trolley system connecting Old Town core with DCTA Old Town Station
- New convention center with more meeting and exhibit space, connected to a viable regional tourism draw
- New hotel properties will refresh local room stock and make Lewisville a more attractive destination
- Expand programming in Wayne Ferguson Plaza as a way to draw non-event foot traffic to the Old Town core
- Increase cultural programming to target broader Lewisville audiences
- Work with local arts patrons to create a Guild to serve as a volunteer and fundraising support arm for Lewisville Grand Theater
  - Annexation of Castle Hills connects The Grand with a new base of potential audience and patrons.

## T

### Threats

- Maintenance and upgrade needs at The Grand will require constant attention as the building enters its second decade of operations
- Some regular Lewisville Grand Theater clients are starting to outgrow our available space
- Flower Mound is researching a public art program, and Coppell opened a public arts center in 2020
- New hotels in The Colony and Flower Mound are cutting into market share of Lewisville's aging hotel stock
- Public perception that arts patrons have to go to Dallas to enjoy quality performances and exhibits
- Volatility of Hotel Occupancy Tax, which funds most tourism, arts, and special events activities
- Climate change has impacted local weather patterns and increased frequency of tournament cancellations
- An anti-city atmosphere in the Texas Legislature and among statewide elected officials threatens local authority and the City's ability to respond to the stated needs and wishes of our residents
- Not keeping up with technology would put The Grand at a competitive disadvantage
- Rapid changes in communication habits and technology require constant evaluation of existing outlets
- Rapid growth in entertainment costs has a negative impact on concerts and events

# Plan Development

## Plan Influences

Development of the Department Business Plan was heavily influenced by work done citywide in creating previous plans and initiatives. Major influences included:



### Lewisville 2025 vision plan

Adopted in 2014 and updated in 2021, this plan establishes a shared vision of the community Lewisville wants to be when it celebrates its centennial in the year 2025. The plan includes a list of strategic priorities and action steps grouped by Big Move and Strategic Move.



### The Lewisville Way

Created by employees in 2017, The Lewisville Way defines the cultural values that guide both internal and external interactions.



### Sustainability Plan

Adopted in 2021, the Sustainability Plan establishes objectives and guidelines for making Lewisville more environmentally conscious and to be better stewards of our limited natural resources.



### The Mayor's Commission: Listen Learn Lead

The Mayor's Commission was formed in 2020 and developed a series of 30 recommendations for improving racial equity and inclusion within the organization and in our interactions with the community.



### Public Art Master Plan

Adopted in January 2018, this plan defines the importance and objectives of the Public Art Program as a way to unite residents through an emotional connection with their community.

### Communication Plan

A new internal document is being finalized in 2022 and will coordinate branding, marketing, and other efforts.

### PEG 5-year Plan

This internal document projects future capital and equipment needs related to the city's video production capability.

# Plan Development

## Plan Development Process

Charting the mission and goals of the Community Relations & Tourism Department (CRT) has been an ongoing conversation for nearly a decade. The photo below, taken during a 2014 department staff workshop, shows that the department has long been focused on creating positive interactions for the public that contribute to a positive and welcoming reputation for Lewisville.



That conversation heated up in late 2021 when staff was directed to develop a formal business plan for the department, starting with statements of our mission and vision.

The mission statement selected by the department team was the same as the informal mission adopted back in 2014 – to make people feel good about Lewisville. The vision statement also reflected that earlier workshop by focusing on a future in which stakeholders of all sorts feel a strong positive connection to Lewisville.

The department leadership team (director and four division heads) worked for several weeks during the fall to develop a full vision statement. That common vision was shared with the rest of the department team during a Nov. 4, 2021, workshop. CRT employees endorsed the mission and vision statements and created a list of key factors to consider in developing department goals.

The leadership team went back to work and came up with a list of five broad goals that would help achieve the department's mission and make the department vision a reality. Those goals were shared with the entire team for feedback and revision. The goals were finalized in December and preliminary strategies were compiled for each goal.

Another department workshop on Feb. 8, 2022, presented the strategies to the entire department team. Working in small groups, employees reviewed and commented on the strategies and suggested specific tasks that could be assigned to each strategy. The list of tasks was compiled the following week and is contained in this report for the City Council Retreat on March 3.

This plan is designed to carry the department into the year 2027 as an effective, efficient organization pursuing the department mission. It will be reviewed regularly to ensure that the department can adapt to changes in technology, staffing, City Council priorities, and community expectations.

## Mission and Vision

# Our Mission

*The mission of Community Relations & Tourism is to make people feel good about Lewisville.*

# Our Vision

Vision: Lewisville will be a community that makes a positive impression on residents and visitors by:

- uniting Lewisville's population across geographic, cultural, and economic boundaries through shared goals and values
- engaging residents in active two-way communication with established and emerging tools
- using City facilities to create community gathering spaces and focal points
- documenting, preserving, and relating Lewisville's rich history
- offering a variety of art and cultural experiences
- enhancing the visual image of Lewisville with public art
- producing festivals and events that reach all segments of our population
- encouraging tourism in the leisure, sports, business, and meetings sectors
- working with city departments and local partner agencies to build a consistent community character



## Our Goals

- The Community Relations & Tourism Department serves as a professional communication resource that helps all City departments better serve their customers and employees.
- Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations.
- Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history.
- Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun.
- Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers.



# **COMMUNITY RELATIONS & TOURISM DEPARTMENT**

## **BUSINESS PLAN - DECEMBER 2022**

### **OUR MISSION**

*The mission of Community Relations & Tourism is to make people feel good about Lewisville.*

### **OUR VISION**

Lewisville will be a community that makes a positive impression on residents and visitors by:

- uniting Lewisville's population across geographic, cultural, and economic boundaries through shared goals and values
- engaging residents in active two-way communication with established and emerging tools
- using City facilities to create community gathering spaces and focal points
- documenting, preserving, and relating Lewisville's rich history
- offering a variety of art and cultural experiences
- enhancing the visual image of Lewisville with public art
- producing festivals and events that reach all segments of our population
- encouraging tourism in the leisure, sports, business, and meetings sectors
- working with city departments and local partner agencies to build a consistent community character

### **OUR GOALS**

We have established five goals that will allow us to fulfill our Mission and bring about our Vision.

- The Community Relations & Tourism Department serves as a professional communication resource that helps all City departments better serve their customers and employees.
- Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations.
- Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history.
- Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun.
- Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers.

# OUR STRATEGIES

We will apply the following well-planned and sustainable strategies to achieve our goals.

**Goal** - The Community Relations & Tourism Department serves as a professional communication resource that helps all City departments better serve their customers and employees.

**Strategy** - Ensure department employees are properly trained, equipped, and supported to efficiently serve as professional communication resources.

**Strategy** - Ensure every employee understands the City's organizational mission and goals and is equipped to represent the City's mission in the workplace and in the community.

**Strategy** - Ensure every department has access to, is aware of, and understands established City production guidelines and creation timelines for publicizing programs and events.

**Strategy** - Continually evaluate current and emerging tools to communicate with employees in all departments.

**Goal** - Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations.

**Strategy** - Continually review the communication tools being used to ensure that information is being sent to and received from the widest possible audience.

**Strategy** - Work with the Equity and Training Manager to ensure that City communication efforts effectively engage with historically under-engaged populations.

**Strategy** - Use the City's video-production capability to reach both broad and targeted audiences with content that is useful, informative, and entertaining.

**Strategy** - Use current and emerging communication tools to effectively engage with multi-family residents in Lewisville.

**Strategy** - Actively engage in the legislative and regulatory process at the state and federal level to ensure Lewisville's interests are represented.

**Goal** - Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history.

**Strategy** - Use the Public Art Master Plan, with input from City Council, Arts Advisory Board, and the public, to deploy public art citywide that engages with all segments of the Lewisville population.

**Strategy** - Diversify and expand budgets for City-sponsored programming and public art to ensure continuation and growth of the programs.

**Strategy** - Use the Lewisville Heritage Project to document and celebrate our history while tying that history to future opportunities.

**Strategy** - Identify programming genres that are missing or weak in current Arts Center programming and festivals/events to guide plans for future programming.

**Strategy** - Continue shaping Old Town Lewisville into a viable destination for residents and visitors to experience history, art, culture, leisure, and community engagement.

**Goal** - Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun.

**Strategy** - Increase opportunities for residents to experience the fine and performing arts without having to leave Lewisville.

**Strategy** - Make sufficient regular investment in capital improvements, equipment, programming, and staffing to ensure that the Lewisville Grand Theater remains the premier public arts facility in Southern Denton County.

**Strategy** - Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors.

**Goal** - Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers.

**Strategy** - Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences.

**Strategy** - Actively recruit group travel business in the markets identified as most lucrative for Lewisville tourism.

**Strategy** - Enhance functionality and awareness of the Visitor Information Center so that it becomes an essential tourism resource for Southern Denton County visitors and residents.

**Strategy** - Recruit existing events and market to existing event producers to produce their events at Lewisville facilities such as Wayne Ferguson Plaza or Bill Weaver Arena.

**Strategy** - Establish regional coordination efforts with Southern Denton County cities, North Texas cities, and State of Texas Tourism Office to promote leisure and sports tourism in Lewisville.

**Strategy** - Pursue official state designation as a Music-Friendly and Film-Friendly community and, once obtained, market those designations to appropriate markets.

## OUR TASKS

Achieving each goal requires the completion of individual tasks. Below is a list of these tasks with task description, budget need projection, anticipated completion, completion metrics, and lead staff member.

**Lead Staff:** Daren

**Lead Staff:** Denise

**Lead Staff:** James

**Lead Staff:** Matt

**Lead Staff:** Dee Dee

### CHANGES MADE ON 05/22/2023

- Revised the language for “Cultural Relevance of Special Events” (22-23)
- Revised language for “Heritage Steering Committee” and removed funding estimate (22-23)
- Converted “Position Request: Internal Communication” to “Communication Strategy” (22-23)
- Revised language for “Internal Video Message Board” (22-23)
- Revised language for “Lewisville Talks City Speaker Series” (22-23)
- Revised language for “Multifamily Resident Outreach” (22-23)
- Added “Old Town Entry Arches: Design Funding” (22-23)
- Converted “Arts Center Expansion” to “Arts Center Renovation: Design” (23-24)
- Revised name for “Arts Center Presenting Theater Series” (23-24)

- Added “Old Town Entry Arches: Design Process” (23-24)
- Added “Research relocation of Visitor Information Center into Well House” (23-24)
- Converted “Arts Center Expansion” to “Arts Center Renovation: Design” (24-25)
- Added “ColorPalooza Growth: Assessment” (24-25)
- Moved “Position Request: Patron Services Coordinator” (24-25)
- Moved “Position Request: Marketing and Development Specialist” (24-25)
- Added “Old Town Entry Arches: Installation” (24-25)
- Moved “ColorPalooza Growth: Implementation” (25-26)

## **FY 2022-23**

### **Art Grant Programs Review**

Review the art grant programs for effectiveness and funding

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Increase opportunities for residents to experience the fine and performing arts without having to leave Lewisville

**Task:** Review current Arts Support Grant, Arts Project Grant, and Artist Micro-Grant eligibility and evaluation tools to ensure funds are being used effectively and are creating quality experiences with broad community appeal.

**Funding (existing):** \$0

**Funding (needed):** \$0

**Completion Target:** February 2023

**Metrics:** Review completed.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

### **Art Grant Programs Revisions**

Revise the art grant programs for effectiveness and funding

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Increase opportunities for residents to experience the fine and performing arts without having to leave Lewisville

**Task:** Based on a comprehensive review of the three art grant programs, recommend and implement any needed program changes. Submit a funding request for the FY 2023-24 budget to increase Arts Support Grant allocations, if requested by the Arts Advisory Board.

**Funding (existing):** \$0

**Funding (needed):** \$25,000

**Completion Target:** April 2023

**Metrics:** Recommendations made. Changes made. Budget request submitted.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

### **Arts Center Expansion Feasibility Study**

Assess the viability and need for an expansion of Lewisville Grand Theater

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Increase opportunities for residents to experience the fine and performing arts without having to leave Lewisville

**Task:** Conduct a feasibility study for expanding the Lewisville Grand Theater to increase audience and programming capacity.

**Funding (existing):** \$65,000

**Funding (needed):** \$65,000

**Completion Target:** February 2023

**Metrics:** RFP released, proposals reviewed, consultant selected, study conducted, results given to City Council, results given to Blue Ribbon Committee.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** Yes

## **Arts Center Equipment and Technology**

Maintain facility, equipment, and technology to meet facility and client needs

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Make sufficient regular investment in capital improvements, equipment, programming, and staffing to ensure that the Lewisville Grand Theater remains the premier public arts facility in Southern Denton County

**Task:** Continue regular capital investment at The Grand to ensure that equipment remains current and functional and that building spaces are well maintained. Evaluate current projector, screen, and sound in the Huffines Performance Hall and upgrade if needed so that film screenings can become a regular programming element (FY 2022-23). Evaluate current technology in the Huffines Performance Hall and upgrade if needed so that live video streaming becomes a viable programming option (FY 2023-24). Purchase and install equipment needed to provide an in-house video system to the Huffines Performance Hall backstage (FY 2023-24). Purchase and install equipment needed to upgrade and expand the audio announcement system in the Lobby (FY 2023-24).

**Funding (existing):** \$81,000

**Funding (needed):** \$50,000

**Completion Target:** September 2023

**Metrics:** Equipment needs identified. New equipment purchased. New equipment installed.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

## **Arts Center Fee Schedule (2023)**

Ensure that rental fees are fair and competitive

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Make sufficient regular investment in capital improvements, equipment, programming, and staffing to ensure that the Lewisville Grand Theater remains the premier public arts facility in Southern Denton County

**Task:** Evaluate rental rates annually to ensure that they are competitive within the regional market but also accurately reflect the value being offered.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Rates reviewed and compared to the market. Fee Schedule changes submitted if needed.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

## **Arts Center Staff Development (2023)**

Provide ample training and support to help team members succeed

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Make sufficient regular investment in capital improvements, equipment, programming, and staffing to ensure that the Lewisville Grand Theater remains the premier public arts facility in Southern Denton County

**Task:** Continue to invest in regular professional development and field-specific training for staff, especially related to safety and technical skills. Maintain memberships in key professional associates for Grand staff, such as IAVM, APAP, and others, to stay connected and updated on industry trends and changes.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Training opportunities provided. Memberships maintained.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

## **Arts Presence with PLOW**

Add an arts presence to PLOW deployments by Parks & Recreation

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Identify programming genres that are missing or weak in current Arts Center programming and festivals/events to guide plans for future programming

**Task:** Coordinate with Parks & Recreation to incorporate cultural and fine arts elements into PLOW mobile recreation center deployments in area neighborhoods and apartment complexes.

**Funding (existing):** \$0

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Meet with PARD to identify opportunities. Pitch ideas to arts partners. Participate in at least one PLOW deployment by the end of FY 2022-23.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

## **Basement Studio Concept Plan**

Plan for studio space in the second phase of City Hall basement finish-out

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Use the City's video-production capability to reach both broad and targeted audiences with content that is useful, informative, and entertaining

**Task:** Work with Public services on timeline and space allocation for a proposed studio space in the second phase of City Hall basement finish out. Develop concept plan for space and equipment needs.

**Funding (needed):** \$200,000 (PEG Fund)

**Completion Target:** September 2023

**Metrics:** Concept plan developed.

**Lead Division:** Community Relations

**Lead Staff:** Matt

**Trello Project Card?** No

## **Bill Weaver Arena (2023)**

Make effective use of Bill Weaver Arena as an event site and community gathering space

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Complete installation of light towers and power connections. Work with Parks and Recreation to develop a set of rental rules and fees for private use of Bill Weaver Arena. Approach the Lewisville High School Rodeo Club about regular use of Bill Weaver Arena for practices and rodeos. Work with Parks and Recreation and Public services to assess the feasibility of installing a curb cut on Mill Street that would provide a second vehicle access point for on-site event parking. Create a recruitment plan for Bill Weaver

Arena that targets suitable events (not limited to rodeo events) that might be brought to the facility. Continue holding the PBR Lewisville event and identify other annual events that could be held at the facility, including professional and amateur rodeo competitions and equestrian or livestock stows and sales.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Light towers and power boxes installed. Rental policies and fees adopted. Curb cut installed. LHS Rodeo Club approached. Fiesta Charra held, PBR Lewisville held. Other potential events identified. Action Step submitted for PRCA Lewisville event in FY 2023-24 budget request.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

## **Centennial Celebration Committee**

Create a resident group to help plan a year-long Centennial Celebration to be held in 2025

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Use the Lewisville Heritage Project to document and celebrate our history while tying that history to future opportunities

**Task:** Appoint a Centennial Committee steering committee. Submit a funding request for the FY 2023-24 budget for program elements with a long lead time.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Committee format and appointment process approved. Committee members recruited. Committee begins meeting to discuss the celebration outline. Budget request submitted for FY 2023-24 budget.

**Lead Division:** Arts

**Lead Staff:** James

**Trello Project Card?** Yes

## **CITF Grant Possibilities (2023)**

Consider applying for a CITF grant to fund Chin and Latinx outreach

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Work with the Equity and Training Manager to ensure that City communication efforts effectively engage with historically under-engaged populations

**Task:** Consider applying for one or more Community Inclusion Task Force (CITF) grants during FY 2022-23 to fund new outreach efforts targeting the Chin and Latinx communities.

**Funding (needed):** \$0

**Completion Target:** March 2023

**Metrics:** Program proposals developed by division leaders, select programs to be submitted, applications submitted, funding received (if any), implementation of funded programs (if any), measurable outcomes.

**Lead Division:** Community Relations

**Lead Staff:** James

**Trello Project Card?** No

## **City Cable LVTB Branding**

Use City Cable LVTB as a consistent communication tool.

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Use the City's video-production capability to reach both broad and targeted audiences with content that is useful, informative, and entertaining

**Task:** Once a consistent programming schedule is established and being broadcast, consider options for specialized branding of the cable channel.

**Funding (needed):** \$15,000



**Completion Target:** September 2023

**Metrics:** Create a budget request for FY 2023-24 to develop a branding package and to market the new brand.

**Lead Division:** Community Relations

**Lead Staff:** Matt

**Trello Project Card?** No

### **City Cable LVTV Programming**

Use City Cable LVTV as a consistent communication tool.

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Use the City's video-production capability to reach both broad and targeted audiences with content that is useful, informative, and entertaining

**Task:** Develop a consistent programming schedule for City Cable LVTV and market channel content to Lewisville residents. Create and implement a plan to use existing video segments, such as concert recording and event footage, to fill regular slots in the programming schedule. Identify external sources for quality cable programming that will appeal to Lewisville residents, further our organizational goals, and be financially sustainable. Develop a process for populating the cable channel bulletin board and using that content to fill gaps between video programming. Develop at least two monthly City-produced programs for cable broadcasting. Form a working partnership with the LISD video production classes to air original student-produced content.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Program schedule developed. Video segment programming created. External programming identified and acquired. Bulletin board process developed and implemented. City-produced programs developed. LISD student programming is added to the program schedule.

**Lead Division:** Community Relations

**Lead Staff:** Matt

**Trello Project Card?** No

### **City Cable LVTV Streaming**

Use City Cable LVTV as a consistent communication tool.

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Use the City's video-production capability to reach both broad and targeted audiences with content that is useful, informative, and entertaining

**Task:** Stream the LVTV cable content on the City website.

**Funding (needed):** \$0 (unknown)

**Completion Target:** September 2023

**Metrics:** Identify streaming options. Identify equipment or software needs. Acquire needed equipment, software, or service. Test the live stream on the City website. Launch the live stream on the City website.

**Lead Division:** Community Relations

**Lead Staff:** Matt

**Trello Project Card?** No

### **ColorPalooza Inclement Weather Plan**

Create a sustainable inclement weather plan for the ColorPalooza festival

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Develop a plan for conducting ColorPalooza during inclement weather.

**Funding (needed):** \$0

**Completion Target:** March 2023

**Metrics:** Plan developed and shared with event partners.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

### **Communication guides and standards**

Develop, distribute, and maintain a style guide, brand standards manual, communications plan, and marketing timeline for use in all departments.

**Goal:** The Community Relations & Tourism Department serves as a professional communication resource that helps all City departments better serve their customers and employees

**Strategy:** Ensure every department has access to, is aware of, and understands established City production guidelines and creation timelines for publicizing programs and events

**Task:** Develop, distribute, and maintain a citywide style guide, brand standards manual, communications plan, and marketing timeline. Ensure that every department has access to and is aware of these documents.

**Funding (needed):** \$0

**Completion Target:** March 2023

**Metrics:** Documents completed and approved, documents posted to intranet site and shared drive, department directors and communicators made aware of the guidelines.

**Lead Division:** Community Relations

**Lead Staff:** Matt

**Trello Project Card?** Yes (partial)

### **Community Art-Making Projects**

Engage the community in creating pieces of public art

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Use the Public Art Master Plan, with input from City Council, Arts Advisory Board, and the public, to deploy public art citywide that engages with all segments of the Lewisville population

**Task:** Create opportunities for community art-making activities as part of the Public Art Program.

**Funding (needed):** \$0 (annual request from capital project)

**Completion Target:** September 2023

**Metrics:** Pursue aviary-themed projects approved by Arts Advisory Board. Recommendations included in Public Art Master Plan update.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** Yes (partial)

### **REVISED Cultural Relevance of Special Events**

Offer special events that highlight and celebrate Lewisville's diversity

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Review current and proposed events to include events or event elements that celebrate the cultural groups that help build Lewisville's cherished diversity. Continue to implement the Mayor's Commission recommendation for diversity in musical performers at city-managed events while maintaining a broad appeal to the many diverse Lewisville audiences. Research events in similar communities to look for culturally relevant activities that could be adapted to existing Lewisville events. Partner with community groups and churches to engage culturally diverse communities for special event performers, vendors, and attendees.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Consider and measure cultural diversity in new and proposed special events.

**Lead Division:** Events

**Lead Staff:** Daren

Trello Project Card? No

### **Fam Trips (2023)**

Use fam trips to attract social media influencers

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers  
**Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences  
**Task:** Collaborate with hotels, attractions, and retailers to host influencers on individual fam trips so they can share their Lewisville experiences with their social media audiences.  
**Funding (needed):** \$0  
**Completion Target:** September 2023  
**Metrics:** Travel partners recruited. Target influencers identified. Invitations sent. Fam trips held. Social media placement received.  
**Lead Division:** Tourism  
**Lead Staff:** Dee Dee  
Trello Project Card? No

### **Greater Lewisville Arts Alliance**

Guide GLAA into a more active role in promoting local arts efforts

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun  
**Strategy:** Increase opportunities for residents to experience the fine and performing arts without having to leave Lewisville  
**Task:** Attempt to help Greater Lewisville Arts Alliance define its purpose and reestablish the organization to become a strong advocacy group for all artistic efforts in Lewisville.  
**Funding (needed):** \$0  
**Completion Target:** September 2023  
**Metrics:** Outreach to GLAA. Plan jointly developed.  
**Lead Division:** Arts  
**Lead Staff:** Denise  
Trello Project Card? No

### **Green Event Standards**

Make city-managed events more environmentally sustainable

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun  
**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors  
**Task:** Develop a set of "Green Event" standards for city-managed and city-sponsored events to mitigate the potential negative impacts of special events on the natural environment. Apply those standards to citywide special events and share them with all departments for consideration when holding their own external or internal events. Create guidelines to include appropriate references in marketing materials and at event sites that will make the public aware that it is a "green event."  
**Funding (needed):** \$0  
**Completion Target:** September 2023  
**Metrics:** Green Event Standards drafted. Green Event Standards applied. Green Event Standards measured. Green Event Standards promoted.  
**Lead Division:** Events  
**Lead Staff:** Daren  
Trello Project Card? No

### **Group Travel Marketing (2023)**

Identify and pursue group travel

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers  
**Strategy:** Actively recruit group travel business in the markets identified as most lucrative for Lewisville tourism

**Task:** Meet annually with interested hotel owners, managers, and salespeople to solicit their input on the most lucrative travel markets for Lewisville during the current and upcoming calendar year. Develop and implement a focused tourism marketing plan for the most lucrative travel markets that includes targeted advertising, trade show attendance, organization memberships, and site visit invitations.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Hotel input received. Top markets identified. Marketing outreach plan devised and implemented.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

## **REVISED Heritage Steering Committee Development**

Propose a resident committee to assist with the Lewisville Heritage Project

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Use the Lewisville Heritage Project to document and celebrate our history while tying that history to future opportunities

**Task:** Create guiding documents to establish objectives and processes for a Heritage Steering Committee with the intent of creating the committee during FY 2023-24.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Documentation created. Budget request submitted for FY 2023-24.

**Lead Division:** Arts

**Lead Staff:** James

**Trello Project Card?** No

## **Hotels & Attractions Engagement (2023)**

Exchange information and share resources with tourism partners

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences

**Task:** Meet as often as monthly with local hoteliers to update them about advertising efforts and event recruitment and to make them aware of pending projects. Meet annually with interested hotel owners, managers, and salespeople to solicit their input about current and potential travel markets for Lewisville based on their own business models and customer data. Meet annually with interested hotel owners, managers, and salespeople to review recent history of tourism advertising and to solicit their input about the advertising plan that will be included in the next budget submittal.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Regular update meetings held. Annual markets meeting held. Annual advertising meeting held.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

## **House Technicians**

Move technician services in-house to provide improved customer service

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Make sufficient regular investment in capital improvements, equipment, programming, and staffing to ensure that the Lewisville Grand Theater remains the premier public arts facility in Southern Denton County

**Task:** Research efficiency and budget impacts of internalizing oversight of stage crew and technicians, and prepare a request for the FY 2022-23 budget cycle.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Research completed. Job descriptions created. Action Step requests submitted. Action Steps funded. Coordinator hired. House technicians hired. Internal house technician process implemented.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

### **Internal communications and marketing committee**

Use a multi-department communications and marketing team to effectively gather and disseminate information in all departments.

**Goal:** The Community Relations & Tourism Department serves as a professional communication resource that helps all City departments better serve their customers and employees

**Strategy:** Ensure every department has access to, is aware of, and understands established City production guidelines and creation timelines for publicizing programs and events

**Task:** Form a multi-department communication task force that meets regularly to share information and provide input on employee communication efforts at the department and division level. Use the task force to gather information for public communication. Have the task force conduct a citywide employee survey to determine preferred communication methods.

**Funding (needed):** \$5,000 (FY 2023-24)

**Completion Target:** May 2023

**Metrics:** Committee formed and meeting, survey conducted, survey results, overall employee awareness.

**Lead Division:** Community Relations

**Lead Staff:** Matt

**Trello Project Card?** No

### **REVISED Internal Communication Strategy**

Develop a strategy and process for citywide employee communication

**Goal:** The Community Relations & Tourism Department serves as a professional communication resource that helps all City departments better serve their customers and employees

**Strategy:** Continually evaluate current and emerging tools to communicate with employees in all departments

**Task:** Work with Human Resources, ITS, and other departments to develop a base strategy and process for citywide employee communication; prepare to implement the strategy and processes during FY 2023-24.

**Funding (needed):** \$0

**Completion Target:** April 2023

**Metrics:** Department input received, strategy developed, implementation timeline developed.

**Lead Division:** Community Relations

**Lead Staff:** Matt

**Trello Project Card?** No

### **REVISED Internal video message board**

Evaluate the use and effectiveness of internal video message boards.

**Goal:** The Community Relations & Tourism Department serves as a professional communication resource that helps all City departments better serve their customers and employees

**Strategy:** Continually evaluate current and emerging tools to communicate with employees in all departments

**Task:** Work with ITS to evaluate the use and effectiveness of internal video message boards. Draft and implement a plan to improve the use and effectiveness of internal video message boards.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Information gathered relating to current use of the internal video message boards, information is reviewed to assess effectiveness, new use guidelines are developed and approved, new use guidelines are implemented.

**Lead Division:** Community Relations

**Lead Staff:** Matt

**Trello Project Card?** No

## **Intranet site**

Use the intranet as an effective employee communication tool

**Goal:** The Community Relations & Tourism Department serves as a professional communication resource that helps all City departments better serve their customers and employees

**Strategy:** Continually evaluate current and emerging tools to communicate with employees in all departments

**Task:** Review and update current communications-related content on the intranet site. Develop short-form videos that can be integrated into the intranet site as a way to inform and educate employees.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Content updated, visits to the intranet site, number of videos posted, video views.

**Lead Division:** Community Relations

**Lead Staff:** Matt

**Trello Project Card?** No

## **Legislative Agenda (2023)**

Draft and carry out a comprehensive Legislative Agenda for the City.

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Actively engage in the legislative and regulatory process at the state and federal level to ensure Lewisville's interests are represented

**Task:** Hire a legislative consultant. Draft a comprehensive Legislative Agenda that includes Priority Topics and General Topics.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Consultant contract signed. City Council priorities identified. Agenda document drafted. Agenda contents posted to the City website. Bills monitored throughout the session. Letters and testimony submitted as needed. Local bill drafted (massage parlors) and posted to the City website.

**Lead Division:** Community Relations

**Lead Staff:** James

**Trello Project Card?** Yes

## **Legislative Agenda - Massage Parlors Bill**

Draft and seek passage of a bill related to reasonable regulation of massage parlors.

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Actively engage in the legislative and regulatory process at the state and federal level to ensure Lewisville's interests are represented

**Task:** Draft a bill that would grant cities limited authority to enact reasonable regulation of massage parlors, with stronger regulation for those with a record of criminal offense. Recruit bill sponsors in the House and Senate. Seek passage of the bill.

**Funding (needed):** \$0

**Completion Target:** May 2023

**Metrics:** Bill drafted. House sponsor recruited. Senate sponsor recruited. Bill filed in the House. Bill filed in the Senate. Letters and testimony submitted as needed to seek passage. Bill passes. Bill signed into law.

**Lead Division:** Community Relations

**Lead Staff:** James

**Trello Project Card?** Yes

## **Legislative Liaison Program**

Develop and implement a structured process to monitor and influence state and federal legislation and regulatory processes.

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Actively engage in the legislative and regulatory process at the state and federal level to ensure Lewisville's interests are represented

**Task:** Work with elected officials, city management, and legislative consultant to develop guidelines for when and how to take action on proposed legislation. Develop procedures to follow during legislative sessions, including what communication tools to use and how to effectively track legislation from the start of filing to the end of the session. Develop and implement guidelines for effective use of legislative consultant during and between legislative sessions.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Session monitoring guidelines drafted. Legislative action guidelines drafted. Consultant guidelines drafted.

**Lead Division:** Community Relations

**Lead Staff:** James

**Trello Project Card?** No

### **Lewisville Grand Theater Market Assessment**

Assess community need and competitive market for the arts center

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Identify programming genres that are missing or weak in current Arts Center programming and festivals/events to guide plans for future programming

**Task:** Conduct an online survey to get resident input about the types of programming they would likely to attend at the arts center. Conduct in-person engagement sessions with both targeted and general audiences to get resident input about the types of programming they would be likely to attend at the arts center. Complete an operational survey of other similar city-operated arts centers in North Texas to measure their programming scope, budget, staffing, and other factors.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Survey conducted and results analyzed. Engagement sessions held. Market survey completed. Recommendations developed. Not that some of these might be completed by the Feasibility Study consultant.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

### **Lewisville Grand Theater Marketing**

Market the arts center to boost awareness, attendance, and participation

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Increase opportunities for residents to experience the fine and performing arts without having to leave Lewisville

**Task:** Develop unified and contemporary arts marketing materials to communicate art-related opportunities more broadly than program-specific marketing efforts. Attempt to form marketing partnerships with nearby arts facilities.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Marketing plan drafted and implemented. Outreach to neighboring venues.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

### **Lewisville Grand Theater Video Recording Equipment**

Use video from Lewisville Grand Theater on City Cable LVTv

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Use the City's video-production capability to reach both broad and targeted audiences with content that is useful, informative, and entertaining

**Task:** Evaluate video recording equipment at Lewisville Grand Theater and upgrade if needed so that a sampling of public performances can be recorded and later broadcast on the cable channel.

**Funding (needed):** \$0 (unknown)

**Completion Target:** May 2023

**Metrics:** Compile a list of current equipment. Assess the condition and suitability of current equipment. Compile a list of recommended upgrades. Submit a request in the FY 2023-24 budget for equipment upgrades.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

### **REVISED Lewisville Talks City Speaker Series (2023)**

Conduct the Lewisville Talks City Speaker Series during FY 2022-23 to engage residents and community partners in discussions related to sustainability and equity.

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Work with the Equity and Training Manager to ensure that City communication efforts effectively engage with historically under-engaged populations

**Task:** Present at least one speaker in the area of equity during FY 2022-23. Present at least one speaker in the area of sustainability during FY 2022-23. Solicit a community sponsor for the Lewisville Talks City Speaker Series to offset speaker fees. Connect with partners at LISD, Denton County, and other agencies to seek ways to expand the reach and scope of the speaker series.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Speakers booked. Audience counts. Organic media coverage. Sponsors recruited.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** Yes

### **Lewisville Talks Program Development**

Develop community and partner support to grow the Lewisville Talks City Speaker Series and promote continuing discussions related to sustainability and equity in FY 2023-24 and beyond.

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Work with the Equity and Training Manager to ensure that City communication efforts effectively engage with historically under-engaged populations

**Task:** Form a partnership with the University of North Texas and other local colleges to identify and recruit speakers and promote audiences. Identify and join organizations that can assist with planning and producing equity topics.

**Funding (needed):** \$0 (need an estimate of membership fees, etc.)

**Completion Target:** September 2023

**Metrics:** Organizations joined. Shared promotional efforts. Audience impact.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

### **Main & Mill Business Association Engagement**

Work with Main & Mill Business Association to enhance the image of Old Town

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Continue shaping Old Town Lewisville into a viable destination for residents and visitors to experience history, art, culture, leisure, and community engagement



**Task:** Continue to support the current Main & Mill Business Association (MMBA) events, First Fridays and Shared Table, through marketing and other assistance. Jointly identify new events that could be held in the Old Town Entertainment District by MMBA or individual businesses. Jointly identify ways MMBA members can more actively engage with city-managed events held in Old Town.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Formalize city support of MMBA events. Meet with MMBA membership to discuss options for new events. Meet with MMBA membership to discuss increased participation in city-managed events.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

## **REVISED Multifamily resident outreach**

Implement methods to facilitate communication to and feedback from multifamily residents.

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Use current and emerging communication tools to effectively engage with multi-family residents in Lewisville

**Task:** Develop a communication plan that defines processes and a toolkit for reaching apartment residents and for providing accessible means for them to provide feedback to the City.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Contact list compiled with apartment management offices, input received from apartment managers, input received from other City departments, communication plan drafted, communication plan launched, level of feedback received.

**Lead Division:** Community Relations

**Lead Staff:** Matt

**Trello Project Card?** No

## **Old Town Branding**

Build the image of Old Town as a desired place to live, work, and visit

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Continue shaping Old Town Lewisville into a viable destination for residents and visitors to experience history, art, culture, leisure, and community engagement

**Task:** Continue branding and marketing efforts designed to draw visitors, residents, and businesses to Old Town. Use survey data, available market research, social media traffic, and interviews or focus groups to determine which current venues are the most successful visitor draws and what types of venues are missing; share findings with Economic Development. Once a list of desired business or venue types is created, assist Economic Development with marketing efforts to promote that type of development. Ensure that current venues are receiving appropriate marketing attending through existing communication outlets available to the city. Conduct two 30-day marketing campaigns for Old Town, one focused on potential visitors and one focused on potential residents.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Annual Old Town marketing budget. Venue interests gathered. Communication with Economic Development. Focused marketing campaigns completed.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

## **NEW Old Town Entry Arches: Design Funding**

Install decorative arches to mark entry points into Old Town Lewisville

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Continue shaping Old Town Lewisville into a viable destination for residents and visitors to experience history, art, culture, leisure, and community engagement

**Task:** Submit a funding request with the FY 2023-24 budget to design three Old Town entry arches.

**Funding (needed):** \$22,500 (FY 2023-24)

**Completion Target:** May 2023

**Metrics:** Present Old Town entryway options to City Council. Gathering pricing information for the preferred option (arches). Submit a funding request with the FY 2023-24 budget.

**Lead Division:** Tourism

**Lead Staff:** James

**Trello Project Card?** No

## **Old Town Field Trip Packages**

Use structures field trip packages to draw visitors and increase awareness

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Continue shaping Old Town Lewisville into a viable destination for residents and visitors to experience history, art, culture, leisure, and community engagement

**Task:** Develop field trip packages in Old Town that can be used by public school, private school, and home-school educators to address various TEKS educational goals.

**Funding (needed):** \$5,000

**Completion Target:** September 2023

**Metrics:** TEKS educational goals researched for Old Town connections. Field trip topics identified. Packages created. Packages marketed to educators.

**Lead Division:** Tourism

**Lead Staff:** Denise

**Trello Project Card?** No

## **Old Town Signs and Banners**

Use coordinated signs and banners to promote the Old Town brand

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Continue shaping Old Town Lewisville into a viable destination for residents and visitors to experience history, art, culture, leisure, and community engagement

**Task:** Annually review the directional design package in Old Town and identify locations where new or revised signage is needed, then work with Public Services to manufacture and install new signage as needed. Annually inspect vertical pole banners in the Old Town district and replace damaged or missing banners and banner arms as needed.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Sign inspection completed Sign changes made. Banner inspection completed. Banner needs addressed.

**Lead Division:** Tourism

**Lead Staff:** James

**Trello Project Card?** No

## **Oral History Interviews**

Use recorded interviews to preserve Lewisville history

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Use the Lewisville Heritage Project to document and celebrate our history while tying that history to future opportunities

**Task:** Use existing oral interview recordings to develop a series of short Lewisville Looks Back videos. Use new video interviews with long-time residents of diverse heritage to tell the story of contemporary Lewisville and connect it with historic Lewisville. Create a plan to use oral history interviews as part of the year-long Centennial Celebration held in 2025.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Existing interview transcripts reviewed for video opportunities. First video completed. New interviews conducted, transcribed, and cataloged.

**Lead Division:** Arts

**Lead Staff:** James

**Trello Project Card?** No

### **Private Special Event Recruitment (2023)**

Encourage privately run events to fill out the festival calendar

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Recruit existing events and market to existing event producers to produce their events at Lewisville facilities such as Wayne Ferguson Plaza or Bill Weaver Arena

**Task:** Identify privately managed events within the drive-time market that are not inherently tied to their current location. Make professional event coordinators in the region aware that Lewisville is a lucrative event venue and is open to negotiations with established events.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Events approached about relocation to Lewisville. Events moved to Lewisville.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

### **Professional Tourism Associations (2023)**

Capitalize on agency memberships to build tourism impact

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Establish regional coordination efforts with Southern Denton County cities, North Texas cities, and State of Texas Tourism Office to promote leisure and sports tourism in Lewisville

**Task:** Continue memberships in TACVB, Destinations International, Texas Travel Alliance, Sports ETA, and TSAE. Use the resources that each association provides, including membership directors, educational webinars, conventions, trade shows, and research.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Memberships maintained. New memberships considered. Resources used.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Public and Performing Arts Grants**

Expand use of grant funding for public and performing arts

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Diversify and expand budgets for City-sponsored programming and public art to ensure continuation and growth of the programs

**Task:** Assign staff to be responsible for researching, preparing and managing grant applications for public art projects and city-managed programming at the arts center. Attempt to maximize the annual allowed use of Texas Commission of the Arts grants for programming. Research and pursue other programming grant opportunities outside of the Texas Commission of the Arts.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Available grant programs identified. Applications submitted. Grant money received.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

## **Public and Performing Arts Sponsors**

Seek outside funding sources for public and performing arts

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Diversify and expand budgets for City-sponsored programming and public art to ensure continuation and growth of the programs

**Task:** Solicit private and corporate sponsorship for city-managed programming produced at the arts center and for public spaces within the facility. Work with Economic development to include sponsorship or partnership for commissioning artwork associated with new developments and businesses coming to Lewisville. Work with Castle Hills private entities and corporations to find sponsorships for city-managed programming produced at the arts center.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Partner materials developed. Partner pitches made. Partner revenue received.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

## **Public Art at City Facilities**

Consider City facilities for Public Art placement

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Use the Public Art Master Plan, with input from City Council, Arts Advisory Board, and the public, to deploy public art citywide that engages with all segments of the Lewisville population

**Task:** Incorporate public art into any scheduled renovation for a city facility. Compile a list of all city facilities with the intent of having at least one public art display of appropriate size, them, and materials at each location.

**Funding (needed):** \$0 (annual request from capital project)

**Completion Target:** September 2023

**Metrics:** List compiled. List and recommendations included in the Public Art Master Plan update.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** Yes

## **Public Art Master Plan Update**

Review, update, and carry out the Public Art Master Plan

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Use the Public Art Master Plan, with input from City Council, Arts Advisory Board, and the public, to deploy public art citywide that engages with all segments of the Lewisville population

**Task:** Internally review and assess the 2018 Public Art Master Plan. Retain an outside consultant to help update the Public Art Master Plan and extend it for five more years. Conduct community information-gathering sessions to get new ideas and points of interest from residents. Annually review the Public Art Master Plan with the Arts Advisory Board to ensure plan priorities are considered during development of Public Art Work Plans.

**Funding (needed):** \$0 (annual request from capital project)

**Completion Target:** September 2023

**Metrics:** Plan reviewed. Consultant retained. Engagement sessions held. Plan adopted. Plan reviewed annually.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** Yes

## **Regional Tourism Efforts (2023)**

## Work with other entities for shared tourism benefits

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers  
**Strategy:** Establish regional coordination efforts with Southern Denton County cities, North Texas cities, and State of Texas Tourism Office to promote leisure and sports tourism in Lewisville  
**Task:** Invite peers in nearby communities to a quarterly luncheon in Lewisville during which the group can discuss current markets and future partnership opportunities. Work directly with peers in The Colony, Flower Mound, Highland Village, and Grapevine on possible joint bids related to sports tourism events too large for any of the cities to secure individually.  
**Funding (needed):** \$0  
**Completion Target:** September 2023  
**Metrics:** Quarterly meetings held.  
**Lead Division:** Tourism  
**Lead Staff:** Dee Dee  
**Trello Project Card?** No

## Resident Satisfaction Survey (2023)

### Conduct a public survey to measure public sentiment

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations  
**Strategy:** Continually review the communication tools being used to ensure that information is being sent to and received from the widest possible audience  
**Task:** Conduct an online Resident Satisfaction Survey in the summer of 2023 and develop recommendations based on the survey results.  
**Funding (needed):** \$0  
**Completion Target:** September 2023  
**Metrics:** Develop a survey question set, create an online survey, test the online survey, launch and conduct the online survey, collect and analyze survey results, report to city management with findings and recommendations.  
**Lead Division:** Community Relations  
**Lead Staff:** James  
**Trello Project Card?** No

## Resident survey about communication

### Conduct a public survey to collect data about preferred communication and feedback tools.

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations  
**Strategy:** Continually review the communication tools being used to ensure that information is being sent to and received from the widest possible audience  
**Task:** Conduct a public survey during FY 2022-23 to collect data from residents about their preferred methods to receive information from the city and provide feedback to the city.  
**Funding (existing):** \$0  
**Funding (needed):** \$0  
**Completion Target:** May 2023  
**Metrics:** Develop a survey question set, create an online survey, test the online survey, launch and conduct the online survey, collect and analyze survey results, report to city management with findings and recommendations.  
**Lead Division:** Community Relations  
**Lead Staff:** James  
**Trello Project Card?** No

## Rocktober Restoration

### Consider restoration of the Rocktober fall concert series

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Prepare an action step for the FY 2023-24 budget submission that would restore Rocktober as a fall concert series or as a single Halloween event. If funded, plan and conduct Rocktober in October 2023.

**Funding (needed):** \$52,000 (or \$20,000)

**Completion Target:** May 2023

**Metrics:** Budget request submitted.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

### **Special Events Alternate Funding (2023)**

Seek ways to increase event budgets without tapping the Hotel Fund

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Prioritize sponsorships, concession commissions, and vendor fees over gate admission as a revenue source in order to minimize or eliminate financial barriers for residents to participate in City-managed special events. Revisit allocation of community support funds included in Economic Development agreements to address the recent decline in that funding source for special events. Research and pursue any available grant funding for events. Continue to recruit and activate event sponsors.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Funding sources identified and pursued.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

### **Special Events Audience Feedback (2023)**

Seek ways to increase event budgets without tapping the Hotel Fund

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Use expanded on-site surveys at Western Days, ColorPalooza, Sounds of Lewisville, and PBR Lewisville to measure audience reach and impact to ensure the events are effectively reaching their intended audiences and supporting our Mission and Vision. Use post-event surveys to gauge impacts of large city-managed events on adjacent residential neighborhoods.

**Funding (needed):** \$10,000

**Completion Target:** September 2023

**Metrics:** Funding sources identified and pursued.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

### **Special Events Resident Impact Mitigation**

Mitigate known negative impacts of special events on nearby residents

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Gather feedback from residents living adjacent to or within the immediate traffic pattern of large city-managed events in Old Town and at Bill Weaver Arena to assess negative impacts experienced by those residents. Identify known negative impacts

caused by current city events, including traffic, parking, noise, litter, crime, and other hardships. Work with other city departments to identify ways to resolve or mitigate known negative impacts caused by current city events. Implement the mitigation plan at city-managed and city-sponsored special events. Use resident feedback to evaluate the effectiveness of the mitigation plan after each large city-managed event and revise the plan as needed.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** LHS Rodeo Club approached. Fiesta Charra held, PBR Lewisville held. Other potential events identified.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

## **Special Events Venues**

Use current venues effectively and seek alternate event venues

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Review current and proposed event sites and identify alternate sites that might be used to enhance event quality, visibility, access, and geographic diversity. Work with Parks and Recreation to ensure that development of the Lake Park Master Plan considers potential special event uses at the site. Work with Parks and Recreation to implement events-related actions in the Healthy Infrastructure Plan. Continue to support current events being held in Castle Hills and work with the CHMA and Village Shops to identify opportunities for low-impact city-managed events in Castle Hills. Work with mall management to identify opportunities for city-managed events inside or outside the mall, and to identify potential funding sources outside of the city budget.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Evaluate venues. Meet with PARD. Meet with Castle Hills. Meet with mall management.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

## **Tourism Advertising (2023)**

Use paid advertising of various types to reach potential visitor business

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences

**Task:** Based on hotelier and market input, project the share of the total Lewisville marketing that will be filled by each targeted travel market, then consider that data when developing the annual budget submitted for tourism. Submit a list of advertising outlets planned for the coming fiscal year that includes outlet, format, target market, and cost. Review the services provided by Certified Folder to see if there are other opportunities for placement of the Southern Denton County Visitors Guide in high-traffic travel corridors.

**Funding (needed):** \$0

**Completion Target:** April 2023

**Metrics:** Travel market data gathered and analyzed. Certified Folder services reviewed. Advertising plan included with annual budget submittal.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

## **Travel Market Analysis (2023)**

Use reliable data to assess the local travel market

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences

**Task:** Regularly monitor travel market trends that impact North Texas by using regional, state, and federal sources in both the public and private sectors. Subscribe to vital resource sources that will help identify tourism markets and opportunities for Lewisville.

**Funding (needed):** \$0

**Completion Target:** April 2023

**Metrics:** Data source purchased, as approved in FY 2022-23 budget. Market data gathered and analyzed.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Video Training for Social Media Managers**

Promote the effective use of live and recorded video on the City's social media outlets

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Use the City's video-production capability to reach both broad and targeted audiences with content that is useful, informative, and entertaining

**Task:** Offer training to social media managers in all departments to help them create short videos for social media outlets.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Training class outline developed. Training session(s) held. Video content incorporated in social media outlets.

**Lead Division:** Community Relations

**Lead Staff:** Matt

**Trello Project Card?** No

### **Visitor Center Directional Signs**

Use directional signs to guide visitors to the center

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Enhance functionality and awareness of the Visitor Information Center so that it becomes an essential tourism resource for Southern Denton County visitors and residents

**Task:** Install branded Old Town Lewisville wayfinding signs with arrows pointing in the direction of the VIC. Contact the Texas Department of Transportation to explore options for visitor information signage on I-35E.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Install directional sign on Main Street. Contact TxDOT about requirements for a visitor sign on the interstate.

**Lead Division:** Tourism

**Lead Staff:** James

**Trello Project Card?** No

### **Visitor Center Events (2023)**

Use existing and new events to drive visitor center traffic

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Enhance functionality and awareness of the Visitor Information Center so that it becomes an essential tourism resource for Southern Denton County visitors and residents

**Task:** Draw visitors to the facility through special events, one-time and ongoing activities, giveaways, increased marketing, and enhanced visibility and signage. Host a reception once a month with a contest component to drive traffic to the center, potentially in conjunction with First Fridays with extended operating hours. Expand the Western Days and ColorPalooza festival zones to include the center in the footprint and operate the center during festival hours.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Events held. Contests held. Visitors counted. Festival activities held.



**Lead Division:** Tourism  
**Lead Staff:** Dee Dee  
**Trello Project Card?** No

### **Visitor-focused websites**

Assume management of Old Town Lewisville and Lewisville Live websites.

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Continually review the communication tools being used to ensure that information is being sent to and received from the widest possible audience

**Task:** Assume management of the Old Town Lewisville website from Tonic3 and the Lewisville Live website from Mixed Media.

**Funding (needed):** \$0

**Completion Target:** January 2023

**Metrics:** Develop a transition plan with both vendors, hire a second Electronic Communication Specialist, get access to both websites, begin website management.

**Lead Division:** Community Relations

**Lead Staff:** Matt

**Trello Project Card?** Yes

### **Wayne Ferguson Plaza Stage**

Improve the functionality of the Wayne Ferguson Plaza stage

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Research potential facility and equipment upgrades, including permanent video and audio systems, to make the Wayne Ferguson Plaza stage more accessible for city and non-city events. Review the Lewisville Grand Theater Feasibility Study for recommendations related to the use of Wayne Ferguson Plaza. Replace the stage truss system gear as approved in the FY 2022-23 budget.

**Funding (needed):** \$0

**Completion Target:** September 2023

**Metrics:** Truss system gear replaced. Feasibility Study received and reviewed. Recommendations made for other possible upgrades.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

### **Website chat bot**

Evaluate the possible addition of a “chatbot” service on City websites.

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Continually review the communication tools being used to ensure that information is being sent to and received from the widest possible audience

**Task:** Research successful examples of responsive “bot” technology being used on government websites and be prepared to adopt similar technology.

**Funding (needed):** \$60,000

**Completion Target:** May 2023

**Metrics:** Evaluation team formed, commercial services identified, live examples on government sites identified, evaluation team forms a recommendation, request submitted for FY 2023-24 budget if supported by evaluation team.

**Lead Division:** Community Relations

**Lead Staff:** James

**Trello Project Card?** No

## **Western Days Marketing (2023)**

Use active marketing to increase Western Days awareness and attendance

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Annually review the advertising and marketing plan for Western Days to ensure it is reaching an appropriate audience in the North Texas and Oklahoma markets. If additional advertising and marketing money is needed to better reach the regional Western Days audience, submit a budget request.

**Funding (needed):** \$0

**Completion Target:** April 2023

**Metrics:** Event marketing plan reviewed. New or expanded opportunities identified. Funding requested, if needed.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

## **FY 2023-24**

### **Arts Center Fee Schedule (2024)**

Ensure that rental fees are fair and competitive

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Make sufficient regular investment in capital improvements, equipment, programming, and staffing to ensure that the Lewisville Grand Theater remains the premier public arts facility in Southern Denton County

**Task:** Evaluate rental rates annually to ensure that they are competitive within the regional market but also accurately reflect the value being offered.

**Funding (needed):** \$0

**Completion Target:** September 2024

**Metrics:** Rates reviewed and compared to the market. Fee Schedule changes submitted if needed.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

### **REVISED Arts Center Presenting Theater Series**

Bring more theater for adult audiences to Lewisville Grand Theater

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Pursue professional theater partnerships to enhance non-children's theater offerings at Lewisville Grand Theater, especially in the Black Box.

**Funding (needed):** \$30,000

**Completion Target:** May 2024

**Metrics:** Options identified. Request submitted for FY 2024-25 budget.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

## **REVISED Arts Center Renovation: Design**

Renovate the Lewisville Grand Theater for enhanced functionality

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Increase opportunities for residents to experience the fine and performing arts without having to leave Lewisville

**Task:** Based on feasibility study results as shared with the City Council and input from the subsequent Theatre DNA assessment, select an architect and complete the design process for building modifications.

**Funding (needed):** \$150,000

**Completion Target:** May 2024

**Metrics:** Study results presented to City Council. Consultant report received from Theatre DNA. Project proposal approved by City Council. Architect selected. Design completed.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

## **Arts Center Staff Development (2024)**

Provide ample training and support to help team members succeed

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Make sufficient regular investment in capital improvements, equipment, programming, and staffing to ensure that the Lewisville Grand Theater remains the premier public arts facility in Southern Denton County

**Task:** Continue to invest in regular professional development and field-specific training for staff, especially related to safety and technical skills. Maintain memberships in key professional associates for Grand staff, such as IAVM, APAP, and others, to stay connected and updated on industry trends and changes.

**Funding (needed):** \$0

**Completion Target:** September 2024

**Metrics:** Training opportunities provided. Memberships maintained.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

## **Bill Weaver Arena (2024)**

Make effective use of Bill Weaver Arena as an event site and community gathering space

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Approach the Lewisville High School Rodeo Club about regular use of Bill Weaver Arena for practices and rodeos. Create a recruitment plan for Bill Weaver Arena that targets suitable events (not limited to rodeo events) that might be brought to the facility. Continue holding the PBR Lewisville event and identify other annual events that could be held at the facility, including professional and amateur rodeo competitions and equestrian or livestock shows and sales.

**Funding (needed):** \$0

**Completion Target:** September 2024

**Metrics:** LHS Rodeo Club approached. Fiesta Charra held, PBR Lewisville held. Other potential events identified.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

## **NEW Bring ticketing in-house at Lewisville Grand Theater**

Seek the addition of an position to oversee ticketing and front-of-house operations at The Grand.

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Increase opportunities for residents to experience the fine and performing arts without having to leave Lewisville  
**Task:** Research ticket management options, including vendor services. Evaluate and select the best option for Lewisville Grand Theater. Implement the system, with associated changes to the Fee Schedule, at the start of FY 2024-25.  
**Linked Task:** Position Request - Patron Services Coordinator (FY 2022-23)  
**Funding (needed):** \$20,000 (FY 2024-25) - does not include revenue offsets  
**Completion Target:** April 2024  
**Metrics:** Service evaluation completed. Outlet selected. Fee Schedule amended. Service implemented..  
**Lead Division:** Arts  
**Lead Staff:** Denise  
**Trello Project Card?** No

### **Centennial Celebration Planning**

Plan a year-long Centennial Celebration to be held in 2025

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history  
**Strategy:** Use the Lewisville Heritage Project to document and celebrate our history while tying that history to future opportunities  
**Task:** Develop a year-long timeline of Centennial Celebration activities, events, and projects. Submit a funding request for the FY 2024-25 budget to execute the planned program.  
**Funding (needed):** \$30,000  
**Completion Target:** September 2024  
**Metrics:** Centennial Celebration program outline created. Long-lead activities funded and started. Budget request submitted for FY 2024-25 budget.  
**Lead Division:** Arts  
**Lead Staff:** James  
**Trello Project Card?** No

### **CITF Grant Possibilities (2024)**

Consider applying for a CITF grant to fund Chin and Latinx outreach

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations  
**Strategy:** Work with the Equity and Training Manager to ensure that City communication efforts effectively engage with historically under-engaged populations  
**Task:** Consider applying for one or more Community Inclusion Task Force (CITF) grants during FY 2023-24 to fund new outreach efforts targeting the Chin and Latinx communities.  
**Funding (needed):** \$0  
**Completion Target:** March 2024  
**Metrics:** Program proposals developed by division leaders, select programs to be submitted, applications submitted, funding received (if any), implementation of funded programs (if any), measurable outcomes.  
**Lead Division:** Community Relations  
**Lead Staff:** James  
**Trello Project Card?** No

### **City Cable LVTV Customer Generated Video**

Seek ways to use customer-generated video to enhance City Cable LVTV programming

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations  
**Strategy:** Use the City's video-production capability to reach both broad and targeted audiences with content that is useful, informative, and entertaining  
**Task:** Develop a plan to gather and make use of customer-created video content for production videos, short-form videos, or promotional videos.  
**Funding (needed):** \$0  
**Completion Target:** September 2024

**Metrics:** Plan created. Customer-generated video integrated into program production.

**Lead Division:** Community Relations

**Lead Staff:** Matt

**Trello Project Card?** No

### **Courtyard Sculpture Garden**

Integrate sculpture displays into the Lewisville Grand Theater courtyard

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Continue shaping Old Town Lewisville into a viable destination for residents and visitors to experience history, art, culture, leisure, and community engagement

**Task:** Upon completion of courtyard renovations at Lewisville Grand Theater, develop and implement a plan for rotating sculpture exhibits in the remodeled space.

**Funding (needed):** \$40,000 (FY 2024-25)

**Completion Target:** September 2024

**Metrics:** Courtyard renovation completed. Vendor or artist options identified. Exhibits scheduled, Exhibits installed.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

### **Fam Trips (2024)**

Use fam trips to attract social media influencers

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences

**Task:** Collaborate with hotels, attractions, and retailers to host influencers on individual fam trips so they can share their Lewisville experiences with their social media audiences.

**Funding (needed):** \$0

**Completion Target:** September 2024

**Metrics:** Travel partners recruited. Target influencers identified. Invitations sent. Fam trips held. Social media placement received.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Film-Friendly City Designation**

Use existing statewide programs to expand Lewisville's reach

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Pursue official state designation as a Music-Friendly and Film-Friendly community and, once obtained, market those designations to appropriate markets

**Task:** Research the requirements for attaining Film-Friendly City designation and identify areas where Lewisville does not currently meet minimum standards. If this designation appears to be attainable, create a project description for an intern position request in the FY 2024-25 budget.

**Funding (needed):** \$0

**Completion Target:** April 2024

**Metrics:** Requirements reviewed. Deficiencies noted. Plan drafted to address deficiencies. Intern requested. Application submitted.

**Lead Division:** Tourism

**Lead Staff:** Denise

**Trello Project Card?** No

### **Firefighter Summer Games 2024**

Conduct a successful Firefighter Summer Games in July 2024

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers  
**Strategy:** Actively recruit group travel business in the markets identified as most lucrative for Lewisville tourism  
**Task:** Coordinate with Parks & Recreation, Fire Department, and local tourism partners to conduct a successful Firefighter Summer Games event on July 21-26, 2024, as measured by participant feedback, paid hotel room-nights, and estimated economic impact.  
**Funding (needed):** \$25,000 (FY 2023-24 - already budgeted)  
**Completion Target:** July 2024  
**Metrics:** Games completed, results of participant survey, count of paid hotel room-nights, estimated economic impact, record of unpaid media exposure.  
**Lead Division:** Tourism  
**Lead Staff:** Dee Dee  
**Trello Project Card?** Yes

### **Group Travel Advisory Team**

Recruit help from local hoteliers to pursue group travel

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers  
**Strategy:** Actively recruit group travel business in the markets identified as most lucrative for Lewisville tourism  
**Task:** Consider creating an advisory team consisting of local hotel managers and salespeople to review marketing plans, identify new opportunities, and advise staff.  
**Funding (needed):** \$0  
**Completion Target:** September 2024  
**Metrics:** Team formed. Meetings held. Measurable targets identified.  
**Lead Division:** Tourism  
**Lead Staff:** Dee Dee  
**Trello Project Card?** No

### **Group Travel Marketing (2024)**

Identify and pursue group travel

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers  
**Strategy:** Actively recruit group travel business in the markets identified as most lucrative for Lewisville tourism  
**Task:** Meet annually with interested hotel owners, managers, and salespeople to solicit their input on the most lucrative travel markets for Lewisville during the current and upcoming calendar year. Develop and implement a focused tourism marketing plan for the most lucrative travel markets that includes targeted advertising, trade show attendance, organization memberships, and site visit invitations.  
**Funding (needed):** \$0  
**Completion Target:** September 2024  
**Metrics:** Hotel input received. Top markets identified. Marketing outreach plan devised and implemented.  
**Lead Division:** Tourism  
**Lead Staff:** Dee Dee  
**Trello Project Card?** No

### **Heritage Steering Committee Execution**

Create a resident committee to assist with the Lewisville Heritage Project

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history  
**Strategy:** Use the Lewisville Heritage Project to document and celebrate our history while tying that history to future opportunities  
**Task:** Form a steering committee to assist with the Lewisville Heritage Project, with the charge of writing a three-year plan for program activities and development. Identify suitable locations in City facilities for heritage displays and prepare a list of equipment or fixtures needed for each location. Create a proposal for temporary history exhibits at other public locations in Lewisville.  
**Funding (needed):** \$20,000  
**Completion Target:** September 2024  
**Metrics:** Committee members recruited. Committee creates a three-year plan that includes recommendations for city facilities.  
**Lead Division:** Arts

**Lead Staff:** James  
**Trello Project Card?** No

### **Hotels & Attractions Engagement (2024)**

Exchange information and share resources with tourism partners

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers  
**Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences  
**Task:** Meet as often as monthly with local hoteliers to update them about advertising efforts and event recruitment and to make them aware of pending projects. Meet annually with interested hotel owners, managers, and salespeople to solicit their input about current and potential travel markets for Lewisville based on their own business models and customer data. Meet annually with interested hotel owners, managers, and salespeople to review recent history of tourism advertising and to solicit their input about the advertising plan that will be included in the next budget submittal.  
**Funding (needed):** \$0  
**Completion Target:** September 2024  
**Metrics:** Regular update meetings held. Annual markets meeting held. Annual advertising meeting held.  
**Lead Division:** Tourism  
**Lead Staff:** Dee Dee  
**Trello Project Card?** No

### **Lewisville Grand Theater Courtyard**

Remodel the courtyard for better aesthetics and functionality

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history  
**Strategy:** Continue shaping Old Town Lewisville into a viable destination for residents and visitors to experience history, art, culture, leisure, and community engagement  
**Task:** Design and construct courtyard renovations at Lewisville Grand Theater.  
**Funding (needed):** \$500,000  
**Completion Target:** September 2024  
**Metrics:** Design options drawn. Design selection. Pricing obtained. Funding identified. Project completed.  
**Lead Division:** Arts  
**Lead Staff:** James  
**Trello Project Card?** Yes

### **Lewisville Talks City Speaker Series (2024)**

Conduct the Lewisville Talks City Speaker Series during FY 2023-24 to engage residents and community partners in discussions related to sustainability and equity.

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations  
**Strategy:** Work with the Equity and Training Manager to ensure that City communication efforts effectively engage with historically under-engaged populations  
**Task:** Present at least one speaker in the area of equity during FY 2023-24. Present at least one speaker in the area of sustainability during FY 2023-24. Solicit a community sponsor for the Lewisville Talks City Speaker Series to offset speaker fees.  
**Funding (needed):** \$0  
**Completion Target:** September 2024  
**Metrics:** Speakers booked. Audience counts. Organic media coverage. Sponsors recruited.  
**Lead Division:** Arts  
**Lead Staff:** Denise  
**Trello Project Card?** No

### **Music-Friendly City Designation**

## Use existing statewide programs to expand Lewisville's reach

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Pursue official state designation as a Music-Friendly and Film-Friendly community and, once obtained, market those designations to appropriate markets

**Task:** Research the requirements for attaining Music-Friendly City designation and identify areas where Lewisville does not currently meet minimum standards. If this designation appears to be attainable, create a project description for an intern position request in the FY 2024-25 budget.

**Funding (needed):** \$0

**Completion Target:** April 2024

**Metrics:** Requirements reviewed. Deficiencies noted. Plan drafted to address deficiencies. Intern requested. Application submitted.

**Lead Division:** Tourism

**Lead Staff:** Denise

**Trello Project Card?** No

## **REVISED** Position Request: Art & Heritage Coordinator

Convert the PT Art Management Assistant into a FT Art & Heritage Coordinator position.

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Use the Lewisville Heritage Project to document and celebrate our history while tying that history to future opportunities

**Task:** Develop a job description for a full-time Art & Heritage Coordinator position to oversee the Public Art Program, visual art exhibits, and the Lewisville Heritage Project. Submit a funding request for consideration in the FY 2024-25 budget.

**Linked Task:** Arts & Theater Guild (FY 2024-25)

**Funding (needed):** \$70,000 (FY 2024-25) - includes offset from eliminating PT position

**Completion Target:** April 2024

**Metrics:** Job description reviewed and approved. Job cost determined by HR. Budget request submitted.

**Lead Division:** Arts

**Lead Staff:** James

**Trello Project Card?** No

## **NEW** Old Town Entry Arches: Design Process

Install decorative arches to mark entry points into Old Town Lewisville

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Continue shaping Old Town Lewisville into a viable destination for residents and visitors to experience history, art, culture, leisure, and community engagement

**Task:** If funded, select an architect to design three entry arches for Old Town Lewisville; submit a funding request with the FY 2024-25 budget for installation of one, two, or three of the proposed arches.

**Funding (needed):** \$300,000 (capital project)

**Completion Target:** May 2024

**Metrics:** Select an architect. Receive designs for three entry arches. Submit funding request for installation.

**Lead Division:** Tourism

**Lead Staff:** James

**Trello Project Card?** No

## Old Town Visitor Trolley

Offer a free trolley service for Old Town visitors

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Continue shaping Old Town Lewisville into a viable destination for residents and visitors to experience history, art, culture, leisure, and community engagement



**Task:** When the two multifamily projects under construction along Mill Street are within 12 months of accepting their first resident, work with DCTA to develop an operations plan for an Old Town Trolley. When the two multifamily projects begin accepting their first residents, work with DCTA to implement and actively market an Old Town Trolley.

**Funding (needed):** \$0

**Completion Target:** September 2024

**Metrics:** Discussions held with DCTA. Plan developed. Service started.

**Lead Division:** Tourism

**Lead Staff:** James

**Trello Project Card?** No

### **Private Special Event Recruitment (2024)**

Encourage privately run events to fill out the festival calendar

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Recruit existing events and market to existing event producers to produce their events at Lewisville facilities such as Wayne Ferguson Plaza or Bill Weaver Arena

**Task:** Identify privately managed events within the drive-time market that are not inherently tied to their current location. Make professional event coordinators in the region aware that Lewisville is a lucrative event venue and is open to negotiations with established events.

**Funding (needed):** \$0

**Completion Target:** September 2024

**Metrics:** Events approached about relocation to Lewisville. Events moved to Lewisville.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

### **Professional Gallery Exhibition**

Include professional artists in the Gallery show schedule

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Increase opportunities for residents to experience the fine and performing arts without having to leave Lewisville

**Task:** Seek funding to add at least one professional visual art exhibit per year in the Gallery

**Funding (needed):** \$0

**Completion Target:** September 2024

**Metrics:** Action Step submitted for FY 2023-24 budget. Exhibition scheduled if approved.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

### **Professional Tourism Associations (2024)**

Capitalize on agency memberships to build tourism impact

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Establish regional coordination efforts with Southern Denton County cities, North Texas cities, and State of Texas Tourism Office to promote leisure and sports tourism in Lewisville

**Task:** Continue memberships in TACVB, Destinations International, Texas Travel Alliance, Sports ETA, and TSAE. Use the resources that each association provides, including membership directors, educational webinars, conventions, trade shows, and research.

**Funding (needed):** \$0

**Completion Target:** September 2024

**Metrics:** Memberships maintained. New memberships considered. Resources used.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

## **Regional Tourism Efforts (2024)**

### Work with other entities for shared tourism benefits

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers  
**Strategy:** Establish regional coordination efforts with Southern Denton County cities, North Texas cities, and State of Texas Tourism Office to promote leisure and sports tourism in Lewisville  
**Task:** Invite peers in nearby communities to a quarterly luncheon in Lewisville during which the group can discuss current markets and future partnership opportunities. Work directly with peers in The Colony, Flower Mound, Highland Village, and Grapevine on possible joint bids related to sports tourism events too large for any of the cities to secure individually.  
**Funding (needed):** \$0  
**Completion Target:** September 2024  
**Metrics:** Quarterly meetings held.  
**Lead Division:** Tourism  
**Lead Staff:** Dee Dee  
**Trello Project Card?** No

## **Relocation of History Exhibit Space**

### Prepare for possible relocation of history exhibit space

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history  
**Strategy:** Use the Lewisville Heritage Project to document and celebrate our history while tying that history to future opportunities  
**Task:** Work with Denton County Office of History and Culture to determine space needs and location preferences for a venue dedicated primarily to heritage displays that can operate independently from the Visitor Information Center. Evaluate options including leased space, purchased space, space in a current city facility, partnered space with Denton County, and incorporation into a future expansion of the Lewisville Grand Theater.  
**Funding (needed):** \$0 (capital project)  
**Completion Target:** September 2024  
**Metrics:** Options identified and ranked. Plan developed if current space is slated for removal.  
**Lead Division:** Arts  
**Lead Staff:** James  
**Trello Project Card?** No

## **Relocation of Visitor Information Center**

### Prepare for possible relocation of Visitor Information Center

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers  
**Strategy:** Enhance functionality and awareness of the Visitor Information Center so that it becomes an essential tourism resource for Southern Denton County visitors and residents  
**Task:** Prepare for displacement of the VIC that will be caused by planned expansion of the Lewisville Grand Theater by participating in city and building planning to determine whether the VIC operation can remain at the location in some form. If relocation is necessary, research location options that offer good access and visibility in Old Town Lewisville, along Interstate 35-E, and in the Vista Ridge hotel district. If relocation is necessary, work with Economic Development to identify suitable locations available for lease, purchase, or purchase and build.  
**Funding (needed):** \$0 (capital project)  
**Completion Target:** September 2024  
**Metrics:** Options identified and ranked. Plan developed if current space is slated for removal.  
**Lead Division:** Tourism  
**Lead Staff:** James  
**Trello Project Card?** No

## **NEW Research relocation of Visitor Information Center into Well House**

Assess the viability of relocating the Visitor Information Center into the Well House

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers  
**Strategy:** Enhance functionality and awareness of the Visitor Information Center so that it becomes an essential tourism resource for Southern Denton County visitors and residents  
**Task:** Assess the viability of the Well House for use as the Visitor Information Center after police officers relocate to the Tittle McFadden Public Safety Complex (estimated December 2024); if suitable, develop a plan for staffing and use of space at the Well House.  
**Funding (needed):** \$0  
**Completion Target:** May 2024  
**Metrics:** Assessment results presented to City Manager; relocation and operations plan developed (if warranted).  
**Lead Division:** Tourism  
**Lead Staff:** James  
**Trello Project Card?** No

### **Resident Satisfaction Survey (2024)**

Conduct a public survey to measure public sentiment

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations  
**Strategy:** Continually review the communication tools being used to ensure that information is being sent to and received from the widest possible audience  
**Task:** Conduct an online Resident Satisfaction Survey in the summer of 2023 and develop recommendations based on the survey results.  
**Funding (needed):** \$0  
**Completion Target:** September 2024  
**Metrics:** Develop a survey question set, create an online survey, test the online survey, launch and conduct the online survey, collect and analyze survey results, report to city management with findings and recommendations.  
**Lead Division:** Community Relations  
**Lead Staff:** James  
**Trello Project Card?** No

### **Shakespeare in the Plaza**

Bring a summer Shakespeare series to Old Town Lewisville

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun  
**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors  
**Task:** Pursue a summer Shakespeare series in Wayne Ferguson Plaza.  
**Funding (needed):** \$30,000  
**Completion Target:** May 2024  
**Metrics:** Options identified. Request submitted for FY 2024-25 budget.  
**Lead Division:** Arts  
**Lead Staff:** Denise  
**Trello Project Card?** No

### **Special Events Alternate Funding (2024)**

Seek ways to increase event budgets without tapping the Hotel Fund

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun  
**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors  
**Task:** Prioritize sponsorships, concession commissions, and vendor fees over gate admission as a revenue source in order to minimize or eliminate financial barriers for residents to participate in City-managed special events. Research and pursue any available grant funding for events. Continue to recruit and activate event sponsors.

**Funding (needed):** \$0  
**Completion Target:** September 2024  
**Metrics:** Funding sources identified and pursued.  
**Lead Division:** Events  
**Lead Staff:** Daren  
**Trello Project Card?** No

### **Special Events Audience Feedback (2024)**

Seek ways to increase event budgets without tapping the Hotel Fund

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun  
**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors  
**Task:** Use expanded on-site surveys at Western Days, ColorPalooza, Sounds of Lewisville, and PBR Lewisville to measure audience reach and impact to ensure the events are effectively reaching their intended audiences and supporting our Mission and Vision. Use post-event surveys to gauge impacts of large city-managed events on adjacent residential neighborhoods.  
**Funding (needed):** \$0  
**Completion Target:** September 2024  
**Metrics:** Funding sources identified and pursued.  
**Lead Division:** Events  
**Lead Staff:** Daren  
**Trello Project Card?** No

### **Special Events Data**

Use outside data-driven research to assess events

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun  
**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors  
**Task:** Subscribe to or purchase data-driven research from a third-party company that focuses on special events and the audience that attends them in order to expand our reach.  
**Funding (needed):** \$30,000  
**Completion Target:** September 2024  
**Metrics:** Identify options for subscribing to or purchasing data-driven research. Submit a request for funding in the FY 2023-24 budget.  
**Lead Division:** Events  
**Lead Staff:** Daren  
**Trello Project Card?** No

### **Total Solar Eclipse 2024**

Sell travel packages for total solar eclipse in April 2024

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers  
**Strategy:** Actively recruit group travel business in the markets identified as most lucrative for Lewisville tourism  
**Task:** Work with hoteliers and other tourism partners to develop travel packages for the total solar eclipse on April 8, 2024. Work with Parks & Recreation (LLELA) and other Southern Denton County partners to develop concurrent public events. Market packages and events through regional, state, and national outlets. Look for marketing partners within Southern Denton County.  
**Funding (needed):** \$50,000 (FY 2023-24)  
**Completion Target:** April 2024  
**Metrics:** Number of participating partners, number of packages sold, count of paid hotel room-nights, estimated economic impact.  
**Lead Division:** Tourism  
**Lead Staff:** Dee Dee  
**Trello Project Card?** Yes

## **Tourism Advertising (2024)**

Use paid advertising of various types to reach potential visitor business

- Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers
- Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences
- Task:** Based on hotelier and market input, project the share of the total Lewisville marketing that will be filled by each targeted travel market, then consider that data when developing the annual budget submitted for tourism. Submit a list of advertising outlets planned for the coming fiscal year that includes outlet, format, target market, and cost.
- Funding (needed):** \$0
- Completion Target:** April 2024
- Metrics:** Travel market data gathered and analyzed. Advertising plan included with annual budget submittal.
- Lead Division:** Tourism
- Lead Staff:** Dee Dee
- Trello Project Card?** No

## **Tourism PID**

Consider establishing a TPID to support tourism marketing

- Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers
- Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences
- Task:** Research the possibility of establishing a Tourism PID to increase funding for tourism advertising and event recruitment.
- Funding (needed):** \$0
- Completion Target:** September 2024
- Metrics:** Hotel partners recruited. Research conducted.
- Lead Division:** Tourism
- Lead Staff:** Dee Dee
- Trello Project Card?** No

## **Travel Market Analysis (2024)**

Use reliable data to assess the local travel market

- Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers
- Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences
- Task:** Regularly monitor travel market trends that impact North Texas by using regional, state, and federal sources in both the public and private sectors. Subscribe to vital resource sources that will help identify tourism markets and opportunities for Lewisville.
- Funding (needed):** \$0
- Completion Target:** April 2024
- Metrics:** Travel market data gathered and analyzed.
- Lead Division:** Tourism
- Lead Staff:** Dee Dee
- Trello Project Card?** No

## **Visitor Center Events (2024)**

Use existing and new events to drive visitor center traffic

- Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers
- Strategy:** Enhance functionality and awareness of the Visitor Information Center so that it becomes an essential tourism resource for Southern Denton County visitors and residents
- Task:** Draw visitors to the facility through special events, one-time and ongoing activities, giveaways, increased marketing, and enhanced visibility and signage. Host a reception once a month with a contest component to drive traffic to the center, potentially in

conjunction with First Fridays with extended operating hours. Expand the Western Days and ColorPalooza festival zones to include the center in the footprint and operate the center during festival hours.

**Funding (needed):** \$0

**Completion Target:** September 2024

**Metrics:** Events held, Contests held. Visitors counted. Festival activities held.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Visitor Center Exterior Wall Sign**

Change exterior wall sign to attract local visitors

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Enhance functionality and awareness of the Visitor Information Center so that it becomes an essential tourism resource for Southern Denton County visitors and residents

**Task:** Prepare a proposal to change the wall sign facing Main Street to include the presence of the heritage displays.

**Funding (needed):** \$30,000 (FY 2023-24)

**Completion Target:** September 2024

**Metrics:** Proposal drafted. New sign design developed. Funding requested. Sign installed.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Visitor Center Walking Tour**

Use an audio walking tour to guide visitors to the center

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Enhance functionality and awareness of the Visitor Information Center so that it becomes an essential tourism resource for Southern Denton County visitors and residents

**Task:** When developing the historical walking/audio tour of Old Town, include the VIC as the starting or ending point of the tour and maximize visitor engagement related to the walking tour through the use of direct interaction, giveaways, and collateral materials.

**Funding (needed):** \$0

**Completion Target:** September 2024

**Metrics:** Audio walking tour scripted. Audio walking tour recorded. Audio walking tour made available to the public. Tour engagement included at the VIC.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Western Days Expansion - Assessment**

Consider expanding Western Days to a three-day festival

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Assess the attendance, revenue, vendor demand, competitive market, and staffing demands to determine whether Western Days is ready to become a successful three-day festival. If the assessment supports explanation, submit an action step for consideration in the FY 24-25 budget submission in conjunction with the Centennial Celebration.

**Funding (needed):** \$0

**Completion Target:** May 2025

**Metrics:** Assessment completed and results shared. Budget request submitted, if supported.

**Lead Division:** Events

**Lead Staff:** Daren

Trello Project Card? No

### **Western Days Marketing (2024)**

Use active marketing to increase Western Days awareness and attendance

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Annually review the advertising and marketing plan for Western Days to ensure it is reaching an appropriate audience in the North Texas and Oklahoma markets. If additional advertising and marketing money is needed to better reach the regional Western Days audience, submit a budget request.

**Funding (needed):** \$0

**Completion Target:** April 2024

**Metrics:** Event marketing plan reviewed. New or expanded opportunities identified. Funding requested, if needed.

**Lead Division:** Events

**Lead Staff:** Daren

Trello Project Card? No

## **FY 2024-25**

### **REVISED Arts and Theater Guild**

Create a nonprofit support organization for public and performing arts

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Diversify and expand budgets for City-sponsored programming and public art to ensure continuation and growth of the programs

**Task:** Work with Legal to develop bylaws and establish an Arts & Theater Guild to help generate private funding for equipment, programming, and art. Begin the process of soliciting members for the guild. Provide training on fundraising techniques for Guild members with the intent of generating private donations starting in FY 2025-26.

**Linked Task:** Position Request - Art & Heritage Coordinator (FY 2023-24)

**Funding (needed):** \$0

**Completion Target:** September 2025

**Metrics:** Bylaws created. Guild leadership identified. Guild formed. Guild membership recruited. Training provided. Funding and other support received.

**Lead Division:** Arts

**Lead Staff:** Denise

Trello Project Card? No

### **Arts Center Fee Schedule (2025)**

Ensure that rental fees are fair and competitive

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Make sufficient regular investment in capital improvements, equipment, programming, and staffing to ensure that the Lewisville Grand Theater remains the premier public arts facility in Southern Denton County

**Task:** Evaluate rental rates annually to ensure that they are competitive within the regional market but also accurately reflect the value being offered.

**Funding (needed):** \$0

**Completion Target:** September 2025

**Metrics:** Rates reviewed and compared to the market. Fee Schedule changes submitted if needed.

**Lead Division:** Arts

**Lead Staff:** Denise  
**Trello Project Card?** No

### **REVISED Arts Center Renovation: Construction**

Renovate the Lewisville Grand Theater for enhanced functionality

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Increase opportunities for residents to experience the fine and performing arts without having to leave Lewisville

**Task:** Assess operational, staffing, and revenue impact of the proposed renovations. Submit designed renovations for funding approval. When approved, complete the renovations.

**Funding (needed):** \$1,500,000 (capital project)

**Completion Target:** September 2025

**Metrics:** Project funded. Construction company selected. Construction completed. Renovations open to the public.

**Lead Division:** Arts

**Lead Staff:** Denise  
**Trello Project Card?** No

### **Arts Center Staff Development (2025)**

Provide ample training and support to help team members succeed

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Make sufficient regular investment in capital improvements, equipment, programming, and staffing to ensure that the Lewisville Grand Theater remains the premier public arts facility in Southern Denton County

**Task:** Continue to invest in regular professional development and field-specific training for staff, especially related to safety and technical skills. Maintain memberships in key professional associates for Grand staff, such as IAVM, APAP, and others, to stay connected and updated on industry trends and changes.

**Funding (needed):** \$0

**Completion Target:** September 2025

**Metrics:** Training opportunities provided. Memberships maintained.

**Lead Division:** Arts

**Lead Staff:** Denise  
**Trello Project Card?** No

### **Centennial Celebration Execution**

Conduct a year-long Centennial Celebration to be held in 2025

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Use the Lewisville Heritage Project to document and celebrate our history while tying that history to future opportunities

**Task:** Conduct a year-long timeline of Centennial Celebration activities, events, and projects. Document the celebration for future commemoration.

**Funding (needed):** \$75,000

**Completion Target:** September 2025

**Metrics:** Centennial Celebration program conducted. Activities documented for future commemoration.

**Lead Division:** Arts

**Lead Staff:** James  
**Trello Project Card?** No

### **CITF Grant Possibilities (2025)**

Consider applying for a CITF grant to fund Chin and Latinx outreach

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations



**Strategy:** Work with the Equity and Training Manager to ensure that City communication efforts effectively engage with historically under-engaged populations

**Task:** Consider applying for one or more Community Inclusion Task Force (CITF) grants during FY 2024-25 to fund new outreach efforts targeting the Chin and Latinx communities.

**Funding (needed):** \$0

**Completion Target:** March 2025

**Metrics:** Program proposals developed by division leaders, select programs to be submitted, applications submitted, funding received (if any), implementation of funded programs (if any), measurable outcomes.

**Lead Division:** Community Relations

**Lead Staff:** James

**Trello Project Card?** No

## **REVISED ColorPalooza Growth - Assessment**

Plan for future growth of the ColorPalooza festival

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Assess the viability of expanding ColorPalooza into a two-day festival starting in April 2027, including impacts on budget, staffing, attendance, event revenue, event exposure, and even quality.

**Funding (needed):** \$0

**Completion Target:** April 2025

**Metrics:** Site plan options reviewed. Entertainment options reviewed. Activities options reviewed. Vendor options reviewed. Expansion plan developed. Budget request submitted.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

## **Fam Trips (2025)**

Use fam trips to attract social media influencers

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences

**Task:** Collaborate with hotels, attractions, and retailers to host influencers on individual fam trips so they can share their Lewisville experiences with their social media audiences.

**Funding (needed):** \$0

**Completion Target:** September 2025

**Metrics:** Travel partners recruited. Target influencers identified. Invitations sent. Fam trips held. Social media placement received.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

## **Group Travel Marketing (2025)**

Identify and pursue group travel

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Actively recruit group travel business in the markets identified as most lucrative for Lewisville tourism

**Task:** Meet annually with interested hotel owners, managers, and salespeople to solicit their input on the most lucrative travel markets for Lewisville during the current and upcoming calendar year. Develop and implement a focused tourism marketing plan for the most lucrative travel markets that includes targeted advertising, trade show attendance, organization memberships, and site visit invitations.

**Funding (needed):** \$0

**Completion Target:** September 2025

**Metrics:** Hotel input received. Top markets identified. Marketing outreach plan devised and implemented.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Hotels & Attractions Engagement (2025)**

Exchange information and share resources with tourism partners

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences

**Task:** Meet as often as monthly with local hoteliers to update them about advertising efforts and event recruitment and to make them aware of pending projects. Meet annually with interested hotel owners, managers, and salespeople to solicit their input about current and potential travel markets for Lewisville based on their own business models and customer data. Meet annually with interested hotel owners, managers, and salespeople to review recent history of tourism advertising and to solicit their input about the advertising plan that will be included in the next budget submittal.

**Funding (needed):** \$0

**Completion Target:** September 2025

**Metrics:** Regular update meetings held. Annual markets meeting held. Annual advertising meeting held.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Legislative Agenda (2025)**

Draft and carry out a comprehensive Legislative Agenda for the City.

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Actively engage in the legislative and regulatory process at the state and federal level to ensure Lewisville's interests are represented

**Task:** Hire a legislative consultant. Draft a comprehensive Legislative Agenda that includes Priority Topics and General Topics.

**Funding (needed):** \$0

**Completion Target:** September 2025

**Metrics:** Consultant contract signed. City Council priorities identified. Agenda document drafted. Agenda contents posted to the City website. Bills monitored throughout the session. Letters and testimony submitted as needed. Local bill drafted if desired and posted to the City website.

**Lead Division:** Community Relations

**Lead Staff:** James

**Trello Project Card?** Yes

### **Lewisville Talks City Speaker Series (2025)**

Conduct the Lewisville Talks City Speaker Series during FY 2024-25 to engage residents and community partners in discussions related to sustainability and equity.

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Work with the Equity and Training Manager to ensure that City communication efforts effectively engage with historically under-engaged populations

**Task:** Present at least one speaker in the area of equity during FY 2024-25. Present at least one speaker in the area of sustainability during FY 2024-25. Solicit a community sponsor for the Lewisville Talks City Speaker Series to offset speaker fees.

**Funding (needed):** \$0

**Completion Target:** September 2025

**Metrics:** Speakers booked. Audience counts. Organic media coverage. Sponsors recruited.

**Lead Division:** Arts

**Lead Staff:** Denise

Trello Project Card? No

### **NEW Old Town Entry Arches: Installation**

Install decorative arches to mark entry points into Old Town Lewisville

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Continue shaping Old Town Lewisville into a viable destination for residents and visitors to experience history, art, culture, leisure, and community engagement

**Task:** If funded, install one, two, or three of the proposed arches.

**Funding (needed):** \$300,000 (capital project)

**Completion Target:** September 2025

**Metrics:** Select a construction firm. Prepare the installation sites. Install the entry arches.

**Lead Division:** Tourism

**Lead Staff:** James

Trello Project Card? No

### **Old Town Lewisville Gift Shop**

Sell branded merchandise to further activate the Old Town brand

**Goal:** Residents feel an emotional connection to Lewisville and to their neighbors through shared experiences of art, culture, and history

**Strategy:** Continue shaping Old Town Lewisville into a viable destination for residents and visitors to experience history, art, culture, leisure, and community engagement

**Task:** Create an online and in-person gift shop that sells Lewisville-branded merchandise prior to the Centennial Celebration.

**Funding (needed):** \$20,000

**Completion Target:** January 2025

**Metrics:** Merchandise selected. Merchandise ordered. Online store option selected. In-person store location selected. Online store launches. In-person store launches.

**Lead Division:** Tourism

**Lead Staff:** James

Trello Project Card? No

### **Other Available Visitor Designation**

Use existing statewide programs to expand Lewisville's reach

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Pursue official state designation as a Music-Friendly and Film-Friendly community and, once obtained, market those designations to appropriate markets

**Task:** Research other official designations or certifications that could make Lewisville a more marketable travel destination, and pursue attainable designations.

**Funding (needed):** \$0

**Completion Target:** September 2025

**Metrics:** Research completed.

**Lead Division:** Tourism

**Lead Staff:** Denise

Trello Project Card? No

### **MOVED Position Request - Marketing & Development Specialist**

Create a position to focus on ticket marketing and external funding at The Grand

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Diversify and expand budgets for City-sponsored programming and public art to ensure continuation and growth of the programs

**Task:** Create a job description. Submit a funding request for consideration with the FY 2025-26 budget. If funded and filled, sponsor development would start during FY 2025-26.

**Linked Task:** Arts Center renovations design and construction (FY 2024-25)

**Funding (needed):** \$90,000 (FY 2025-26)

**Completion Target:** May 2025

**Metrics:** Job description created. Funding request submitted.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

### **MOVED Position Request: Patron Services Coordinator**

Seek the addition of a position to oversee ticketing and front-of-house operations at The Grand.

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Increase opportunities for residents to experience the fine and performing arts without having to leave Lewisville

**Task:** Develop a proposed job description. Submit a funding request for a full-time in the FY 2024-25 budget.

**Linked Task:** Bring ticketing in-house at Lewisville Grand Theater (FY 2023-24)

**Funding (needed):** \$80,000 (FY 2024-25)

**Completion Target:** April 2024

**Metrics:** Job description completed, budget request submitted.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

### **Position Request: Tourism Sales Specialist**

If warranted, seek the restoration of the second tourism sales position.

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Actively recruit group travel business in the markets identified as most lucrative for Lewisville tourism

**Task:** If conditions in the local hotel market warrant, develop a proposed job description and submit a funding request to restore the second tourism sales specialist position in the FY 2024-25 budget.

**Funding (needed):** \$80,000 (FY 2024-25)

**Completion Target:** April 2024

**Metrics:** Job description completed, budget request submitted.

**Lead Division:** Tourism

**Lead Staff:** James

**Trello Project Card?** No

### **Private Special Event Recruitment (2025)**

Encourage privately run events to fill out the festival calendar

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Recruit existing events and market to existing event producers to produce their events at Lewisville facilities such as Wayne Ferguson Plaza or Bill Weaver Arena

**Task:** Identify privately managed events within the drive-time market that are not inherently tied to their current location. Make professional event coordinators in the region aware that Lewisville is a lucrative event venue and is open to negotiations with established events.

**Funding (needed):** \$0

**Completion Target:** September 2025

**Metrics:** Events approached about relocation to Lewisville. Events moved to Lewisville.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

## **Professional Tourism Associations (2025)**

Capitalize on agency memberships to build tourism impact

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Establish regional coordination efforts with Southern Denton County cities, North Texas cities, and State of Texas Tourism Office to promote leisure and sports tourism in Lewisville

**Task:** Continue memberships in TACVB, Destinations International, Texas Travel Alliance, Sports ETA, and TSAE. Use the resources that each association provides, including membership directors, educational webinars, conventions, trade shows, and research.

**Funding (needed):** \$0

**Completion Target:** September 2025

**Metrics:** Memberships maintained. New memberships considered. Resources used.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

## **Regional Tourism Efforts (2025)**

Work with other entities for shared tourism benefits

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Establish regional coordination efforts with Southern Denton County cities, North Texas cities, and State of Texas Tourism Office to promote leisure and sports tourism in Lewisville

**Task:** Invite peers in nearby communities to a quarterly luncheon in Lewisville during which the group can discuss current markets and future partnership opportunities. Work directly with peers in The Colony, Flower Mound, Highland Village, and Grapevine on possible joint bids related to sports tourism events too large for any of the cities to secure individually.

**Funding (needed):** \$0

**Completion Target:** September 2025

**Metrics:** Quarterly meetings held.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

## **Resident Satisfaction Survey (2025)**

Conduct a public survey to measure public sentiment

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Continually review the communication tools being used to ensure that information is being sent to and received from the widest possible audience

**Task:** Conduct an online Resident Satisfaction Survey in the summer of 2023 and develop recommendations based on the survey results. Conduct a random-sample telephone Resident Satisfaction Survey every third year.

**Funding (needed):** \$30,000

**Completion Target:** September 2025

**Metrics:** Develop a survey question set, create an online survey, test the online survey, launch and conduct the online survey, collect and analyze survey results, report to city management with findings and recommendations.

**Lead Division:** Community Relations

**Lead Staff:** James

**Trello Project Card?** No

## **Special Events Alternate Funding (2025)**

Seek ways to increase event budgets without tapping the Hotel Fund

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Prioritize sponsorships, concession commissions, and vendor fees over gate admission as a revenue source in order to minimize or eliminate financial barriers for residents to participate in City-managed special events. Research and pursue any available grant funding for events. Continue to recruit and activate event sponsors.

**Funding (needed):** \$0

**Completion Target:** September 2025

**Metrics:** Funding sources identified and pursued.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

### **Special Events Audience Feedback (2025)**

Seek ways to increase event budgets without tapping the Hotel Fund

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Use expanded on-site surveys at Western Days, ColorPalooza, Sounds of Lewisville, and PBR Lewisville to measure audience reach and impact to ensure the events are effectively reaching their intended audiences and supporting our Mission and Vision. Use post-event surveys to gauge impacts of large city-managed events on adjacent residential neighborhoods.

**Funding (needed):** \$0

**Completion Target:** September 2025

**Metrics:** Funding sources identified and pursued.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

### **Tourism Advertising (2025)**

Use paid advertising of various types to reach potential visitor business

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences

**Task:** Based on hotelier and market input, project the share of the total Lewisville marketing that will be filled by each targeted travel market, then consider that data when developing the annual budget submitted for tourism. Submit a list of advertising outlets planned for the coming fiscal year that includes outlet, format, target market, and cost.

**Funding (needed):** \$0

**Completion Target:** April 2025

**Metrics:** Travel market data gathered and analyzed. Advertising plan included with annual budget submittal.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Travel Market Analysis (2025)**

Use reliable data to assess the local travel market

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences

**Task:** Regularly monitor travel market trends that impact North Texas by using regional, state, and federal sources in both the public and private sectors. Subscribe to vital resource sources that will help identify tourism markets and opportunities for Lewisville.

**Funding (needed):** \$0

**Completion Target:** April 2025

**Metrics:** Travel market data gathered and analyzed.

**Lead Division:** Tourism  
**Lead Staff:** Dee Dee  
**Trello Project Card?** No

### **Visitor Center Events (2025)**

Use existing and new events to drive visitor center traffic

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers  
**Strategy:** Enhance functionality and awareness of the Visitor Information Center so that it becomes an essential tourism resource for Southern Denton County visitors and residents  
**Task:** Draw visitors to the facility through special events, one-time and ongoing activities, giveaways, increased marketing, and enhanced visibility and signage. Host a reception once a month with a contest component to drive traffic to the center, potentially in conjunction with First Fridays with extended operating hours. Expand the Western Days and ColorPalooza festival zones to include the center in the footprint and operate the center during festival hours.  
**Funding (needed):** \$0  
**Completion Target:** September 2025  
**Metrics:** Events held, Contests held. Visitors counted. Festival activities held.  
**Lead Division:** Tourism  
**Lead Staff:** Dee Dee  
**Trello Project Card?** No

### **Wayne Ferguson Plaza Stage**

Replace the truss hardware on the Wayne Ferguson Plaza stage

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun  
**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors  
**Task:** Submit an action step for consideration in the FY 24-25 budget to replace the truss system on the Wayne Ferguson Plaza Stage; include an option to replace the canopy with a permanent cover; if funded, replace the truss system between Old Town Holiday Stroll in December 2024 and St. Paddy's Texas Style in March 2025.  
**Funding (needed):** \$125,000  
**Completion Target:** March 2024  
**Metrics:** Truss hardware replaced.  
**Lead Division:** Events  
**Lead Staff:** Daren  
**Trello Project Card?** No

### **Western Days Expansion - Implementation**

Expand Western Days to a three-day festival

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun  
**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors  
**Task:** If funded, expand Western Days into a three-day festival in September 2026.  
**Funding (needed):** \$0  
**Completion Target:** September 2026  
**Metrics:** Third day planned. Third day implemented.  
**Lead Division:** Events  
**Lead Staff:** Daren  
**Trello Project Card?** No

### **Western Days Marketing (2025)**

Use active marketing to increase Western Days awareness and attendance

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Annually review the advertising and marketing plan for Western Days to ensure it is reaching an appropriate audience in the North Texas and Oklahoma markets. If additional advertising and marketing money is needed to better reach the regional Western Days audience, submit a budget request.

**Funding (needed):** \$0

**Completion Target:** April 2025

**Metrics:** Event marketing plan reviewed. New or expanded opportunities identified. Funding requested, if needed.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

## **FY 2025-26**

### **Arts Center Fee Schedule (2026)**

Ensure that rental fees are fair and competitive

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Make sufficient regular investment in capital improvements, equipment, programming, and staffing to ensure that the Lewisville Grand Theater remains the premier public arts facility in Southern Denton County

**Task:** Evaluate rental rates annually to ensure that they are competitive within the regional market but also accurately reflect the value being offered.

**Funding (needed):** \$0

**Completion Target:** September 2026

**Metrics:** Rates reviewed and compared to the market. Fee Schedule changes submitted if needed.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

### **Arts Center Staff Development (2026)**

Provide ample training and support to help team members succeed

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Make sufficient regular investment in capital improvements, equipment, programming, and staffing to ensure that the Lewisville Grand Theater remains the premier public arts facility in Southern Denton County

**Task:** Continue to invest in regular professional development and field-specific training for staff, especially related to safety and technical skills. Maintain memberships in key professional associates for Grand staff, such as IAVM, APAP, and others, to stay connected and updated on industry trends and changes.

**Funding (needed):** \$0

**Completion Target:** September 2026

**Metrics:** Training opportunities provided. Memberships maintained.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

### **CITF Grant Possibilities (2026)**

Consider applying for a CITF grant to fund Chin and Latinx outreach



**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Work with the Equity and Training Manager to ensure that City communication efforts effectively engage with historically under-engaged populations

**Task:** Consider applying for one or more Community Inclusion Task Force (CITF) grants during FY 2025-26 to fund new outreach efforts targeting the Chin and Latinx communities.

**Funding (needed):** \$0

**Completion Target:** March 2026

**Metrics:** Program proposals developed by division leaders, select programs to be submitted, applications submitted, funding received (if any), implementation of funded programs (if any), measurable outcomes.

**Lead Division:** Community Relations

**Lead Staff:** James

**Trello Project Card?** No

## **MOVED ColorPalooza Growth - Implementation**

Plan for future growth of the ColorPalooza festival

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** If supported by previous analysis, create a plan for expanding ColorPalooza into a two-day festival starting in April 2027. Identify or create a unique “hook” for ColorPalooza that will increase attendance without a major financial investment, such as cultural pods.

**Funding (needed):** \$tbd

**Completion Target:** April 2026

**Metrics:** Site plan options reviewed. Entertainment options reviewed. Activities options reviewed. Vendor options reviewed. Expansion plan developed. Budget request submitted.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

## **Fam Trips (2026)**

Use fam trips to attract social media influencers

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences

**Task:** Collaborate with hotels, attractions, and retailers to host influencers on individual fam trips so they can share their Lewisville experiences with their social media audiences.

**Funding (needed):** \$0

**Completion Target:** September 2026

**Metrics:** Travel partners recruited. Target influencers identified. Invitations sent. Fam trips held. Social media placement received.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

## **Group Travel Marketing (2026)**

Identify and pursue group travel

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Actively recruit group travel business in the markets identified as most lucrative for Lewisville tourism

**Task:** Meet annually with interested hotel owners, managers, and salespeople to solicit their input on the most lucrative travel markets for Lewisville during the current and upcoming calendar year. Develop and implement a focused tourism marketing plan for the most lucrative travel markets that includes targeted advertising, trade show attendance, organization memberships, and site visit invitations.

**Funding (needed):** \$0

**Completion Target:** September 2026

**Metrics:** Hotel input received. Top markets identified. Marketing outreach plan devised and implemented.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Hotels & Attractions Engagement (2026)**

Exchange information and share resources with tourism partners

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences

**Task:** Meet as often as monthly with local hoteliers to update them about advertising efforts and event recruitment and to make them aware of pending projects. Meet annually with interested hotel owners, managers, and salespeople to solicit their input about current and potential travel markets for Lewisville based on their own business models and customer data. Meet annually with interested hotel owners, managers, and salespeople to review recent history of tourism advertising and to solicit their input about the advertising plan that will be included in the next budget submittal.

**Funding (needed):** \$0

**Completion Target:** September 2026

**Metrics:** Regular update meetings held. Annual markets meeting held. Annual advertising meeting held.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Lewisville Talks City Speaker Series (2026)**

Conduct the Lewisville Talks City Speaker Series during FY 2025-26 to engage residents and community partners in discussions related to sustainability and equity.

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Work with the Equity and Training Manager to ensure that City communication efforts effectively engage with historically under-engaged populations

**Task:** Present at least one speaker in the area of equity during FY 2025-26. Present at least one speaker in the area of sustainability during FY 2025-26. Solicit a community sponsor for the Lewisville Talks City Speaker Series to offset speaker fees.

**Funding (needed):** \$0

**Completion Target:** September 2026

**Metrics:** Speakers booked. Audience counts. Organic media coverage. Sponsors recruited.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

### **Private Special Event Recruitment (2026)**

Encourage privately run events to fill out the festival calendar

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Recruit existing events and market to existing event producers to produce their events at Lewisville facilities such as Wayne Ferguson Plaza or Bill Weaver Arena

**Task:** Identify privately managed events within the drive-time market that are not inherently tied to their current location. Make professional event coordinators in the region aware that Lewisville is a lucrative event venue and is open to negotiations with established events.

**Funding (needed):** \$0

**Completion Target:** September 2026

**Metrics:** Events approached about relocation to Lewisville. Events moved to Lewisville.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

### **Professional Tourism Associations (2026)**

Capitalize on agency memberships to build tourism impact

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Establish regional coordination efforts with Southern Denton County cities, North Texas cities, and State of Texas Tourism Office to promote leisure and sports tourism in Lewisville

**Task:** Continue memberships in TACVB, Destinations International, Texas Travel Alliance, Sports ETA, and TSAE. Use the resources that each association provides, including membership directors, educational webinars, conventions, trade shows, and research.

**Funding (needed):** \$0

**Completion Target:** September 2026

**Metrics:** Memberships maintained. New memberships considered. Resources used.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Regional Tourism Efforts (2026)**

Work with other entities for shared tourism benefits

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Establish regional coordination efforts with Southern Denton County cities, North Texas cities, and State of Texas Tourism Office to promote leisure and sports tourism in Lewisville

**Task:** Invite peers in nearby communities to a quarterly luncheon in Lewisville during which the group can discuss current markets and future partnership opportunities. Work directly with peers in The Colony, Flower Mound, Highland Village, and Grapevine on possible joint bids related to sports tourism events too large for any of the cities to secure individually.

**Funding (needed):** \$0

**Completion Target:** September 2026

**Metrics:** Quarterly meetings held.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Resident Satisfaction Survey (2026)**

Conduct a public survey to measure public sentiment

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Continually review the communication tools being used to ensure that information is being sent to and received from the widest possible audience

**Task:** Conduct an online Resident Satisfaction Survey in the summer of 2023 and develop recommendations based on the survey results.

**Funding (needed):** \$0

**Completion Target:** September 2026

**Metrics:** Develop a survey question set, create an online survey, test the online survey, launch and conduct the online survey, collect and analyze survey results, report to city management with findings and recommendations.

**Lead Division:** Community Relations

**Lead Staff:** James

**Trello Project Card?** No

### **Special Events Alternate Funding (2026)**

Seek ways to increase event budgets without tapping the Hotel Fund

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Prioritize sponsorships, concession commissions, and vendor fees over gate admission as a revenue source in order to minimize or eliminate financial barriers for residents to participate in City-managed special events. Research and pursue any available grant funding for events. Continue to recruit and activate event sponsors.

**Funding (needed):** \$0

**Completion Target:** September 2026

**Metrics:** Funding sources identified and pursued.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

### **Special Events Audience Feedback (2026)**

Seek ways to increase event budgets without tapping the Hotel Fund

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Use expanded on-site surveys at Western Days, ColorPalooza, Sounds of Lewisville, and PBR Lewisville to measure audience reach and impact to ensure the events are effectively reaching their intended audiences and supporting our Mission and Vision. Use post-event surveys to gauge impacts of large city-managed events on adjacent residential neighborhoods.

**Funding (needed):** \$10,000

**Completion Target:** September 2026

**Metrics:** Funding sources identified and pursued.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

### **Tourism Advertising (2026)**

Use paid advertising of various types to reach potential visitor business

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences

**Task:** Based on hotelier and market input, project the share of the total Lewisville marketing that will be filled by each targeted travel market, then consider that data when developing the annual budget submitted for tourism. Submit a list of advertising outlets planned for the coming fiscal year that includes outlet, format, target market, and cost.

**Funding (needed):** \$0

**Completion Target:** April 2026

**Metrics:** Travel market data gathered and analyzed. Advertising plan included with annual budget submittal.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Travel Market Analysis (2026)**

Use reliable data to assess the local travel market

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences

**Task:** Regularly monitor travel market trends that impact North Texas by using regional, state, and federal sources in both the public and private sectors. Subscribe to vital resource sources that will help identify tourism markets and opportunities for Lewisville.

**Funding (needed):** \$0

**Completion Target:** April 2026

**Metrics:** Travel market data gathered and analyzed.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Visitor Center Events (2026)**

Use existing and new events to drive visitor center traffic

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Enhance functionality and awareness of the Visitor Information Center so that it becomes an essential tourism resource for Southern Denton County visitors and residents

**Task:** Draw visitors to the facility through special events, one-time and ongoing activities, giveaways, increased marketing, and enhanced visibility and signage. Host a reception once a month with a contest component to drive traffic to the center, potentially in conjunction with First Fridays with extended operating hours. Expand the Western Days and ColorPalooza festival zones to include the center in the footprint and operate the center during festival hours.

**Funding (needed):** \$0

**Completion Target:** September 2026

**Metrics:** Events held, Contests held. Visitors counted. Festival activities held.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Western Days Marketing (2026)**

Use active marketing to increase Western Days awareness and attendance

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Annually review the advertising and marketing plan for Western Days to ensure it is reaching an appropriate audience in the North Texas and Oklahoma markets. If additional advertising and marketing money is needed to better reach the regional Western Days audience, submit a budget request.

**Funding (needed):** \$0

**Completion Target:** April 2026

**Metrics:** Event marketing plan reviewed. New or expanded opportunities identified. Funding requested, if needed.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

### **World Cup 2026**

Sell travel packages for World Cup in Summer 2026

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Actively recruit group travel business in the markets identified as most lucrative for Lewisville tourism

**Task:** Work with hoteliers and other tourism partners to develop travel packages for the FIFA World Cup in Summer 2026. Work with Parks & Recreation and other Southern Denton County partners to develop concurrent public events, especially if Railroad Park is chosen as a team practice site. Market packages and events through regional, state, and national outlets. Look for marketing partners within Southern Denton County.

**Funding (needed):** \$50,000 (FY 2025-26)

**Completion Target:** August 2026

**Metrics:** Number of participating partners, number of packages sold, count of paid hotel room-nights, estimated economic impact, record of unpaid media exposure.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** Yes

## **FY 2026-27**

### **Arts Center Fee Schedule (2027)**

Ensure that rental fees are fair and competitive

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Make sufficient regular investment in capital improvements, equipment, programming, and staffing to ensure that the Lewisville Grand Theater remains the premier public arts facility in Southern Denton County

**Task:** Evaluate rental rates annually to ensure that they are competitive within the regional market but also accurately reflect the value being offered.

**Funding (needed):** \$0

**Completion Target:** September 2027

**Metrics:** Rates reviewed and compared to the market. Fee Schedule changes submitted if needed.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

### **Arts Center Staff Development (2027)**

Provide ample training and support to help team members succeed

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Make sufficient regular investment in capital improvements, equipment, programming, and staffing to ensure that the Lewisville Grand Theater remains the premier public arts facility in Southern Denton County

**Task:** Continue to invest in regular professional development and field-specific training for staff, especially related to safety and technical skills. Maintain memberships in key professional associates for Grand staff, such as IAVM, APAP, and others, to stay connected and updated on industry trends and changes.

**Funding (needed):** \$0

**Completion Target:** September 2027

**Metrics:** Training opportunities provided. Memberships maintained.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

### **CITF Grant Possibilities (2027)**

Consider applying for a CITF grant to fund Chin and Latinx outreach

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Work with the Equity and Training Manager to ensure that City communication efforts effectively engage with historically under-engaged populations

**Task:** Consider applying for one or more Community Inclusion Task Force (CITF) grants during FY 2026-27 to fund new outreach efforts targeting the Chin and Latinx communities.

**Funding (needed):** \$0

**Completion Target:** March 2027

**Metrics:** Program proposals developed by division leaders, select programs to be submitted, applications submitted, funding received (if any), implementation of funded programs (if any), measurable outcomes.

**Lead Division:** Community Relations

**Lead Staff:** James

**Trello Project Card?** No

### **Fam Trips (2027)**

Use fam trips to attract social media influencers

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences

**Task:** Collaborate with hotels, attractions, and retailers to host influencers on individual fam trips so they can share their Lewisville experiences with their social media audiences.

**Funding (needed):** \$0

**Completion Target:** September 2027

**Metrics:** Travel partners recruited. Target influencers identified. Invitations sent. Fam trips held. Social media placement received.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Group Travel Marketing (2027)**

Identify and pursue group travel

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Actively recruit group travel business in the markets identified as most lucrative for Lewisville tourism

**Task:** Meet annually with interested hotel owners, managers, and salespeople to solicit their input on the most lucrative travel markets for Lewisville during the current and upcoming calendar year. Develop and implement a focused tourism marketing plan for the most lucrative travel markets that includes targeted advertising, trade show attendance, organization memberships, and site visit invitations.

**Funding (needed):** \$0

**Completion Target:** September 2027

**Metrics:** Hotel input received. Top markets identified. Marketing outreach plan devised and implemented.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Hotels & Attractions Engagement (2027)**

Exchange information and share resources with tourism partners

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences

**Task:** Meet as often as monthly with local hoteliers to update them about advertising efforts and event recruitment and to make them aware of pending projects. Meet annually with interested hotel owners, managers, and salespeople to solicit their input about current and potential travel markets for Lewisville based on their own business models and customer data. Meet annually with interested hotel owners, managers, and salespeople to review recent history of tourism advertising and to solicit their input about the advertising plan that will be included in the next budget submittal.

**Funding (needed):** \$0

**Completion Target:** September 2027

**Metrics:** Regular update meetings held. Annual markets meeting held. Annual advertising meeting held.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Legislative Agenda (2027)**

Draft and carry out a comprehensive Legislative Agenda for the City.

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Actively engage in the legislative and regulatory process at the state and federal level to ensure Lewisville's interests are represented

**Task:** Hire a legislative consultant. Draft a comprehensive Legislative Agenda that includes Priority Topics and General Topics.

**Funding (needed):** \$0

**Completion Target:** September 2027

**Metrics:** Consultant contract signed. City Council priorities identified. Agenda document drafted. Agenda contents posted to the City website. Bills monitored throughout the session. Letters and testimony submitted as needed. Local bill drafted if desired and posted to the City website.

**Lead Division:** Community Relations

**Lead Staff:** James

**Trello Project Card?** Yes

### **Lewisville Talks City Speaker Series (2027)**

Conduct the Lewisville Talks City Speaker Series during FY 2026-27 to engage residents and community partners in discussions related to sustainability and equity.

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Work with the Equity and Training Manager to ensure that City communication efforts effectively engage with historically under-engaged populations

**Task:** Present at least one speaker in the area of equity during FY 2026-27. Present at least one speaker in the area of sustainability during FY 2026-27. Solicit a community sponsor for the Lewisville Talks City Speaker Series to offset speaker fees.

**Funding (needed):** \$0

**Completion Target:** September 2027

**Metrics:** Speakers booked. Audience counts. Organic media coverage. Sponsors recruited.

**Lead Division:** Arts

**Lead Staff:** Denise

**Trello Project Card?** No

### **Private Special Event Recruitment (2027)**

Encourage privately run events to fill out the festival calendar

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Recruit existing events and market to existing event producers to produce their events at Lewisville facilities such as Wayne Ferguson Plaza or Bill Weaver Arena

**Task:** Identify privately managed events within the drive-time market that are not inherently tied to their current location. Make professional event coordinators in the region aware that Lewisville is a lucrative event venue and is open to negotiations with established events.

**Funding (needed):** \$0

**Completion Target:** September 2027

**Metrics:** Events approached about relocation to Lewisville. Events moved to Lewisville.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

### **Professional Tourism Associations (2027)**

Capitalize on agency memberships to build tourism impact

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers



**Strategy:** Establish regional coordination efforts with Southern Denton County cities, North Texas cities, and State of Texas Tourism Office to promote leisure and sports tourism in Lewisville

**Task:** Continue memberships in TACVB, Destinations International, Texas Travel Alliance, Sports ETA, and TSAE. Use the resources that each association provides, including membership directors, educational webinars, conventions, trade shows, and research.

**Funding (needed):** \$0

**Completion Target:** September 2027

**Metrics:** Memberships maintained. New memberships considered. Resources used.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Regional Tourism Efforts (2027)**

Work with other entities for shared tourism benefits

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Establish regional coordination efforts with Southern Denton County cities, North Texas cities, and State of Texas Tourism Office to promote leisure and sports tourism in Lewisville

**Task:** Invite peers in nearby communities to a quarterly luncheon in Lewisville during which the group can discuss current markets and future partnership opportunities. Work directly with peers in The Colony, Flower Mound, Highland Village, and Grapevine on possible joint bids related to sports tourism events too large for any of the cities to secure individually.

**Funding (needed):** \$0

**Completion Target:** September 2027

**Metrics:** Quarterly meetings held.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

### **Resident Satisfaction Survey (2027)**

Conduct a public survey to measure public sentiment

**Goal:** Lewisville residents, businesses, employees, and other stakeholders can readily access information about City operations and provide feedback on current or proposed City operations

**Strategy:** Continually review the communication tools being used to ensure that information is being sent to and received from the widest possible audience

**Task:** Conduct an online Resident Satisfaction Survey in the summer of 2023 and develop recommendations based on the survey results.

**Funding (needed):** \$0

**Completion Target:** September 2027

**Metrics:** Develop a survey question set, create an online survey, test the online survey, launch and conduct the online survey, collect and analyze survey results, report to city management with findings and recommendations.

**Lead Division:** Community Relations

**Lead Staff:** James

**Trello Project Card?** No

### **Special Events Alternate Funding (2027)**

Seek ways to increase event budgets without tapping the Hotel Fund

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Prioritize sponsorships, concession commissions, and vendor fees over gate admission as a revenue source in order to minimize or eliminate financial barriers for residents to participate in City-managed special events. Research and pursue any available grant funding for events. Continue to recruit and activate event sponsors.

**Funding (needed):** \$0  
**Completion Target:** September 2027  
**Metrics:** Funding sources identified and pursued.  
**Lead Division:** Events  
**Lead Staff:** Daren  
**Trello Project Card?** No

### **Special Events Audience Feedback (2027)**

Seek ways to increase event budgets without tapping the Hotel Fund

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun  
**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors  
**Task:** Use expanded on-site surveys at Western Days, ColorPalooza, Sounds of Lewisville, and PBR Lewisville to measure audience reach and impact to ensure the events are effectively reaching their intended audiences and supporting our Mission and Vision. Use post-event surveys to gauge impacts of large city-managed events on adjacent residential neighborhoods.  
**Funding (needed):** \$0  
**Completion Target:** September 2027  
**Metrics:** Funding sources identified and pursued.  
**Lead Division:** Events  
**Lead Staff:** Daren  
**Trello Project Card?** No

### **Travel Market Analysis (2027)**

Use reliable data to assess the local travel market

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers  
**Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences  
**Task:** Regularly monitor travel market trends that impact North Texas by using regional, state, and federal sources in both the public and private sectors. Subscribe to vital resource sources that will help identify tourism markets and opportunities for Lewisville.  
**Funding (needed):** \$0  
**Completion Target:** April 2027  
**Metrics:** Travel market data gathered and analyzed.  
**Lead Division:** Tourism  
**Lead Staff:** Dee Dee  
**Trello Project Card?** No

### **Tourism Advertising (2027)**

Use paid advertising of various types to reach potential visitor business

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers  
**Strategy:** Develop an annual marketing, communication, and advertising plan that reaches the greatest number of people (within budget constraints) in the identified hotel target audiences  
**Task:** Based on hotelier and market input, project the share of the total Lewisville marketing that will be filled by each targeted travel market, then consider that data when developing the annual budget submitted for tourism. Submit a list of advertising outlets planned for the coming fiscal year that includes outlet, format, target market, and cost.  
**Funding (needed):** \$0  
**Completion Target:** April 2027  
**Metrics:** Travel market data gathered and analyzed. Advertising plan included with annual budget submittal.  
**Lead Division:** Tourism  
**Lead Staff:** Dee Dee  
**Trello Project Card?** No

## **Visitor Center Events (2027)**

Use existing and new events to drive visitor center traffic

**Goal:** Lewisville is seen as a comfortable and welcoming visitor destination for leisure, sports, business, and meeting travelers

**Strategy:** Enhance functionality and awareness of the Visitor Information Center so that it becomes an essential tourism resource for Southern Denton County visitors and residents

**Task:** Draw visitors to the facility through special events, one-time and ongoing activities, giveaways, increased marketing, and enhanced visibility and signage. Host a reception once a month with a contest component to drive traffic to the center, potentially in conjunction with First Fridays with extended operating hours. Expand the Western Days and ColorPalooza festival zones to include the center in the footprint and operate the center during festival hours.

**Funding (needed):** \$0

**Completion Target:** September 2027

**Metrics:** Events held, Contests held. Visitors counted. Festival activities held.

**Lead Division:** Tourism

**Lead Staff:** Dee Dee

**Trello Project Card?** No

## **Western Days Marketing (2027)**

Use active marketing to increase Western Days awareness and attendance

**Goal:** Every resident and visitor has access to public activities in Lewisville that are safe, welcoming, culturally significant, sustainable, and fun

**Strategy:** Use special events, concerts, and other City-produced programming as a unifying way to build community engagement, foster civic pride, and attract visitors

**Task:** Annually review the advertising and marketing plan for Western Days to ensure it is reaching an appropriate audience in the North Texas and Oklahoma markets. If additional advertising and marketing money is needed to better reach the regional Western Days audience, submit a budget request.

**Funding (needed):** \$0

**Completion Target:** April 2027

**Metrics:** Event marketing plan reviewed. New or expanded opportunities identified. Funding requested, if needed.

**Lead Division:** Events

**Lead Staff:** Daren

**Trello Project Card?** No

