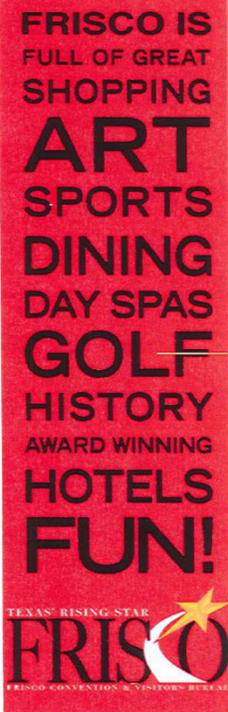


EXHIBIT A



FY10 ANNUAL REPORT

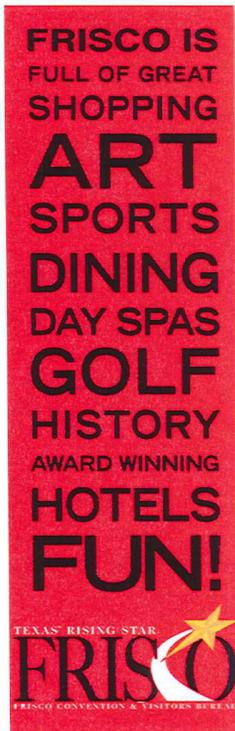


Vision Statement

The Frisco Convention & Visitors Bureau is committed to providing the maximum return on investment to the City of Frisco, and our tourism and convention partners, by striving to be a highly effective sales and customer service organization. The CVB will also facilitate economic growth and vitality by creating Destination Frisco, an independent committee of stakeholders in the community, focusing on destination product development.

Mission Statement

To market Frisco as a year-round destination generating awareness and positive economic impact.



CVB Staff

Marla Roe	Executive Director
LaChelle Evans	Sales Manager, Sports/State Assn
Anna Blakeley	Sales Manager, Corporate/Religious
Denise Stokes	PR/Communications Manager
Jennifer Kimble	Convention Services/Tourism Mgr
Vicki Blakely	Administrative Assistant



Why Tourism?

- Total direct travel spending in Texas in 2008 was \$56.7 billion
- The DFW area is the # tourist Destination in Texas, bringing in \$18 billion in travel spending, almost a third of the Texas revenues
- Visitors to Frisco in 2008 totaled 4.33 million, with visitor spending estimated at \$1.244 billion
- Over \$1.1 billion of this spending in Frisco was outside of hotels

FRISCO IS
FULL OF GREAT
SHOPPING
ART
SPORTS
DINING
DAY SPAS
GOLF
HISTORY
AWARD WINNING
HOTELS
FUN!

TEXAS' RISING STAR
FRISCO
FRISCO CONVENTION & VISITORS BUREAU

Increasing Competition...to name a few

Allen

- Watters Creek Retail & Dining
- Allen Event Center

McKinney

- New retail development on borders of Frisco

Grapevine

- Legoland Discovery Center at Grapevine Mills
- Sealife Aquarium at Grapevine Mills

Plano

- New phases at Shops of Legacy

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FRISCO
A TEXAS-SIZE PLAYGROUND

Eight million square feet of shopping, three professional sports teams, award-winning hotels, and a Texas-size playground. Frisco is yours to enjoy. Call 877.462.3422 | www.Frisco.com

FRISCO CONVENTION & VISITORS BUREAU

Alliant Energy 2342 Perimeter Blvd Frisco, TX 75034 972.241.1111	Conrad Hotels 1800 W. Park Blvd Frisco, TX 75034 972.241.1111	Hyatt Regency 1800 W. Park Blvd Frisco, TX 75034 972.241.1111	Marriott Executive Suites 1800 W. Park Blvd Frisco, TX 75034 972.241.1111
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FRISCO
THE PLAYING FIELD OF CHAMPIONS

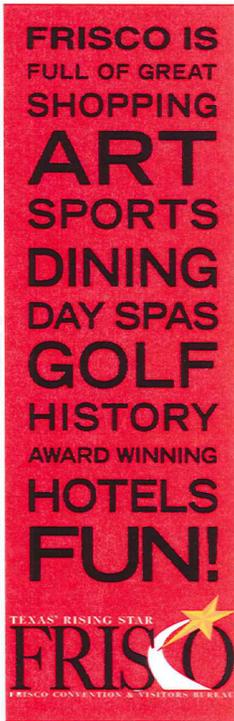
Home of the Dallas Stars, the Frisco Roughriders, and the Frisco FireAnts.

FRISCO CONVENTION & VISITORS BUREAU

FRISCO
YOUR MEETINGS PARTNER

Frisco is a great place for your next meeting. With a flexible, award-winning hotels, you are sure to find the perfect choice for your meeting. You and your delegates will be thrilled to find an endless shopping mall, the second largest stadium in Texas, and more than 100 restaurants.

FRISCO CONVENTION & VISITORS BUREAU



Definite Room Night Bookings

Goals/Actuals	Total YE	Goal	% to Goal	Rooms in City
FY07	8,832	8,500	103.9%	797
FY08	11,677	10,700	109.1%	1153
FY09	12,000	14,419	83.2%	1500
FY10	16,542	16,452	100.5%	1500

FY 11 Goals	Base	Mid	Stretch
	16,712	18,384	20,217

Available Room Supply in the City of Frisco
 1500 rooms x 365 days = 547,500
 Average occupancy is 63.4% so total rooms consumed
 is 347,115
 CVB group rooms only account for about 5%, not
 including leisure travel



Top Events Booked

(During the year but not necessarily for the year)

- NCAA for 2011 \$14.1 mil econ impact (3 years)
- Prime Time Sports Nat'l Basketball \$7.22 mil economic impact (3 years)
- Southern Baptist Convention \$2.4 mil econ impact (2 years)
- Tucker Rocky Distributing \$1.4 mil econ impact
- Mary Kay \$1.22 econ impact (2 years)
- Tx Assn for Health, PhyEd, Rec & Dance \$488,250 econ impact (2 years)
- Tx Education Support Staff Assn \$462,050 econ impact
- 2010 PYSA Soccer \$94,000 econ impact

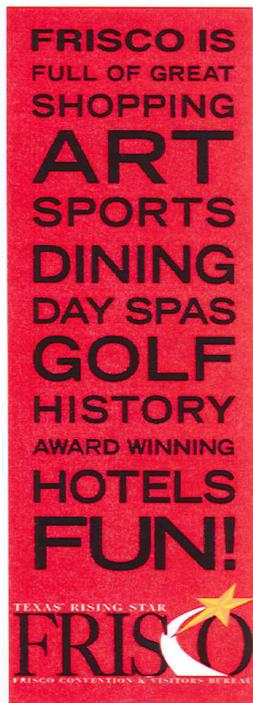


PR/Communications In-Kind Media Values

Fiscal Year	Print	Electronic	Total Combined	Expenses	ROI
FY05	\$169,177.01	\$319,500.00	\$201,127.01	\$33,385.00	5 to 1
FY06	\$145,336.17	\$34,358.34	\$179,694.51	\$41,813.00	4.3 to 1
FY07	\$121,295.34	\$190,353.83	\$311,649.17	\$42,239.00	7 to 1
FY08	\$436,528.06	\$233,375.21	\$669,903.27	\$84,681.00	7.9 to 1
FY09	\$299,216.50	\$383,928.69	\$683,145.19	\$75,702.00	9 to 1
FY10	\$426,875.07	\$167,469.75	\$594,344.82	\$72,556.00	8.2 to 1

Top Stories Pitched and Printed in FY10

- Tx Sports Facility Guide, "Sports Planner Cary Coleman on Frisco" \$56,504
- Texas Journey, Local Color/Xmas in Square/Trykoski \$14,210
- Dallas Morning News/Shawnee Trail \$33,475
- Dallas Morning News/City Leaders on Sports \$29,250
- Home & Away, Oklahoma/Dog Friendly Hotels \$7,486
- Texas Meetings & Events/Pizza Hut Park & Arena \$6,400



Social Media in FY10



Download iPhone App at App Store or on iTunes



Follow us on Twitter at @visitfrisco



Follow us on Facebook at VisitFrisco, TX

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Cooperative EDC/CVB Programs
 and one with Parks & Recreation

STRICTLY FRISCO

Date set for January 20, 2011



Annual Familiarization tour with EDC Commercial Real estate brokers and CVB media and/or meeting planners. We use showcase events like Jimmy Buffett and Christmas in the Square to attract these clients.

6th year we have partnered with Parks & Recreation Dept. on this event

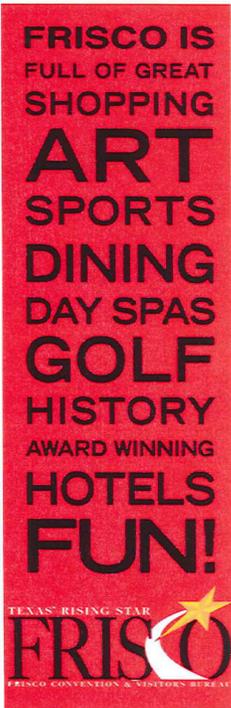
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Other Texas Cities 3rd Quarter 2010 Results - Calendar Year

Source Strategies, Inc	10 ADR	% ADR Chg	10 OCC	% Occ Chg
Frisco Citywide	\$124.26	-2.80%	61.30%	11.5%
Austin-Round Rock	\$102.46	0.40%	60.50%	3.5%
San Antonio	\$105.03	2.30%	56.90%	2.4%
Houston-Bay Area	\$85.61	-2.30%	55.60%	2.3%
Corpus Christi	\$93.70	-2.90%	59.90%	-0.1%
Dallas	\$80.49	-1.90%	54.90%	3.1%
Beaumont-Port Arthur	\$61.17	-10.60%	48.90%	-1.2%
Lubbock	\$70.07	0.20%	58.30%	0.2%
El Paso	\$73.90	2.60%	63.00%	2.6%
Waco	\$63.60	-0.90%	55.90%	0.2%
Ft Worth/Arlington	\$83.24	-1.00%	62.40%	1.7%
County Comparison YTD through 3rd Quarter 2010 - Calendar Year Source Strategies, Inc				
Collin County	\$88.81	-12.50%	55.30%	-2.0%
Dallas County	\$85.35	-11.00%	55.90%	6.4%
Tarrant County	\$87.94	-7.50%	61.80%	2.8%

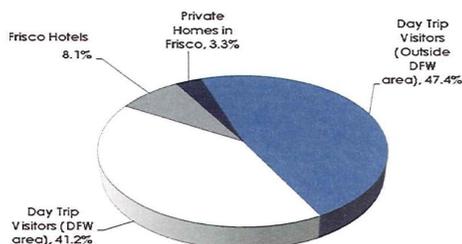
Smith Travel Research (Oct 2010)- more widely used in industry:

- Calendar Year ADR \$111.92 OCC of 66.3%
- Running 12 months ADR \$111.02 OCC of 63.4%



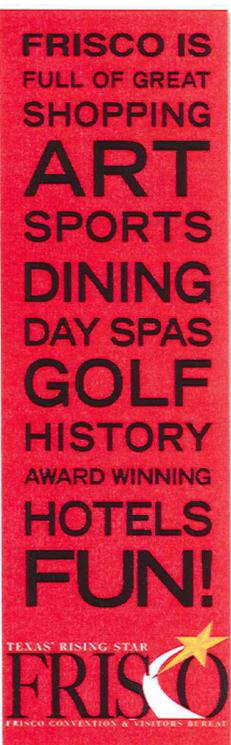
2008 Frisco Tourism Facts

By Destination Analysts



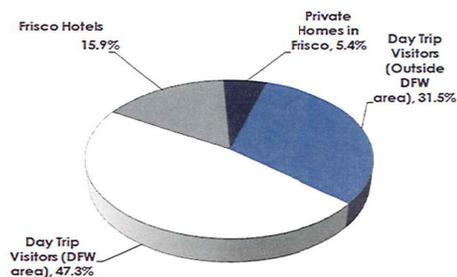
Visitors to Frisco

• Frisco hotels:	351,000
• Frisco homes:	144,000
• DFW Area day trips:	1,785,000
• Other regional day trips:	2,054,000
• TOTAL:	4.33 million



2008 Frisco Tourism Facts

Continued....



Visitors Spending

• Frisco hotels:	\$197,530,000
• Frisco homes:	\$67,191,000
• DFW Area day trips:	\$588,312,000
• Other regional day trips:	\$391,420,000
• TOTAL:	\$1,244,453,000



2008 Visitor Spending by Type

Lodging	\$48,591,000
Restaurants	\$303,894,000
Retail	\$396,127,000
Entertainment & Sightseeing	\$217,888,000
Local Transportation	\$195,664,000
Other	\$78,779,000
Exhibitor/Assn Expenditures	\$3,510,000
Total Spending	\$1,244,453,000

*As a current example, revenues from Westin & Embassy alone currently total at about \$50,000,000



Marketing Initiatives In Development

- WFAA.com 2 – 90 Day Marketing programs
- Will promote local events w/overnight stay option to 50,000 Users per month, full tracking capability
 - #1 local broadcast website in DFW Market
 - Approx 1.8 million Unique Subscribers per Month
 - Will also capture Abilene, Austin, Houston and Tulsa/Oklahoma markets for additional 1 million subscribers
- Both Grapevine and Ft. Worth cited increases in occupancy and Traffic to their websites**
- Summer Roadshow/PR Campaign, May-August
- Media pitch to drive markets: OK City/Norman/Edmund; Tulsa, Texarkana; Wichita Falls; Abilene; Shreveport; Little Rock, Waco
 - Introduce Frisco to travel, retail, lifestyle, business, feature reports/editors, key radio and television producers/hosts, websites and blogs



Marketing Initiatives In Development Continued...

I-20 Image 1 (retail board)



Continue Mobile Marketing Campaign – Billboard in OKC and on I-20 in East Texas near Canton June-August 2011

FY10 Results:

- Over 2,300 phone numbers captured
- Just under 7,000 coupons downloaded
- IKEA reported 600 redemptions of their offer



Marketing Initiatives In Development Continued...

Additional Marketing/Advertising:

- Increase bi-monthly newsletter to monthly for leisure audience, develop sweepstakes campaign to capture larger database, current database at 12,000
- Partner with Frisco Style in creating a Quarterly Events Publication for distribution in Collin County to 100,000 homes

Additional Convention Sales Manager

- Split Texas Association and part of Corporate Market
- Goal of 5,000 room nights
- Projected Economic Impact of \$5,229,800
- Projected Hotels & Sales Tax collections: \$133,521
- Add 3 new tradeshow:
 - Meetings Focus
 - SmartMart (2)



Marketing Initiatives In Development Continued...

Oklahoma Summer Campaign

•90 days in the Oklahoma City/Norman/Edmund market, primarily through The Oklahoman – website, e-news blasts, and print

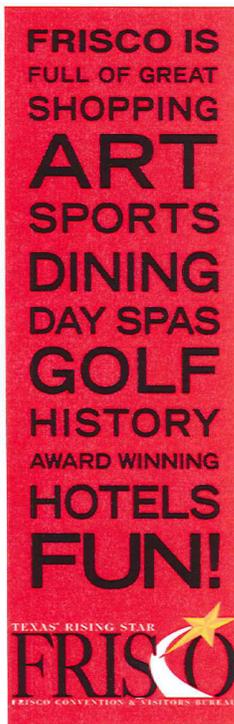
Restaurant Program

•Local Dining Program “Frisco Originals”

Work with locally owned “non-chain” restaurants to develop a frequent dining program where patrons can “earn” points towards free meals

•Name Badge Program

Work with local restaurants to participate in a “Show your Badge” program where meeting & convention delegates receive discounts by showing their name badge at participating restaurants. Frisco hotels have expressed an interest in passing this on to their clients



Return on Investment

Approximate cost is \$200,000

If we were able to impact DFW Area and Other Regional Day trips by a 1% increase:

- An additional 38,390 visitors
- An additional \$9,789,450 in spending

If we were able to impact overnight stays in Frisco hotels by a 1% increase:

- An additional 3,510 visitors staying in hotels
- An additional \$1,972,620 in spending

An additional sales manager could produce 5,000 room nights for a projected economic impact of \$5,229,800

Total projected visitor spending: \$11,762,070

Total projected group economic impact: \$5,229,800

If we spent \$200,000 on this campaign, the ROI is projected at \$339,837 or 170%

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QUESTIONS?