

FRISCO

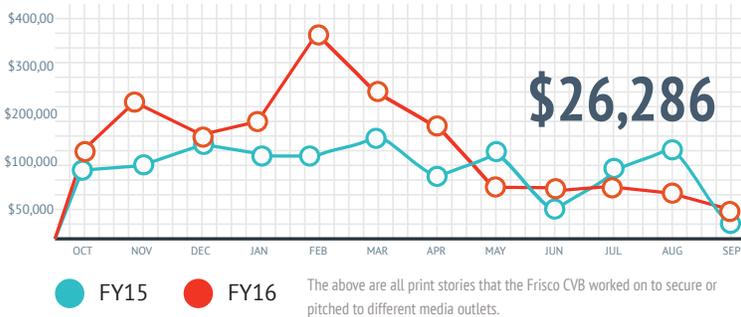


MARKETING & PR MONTH END REPORT

SEPTEMBER 2016

ALL NUMBERS ARE FROM EARNED MEDIA

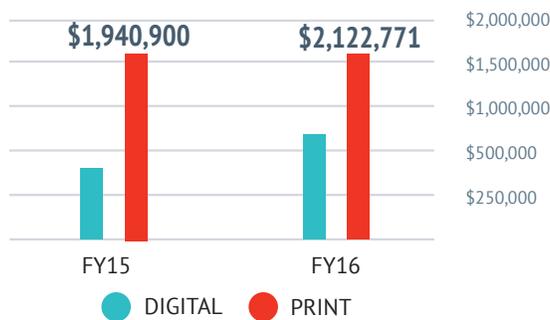
PRINT



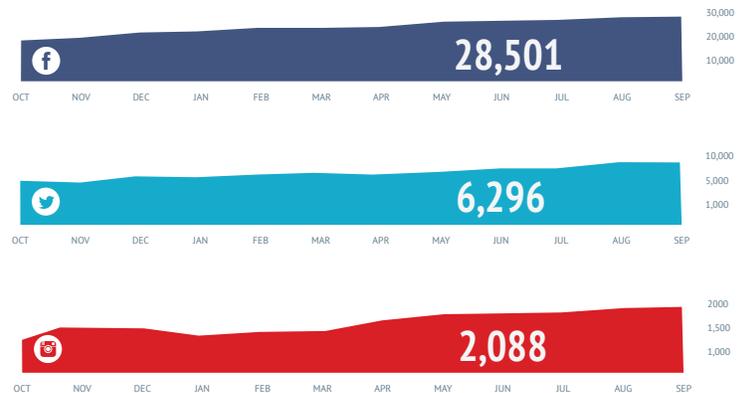
DIGITAL



CURRENT YTD PRINT & DIGITAL



FCVB SOCIAL MEDIA



WEBSITE & LOCAL AWARENESS UPDATE

The all-new Visit Frisco website has successfully launched and is already seeing a boom in traffic to the website. The new website is fully-responsive, interactive and has several new features including a trip builder. iHeartFrisco was also launched on the same day of the website and now you can find two new iHeartFrisco hearts placed at City Hall and Toyota Stadium. The new local campaign is off to a hit and there are several tourism partners that are interested in placing at heart at their location.