

FRISCO



MARKETING & PR MONTH END REPORT

OCTOBER 2016

ALL NUMBERS ARE FROM EARNED MEDIA

PRINT



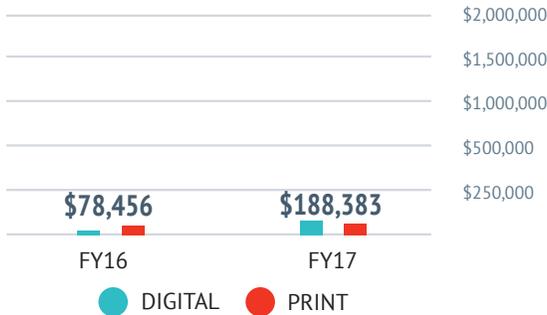
The above are all print stories that the Frisco CVB worked on to secure or pitched to different media outlets.

DIGITAL



The above are all online stories that the Frisco CVB worked on to secure or pitched to different media outlets.

CURRENT YTD PRINT & DIGITAL



FCVB SOCIAL MEDIA



FY17 & CONTENT STORYTELLING RFP

The beginning of FY17 has started and the goal for earned media value this year is \$1.7 million between digital and print efforts. The increase of goal from FY16 is a little more than 15% and in FY16 the Mar/Comm team earned \$2.1 million in media value. Also, to kick off FY17, an RFP was created to focus on content storytelling, creation and distribution to garner more attention to Frisco that is more native than traditional digital advertising. The RFP should be awarded sometime in 2016.