



11 August 2020

To: Jay Chapa, Deputy City Manager

From: Mitch Whitten, EVP Marketing & Strategy

Re: Tourism recovery CARES funding request

COVID-19 has severely damaged Fort Worth's tourism industry and with it thousands of jobs and millions in tax revenue to support city services.

Visit Fort Worth respectfully requests CARES funding to help re-start our visitor economy.

Under guidance from the Treasury Department, organizations like Visit Fort Worth "can use the money to publicize the resumption of business activities and steps taken to ensure a safe and healthy travel experience, which would be considered activities in response to the public health crisis."

There are three reasons this support is vital:

- Fort Worth has more attractions open than many cities but prospective visitors are not aware.
- This fall our community will not have once-relied-upon levels of visitor activity from convention and meetings, business travel and sports events.
- Visit Fort Worth budget is not sufficient to mount an adequate re-start campaign for the fall.

The attached plan outlines (1) how we will use funds to market our city and (2) how we will evaluate these efforts and report results.

Thank you for your continued support of the visitor economy to achieve our community goals. Let me know if you have any questions at 817-706-9822 or [mitchwhitten@fortworth.com](mailto:mitchwhitten@fortworth.com).

**City of Fort Worth, Texas  
CARES Act Justification Form**

**This form is required for proposed expenditures of \$25,000 or more. It is not required for the purchases of PPE and Cleaning Supplies purchased by JEOC and the Purchasing Division in response to Covid-19.**

**Department** Visit Fort Worth **Start Date** 07/17/2020 **End Date** 08/30/2020

**Category** Marketing/Communications

**Justification** These funds will support a tourism response and recovery plan to counter COVID-19 devastation to hospitality industry. Funds will be used for a highly-targeted, data-driven advertising plan to promote near-term hotel stays and jump start visitation to the city, generating support for local business.

Was the expenditure budgeted for in FY20? Yes  No

Is any equipment purchased expected to have a useful life past December 30, 2020?

Will there be continuing related costs in out years? Yes  No

How much will be the on-going cost in future years? *(Fill in the following table below to auto-calculate the total for each respective future fiscal year/s.)*

FY21 (12/31/20-9/30/21)	\$0.00	FY22	\$0.00
FY23-FY25	\$0.00		

**Proposed Cost to be charged to the CARES Coronavirus Relief Fund**

Expenditure Type	3/31-9/30/20	10/1-12/30/20	Notes
Advertising	\$300,000		see detail on attachment
<b>Total</b>	\$300,000		

**Proposed ON-GOING Cost**

Expenditure Type	12/31/20-9/30/21	FY22	FY23 - FY25	Notes
NA	\$0.00	\$0.00	\$0.00	None

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Expenditure Type	12/31/20-9/30/21	FY22	FY23 - FY25	Notes
<b>Total</b>	<u>\$0.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	

**Certification**

*By signing this form electronically, you read, understand and agree that you have reviewed and determined the proposal above to be reasonable.*

The statute also specifies that expenditures using Fund payments must be "necessary." The Department of the Treasury understands this term broadly to mean that the expenditure is reasonably necessary for its intended use in the reasonable judgment of the government officials responsible for spending Fund payments.

[Click to e-mail to JEOC & Grant](#)

[Click to sign & e-mail to ACM](#)

[Click to e-mail to Grant Accounting](#)

**NOTE:**

Please be advised that if this form is approved, the Requestor must still comply with all Purchasing Requirements, i.e. Completed Emergency Purchase Memos, Following the Bid Requirements if applicable, etc. Please contact the City Attorney's Office or Purchasing to verify the requirements.

**Make sure all required supporting documentation is attached.** [Click to Attach](#) 

**For FMS Use Only**

CMO Approved?    Yes     No

**Tourism Recovery Plan for CARES Request Phase I**

<b>Category</b>	<b>Description</b>	<b>Measures</b>	<b>Budget</b>
<b>ADVERTISING*</b>	Digital advertising to drive demand, especially through hotel deals on Expedia, TripAdvisor. Sponsorship of DFW-area TV program that promotes visiting Fort Worth.	Hotel bookings, Arrivals (detected by cell phone), Organic web search for Fort Worth	\$300,000

*\*Specific advertising tactics to be determined based on inventory and pricing negotiated with media outlets.*

# Research Summary

Identifying Target Markets  
and Visitor Behavior  
for COVID-19 Tourism Recovery

## MODERN WEST ROAD TRIP CAMPAIGN TARGET MARKETS

PHASE 1: INTEREST		PHASE 2: PLANNING		PHASE 3: BOOKING	PHASE 4: THE FORT WORTH VISIT			
WEBSITE TRAFFIC BY MARKET Via FortWorth.com <i>Entrada, VFW Website</i>		SEARCHING FW HOTELS <u>After Visiting</u> FortWorth.com <i>Adara</i>		BOOKING FW HOTELS <u>After Searching</u> FW Hotels <i>Adara</i>	FORT WORTH UNEXPOSED ARRIVALS <i>Arrivalist</i>  <i>These are arrivals coming whether they were exposed to ads or not.</i>		FORT WORTH UNEXPOSED HOTEL ARRIVALS <i>Arrivalist</i>	
DFW	520,424	DFW	45,480	Dallas-Ft Worth	DFW	502,682	Houston	21,841
Austin	21,335	Houston	5,377	Houston	Houston	149,128	Dallas/Fort Worth	10,415
Houston	17,341	San Antonio	3,890	Austin	Waco/Temple/Bryan	124,705	Austin-Tx	9,226
Oklahoma City	5,158	Austin	2,798	San Antonio	Wichita Falls/Lawton	116,471	San Antonio	6,040
Waco/Temple/Bryan	4,951	Oklahoma City	1,721	Oklahoma City	Austin-Tx	90,110	Oklahoma City	5,196
San Antonio	4,939	Waco	1,398	Waco	Abilene/Sweetwater	81,284	Waco/Temple/Bryan	5,086
Tyler-Longview	3,008	Tyler-Longview	1,073	Tyler	Tyler/Longview/	76,257	Wichita Falls/Lawton	4,557
Tulsa	2,694	Abilene	859	Abilene	Sherman-Tx/Ada-Ok	62,351	Tyler/Longview	4,504
Wichita Falls/Lawton	2,367	Wichita Falls	617	Tulsa (OK)	San Antonio	58,225	Abilene/Sweetwater	4,281
Abilene/Sweetwater	2,138	Lubbock	577	Midland	Oklahoma City	53,381	Tulsa	3,146

Source: Google Analytics via Entrada for FortWorth.com site traffic; Adara's Observed market data and [Arrivalist's](#) unexposed US balanced data; October 1, 2019 – March 31, 2020.

## TARGET MARKETS LIST

1. **Houston**
2. **Dallas-Fort Worth**
3. **Austin**
4. **San Antonio**
5. **Oklahoma City**
6. **Waco/Temple Bryan**
7. **Wichita Falls**
8. **Tyler/Longview**
9. **Abilene/Sweetwater**
10. **Tulsa**



## TOP ARRIVALS IN FORT WORTH MARCH – JULY 2020

### In-State

1. Dallas/Fort Worth
2. Houston
3. Waco/Temple/Bryan
4. Austin
5. Abilene/Sweetwater
6. Wichita Falls/Lawton
7. San Antonio
8. Tyler/Longview
9. Midland/Odessa
10. Lubbock

### Out-of-State

1. Oklahoma City
2. Los Angeles
3. Chicago
4. Tulsa
5. Sherman/Ada
6. Shreveport
7. Denver
8. Phoenix
9. Little Rock/Pine Bluff
10. Kansas City

Source: Arrivalist A3 for Fort Worth, TX; March 20 – July 8, 2020

## Current Hotel Origin Market Ranks: Last Year Compared to This Year

### July 2019

#### Top Hotel Origin Markets ?

Rank	Markets	% of Booking
1	Dallas-ft Worth, TX, US	36.3
2	New York, NY, US	4.8
3	Houston, TX, US	3.4
4	Chicago, IL, US	2.8
5	Phoenix, AZ, US	2.5
6	San Antonio, TX, US	2.5
7	Austin, TX, US	2.3
8	San Francisco Bay Are..., CA, US	2.3
9	Washington, DC, US	2.0
10	Kansas City, MO, US	1.7

### July 2020

#### Top Hotel Origin Markets ?

Rank	Markets	% of Booking
1	Dallas-ft Worth, TX, US	40.0
2	New York, NY, US	7.4
3	San Antonio, TX, US	5.2
4	Houston, TX, US	3.0
5	Indianapolis, IN, US	3.0
6	Kansas City, MO, US	3.0
7	Los Angeles, CA, US	3.0
8	Atlanta, GA, US	2.2
9	Austin, TX, US	2.2
10	Waco, TX, US	2.2

## WHAT POINTS OF INTEREST HAVE PEOPLE VISITED DURING THE PANDEMIC?

### LOCALS

1. La Gran Plaza
2. Near Southside
3. Globe Life Field
4. Texas Motor Speedway
5. Clearfork
6. Tanger Outlet
7. Fort Worth Zoo
8. The Stockyards
9. West 7<sup>th</sup>
10. Sundance Square

### NON-LOCALS

1. The Stockyards
2. Tanger Outlet
3. Fort Worth Zoo
4. Near Southside
5. La Gran Plaza
6. Texas Motor Speedway
7. Clearfork
8. Sundance Square
9. Globe Life Field
10. West 7<sup>th</sup>

Source: Arrivalist A3 for Fort Worth, TX; March 20 – July 8, 2020; Excludes Dallas and airports.