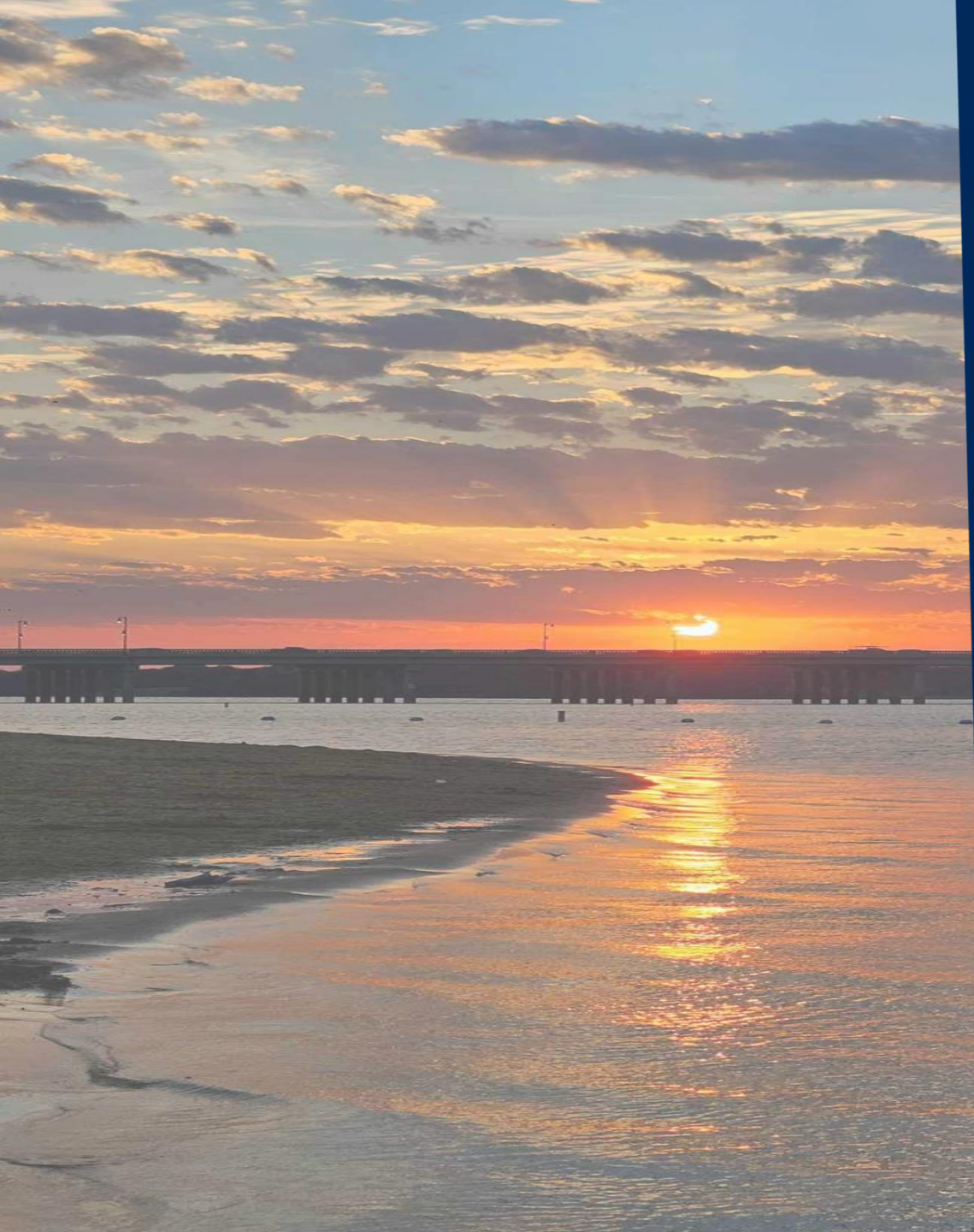




# Discover Little Elm





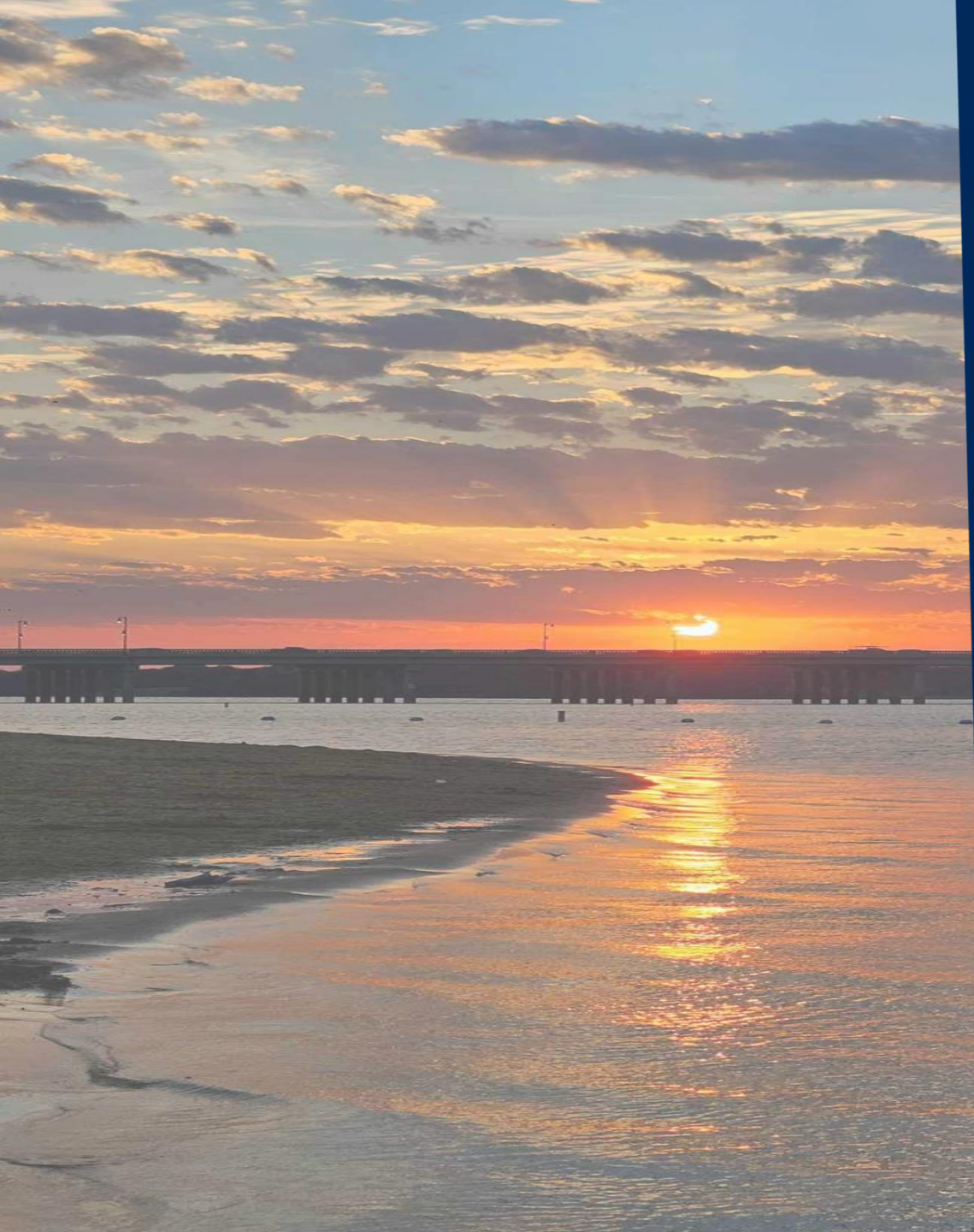
# DISCOVER LITTLE ELM MISSION STATEMENT

Discover Little Elm invites you to experience 66 miles of shoreline, sunshine, recreation, and new adventures in Little Elm, Texas. Our mission is to market Little Elm locally, regionally, and nationally as a premier recreation and leisure destination, thus enriching our community's overall quality of life.

Discover Little Elm will be dedicated to positively impacting our economy through local and regional tourism. Committed to promoting Little Elm, Discover Little Elm is dedicated to driving economic impact through tourism by effectively marketing our destination to a diverse range of potential visitors.

Join us in discovering the beauty and excitement that Little Elm has to offer.





# DISCOVER LITTLE ELM FUNCTIONS

The Tourism Division will be under the direction of the Managing Director of Tourism & Business Development in the Community Services Department.

The Tourism Division will work closely with The Little Elm Economic Development, The Little Elm Chamber of Commerce, The Lakefront Merchants Association, The Athletics Division of The Rec at The Lakefront, The Cove at The Lakefront, Marketing and Special Events teams.



# DISCOVER LITTLE ELM RECRUITMENT

- Multi-Day Sports Tournaments
- Fishing and Sailing Tournaments
- Meetings and Corporate Events
- Room Blocks - Corporate and Social
- Large Scale Multi-Day Events
- Races - 5k, 10k, Triathlons, Marathons, etc.
- Overflow Room Blocks
- Leisure
- Leisure from other city activities- PGA, FC Dallas, Universal Studios, etc





# DISCOVER LITTLE ELM MARKETING PLAN

## **Increase Awareness and Inspire High-Value Local and Regional Travelers:**

- Raise awareness and captivate local and regional travelers through targeted campaigns.

## **Drive Traffic to Website and Social Media Platforms:**

- Channel efforts towards directing visitors to our website and social media pages.
- Ensure that both platforms serve as comprehensive and invaluable resources for travelers.

## **Enhance Market Presence and Visitor Engagement:**

- Expand market reach and encourage longer stays and repeat trips.
- Maintain visitor spending levels and stimulate incremental visits and room night production.

## **Promote Area Assets Across Various Domains:**

- Elevate awareness of area assets, encompassing events, festivals, attractions, restaurants, neighborhoods, arts, parks, and entertainment.

A scenic view of a sunset over a body of water. The sun is low on the horizon, casting a bright orange glow across the sky and reflecting on the water. A bridge is visible in the distance. The sky is filled with soft, white clouds.

# DISCOVER LITTLE ELM WEBSITE FUNCTIONS

## Main Site Functions

- Things to do
- Taste of Little Elm – All Little Elm Restaurants with links to their websites
- Events - Locally and Regionally
- Neighboring attractions - DFW airport, PGA, The Star, FC Dallas Games, Universal Studios, etc.

## Forms and Recruitment Section

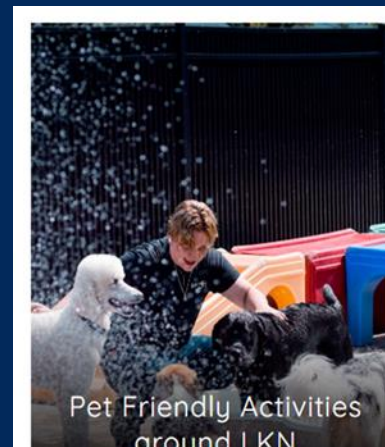
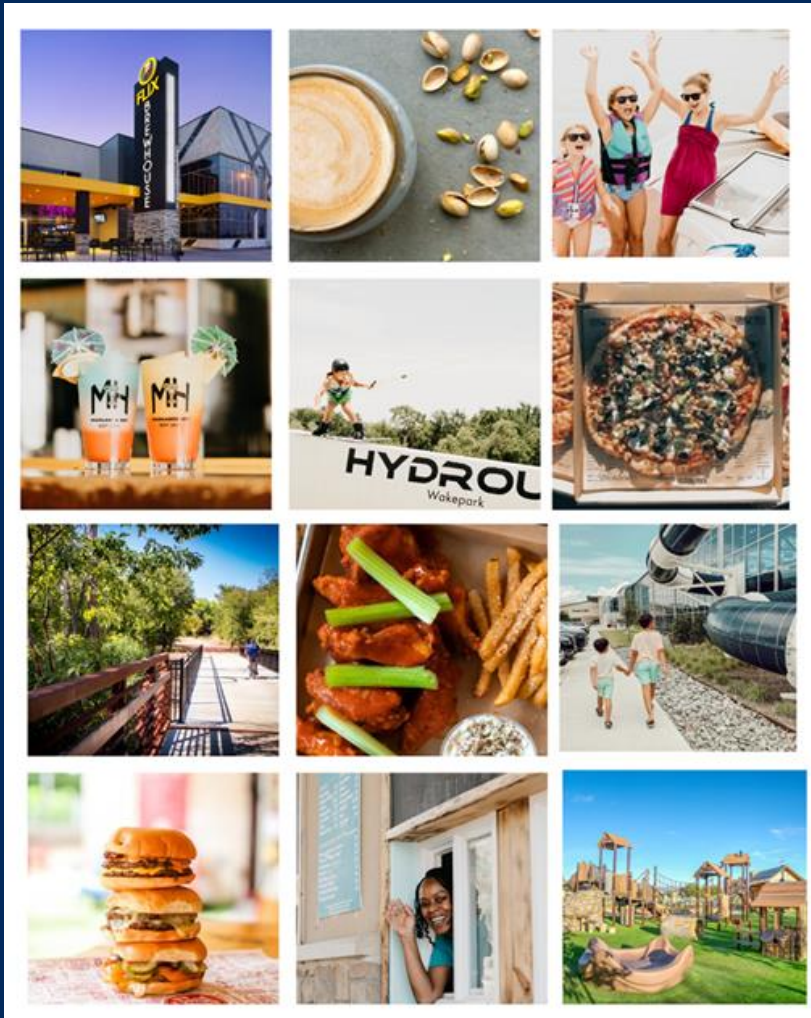
- Meeting Professionals
- Travel Professionals
- Sports Tournaments
- Film Permits
- Special Event Applications and Permits
- Individual Leisure



# DISCOVER LITTLE ELM SOCIAL MEDIA

## Facebook and Instagram Content

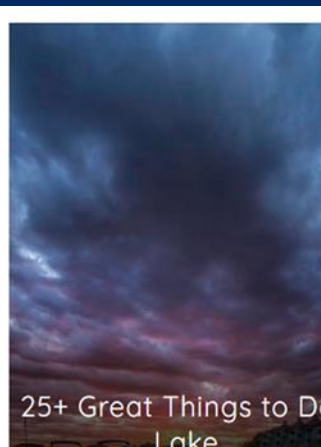
- Top 5 Things to discover in Little Elm this weekend
- Best patio seating in Little Elm
- 10 must see parks in Little Elm
- Top 4 places to discover on a rainy day in Little Elm
- Top 5 watersports activities in Little Elm
- Top 5 margaritas in Little Elm
- Top 3 must attend events in Little Elm
- Weekend trip guide
- Day trip guide



Pet Friendly Activities  
around LKN



8 Spring Events &  
Festivals



25+ Great Things to Do  
Lake



# DISCOVER LITTLE ELM TIMELINE

## DISCOVER LITTLE ELM

### TOURISM TIMELINE



**2022**

The Tourism Division starts.



**August, 2023**

The Elm Hotel opens.



**Winter, 2023/2024**

Sports recruitment begins.

**June 2024**

Complete film certification and soft roll out social media channels.

**October 2024**

Launch website and social media, earn Texas Tourism Friendly License, and hire a Tourism and Marketing Specialist.

**December 2024**

Apply for Texas Trust Fund.

**August 2024**

Introduce Discover Little Elm and its objectives to our businesses and develop a direct line of communication.

**May 2024**

Discover Little Elm presented to Town Council.

**September 2023**

Tourism Coordinator hired and staycation marketing begins.



**2022**

Event recruitment starts.







# DISCOVER LITTLE ELM BRAND

The Discover Little Elm Brand will align closely with the Town and Lakefront Brands with bright colors and a playful voice that can be serious in times of need. The Discover Little Elm brand will be distinct but also incorporate aspects from our overall brand and style. The tone of voice will be casual, straightforward, and easy to understand but will also be humorous, friendly, and inviting.

# DISCOVER LITTLE ELM LOGO OPTIONS

