

Frisco Rail District

DISCOVERY FINDINGS RECAP

PREPARED BY: VERB

Our Methodology

Over the past six weeks, Visit Frisco and VERB have been collecting research, data, and insights to develop a holistic brand and messaging strategy for Frisco's Rail District.

Our activities have included a survey that was distributed to local residents, business owners, and visitors, 1:1 interviews with stakeholders, and interactive branding workshops.

We received and analyzed a total of **872** survey responses, spoke to **eight** stakeholders, and conducted **three** voice and tone workshops.

DEFINING YOUR BRAND

How Will We Create a Rail District Brand?

WHAT IS A BRAND?

Who Are We?

First, we think about the **brand personality** itself.

What's the emotional connection we need to forge with our audience to convince them to buy from us, use our product, or visit our destination?

Why should anyone care?

WHAT IS A BRAND?

How Do we Sound?

Then we think about language.

How do we communicate with our audience?

How do we describe our brand in a succinct and memorable way?

WHAT IS A BRAND?

How Do We Look?

Last but not least, how do we represent ourselves visually?

We need a visual identity that's unique and representative of our offering and our personality.

How will we look?

Our Approach to Branding



Discovery

During our initial discovery process, we'll be doing lots of listening – and asking plenty of questions – to understand your brand as fully as possible.



Definition

Once we are aligned on understanding your brand, we will craft a brand personality that reflects your unique strengths and attributes.

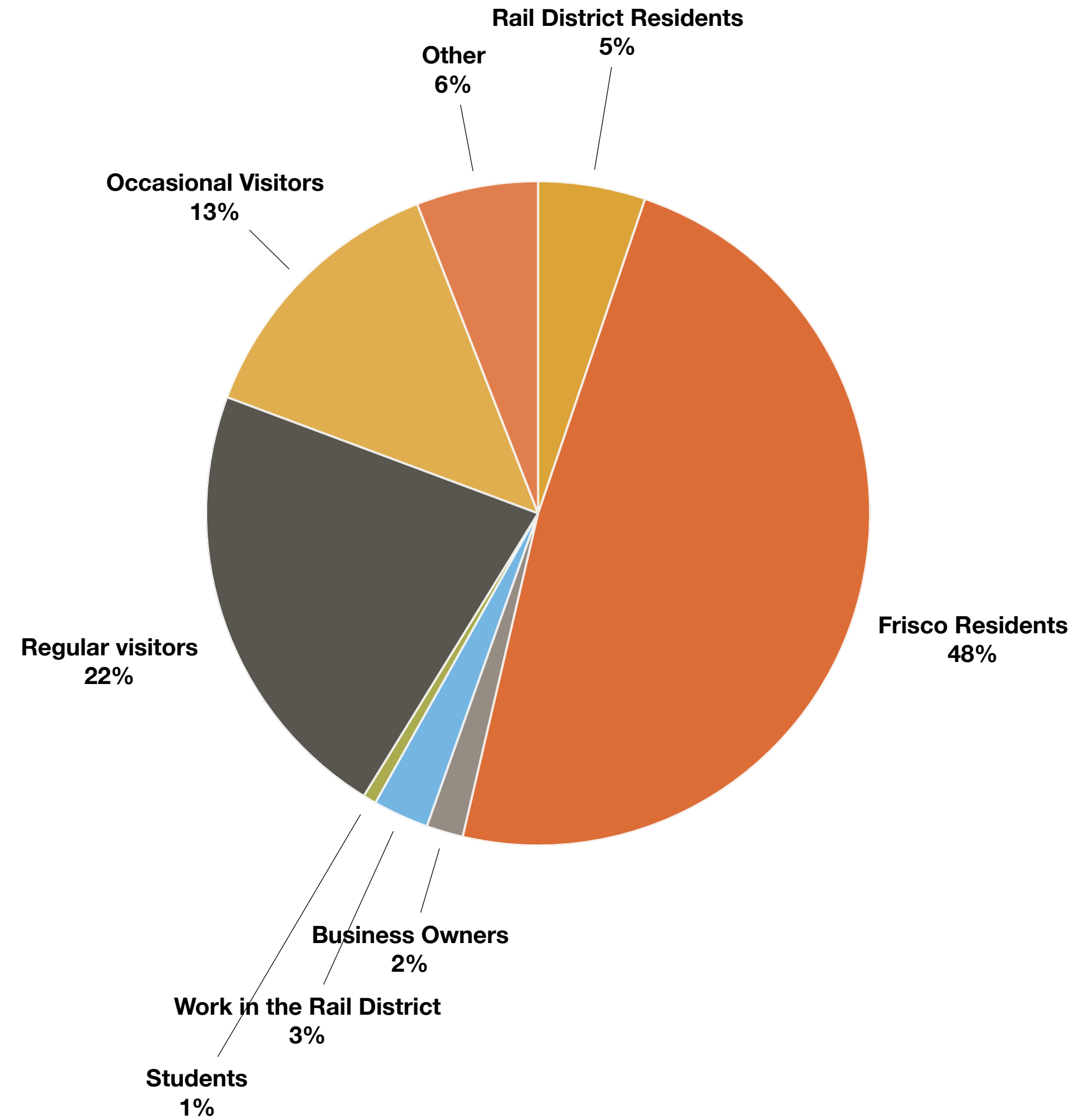


Distribution

We'll provide examples of how the brand will come to life through all of the channels you use to connect with your customers – ensuring a cohesive look and feel that resonates with your audience.

Survey Findings

Who Did We Hear From?



Describing the CURRENT Rail District

Unwalkable Bad traffic vibe work progress Street Traffic jam Eclectic Old downtown Frisco
older buildings Underdeveloped Uninspiring coming options Rundown center Crowded
entertainment Fun family Nice Hometown Walkable Cool Charm dirty Dated Emerging
Lack Small Town Outdated Main street Interesting Trendy run Nostalgic
Historical Hodgepodge area space Small make Quaint
progress Congested Old Frisco Old Transitioning traffic
small town feel Historic much Potential revitalized Boring
History businesses Unorganized Disjointed Train Downtown
Unknown parking Old Town places spread need vintage Unique Quiet
Disconnected s Cute Ugly shops Classic Growing Community Developing
Dilapidated Sparse narrow feel Unsafe Slow Rail Yard BUSY shops restaurants great
Lack parking many enough parking Limited Old downtown Frisco Cramped restaurants

Envisioning a Flourishing Rail District

Pedestrian friendly space Unique wider walk d love see Frisco Main St
entertainment activities Modern Venue Easy pedestrian-friendly Open
history restaurants Larger Accessible Revitalized
Community Variety Inviting needs Historic cohesive
Fun expand Vibrant events Walkable hang
Destination road parking small town feel Safe retail
options Bustling place Make traffic look Exciting walkability
Pedestrian Culture Family Dynamic Quaint Ample parking Updated
Attractive Welcoming main shops trees Clean Nightlife street Fresh
downtown Thriving Lively Relaxing Family friendly Engaging Charm maintaining

What Does a Successful Rail District Look Like?

Accessible

- Safe, walkable environment
- Sidewalks, lighting, green spaces, shade, seating, public restrooms
- Wider sidewalks, safe crossing
- Bike-friendly
- Maps/wayfinding signage
- More/better/free parking
- Better traffic control/flow; designated “no traffic” areas

Family Friendly

What Does a Successful Rail District Look Like?

- Affordable entertainment and services
- Options for all ages
- Play areas, park, open spaces to gather and play
- Clean, safe
- A place to celebrate special occasions
- Pet friendly
- Buzzing with families: they enjoy the restaurants, explore shops, participate in events

Vibrant & Varied

What Does a Successful Rail District Look Like?

- A lot of people visiting, dining outside, participating in regular events and concerts
- More shopping options, dining options, and services
- Alive with energy and music, and so many options!
- Different each time you go. Reasons to return.
- At night: live music, bars, food trucks, social atmosphere
- A healthy mix of stores, venues, and businesses that attracts a diverse customer base and creates a strong job market
- Cozy “third spaces”
- Appealing to a mix of people and cultures

One Of A Kind

What Does a Successful Rail District Look Like?

- No chains
- Texas-based businesses / family businesses / locals
- The only place in town to find the most unique shops, restaurants, and attractions
- Design that respects the history of Frisco when it was a smaller town
- Local produce, meat, suppliers
- Charming, inviting
- “Frisco has several commercial attractions. I think the Rail District should be the ‘local Frisco specific’ attraction.”

A Place to Gather

What Does a Successful Rail District Look Like?

- Activities beyond shopping and eating that allow community to gather
- A place for locals and visitors to come any time of day
- Games like corn hole or pickleball
- Parks, plazas, and green spaces providing opportunities for relaxation, recreation, and community gatherings
- A place to hang out with friends without having to pay an expensive entrance fee
- Indoor and outdoor gathering places
- Reminiscent of “old” town squares
- THE place to bring guests
- The heart of Frisco - brings people together

What Are the Challenges Associated With the Rail District Achieving This Success?

Parking and Traffic

- **Lack of convenient, accessible parking (#1 issue)**
- **Traffic flow**
- **Walkability/pedestrian friendliness**
- **Space limitations**

Attracting & Retaining Business

What Are the Challenges Associated With the Rail District Achieving This Success?

- Cost prohibitive
- New business needs to focus on locally owned, unique businesses
- Lack of options
- Lack of cohesion - look and feel; businesses that “don’t fit”

What Are the Challenges Associated With the Rail District Achieving This Success?

Infrastructure

- Spread out, not a “square”
- Proximity to residential
- Interruption of function during construction
- Getting here/around is challenging
- Existing infrastructure, including building locations

What Are the Challenges Associated With the Rail District Achieving This Success?

Investment In Area

- **Cost of development**
- **Cooperation/support from current businesses/
city/government**
- **Permits/approvals can be challenging**
- **Community involvement is an opportunity**

Competition & Desirability

What Are the Challenges Associated With the Rail District Achieving This Success?

- Neighborhood is dated
- Reputation of nothing to do/old vs. other areas of interest
- Keeping the “Frisco Feel” as we grow
- Not currently a destination

Telling the Rail District's Story

History

- Railroad/trains are important; also farmers/ranchers, early citizens
- Characteristics like ingenuity and optimism
- History of the buildings
- Playing to the rail heritage motif is good, but frankly undifferentiated from hundreds of communities across the state and Central states.
- I know nothing about the Rail District or its history and I imagine the vast majority of residents feel the same way.
- That it was the Main Street and gathering place of the city. I still recall seeing the local farmers gather at the Exxon for coffee and chat. I remember Xmas on Main Street with my kids.

Future

Telling the Rail District's Story

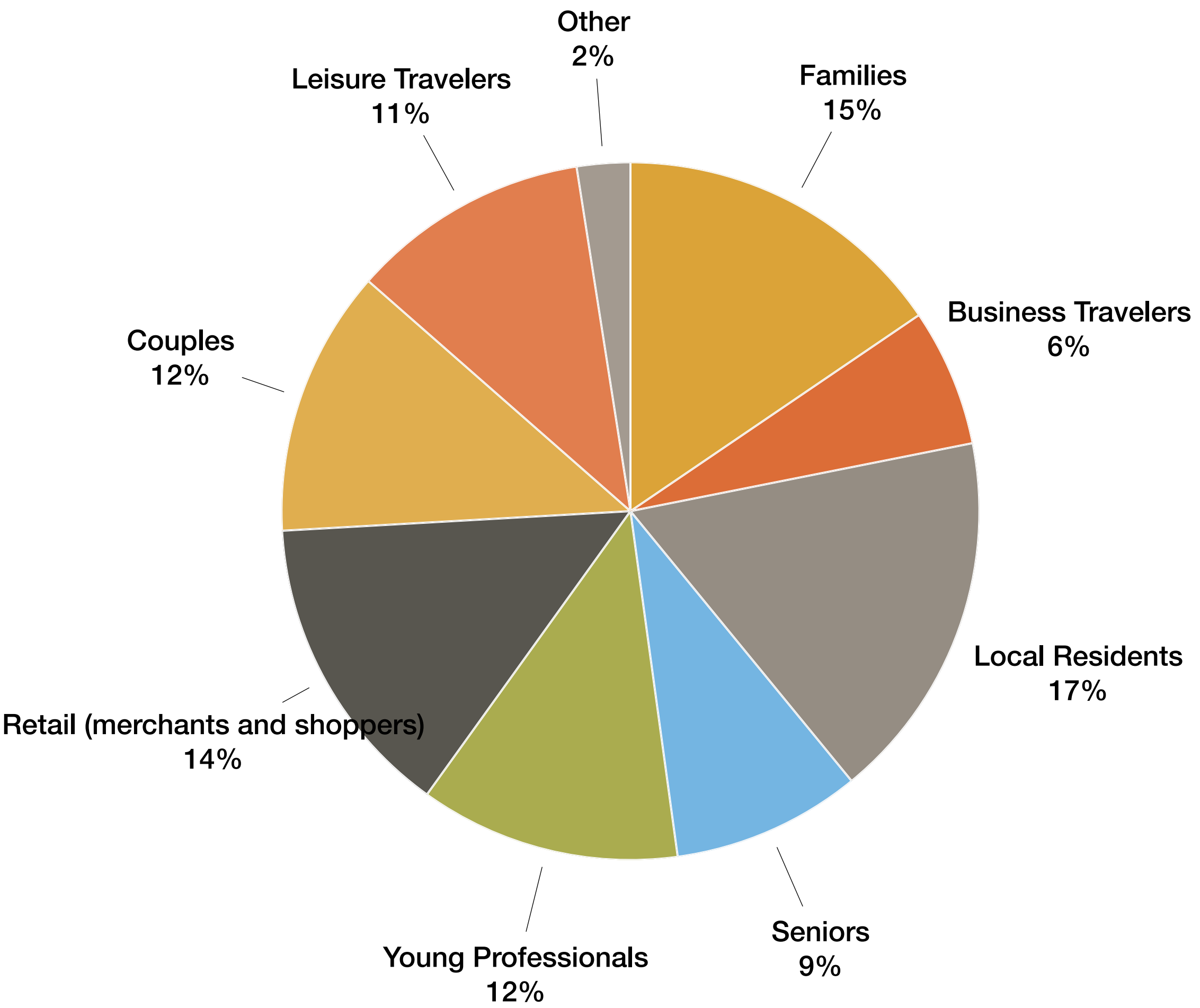
- The best is yet to come.
- How the past set up the success of the future
- How Frisco has transformed and the possibilities for our future Frisco
- Inviting, multicultural
- Embracing community, not just businesses lining the side of the streets
- Celebrate this area as the birthplace, heart, and identity of Frisco. The city has become so vast and expansive it has lost its true identity. Make the future Rail District that place.
- Show that we have something worth coming out for.

Uniquely Rail District

Telling the Rail District's Story

- Stay unique: not trying to be Dallas or Plano
- The place where everyone starts AND finishes their day/night
- A gathering place, the center of the community
- It's a fun area with high quality restaurants and shops you can't find elsewhere
- Keep the open friendly, smaller community feel where everyone encouraged to be part of a town, not a City where your home is located.
- Make it a fun place and people will participate

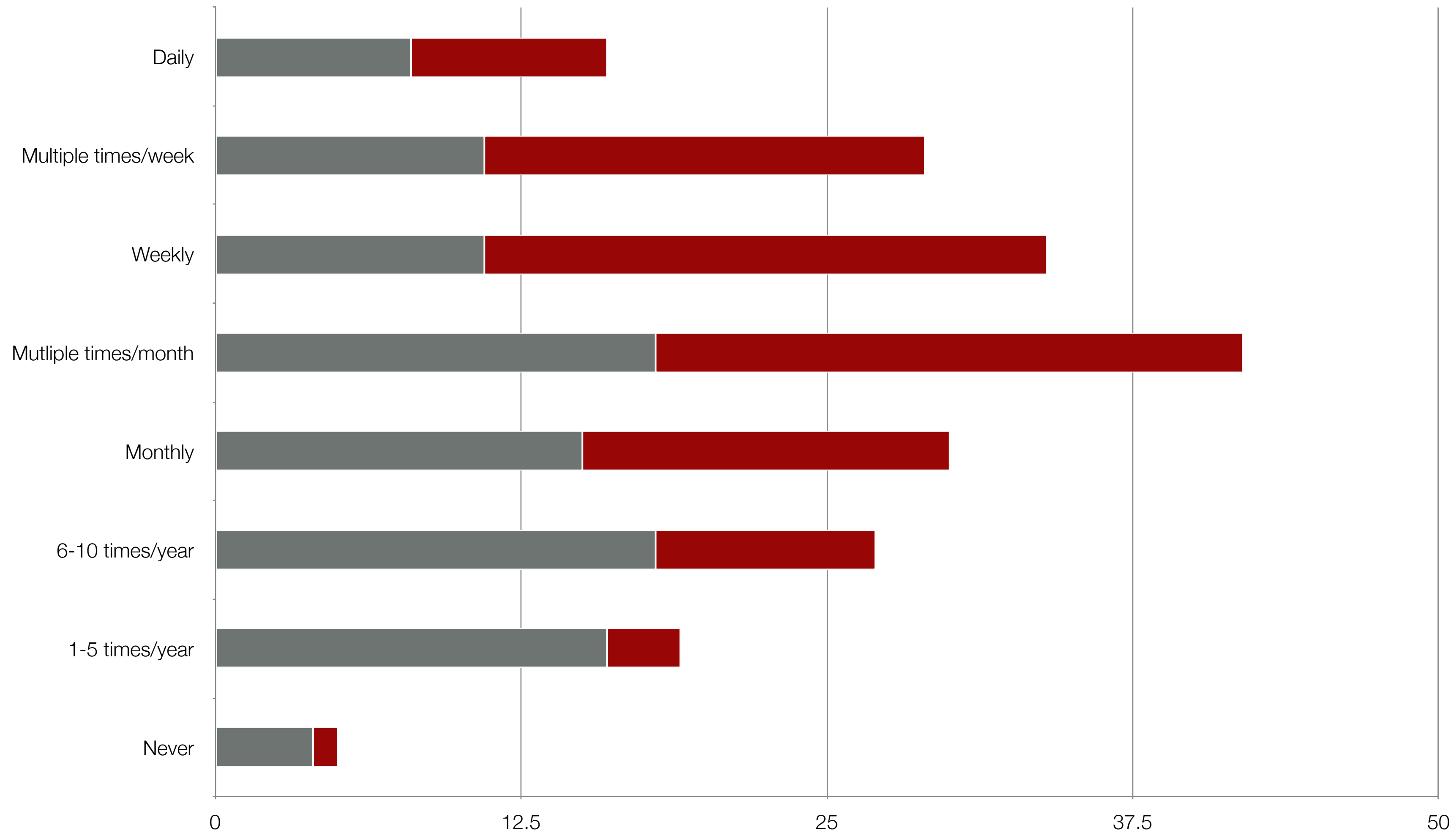
Who Is the Rail District For?



Why Will People Spend Time in the Rail District Post-Development?



Current Vs. Projected Post- Development Rail District Visitation





Interview Findings

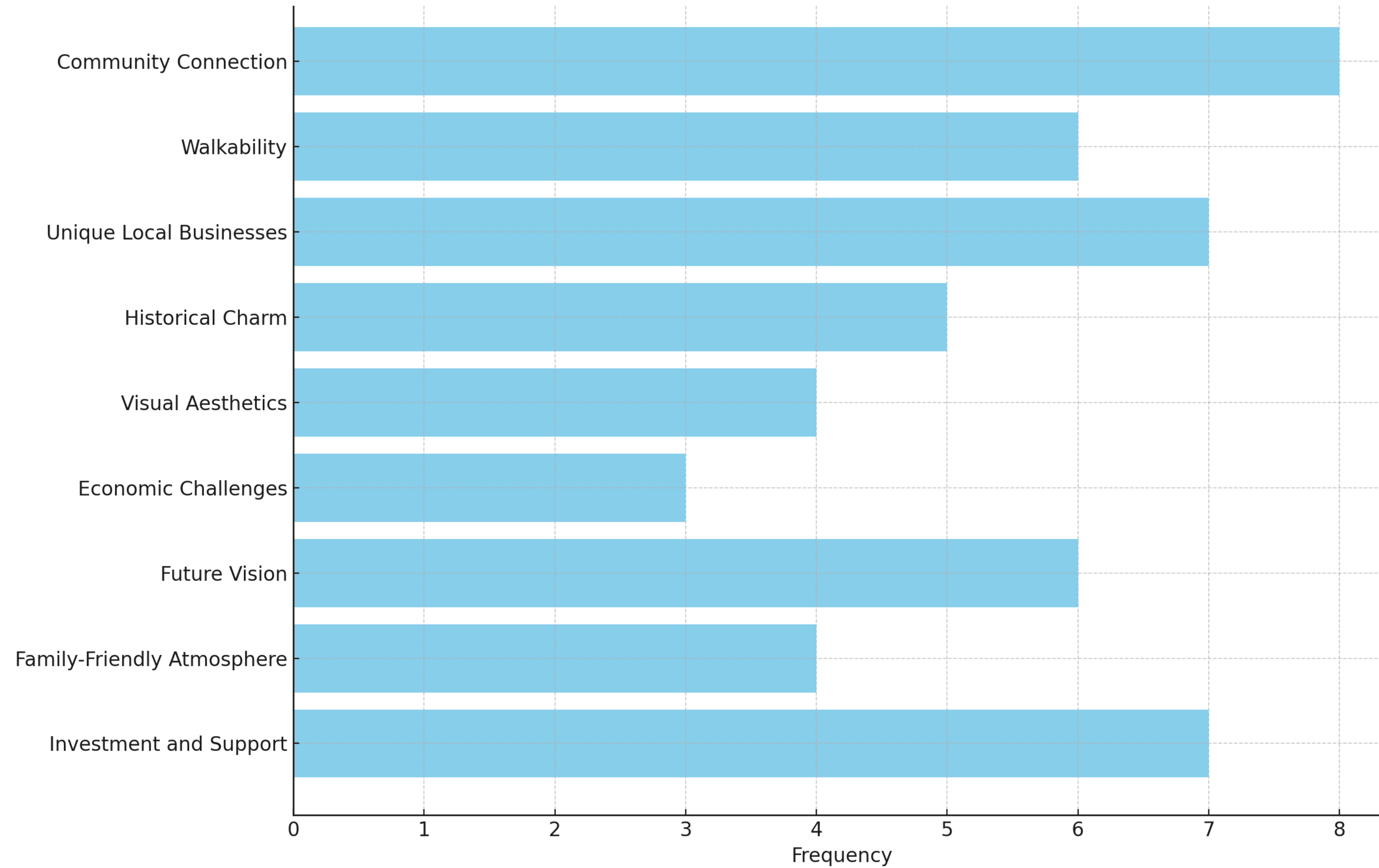
Who We Heard From

We conducted interviews with eight people who have direct and differentiated experience with the current Rail District.

They represented government departments, Rail District businesses and the community at large.



Frequency of Common Themes in Interviews



Sample Quotes

Community Connection	"The district's community feel and historical aspect make it unique."
Historical Ambiance	"The history of Frisco is a major strength."
Unique Local Businesses	"The Rail District is for everybody and anybody."
Need for Cohesive Aesthetic	"Make the visuals more appealing. More consistent aesthetic overall is needed."
Parking challenges	"Parking is an ongoing issue."
Family-Friendly Atmosphere	"Kids are sort of missing at the moment."
Walkability and Infrastructure	"There's room for improvement, to enhance the appeal without sacrificing historical charm"
Economic Opportunities	"Highlight the beauty and importance of supporting local – local dollars staying in the community."
Upcoming Events Impact	"The World Cup coming to infuse cash into the neighbourhood."

Describing the Future Rail District Brand

Vibrant

Dynamic

Welcoming

Lively

Inviting

Playful

Fun

Creative

Cultured

Nostalgic

Genuine

Next Steps

Timeline

DISCOVERY

SURVEYS

Online surveys will be shared widely with government, business, residents, and developers.

INTERVIEWS

We will conduct virtual interviews with the region's prominent voices and stakeholders.

WORKSHOPS

We'll meet with groups to work through ideas.

DISCOVERY FINDINGS REVIEW

 **YOU ARE HERE**

VOICE AND TONE

BRAND VOICE DEVELOPMENT

Will develop a brand strategy documents as well as a voice and tone guide.

COPY/MESSAGING SAMPLES

We will develop copy samples of the voice in action across channels.

BRAND VOICE

We'll present how the brand will sound in marketing.

VISUAL IDENTITY

BRAND VISUALIZATION

The creative team will begin developing the visual identity.

TOOLKIT DEVELOPMENT

Demonstrate proper usage of the Rail District brand to life across marketing and communications channels.

BRAND ROLLOUT

TOOLKIT ROLLOUT

The toolkit will act as a blueprint for use by local businesses and stakeholders. We will provide brand training.

CELEBRATE!

We did it! Time for everyone to give themselves a pat on the back for reaching the important milestone and ensuring the Rail District has solid, impactful and memorable brand guiding it through the exciting phase to come.

Thank You

VERB