

# PROJECT PROFILE



**Fort Worth Convention & Visitors Bureau  
Community Partnership Program**  
*Conveys. Culture. Community.*

Advancing Fort Worth's position as a world-class destination, engaging the community in our economic and community development initiatives for Fort Worth, and increasing revenues for residential and unfunded programs that forward their mission.

**Partners:** Fort Worth hosts over 5.4 million visitors each year. Everyone in Fort Worth benefits from the tax revenues generated by our visitors, which help pay for our parks, law enforcement, fire safety, road improvements and many other valuable community services. Everyday, an ever-increasing number of cities are competing with us for available meeting and tourism industry dollars. The Fort Worth Convention and Visitors Bureau is seeking an elite group of companies and organizations to join them in marketing our city as a premiere business and leisure destination.

**Promote:** The Bureau drives Fort Worth's \$1.2 billion hospitality industry, and enriches the community's overall quality of life. Join with them to provide robust business development and exceptional exposure opportunities for your company. Partnerships allow the Bureau to expand existing marketing and promotional efforts that will catapult Fort Worth above other travel destinations across the globe.

**Profit:** Create and maintain relationships across this city. By aligning your company with our mission, you will gain direct access to Fort Worth's \$1.2 billion tourism industry. You will also receive valuable recognition as a key community partner that helps promote our city to the world.

**We invite you to help us Advance Fort Worth by becoming a Partner today. Together we can increase our impact, engage your company and expand the economy of Fort Worth's \$1.2 billion local tourism industry.**

Economic & Community Development Impact Snapshot



**ADVANCE FORT WORTH**  
a Community Partnership Program, '08 - '12  
*Fort Worth Convention & Visitors Bureau*

Advance Fort Worth is a community partnership program designed to enhance the city's position as a world-class destination. The program engages the local business community in the economic development of Fort Worth's meeting and tourism industry, and is designed to increase revenues for expanded and unfunded programs that forward that mission. Project Partners researched and developed the program, consulted, managed and marketed the program with the CVB board members and staffing team, and engaged community support topping \$600,000.

**“When you need help with community relations, events management or fundraising, you should call on Project Partners. Our new community partnership program is exceeding expectations, thanks in great part to their expert advice and direction.”**

David DuBois CMP, CAE, CTA  
Former President & CEO, Fort Worth Convention & Visitors Bureau

**“Project Partners is capable, experienced, well-connected, and fun to work with. They go above and beyond to get the job done. I wouldn't want to be without them.”**

Barbara Stone, Former Vice President of Convention Services and Community Relations  
Fort Worth Convention & Visitors Bureau