



CITY COUNCIL MEMORANDUM

FROM: The Office of the City Manager **DATE:** December 8, 2025

SUBJECT: Discuss destination marketing specific to North Richland Hills.

PRESENTER: Craig Hulse, Director of Economic Development

SUMMARY:

The purpose of this item is to allow City Council to review and discuss a proposed destination marketing approach to increase visitor support of local attractions while expanding and diversifying the local tax base.

GENERAL DESCRIPTION:

With the recent openings of the Peppa Pig Theme Park and Malibu Jack's Indoor Theme Park, alongside the City's existing lineup of attractions, the community has become a true regional destination for entertainment, events, and recreation.

During the Goals and Planning Work Session on August 28, 2025, City Council requested that staff explore a program that would use special revenue funds to promote and advertise the community as a destination, specifically with the goal of attracting out-of-town visitors to support local businesses and strengthen the local economy.

Staff will present key findings and recommendations and will seek City Council's input and guidance on whether to move forward in creating a destination marketing program.