



GALVESTON
 * ISLAND *
 Park Board of Trustees

NOTICE OF REGULAR MEETING

Park Board of Trustees of the City of Galveston
 Tourism Development Advisory Committee
 Tuesday, April 18, 2017 at 9:00 a.m.
 Park Board Plaza, Board Room - First Floor
 601 Tremont Street, Galveston, Texas 77550

- I. Call Meeting To Order
- II. Pledge Of Allegiance
- III. Roll Call And Declaration Of A Quorum
- IV. Conflict Of Interest Declarations
- V. Requests To Address The Committee

The public shall be allowed to address the Committee regarding one or more agenda or non-agenda items. All requests to address the Committee must be submitted in writing to the Committee Reporter the day of the Committee meeting. Each person shall be limited to three (3) minutes regardless of the number of items addressed.

- VI. Approval Of Minutes

Documents:

[MARCH 21, 2017 TDAC MINUTES.PDF](#)

- VII. Discuss And Consider Recommending For Approval The 2017 Strategic Plan For Tourism Development

Documents:

[2017.AND.BEYOND.STRATEGY..PDF](#)

- VIII. Update On Lonestar National Recreation Area Efforts - Victoria Herrin, Campaign Director (20 Minutes)

- IX. 2017 Mardi Gras Update - Mike Dean, Yaga's Entertainment
- X. Recycling Update And Presentation - Karla Klay (10 Minutes)
- XI. City Of Galveston Branding Update - Jaree Hefner (20 Minutes)
- XII. Discuss And Consider Funding For Seawall Fireworks 2017

Documents:

[FIREWORKS 2017.PDF](#)

- XIII. Discuss And Consider Hosting 2019 TSAE New Ideas Conference

Documents:

[TSAE NEW IDEAS 2019.PDF](#)

- XIV. Monthly CVB Reports
- XV. Future Agenda Items
- XVI. Announcements
- XVII. Next TDAC Scheduled Meeting - May 16, 2017
- XVIII. Adjournment

I certify that the above Notice of Meeting was posted in a place convenient to the public, in accordance with Chapter 551 of the Texas government Code, on or before April 13, 2017 before 5:00 p.m.

Approved
 Via Email _____
 Maureen Patton
 Chair, TDAC

Approved as to Format
 Verbal Approval _____
 Kelly de Schaun
 Park Board Executive Director

Verbal Approval _____
 Joyce Calver McLean
 Chair, Park Board of Trustees

Please Note Members of the City Council may be attending and participating in the discussion.

In accordance with the provisions of the Americans with Disabilities Act (ADA), persons in need of a special accommodation to participate in this proceeding shall, within three (3) days prior to any proceeding, contact the Park Board Administration Office, 601 Tremont, Galveston Texas 77550 (409-797-5147)

TOURISM DEVELOPMENT ADVISORY COMMITTEE

MEETING DATE: March 21, 2017

NAME	ATTENDANCE	CONFLICT OF INTEREST	AGENDA VI. 1ST, 2ND	FOR	AGAINST	ABSTAIN
			Regular Meeting Minutes February 21, 2017			
Maureen Patton, Chair	✓			✓		
John Zendt, Vice-Chair	✓		2ND	✓		
Buzz Elton	Absent		Absent			
Thayer Evans	✓			✓		
Claire Reisweg	✓			✓		
Patty Rouse	✓			✓		
Mike Pistone	✓			✓		
Leon Garrison	✓			✓		
Steve De Felice	Absent		Absent			
Rick Galyean	✓			✓		
Will Wright	✓			✓		
Diane Olsen	✓			✓		
Trey Click	✓		1ST	✓		
Gina Spagnola	Absent		Absent			
Jaree Hefner	✓			✓		
Jamie Christy	✓			✓		
Ron Sutula	✓			✓		

MOTION AGENDA VI. Trey Click made a motion to approve February 21, 2017 meeting minutes.

John Zendt second the motion.

TOURISM DEVELOPMENT ADVISORY COMMITTEE

MEETING DATE: March 21, 2017

NAME	AGENDA IX. 1ST, 2ND	FOR	AGAINST	ABSTAIN	AGENDA X. 1ST, 2ND	FOR	AGAINST	ABSTAIN
	Discuss and Consider Outlined Joint Marketing Efforts with Port of Galveston				Discuss and Consider Recommending the Addition of a Port of Galveston Representative			
Maureen Patton, Chair		✓			1ST	✓		
John Zendt, Vice-Chair		✓				✓		
Buzz Elton	Absent							
Thayer Evans		✓				✓		
Claire Reisweg		✓				✓		
Patty Rouse		✓				✓		
Mike Pistone		✓				✓		
Leon Garrison		✓				✓		
Steve De Felice	Absent							
Rick Galyean		✓				✓		
Will Wright		✓				✓		
Diane Olsen	2ND	✓				✓		
Trey Click	1ST	✓			2ND	✓		
Gina Spagnola	Absent							
Jaree Hefner		✓				✓		
Jamie Christy		✓				✓		
Ron Sutula		✓				✓		

MOTION AGENDA IX. **Trey Click made a motion to move forward with the proposal.**

Diana Olsen second the motion. The vote was unanimous.

MOTION AGENDA X. **Maureen Patton made a motion to add a Port of Galveston Representative to TDAC Committee.**

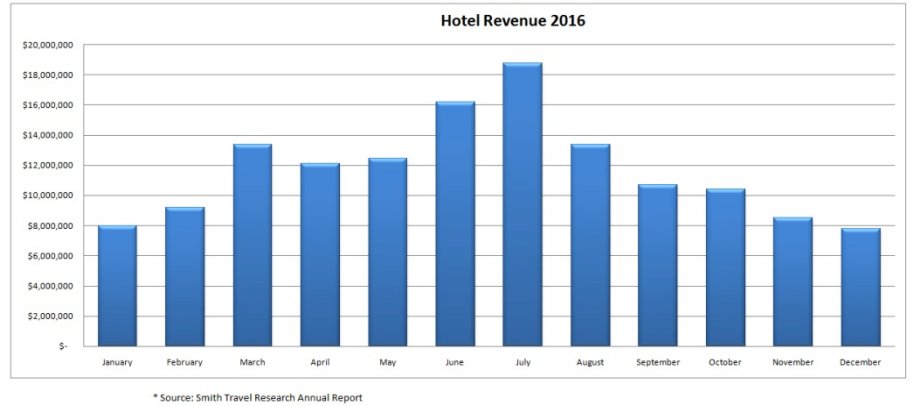
Trey Click second the motion. The vote was unanimous.

Goals

Attract a “High Value Visitor” ; stays longer, visits in the shoulder seasons, pays a higher Average Daily Rate (ADR), and patrons multiple venues during their stay.

Position Galveston as a national treasure; earned media in well positioned, national outlets recognizing Galveston as a unique destination worth visiting.

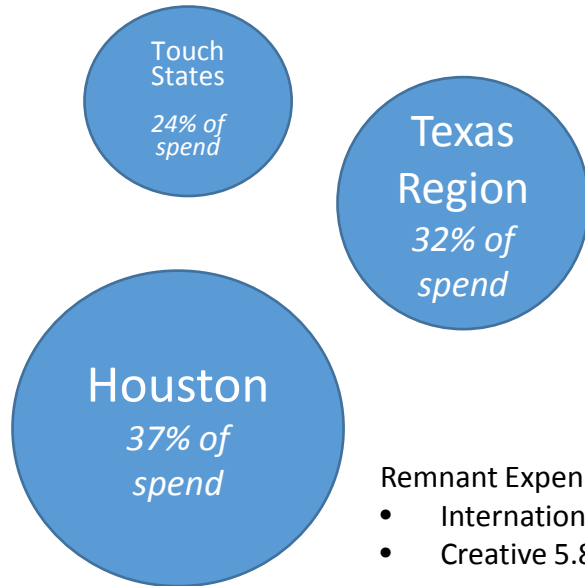
HOT REVENUES BY MONTH



Value of 1% of Hotel Occupancy Tax (2016): \$1,675,657

- Quarter 1 Fall: (Sep – Nov) 20% of total
- Quarter 2 Winter: (Dec – Feb) 14%
- Quarter 3 Spring: (Mar - May) 26%
- Quarter 4 Summer: (June - Aug) 40%

PAID ADVERTISING (2016): \$1.8 million



No. of visitors: 6.4 million (2015)

Day: 60%

Overnight: 40%

Average Daily Spend (2015)

Day: \$ 53

Overnight: \$114

Average Occupancy (2016)

Source Strategies

51.2%

Average ADR (2016)

Source Strategies

\$151.27

Average Length of Stay:

Adara, Expedia

1.7 Days

TARGET MARKETS



Susan is the head of a family, the decision maker on vacations



Pat is an empty nester with time to travel



Zoey is a young professional looking for adventure

Strategies

- **“Own our Backyard” while reducing actual advertising spend in Houston**

- Build direct media relations
- Leverage digital ad buys
- Leverage social media opportunities
- Participate in Houston based events



- **Build on Holiday Magic Campaign**

- Leverage greater stakeholder participation in marketing campaign
- Invest in a New Year’s Eve spectacular
- Continue holiday marketing investments



- **Focus branding on history & culture offerings in a coastal setting**

- Give prominence to brand and storyline elements pertaining to Galveston’s history & eclectic culture
- Encourage further development of attraction and event based businesses
- Develop & promote educational activities for home school students



- **“Can You Hear Me Now?”**

- Grow social media presence by effectively engaging stakeholders
- Increase collaborative marketing efforts between CVB & local stakeholders
- Continue to produce 3rd party endorsements & publicities
- Effectively market Short Term Rentals
- Transition budgets towards digital marketing while ensuring multigenerational approach
- Standardize in-room collateral materials



- **Push marketing spend to Texas regional & touch states**

- Focus digital marketing on bedroom communities around Texas urban metros
- Increase awareness of Galveston special events to drive in markets
- Market 3-5 day itineraries
- Continue “10 Best Things” Campaign
- Market to direct flight connection markets
- Third party endorsements
- National placement or recognition of public relations
- Connect with Texas veterans



- **Galveston Makes Family Memories**

- *“If you take no other vacation this year...”*
- Market extended stay (5 – 8 days) family vacations with a focus on touch states
- Book indoor and beach youth and young adult competitions
- Attract teenage and young adult focused attractions



- **Texas Coast Campaign**

- Seek support from Texas Tourism for multi-destinational coastal campaign
- Work with TxDOT to recognize “Texas Beaches” on mileage signage on I-45
- Build on “This is Your Beach” campaign
- Address periodic coastal waters and marine challenges as outlined in Crisis Communication document
- Continue investments in beach nourishment efforts



Strategies

- **Let's Go Cruisin'**

- Offer bookable package opportunities pre/post and port of call stays
- Cultivate opportunities to influence repeat visits to Galveston
- Advocate for non-weekend home port vessels & luxury liners



- **Develop Arts & Entertainment Offerings**

- Brand & identify the downtown Cultural Arts District
- Ensure cleanliness of downtown central business district
- Continue support of Food & Wine events
- Foment development of music events
- Develop & market antique markets
- Invest in and support installation of public art
- Align Arts & Historic Hotel Occupancy Tax funding with strategic goals



- **Galveston "Cool"**

- Install City of Galveston branded wayfinding signage
- Develop gateway entrances & maintain landscaping
- Continue to improve code enforcement & litter abatement
- Improve access across Seawall Boulevard
- Promote alternate modes of transport
 - Activate rubber & steel wheeled trolleys
 - Invest in additional, tourist friendly bike routes
- Develop Tourism Master Plan to establish limits to growth



- **Develop Galveston as a health & wellness destination**

- Invest in community soccer and ball fields
- Promote Opportunities for beach soccer and volleyball
- Invest in additional, long distance bike routes
- Invest in runner routes
- Invest in public or private fishing piers, boat launches



- **Become a sought after nature appreciation destination**

- Participation in the Lonestar National Recreation Area as a federally recognized protected area
- Continue support of nature based events such as Featherfest
- Support and development of managed protected areas or green spaces which facilitate visitation & appreciation of the Gulf coast
- Develop bay access opportunities
- Install birding signage & formalize observation points
- Improved amenities and facilities at beach access points



- **"Welcome to Galveston, ya'll"**

- Be a tourist friendly community, actively share the benefits of tourism in Galveston
- Invest in and maintain clean, comfortable public restrooms in high trafficked areas
- Invest in electronic, mobile visitor centers
- Invest in Free Wi-Fi
- Deploy Police in pedestrian friendly transport (4 wheelers, mounted, bicycles)
- Support the development and recruitment of hospitality professionals from local 4 year and vocation schools
- Continue support and growth of Certified Tourism Ambassador program



Monitoring & Reporting

Benchmarks

Charleston, South Carolina
Tybee Island, Georgia
Savannah, Georgia
Wilmington, North Carolina
Owensboro, Kentucky
Key West, Florida
Destin, Florida

Indicators

Hotel Occupancy Tax
Number of Visitors
Average Spend
Convention Center Size
Number of Visitors Annually
Size of CVB Budget
Population of Town
Number of Full Service hotel rooms
Number of Limited Service hotel rooms
Total Number of Hotel Rooms
Number of Short Term Rentals
HoT income
Value of the Penny
Total Tax Charged

Quality Control

Agenda Item: Discuss and Consider Funding for Seawall Firework 2017

Background:

Due to the successful firework displays last summer, the city requested a bid from the July 4th fireworks vendor for an additional seven firework displays.

Since the Park Board contracts for the July 4th fireworks display at a total cost of \$25,000, bid requests for the 2017 show included a request for bids for the seven additional shows at \$5,000 each.

These will be held during the months of June – August with dates and locations TBD for a total cost of \$35,000.00.

Staff Recommendation:

Staff recommends funding of the seven firework shows from the GICVB Special Projects Fund.

Funding Source:

GICVB Special Projects Fund. There is currently \$150,000.00 in the fund.

Agenda Item: Discuss and Consider Special Event Funding for TSAE New Ideas Conference 9/2019

Background:

The Texas Society of Association Executives serves association professionals by creating strong connections – to peers, information, resources, inspiration and innovation – that advance them and their organizations. TSAE brings together a welcoming community of high achieving individuals who bring out the best in each other at all levels of their career, because ultimately, we are better together.

TSAE members make up over 60% of the meetings held in Galveston each year. When we hosted this event in 2013 we were able to confirm 6 meetings for future years at an economic impact to Galveston of \$641,125.00.

To host this event the host city must:

- Host city, in partnership with selected venue will be required to create and manage approximately ten city excursions for attendees’ participation. Excursions provide attendees the opportunity to see the city and/or venue for potential future business.
- One of the excursions to include a social responsibility project that assists the local community.
- Host City/Venue are expected to host the Opening Night event for all attendees covering costs for transportation to/from event (if any), food and beverage, and any entertainment

Excursions:	\$4,125.00
Island Transportation for Excursions:	\$6,200.00
Misc expenses	\$1,325.00
Opening Night:	\$41,200.00
Client Gifts:	\$1,600.00

Total cost \$54,450.0

Staff Recommendation:

This event gives Galveston the opportunity to host over 200 planners and showcase all Galveston has to offer. Both GICC and Moody Gardens are bidding on the conference. Staff recommends approving.

Funding Source:

GICVB Solicitation Fund, \$20,000 confirmed at this time.

GICVB Special Event Fund Commitments (Solicitation Funding)

	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020
GICVB Special Events Incentive Fund	\$500,000.00	\$500,000.00	\$500,000.00	\$232,500.00	\$0.00	\$0.00	\$0.00
DEFINITE							
Cheer Power **	-\$20,580.00	-\$20,580.00	-\$25,160.00	-\$25,160.00	-\$20,000.00	-\$20,000.00	-\$20,000.00
Hotel (Transportation) **	-\$10,500.00	-\$10,500.00	-\$10,800.00				
Ja-Ga Raggae Festival **	-\$6,000.00	-\$4,000.00					
Holiday Marketing **	-\$200,000.00						
Santa Hustle *	-\$9,000.00	-\$5,000.00	-\$10,000.00				
THLA Group Listing Plan *	-\$34,805.00	-\$35,000.00	-\$34,765.12				
Galveston Island Beach Revue *	-\$6,000.00	-\$4,000.00	-\$2,500.00				
Redfish Rodeo *	-\$8,000.00	-\$5,000.00	-\$3,000.00				
TTIA Summit	-\$26,000.00						
Divas Half Marathon	-\$9,000.00	-\$10,000.00	-\$10,000.00				
Certified Tourism Ambassador	-\$55,000.00						
East Beach Music Series	-\$25,000.00	-\$25,000.00					
Tourism Transportation Study	-\$30,000.00						
GHCVB Partnership	-\$26,100.00						
Juneteenth Marker Dedication	-\$5,000.00						
Texas Tequila and Margarita Festival	-\$10,000.00						
Galveston Island Shrimp Festival	-\$6,000.00	-\$4,000.00					
TWELVE Event	-\$5,000.00						
Master Connection Associates		-\$12,000.00					
OVG Printing and Distribution		-\$100,544.00					
Corvettes Cruisin Galveston		-\$10,000.00					
Red Cat Jazz Festival		-\$10,000.00	-\$10,000.00				
Cinco de Mayo Fiesta			-\$4,000.00				
Yaga's ChiliQuest & Beer Fest		-\$6,000.00					
Miss Galveston Pageant		-\$4,000.00					
CVB Tourism Summit		-\$15,000.00					
Galveston Food and Wine Festival		-\$8,000.00	-\$70,000.00				
Texas Tequila and Margarita Festival		-\$8,000.00					
Juneteenth Sponsorship		-\$7,500.00					
Sports Tourism Summit			-\$18,050.00				
Houston Hobby Airport			-\$153,000.00				
Dallas Airport			-\$75,000.00				
Texas Music Magazine					-\$25,000.00		
Pre-Pay Advertising		-\$150,000.00	-\$73,724.88				
Texas Connect				-\$23,625.00			
TTIA Summit				-\$20,000.00			
Definite Commitments	-\$491,985.00	-\$454,124.00	-\$500,000.00	-\$68,785.00	-\$45,000.00	-\$20,000.00	-\$20,000.00
TENTATIVE							
TSAE New Ideas 2019						-\$54,450.00	
Tentative Commitments	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	-\$54,450.00	\$0.00
Total Commitments	-\$491,985.00	-\$454,124.00	-\$500,000.00	-\$68,785.00	-\$45,000.00	-\$74,450.00	-\$20,000.00
REMAINING BALANCE	\$8,015.00	\$45,876.00	\$0.00	\$163,715.00	-\$45,000.00	-\$74,450.00	-\$20,000.00

* Indicates Each Previous Year Event Received Funds

2011-2012 & 2012-2013 Fiscal Year Listing Available Upon Request