NOTICE OF REGULAR MEETING
Park Board of Trustees of the City of Galveston
Tourism Development Advisory Committee
Tuesday, February 18, 2020 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. Discuss And Consider Approval Of Meeting Minutes
   Documents:

   JANUARY 21, 2020 TOURISM DEVELOPMENT ADVISORY COMMITTEE MEETING MINUTES.PDF

VII. Presentation Of 2019 Holiday Recap (Trey Click, 15 Minutes)

VIII. Present Holiday Marketing Results (MBuy-Melody Smith, 15 Minutes)

IX. Presentation Of The New Galveston.com Website Launch Successes (Lee Roane, 10 Minutes)

X. Update On Destination Strategic Plan Process And Highlights (Michael Woody, 10 Minutes)
   Documents:

   GALVESTON RESIDENT SENTIMENT SURVEY .PDF

XI. Monthly Convention & Visitors Bureau (CVB) Reports

XII. 2019-2020 Committee Work Plan
   Documents:

   TDAC 2019-2020.PDF
XIII. Future Agenda Items

XIV. Announcements

XV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - March 17, 2020

XVI. 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 Friday, February 14, 2020, 5:00 p.m.

Approved
Will Wright
Chair, TDAC

Approved
Spencer Priest
Chair, Park Board of Trustees

Approved as
Kelly de Schaun
Park Board Executive

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)
I. Call Meeting To Order
   The Tourism Development Advisory meeting was called to an order at 9:00 A.M.

II. Pledge Of Allegiance
    The pledge was recited by those present.

III. Roll Call And Declaration Of A Quorum
    The roll was called, a majority of the members were present and a Quorum was declared.

    TDAC Members Present: Will Wright, Maureen Patton, Dave Jacoby, Jan Collier, Mike Pistons, Patty Rouse, Willis Ghandi, Leon Garrison, Robert Gregory, Denise Alexander, Shane Cantrell, Trey Click, Theresa Elliott (9:04 AM), Barbara Sanderson, Joan Marshall, Ron Sutula and James Clark.

    TDAC Members Absent: Ted O'Rourke and Lisa Shaw

IV. Conflict Of Interest Declarations
    There were no conflict of interests declared.

V. Requests To Address The Committee
   There were no requests made to address the committee.

VI. Discuss And Consider Approval Of Meeting Minutes
    Motion: Trey Click made a motion to approve December 17, 2019 meeting minutes.
    Second: Maureen Patton second the motion.

    Jan Collier abstained.

    Vote: 15-0 Theresa Elliott was not present for the vote.

VII. Discuss And Consider Special Event Incubator Funding For 2020 Ben Temps Rouler Cajun Throwdown (Bryan Kunz, 10 Minutes)

    Last year the Ben Temps Rouler Cajun Throwdown was a success and they qualified to receive the full $10,000.00 in funding. The event planners are returning this year and they are requesting additional funding. With the popularity of food and cooking events continuing to rise, as well as the regional and national attention Cajun culture is receiving, staff believes this event could become a great annual addition to our calendar of events. Staff recommends approval of up to $10,000.00 in incubator funding.

    Motion: Mike Pistons made a motion to approve staffs recommendation.
    Second: Trey Click second the motion.

    Vote: Unanimous 17-0
VIII. Discuss And Consider Artist Boat Request For Additional Funding (Michael Woody, 5 Minutes)

In December, TDAC received a presentation from Artist Boat regarding 2020 environmental education, programming and funding assistance.

Requested fiscal contributions for 2019-2020 programming total $36,000. For consideration by TDAC, $15,000 is being solicited from the Tourism Development budget.

Recommendation:

Staff recommends allocating budgeted resources of $15,000 from TD 62-5345 for:

- Bucket Brigade ($7,000)
- World Ocean’s Day ($8,000)

Additional funds for Beautify the Bucket and World Ocean’s Day will be paid from other Park Board departments including Parks & Amenities and Beach Maintenance Advisory Committee.

Motion: Shane Cantrell made a motion to approve the request.

Second: Joan Marshall second the motion.

Vote: Unanimous 17-0

IX. Discuss Resident Sentiment Survey And Destination Strategic Plan (Michael Woody, 15 Minutes)

Michaell Woody updated the committee on the efforts being made regarding the Resident Sentiment Survey and Strategic Plan. JLL is the company that will be handling the project. The resident survey seeking their perspective will start next week. February 5, 2020 JLL will conduct focus groups which will consist of hotels, restaurants, attractions, city leadership and stakeholders and will take 3 days to gather the information. At the end if the project they will end with developing policies. staff will work with the economic development group as well. This process will take several months and should end in August 2020. There will be a steering committee and invitations will go out to several people to join the committee. There were concerns raised by the Tourism Committee to make sure that we are reaching out to the residents that are not involved with the industry. It was reassured that the resident sentiment survey is reaching out to the average citizens.

X. Presentation Of The Boating/Fishing 2019-2020 Taskforce Work Plan (Bryan Kunz, 10 Minutes)

Bryan Kunz updated the committee about the boating/fishing task force and shared the 2019/2020 work plan.

XI. Presentation Of Birding Taskforce 2019-2020 Work Plan (Melody Smith, 10 Minutes)

Melody Smith updated the committee about the Birding task force and shared the Birding work plan for 2019-2020. It was suggested to do a group meeting with both birding and boating/fishing taskforce.

XII. Monthly Convention & Visitors Bureau (CVB) Reports

Michael Woody discussed the monthly CVB production for the month of December.

XIII. Future Agenda Items

Recap of 2019 Holiday Recap

XIV. Announcements

The committee members gave updates on their organizations upcoming events.

XV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - February 18, 2020

XVI. Adjournment

Meeting adjourned at 10:33 AM
Introduction:
Welcome to our survey! The Galveston Island Convention and Visitors Bureau is interested in your opinions on tourism in Galveston, Texas. Your answers to this survey are completely confidential and will only be used in combination with other responses.

Our partner, Longwoods International, will be running this survey as well as the drawing. To be entered in the drawing for a $200 gift card for Rudy & Paco Restaurant & Bar, please provide your email address at the end of the survey, which will be collected by Longwoods International. Entering this drawing is optional, and email addresses will not be attached in any way to your survey responses. The winner of the drawing will be notified and paid directly by the Galveston Island Convention and Visitors Bureau.

Please answer each question on your screen prior to proceeding to the next screen. Let’s get started! Just click on the “NEXT” button to begin.

A1. What is your age? ________
[TERMINATE UNDER 18]

A2. In what state do you live? [DROP DOWN MENU OF STATES]
[TERMINATE IF NOT TEXAS]

A7. Please enter your 5-digit zip code ________ [ALLOW FOR 5-CHARACTER NUMERIC FIELD]
[TERMINATE IF NOT VALID ZIP]

A3. What is your gender?
1. Male
2. Female
3. Prefer not to answer

A4. Which one of the following ranges includes your total yearly household income before taxes? Please rest assured that we will keep this information completely confidential.

1. Less than $20,000
2. $20,000- $29,999
3. $30,000- $39,999
4. $40,000- $49,999
5. $50,000 - $74,999
6. $75,000 - $99,999
7. $100,000 - $149,999
8. $150,000 and over
9. Prefer not to answer

A5. Which one of the following best describes your employment status?

1. Employed full time
2. Employed part time
3. Self-employed
4. Not employed
5. Retired
6. Student
7. Homemaker
8. Prefer not to answer

A6. Please indicate which of the industry sectors below, if any, you or anyone in your household is currently employed. [RANDOMIZE]

1. Mining
2. Construction
3. Manufacturing
4. Retail
5. Transportation & warehousing
6. Technology & Information
7. Financial services (banking, insurance, etc.)
8. Professional & business services
9. Education
10. Health care & social assistance
11. Food services
12. Leisure, tourism & hospitality
13. Government
14. Agriculture
15. Maritime (ship building/repair, fishing, port/shipping, etc.)
16. Oil and Gas
17. None of the above [ANCHOR]
18. Prefer not to answer [ANCHOR]
B6. On a scale of 1 to 10, where 10 means “very important” and 1 means “not at all important”, how important do you think the following industries are to your local economy?

<table>
<thead>
<tr>
<th>Not at all important</th>
<th>Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7 8 9 10</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
</tr>
</tbody>
</table>

[RANDOMIZE]

1. Mining
2. Construction
3. Manufacturing
4. Retail
5. Transportation & warehousing
6. Technology & Information
7. Financial services (banking, insurance, etc.)
8. Professional & business services
9. Education
10. Health care & social assistance
11. Food services
12. Leisure, tourism & hospitality
13. Government
14. Agriculture
15. Maritime (ship building/repair, fishing, port/shipping, etc.)
16. Oil and Gas

B7. Using the scale below, please indicate how much each of the following industries benefit the quality of life in your community (the public good).

<table>
<thead>
<tr>
<th>Not benefit at all</th>
<th>Very great benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7 8 9 10</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Don’t know</td>
</tr>
</tbody>
</table>

[RANDOMIZE]

1. Mining
2. Construction
3. Manufacturing
4. Retail
5. Transportation & warehousing
6. Technology & Information
7. Financial services (banking, insurance, etc.)
8. Professional & business services
9. Education
10. Health care & social assistance
11. Food services
12. Leisure, tourism & hospitality
13. Government (excluding law enforcement & firefighters)
14. Agriculture
15. Law enforcement & firefighters
16. Maritime (ship building/repair, fishing, port/shipping, etc.)
17. Oil and Gas

B8. We’re talking to people about their opinions around issues about tourism where they live. Please use a 10-point scale to tell me how much you agree or disagree with each of the following statements, where 10 means you would “strongly agree” with the statement and 1 means you would “strongly disagree.”

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7 8 9 10</td>
<td>Don’t know</td>
</tr>
</tbody>
</table>

Let’s start with...

[RANDOMIZE]

1. I want tourism to be important in my state
2. I believe tourism should be encouraged here
3. I support tourism growth
4. Overall, I think tourism is good for my state as a whole
5. Overall, I think tourism is good for my local area
6. In general, the positive benefits of tourism outweigh negative impacts
7. Uncontrolled tourism growth is jeopardizing our heritage and culture
8. I like the way my state’s tourism advertising represents my home
9. I consider myself informed/up-to-date on news about tourism in this area

B9. Using the scale below, please indicate how much you agree with each of the following statements involving tourism and your quality of life.

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7 8 9 10</td>
<td>Don’t know</td>
</tr>
</tbody>
</table>

[RANDOMIZE]

1. I recommend local tourist sites to people who are visiting my area
2. We need planned and controlled tourism development
3. I support building new tourism facilities that will attract visitors to this area
4. Quality of life in this state has improved because of increased tourism
5. I have more recreational opportunities (places to go and things to do) because of tourism in this area
6. The quality of public services has improved due to more tourism here
7. Shopping opportunities are better here as a result of tourism
8. Public leisure facilities, local restaurants and retail businesses are overcrowded because of more tourists
9. Tourists add to traffic congestion and parking problems here
10. The expansion of vacation rentals have revived neighborhoods on the Island
11. When I come across local tourism news, I’m interested in finding out what’s happening
12. Tourism visitation helps to maintain and preserve historical and cultural sites
13. Tourism supports the preservation of local culture and protects the community’s authenticity

B10. Using the scale below, please indicate how much you agree with each of the following statements involving tourism and its economic impacts.

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>Don’t know</th>
</tr>
</thead>
</table>

[RANDOMIZE]

1. Hotel/lodging taxes should be used to help pay for local services, not to promote more tourism
2. My household standard of living is higher because of the money tourists spend here
3. Tourism encourages investment in our local economy
4. Tourism development is happening too fast in our state
5. Most jobs in the tourism industry are low-paying and seasonal
6. The growth in tourism is causing prices to rise, making things less affordable for residents
7. The sales tax that tourists pay on their purchases adequately compensates for wear and tear they create on our infrastructure
8. Without the tax revenues we get from tourists, we would have to pay higher state and local taxes for government programs and services
9. Accommodation-sharing services like Airbnb, VRBO, etc., can cause inflation in rents, raising the cost of living for locals
B11. Using the scale below, please indicate how much you agree with each of the following statements involving tourism and the government.

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

[RANDOMIZE]

1. My state government should support/help fund the promotion of tourism
2. My local government should support/help fund the promotion of tourism
3. We don’t need the state to promote tourism – we have such a great state that people will come anyway
4. My state government is doing a good job at promoting tourism
5. My local government is doing a good job at promoting tourism to this area
6. My state government is doing a good job managing the pace of tourism development
7. My local government should actively pursue tourism development in our city
8. We should develop/host more major events to attract tourists to our area
9. Accommodation-sharing services like Airbnb should be regulated, just like hotels and other property-rental businesses

B12. Using the scale below, please indicate how much you agree with each of the following statements involving tourism and the environment.

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

[RANDOMIZE]

1. Long-term planning can limit environmental impacts caused by tourism
2. Overbuilding of tourism-related businesses is spoiling our natural areas
3. Tourism is a good alternative to more environmentally-damaging development
4. Tourism can help the environment as local governments and people seek to protect sensitive and scenic areas

Note: Terminate respondents if they select “don’t know” or the same value for all variables within questions B6-B11.

B13. How many miles away is the nearest major tourist attraction or area from your residence? 
_______ [MIN 0 MAX 250]
B14. In the past two years, how many overnight trips (one or more nights away from home) for leisure or business have you taken to the following types of places?

- **Destinations within your own state**
- **Destinations outside your state (national and international)**

**# of trips in past 2 years**

1. Destinations within your own state _______ [MIN 0, MAX 100]
2. Destinations outside your state (national and international) _______ [MIN 0, MAX 100]

B2. Thinking of your state, do you feel that it is a better place to live, a worse place to live or the same as it was a year ago?

1. Better
2. Same
3. Worse
4. Don’t know

B3. Thinking ahead, in a year’s time do you expect your state will be a better place to live, a worse place to live or the same as it is now?

1. Better
2. Same
3. Worse
4. Don’t know

B4. Do you personally feel that you are generally better off, worse off or about the same compared to a year ago?

1. Better
2. Same
3. Worse
4. Don’t know

B5. Thinking ahead a year, do you expect you will be better off, worse off or about the same compared to now?

1. Better
2. Same
3. Worse
4. Don’t know
D1. Using the scale below, please indicate your level of support for the use of public funds to develop public art programs, performances and installations

<table>
<thead>
<tr>
<th>Strongly oppose</th>
<th>Strongly support</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7 8 9 10 Don’t know</td>
<td></td>
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</tbody>
</table>

D2. Which of the following transportation programs/projects appeal to you? Select all that apply.

[RANDOMIZE]

1. Shuttle buses
2. Bike path on the Galveston Causeway
3. Bike path along length of the Island
4. Bus service to beaches and parks on weekends
5. Bike network within the urban part of the Island
6. Water taxis
7. Public boat docks
6. Other (please specify) [ANCHOR]
7. None of the above [ANCHOR]

D3. Which of the following recreational amenities do you support using public funds to develop? Select all that apply.

[RANDOMIZE]

1. Boat launches
2. Kayak launches
3. Coastal dog parks
4. Mobility impaired services at beach parks
5. Beach park pavilions
6. Sport fields (e.g., soccer, baseball, softball, volleyball)
7. Multi-use arenas (e.g., basketball, soccer, volleyball, eGames)
8. Running trails
9. None of the above [ANCHOR]
D4. Using the scale below, please indicate your level of agreement with the following statements involving festivals in Galveston.

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Strongly agree</th>
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</thead>
<tbody>
<tr>
<td>1</td>
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<td>10</td>
</tr>
<tr>
<td>Don’t know</td>
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</table>

[RANDOMIZE]

1. Festivals benefit the local economy
2. Festivals enhance the image of Galveston
3. Festivals increase the traffic congestion and parking problems in Galveston
4. Festivals help improve the quality of life in Galveston
5. Festivals do not benefit local businesses

D5. Using the scale below, please indicate your level of agreement with the following statements:

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Strongly agree</th>
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<tbody>
<tr>
<td>1</td>
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<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
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</tbody>
</table>

[RANDOMIZE]

1. In general, vacation rentals offer positive benefits for the Galveston community
2. Vacation rentals have helped to revitalize neighborhoods
3. In general, the cruise industry offers positive benefits for the Galveston community
4. The cruise port expansions will have a positive impact on the Galveston community

D6. Using the scale below, please indicate your level of agreement with the following statements regarding traffic and parking in Galveston.

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Strongly agree</th>
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<td>1</td>
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<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
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</tbody>
</table>

[RANDOMIZE]

1. Traffic caused by tourism does not impact my ability to maneuver around the Island
2. Parking options and availability can be found throughout the Island
3. There are ample free parking lots and parking spaces in Galveston
4. On cruise sailing days, the traffic volume does not impact my ability to maneuver around the Island
5. Cruise traffic primarily impacts Harborside Drive
Finally, just a few questions about yourself so that we can group the information you've given us into categories.

C1. Which statement below best matches when you moved to your current state of residence?

1. I've lived here my whole life
2. I've lived here for over 20 years
3. I've lived here 10 to 20 years
4. I've lived here 5 to 9 years
5. I've lived here less than 5 years

C2. Which of the following best describes your marital status?

1. Single, never married
2. Married
3. Unmarried couple living together
4. Separated/divorced
5. Widowed
6. Prefer not to answer

C3. What is the highest level of education you’ve completed?

1. Less than 9th grade
2. 9th to 12th grade, no diploma
3. High school diploma or GED
4. Some college, no degree
5. Associate degree
6. Bachelor’s degree
7. Graduate or professional degree
8. Prefer not to answer

C4. Including yourself, how many people currently living in your household are in each of the following age groups?

1. 5 years of age and younger    ___ [MIN 0, MAX 10]
2. 6-8 years of age              ___ [MIN 0, MAX 10]
3. 9-12 years of age             ___ [MIN 0, MAX 10]
4. 13-17 years of age            ___ [MIN 0, MAX 10]
5. 18 years of age and older     ___ [MIN 1, MAX 10]
C5. Which best describes the community in which you live?

1. Urban
2. Suburban
3. Rural
4. Prefer not to answer

C6. Which one of the following best describes you?

1. White
2. Black/African-American
3. Asian
4. Pacific Islander
5. Prefer not to answer

C7. Do you identify as Hispanic?

1. Yes
2. No
3. Prefer not to answer

E1. Please provide your email address to be entered in the drawing for a $200 gift card:
[OPEN-ENDED TEXT RESPONSE, OPTIONAL RESPONSE]

1. Prefer not to share
<table>
<thead>
<tr>
<th><strong>WEDNESDAY February 5th</strong></th>
<th><strong>Focus Group</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am – 9:00 am</td>
<td>Galveston Island Park Board (1) and City Council Members (1) (Spencer Priest and David Collins)</td>
</tr>
<tr>
<td>11:30 pm – 1:00 pm</td>
<td>Lunch with City Manager, Assistant City Manager and City Economic Development Officer</td>
</tr>
<tr>
<td>3:00 pm – 4:00 pm</td>
<td>Partner Organizations including Restaurant Association, Retail, Downtown Partnership</td>
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<table>
<thead>
<tr>
<th><strong>THURSDAY February 6th</strong></th>
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<tbody>
<tr>
<td>8:00 am – 9:00 am</td>
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<tr>
<td>9:30 am – 11:00</td>
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<tr>
<td>11:00 am – 11:45am</td>
</tr>
<tr>
<td>Time</td>
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<tr>
<td>--------------------</td>
</tr>
<tr>
<td>Noon – 1:00 pm</td>
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<tr>
<td>1:30 pm – 2:30 pm</td>
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<tr>
<td>3:00 pm to 4:00 pm</td>
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<tr>
<td>4:30 pm – 5:30 pm</td>
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**FRIDAY February 7th**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am – 9:00 am</td>
<td>Galveston Island Convention Center team, GICC Mgmt Oversight Committee, Paul Schultz, Jacque Stilwell</td>
</tr>
<tr>
<td>9:30 am – 11:00 am</td>
<td>Galveston Regional Chamber of Commerce, Realtor Association, Attractions</td>
</tr>
<tr>
<td>11:30 am – 1:00 pm</td>
<td>Lunch Meeting with Galveston Island Park Board (2) and City Council Members (2)</td>
</tr>
<tr>
<td>1:30 pm – 2:30 pm</td>
<td>Transportation, Port of Galveston Segway Tours, Bike Rentals, EZ Cruise Parking – Jason Hayes, Galveston Cruises.com,</td>
</tr>
<tr>
<td>3:00 pm to 4:30 pm</td>
<td>Vision Galveston, Arts and Culture GHF</td>
</tr>
<tr>
<td>6pm</td>
<td>Wrap-up Dinner</td>
</tr>
</tbody>
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Tourism Action Plan - Tourism Development Advisory Committee - 2019-2020

The Tourism Development Advisory Committee (TDAC) of the Park Board of Trustees of the City of Galveston helps to inform and direct the Galveston Island Convention and Visitors Bureau to achieve the goals and objectives outlined in the annual Business Plan. In addition to looking for new and creative ways to identify and attract highly “engaged visitors” to the Island, the CVB Team will focus on numerous initiatives throughout the year. These include product and market research, brand promotion, new creative development, niche market promotions, taskforce activation in key expanding markets, website development, content creation, and Visitor Center expansion both in product delivery and services, to name a few. The Business Plan goals look for opportunities to attract new and targeted business to the Island, to fill need periods for the destination, all the while create strong brand ambassadors who will help to promote the Island experience to family and friends. As the third largest employer on the Island, the tourism and hospitality industry plays an important role in driving positive economic impact. But the most important marker of success for TDAC and the CVB Team, is to build and strengthen Galveston’s vibrant community, ensuring that the Island is a fantastic place to live for our residents, and in turn, an amazing place to visit!

“Engaged Visitor” can be defined as the following:

- Stays longer than the current 1.7 day hotel average (5 day average for STR)
- Visits in the shoulder season
- Patron of multiple venues during their visit
- Frequent visitation to Galveston
- Is immersed in the Galveston experience and shares on social channels

2019-2020 PRIMARY FOCUS:

- Increase statewide visitation in regional drive markets
- Increase positive exposure for Galveston’s natural and cultural amenities
- Increase off-season visitation
- Increase pre- and-post-cruise visitation

Below are action plan highlights for 2019-2020:

- Promoting arts and culture
- Promote birding and fishing during shoulder seasons
- Promote Winter Wonder Island holiday campaign
- Develop an incubator application for tourism related start-up businesses and events
- Work with Galveston.com to launch new website
- Continue to enhance niche market sections on galveston.com and develop content for a new "Meet Galveston" section for group sales efforts
- Work with MBuy to develop, implement and optimize an efficient and effective advertising plan
- Work with Longwoods and JLL on resident and visitor sentiment survey and develop destination strategic plan
- Relaunch LGBTQ+ taskforce

Board Approved
Date 1-28-2020
Signature [signature]