



NOTICE OF REGULAR MEETING
Park Board of Trustees of the City of Galveston
Tourism Development Advisory Committee
Tuesday, June 18, 2019 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:

[MAY 21, 2019 TOURISM DEVELOPMENT ADVISORY COMMITTEE MINUTES.PDF](#)
- VII. Discuss And Consider Setting The Penny For 2019-2020 Budget Year (Michael Moser, 20 Minutes)

Documents:

[2019-2020 HOT PENNY VALUE PROJECTION ANALYSIS.PDF](#)
- VIII. Present 2019 Spring Marketing Efforts (Melody Smith-MBuy, 20 Minutes)
- IX. Discuss Recommendations To The Park Board Of Trustees Regarding Opportunities To Leverage Port Of Galveston Masterplan For Cruise Tourism (Kelly De Schaun, 20 Minutes)

Documents:

[PORT OF GALVESTON MASTER PLAN OVERVIEW..PDF](#)
- X. Recap Of 2019 Ben Temps Rouler Cajun Throwdown (Bryan Kunz, 15 Minutes)

Documents:

2019 BEN TEMPS ROULER POST EVENT .PDF

- XI. Monthly Convention & Visitors Bureau (CVB) Reports
- XII. Future Agenda Items
- XIII. Announcements
- XIV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting- July 16, 2019
- XV. 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 June 14, 2019, 5:00 p.m.

Approved
to Format
Maureen Patton
Chair, TDAC
Board Executive Director

Approved
Spencer Priest
Chair, Park Board of Trustees

Approved as
Kelly de Schaun
Park

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)



Park Board of Trustees of the City of Galveston
Tourism Development Advisory Committee Regular Meeting
601 Tremont Street, Galveston, Texas 77550

5/21/2019 - Minutes

I. Call Meeting To Order

The Tourism Development Advisory Committee meeting was called to an order at 9:00 AM.

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: Maureen Patton, Will Wright, John Zendt, Jan Collier, Willis Ghandi, Steve De Felice, Shane Cantrell, Trey Click, Gina Spagnola, Joan Marshall, Ted O'Rourke and Lisa Shaw.

TDAC Members Absent: Claire Reisweg, Patty Rouse, Leon Garrison, Ken Friesen, Denise Alexander, Barbara Sanderson and Ron Sutula.

Staff Present: Bryan Kunz, Melody Smith, Anna Lopez, Jacquelyn Helton, Kelly De Schaun, Peter Davis and Jaree Fortin.

Guest Present: Roger Reese, Carrie Sumrall and Glen Bulgherini.

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: Ted O'Rourke made a motion to approve April 16, 2019 meeting minutes.

Second: Trey Click second the motion.

Vote: Unanimous (12-0)

VII. Discuss Recommendations To The Park Board Of Trustees Regarding Opportunities To Leverage Port Of Galveston Masterplan For Cruise Tourism (Kelly De Schaun, 30 Minutes)

The Port of Galveston recently engaged Bermello Ajamil & Partners to create a "Master Plan" for the Port. On February 26, 2019 a draft version of the plan was presented. The Port also hosted an open house and feedback sessions to garner comments back from the community about the plan. The Port of Galveston is seeking feedback on the plan and the Park Board of Trustees have asked TDAC to consider recommendations regarding the plan. The Trustees have asked for comments regarding;

- Recommended measurements to evaluate the impact/ success of cruisers,
- Opportunities to leverage cruise investments for existing tourism industry,
- Threats or challenges of cruise tourism to the existing tourism industry,
- Means by which to effectively market to a national market for pre- and post cruises.

TDAC discussed the marketing opportunities and challenges of cruise tourism. It was explained to the committee that this item will be discussed at the next meeting and a draft will be presented to the Park Board of Trustees with the recommended suggestions.

VIII. Consider Programs And Activities Related To Tourism Promotion And Management That The Park Board Of Trustees Should Actively Engage With Vision Galveston On As Part Of The Community Comprehensive Plan (Kelly De Schaun, 20 Minutes)

Vision Galveston is a project that enables the citizens of Galveston to define a vision for its future. They have spent the last several months asking residents what kind of city they want Galveston to be and what we need to do to get there.

This nine-month project is initiated and funded by the Galveston Roundtable of Foundations and led by a representative Steering Committee. Chief Peter Davis sits on the Steering Committee in representation of the Park Board.

Currently, there are 5 strategic areas defined for action;

1. A Historic Walkable Gulf Coast City Embedded in Nature
2. A Knowledge Center for Coastal Resilience Action and Innovation
3. A Great Place to Visit, Because it's a Great Place to Live.
4. A Place Where Residents Can Find Quality Jobs, and Where all Workers Can Find Quality Places to live,
5. A City that is Valued for its Contributions to the Houston Region, the State of Texas and the Nation.

Ms. De Schaun states the feedback received by all committees will be compiled together and presented at a later date. The hope is to give the feedback to Vision Galveston explaining some of the work the Park Board is already involved in and be able to partner with them for future projects.

IX. Monthly Convention & Visitors Bureau (CVB) Reports

Jacquelyn Helton gave an update on Convention & Visitors Bureau sales and marketing goals which are currently doing well. The committee had no questions regarding the Monthly Convention & Visitors Bureau Reports.

X. Future Agenda Items

Birding Group Update

Cruise Ship Discussion

XI. Announcements

The committee members gave updates on their organizations upcoming events.

XII. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - June 18, 2019

XIII. Adjournment

The Tourism Development Advisory Committee Meeting was adjourned at 10:38 AM

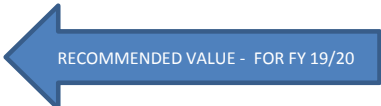
**PARK BOARD OF TRUSTEES OF THE CITY OF GALVESTON
FISCAL YEAR 2019/2020 HOT PENNY VALUE PROJECTION ANALYSIS**

FY 2020 ESTIMATED HOT PENNY VALUE PROJECTION				
* FY 2019 ESTIMATED HOT PENNY VALUE		FY 2020 ESTIMATED HOT PENNY VALUE		
	\$ 2,031,346	0%		\$ 2,031,346
	\$ 2,031,346	1%		\$ 2,051,659
	\$ 2,031,346	2%		\$ 2,071,973
	\$ 2,031,346	3%		\$ 2,092,286
	\$ 2,031,346	4%		\$ 2,112,600
	\$ 2,031,346	5%		\$ 2,132,913
	\$ 2,031,346	6%		\$ 2,153,227
	\$ 2,031,346	7%		\$ 2,173,540

ACTUAL - HOT PENNY GROWTH				
FISCAL YEAR	PENNY VALUE	GROWTH/ (DECLINE)	PERCENTAGE GROWTH/(DECLINE)	
2014 ACTUAL	\$ 1,476,939	\$ -		
2015 ACTUAL	\$ 1,674,120	\$ 197,181	13%	
2016 ACTUAL	\$ 1,675,659	\$ 1,539	0%	
2017 ACTUAL	\$ 1,839,089	\$ 163,430	10%	
2018 ACTUAL	\$ 2,069,408	\$ 230,319	13%	
* 2019 ESTIMATED	\$ 2,031,346	\$ (38,062)	(2%)	
AVERAGE GROWTH			6%	

ACTUAL HOT PENNY VALUE COMPARED TO BUDGET					
FISCAL YEAR	PENNY VALUE	BUDGET	VARIANCE	PERCENTAGE	
2014 ACTUAL	\$ 1,476,939	\$ 1,284,000	\$ 192,939	15%	
2015 ACTUAL	\$ 1,674,120	\$ 1,373,880	\$ 300,240	22%	
2016 ACTUAL	\$ 1,675,659	\$ 1,579,962	\$ 95,697	6%	
2017 ACTUAL	\$ 1,839,089	\$ 2,000,000	\$ (160,911)	(8%)	
2018 ACTUAL	\$ 2,069,408	\$ 2,000,000	\$ 69,408	3%	
* 2019 ESTIMATED	\$ 2,031,346	\$ 2,040,000	\$ (8,654)	(0%)	
AVERAGE INCREASE/(DECREASE)				6%	

BUDGETED HOT PENNY VALUE INCREASE/DECREASE		
FISCAL YEAR	BUDGET	% of Increase
2014 BUDGET	\$ 1,284,000	
2015 BUDGET	\$ 1,373,880	7%
2016 BUDGET	\$ 1,579,962	15%
2017 BUDGET	\$ 2,000,000	27%
2018 BUDGET	\$ 2,000,000	0%
2019 BUDGET	\$ 2,040,000	2%



*Note: The actual value of the 2019 HOT penny is based on the HOT collections for the months of May through September to have no growth over the previous year's collections for those months.

Discuss Recommendations to the Park Board of Trustees regarding Opportunities to leverage Port of Galveston Masterplan for Cruise Tourism, part II

The Port of Galveston engaged Bermello Ajamil & Partners to create a “Master Plan” for the Port. The objectives of the Master Plan are as follows:

- Promote the development and growth of the Port by establishing a long-term vision, creating land use principles, and prioritizing capital investments for Port facilities and operations.
- Adapt Port policies, operations, facilities and infrastructure to changing technology, cargo trends, regulations, natural and man-made disaster resiliency, and competition from other U.S. and foreign seaports.
- Integrate economic, engineering, environmental and community considerations into the Port process for evaluating the impact of development projects and growth scenarios.
- Create a roadmap for future port development that is consistent with federal, state, and city laws, with the primary mission of increasing waterborne trade and commerce.

On June 4, 2019 an initial version of the plan was presented. A full copy of that presentation is attached to the agenda email for TDAC, but is not included in the pack due to its size. (This is an updated version of the previous plan).

There are three developmental thrusts; commercial (office, housing and retail), cruise and cargo.

Plan assumptions as relative to Cruise in plan are presented as:

- 40% of embarking passengers spend one or more nights in the Port. The report quotes \$137.00 per passenger spend, with highest revenues generated for retail (\$49.32), restaurants (\$45.21) and accommodations (\$42.47)

These assumptions underscore the following projections for commercial development plans,

- \$137.00 per passenger X 100% unique visitors (923,000) will generate \$126,4512,000 onshore spend by cruisers by 2030.

Driving the following recommendations for buildout at the Port:

- 1,061 additional hotel rooms,
- 92,731 additional sq. ft. of restaurants and bars,
- 130,064 additional sq. ft. of retail.

The important trends in cruise travel are identified in the study as;

- Cruise passengers will grow from 1.935 million in 2018 to 3,781 million by 2030.
- 1.85 million additional passengers will be seen globally over the next 11 years,
- Cruise ships are increasing in berth and passenger capacity, increasing from 1,427 average passengers per ship in 1999 to 4,350 average passengers per ship in 2019.
- The Caribbean region is the largest product market for cruise ships, representing 38.4% of the total product offering- compared to the next most popular product which captures 15.1 (Asia/Pacific) of the total market.

- Carnival and RCCL brands represent 65% of the total market offering.

Based on these trends, and Galveston's proximity to the Caribbean market, the initial draft plan calls for – as a 'high scenario' - 5 – 6 berths over 20 years.

The Port is currently seeking feedback on the plan and the Trustees have asked TDAC to consider recommendations regarding the plan.

Comments are sought regarding;

- Recommended measurements to evaluate the impact/ success of cruisers,
- Opportunities to leverage cruise investments for existing tourism industry,
- Threats or challenges of cruise tourism to the existing tourism industry,
- Means by which to effectively market to a national market for pre- and post cruises.

Additional Resources Provided:

- Discussion items from past TDAC meeting
- <https://www.portofgalveston.com/DocumentCenter/View/2607/Strategic-Master-Plan-Preliminary-Draft-Presentation-Website> (Updated Port of Galveston Master Plan)

Cruise Master Plan Discussion
Tourism Development Advisory Committee
May 21, 2019

Marketing, Advertising and Public Relations

Existing or past efforts:

- Travel agent presentations in origin markets (Houston, Austin, Dallas/ Ft. Worth, San Antonio)
- Joint cruise line/ sales team presentations
- Trade show participation (CLIA 360, Seatrade, AMEX Cruise Planners and Cruise World)
- Attend monthly travel agent/ group planner ship inspections
- CLIA Trainings in Galveston
- Carnival and Royal Caribbean Sales Team FAM
- Digital banners on Trip Advisor/ Cruise Critic
- Print ad in Carnival in cabin reference guide
- Cruise sections in Destination Guide, Galveston.com and Galveston.comTV
- Travel agent contests
- Maps and signage on exterior of terminal
- Mural at 25th & Harborside
- Social media campaigns

Need to differentiate efforts for market segments, market segments discussed included;

- Pre arrival
- On site
- Return Cruisers
- One time cruisers
- Group/ incentive travel

Opportunities

- Digital confirmations generated by cruise lines for Galveston departures
- Market “book direct” lodging campaigns to be able to track impact of overnight cruisers
- Gather ‘passenger testimonials’.
- Track and respond to complaints about Port facilities/ Galveston experience by cruisers on online forums.

Synergies

- Leverage transit oriented center to provide circulation routes to downtown and the seawall.
- Improve, or require, improvements to terminal buildings to create an ambiance representative of our Galveston “character”.
- Install ‘community’ (as opposed to) commercial branding in terminals.

- Allow for recreational spaces in port area for fishing and boating. Work to ensure that fishing charters are not compromised by cruise traffic.
- Provide local businesses opportunities to sell retail or food and beverage. Require a certain percentage of 'local' or homegrown businesses in overall project.
- Organize cruise greeters.
- Showcase local art and artists at Port facilities.

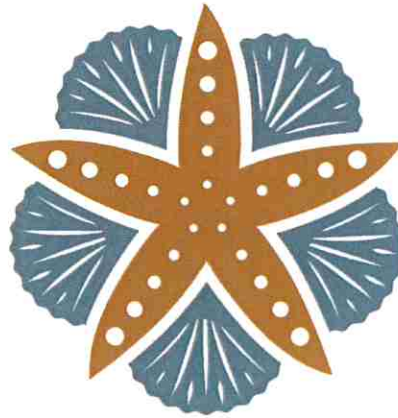
Relationship Management

- Current communication structure is unproductive for local businesses. Business model for the cruises is to maintain clients spending 'on board'. Sentiment was expressed of the need to take a more positive posture to the cruiselines to insist on concessions for improved community business opportunities.
- Recommendation: Research other cruise communities to identify where greater impact has been achieved for local destination.
- Share data between cruise lines and CVB on current and future trends.
- Passenger intercept surveys in terminal

BTR CAJUN THROWDOWN

POST-EVENT REPORT

REC'D 5/17/19



Special Event Incubator Funding

Regulations, Application
and Post-Event Reporting Documents

Presented by the
Park Board of Trustees of the City of Galveston

601 Tremont, Suite 200
Galveston, Texas 77550

Post Event Analysis Form

Event Name Bon Temps Rouler Cajun Throwdown		
Event Date(s) April 26-27, 2019		
Projected Attendance	Projected Operating Budget	Projected Hotel Room Nights
15,000	\$296,474	
Final Attendance	Final Operating Budget	Final Hotel Room Nights
6,000		

Final Room Night Calculation

Please complete the calculation below using the method you chose in the funding application. Use actual final numbers from the event.

<p>A. Hotel Room Block - Number of contracted rooms with Galveston hotels = _____ TRN Please attach signed hotel contract(s).</p>
<p>B. Ticket Sales/Registrations - Number of tickets/registrations sold 75 or more miles outside Galveston <u>890</u> x 0.61 = <u>542.9</u> TRN Please attach final ticket sales/registration report, including origin zip codes.</p>
<p>C. Total Attendance - Total attendance _____ x 0.045 = _____ TRN Please attach attendance accounting.</p>

Maximum Funding Calculation

Using the Total Hotel Room Nights (TRN) calculated above, please complete the following formula to determine the proposed maximum funding amount. The final funding amount will be determined upon CVB staff review and approval.

$\underline{542.9} \text{ TRN} \times \$132 \text{ (Average Daily Rate)} = \$ \underline{71,662.80} \div 7 = \$ \underline{10,237.54} \text{ Maximum Funding}$
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If you have any questions, please contact Bryan Kunz, Special Events Manager of the Galveston Island CVB at 409-797-5157 or email bkunz@galvestonevb.com.

Guidelines for Preparing Post-event Report

In addition to the post-event analysis on the previous page, you are required to submit a report summarizing the final outcome of the event no later than 30 days after conclusion of the event. Reports should be in .pdf or Microsoft PowerPoint format. All reports must contain the following information:

- Final event schedule
- Verified final attendance
- Event highlights with photos
- Summary of sponsors
- Advertising/promotion recap with invoices or other proof of purchase
- Financial summary
- Hotel calculations based on the method chosen by the promoter
- Overall impression of event
- Anticipations for next year

The above accounting of our Special Event Funding is accurate and true to the best of my knowledge.

Danielle Guidry
Authorized Signature

5-17-19
Date

Danielle Guidry
Print Name Here

Executive Director
Title/Responsibility

Return this form and post-event report no later than thirty (30) days following the last event day to the Galveston Island CVB, 601 Tremont, Suite 200, Galveston, TX 77550.

TDAC/Board Comments (CVB staff use only)