NOTICE OF REGULAR MEETING
Park Board of Trustees of the City of Galveston
Tourism Development Advisory Committee
Tuesday, November 17, 2020 at 9:00 a.m.
601 Tremont Street, Galveston, Texas 77550

In accordance with the order effective March 16, 2020 issued by the Office of the Texas Governor, the Park Board of Trustees will conduct this meeting via video conference in order to maintain social distancing guidelines for the reduction in the spread of the Covid-19 virus.

I. Call Meeting To Order

II. Roll Call And Declaration Of A Quorum

III. Conflict Of Interest Declarations

IV. Requests To Address The Committee

The public shall be allowed to provide comment to the Committee regarding one or more agenda or non-agenda items by completing the Public Comment Form available on the Park Board of Trustees website at the following link prior to the start of the meeting:

HTTPS://WWW.GALVESTONPARKBOARD.ORG/FORMS.ASPX?FID=65

V. Discuss And Consider Approval Of Meeting Minutes

Documents:

OCTOBER 20, 2020 TOURISM DEVELOPMENT COMMITTEE MEETING MINUTES .PDF

VI. Presentation Of Special Events/Festivals Permitting Study - Bryan Kunz (10 Minutes)

Documents:

SPECIAL EVENTS FESTIVALS PERMITTING RESEARCH OVERVIEW .PDF

VII. Presentation Of The Resident Sentiment Survey Recap - Anna Blount, Longwoods International (15 Minutes)

Documents:

RESIDENT SENTIMENT SURVEY RECAP.PDF

VIII. Presentation Of The Hotel Occupancy Tax Per Penny Valuation For September 2020 - Michael Woody (10 Minutes)
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   RESIDENT SENTIMENT SURVEY RECAP.PDF
VIII. Presentation Of The Hotel Occupancy Tax Per Penny Valuation For September 2020
   Michael Woody (10 Minutes)
   HOTEL TAX PENNY SEPTEMBER 2020.PDF
IX. Discuss And Consider Funding Of 2 New Holiday Activations, Mardi Gras For The Holidays…Ghosts Of Mardi Gras Past, Present And Yet To Come, December 12 & 19, 2020 And The Galveston Holiday Tree Trimming Contest For Island Businesses, December 1, 2020-January 4th, 2021 (Michael Woody, 10 Minutes)
   Documents:
   FUNDING OF HOLIDAY ACTIVATIONS - MARDI GRAS JHOLIDAY AND GALVESTON HOLIDAY TREE TRIMMING CONTEST.PDF
X. Discuss And Consider 2020-2021 Committee Work Plan (Will Wright, 30 Minutes)
   Documents:
   OVERVIEW_TDAC 2020 2021 WORK PLAN.PDF
XI. Monthly Convention & Visitors Bureau (CVB) Reports
   Documents:
   MONTHLY CONVENTION AND VISITORS BUREAU REPORTS.PDF
XII. Future Agenda Items
XIII. Announcements
XIV. Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - December 15, 2020
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 November 13, 2020, 5:00 p.m.

Approved as to Format
Will Wright
Chair, TDAC

Approved
Spencer Priest
Chair, Park Board of Trustees

Kelly de Schaun
Park Board CEO

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 Committee meeting was called to an order at 9:00 A.M.

II. 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 Absent: Barbara Sanderson Ted O'Rourke.

III. Conflict Of Interest Declarations

   There were no conflict of interests declared.

IV. Requests To Address The Committee

   There were no requests made to address the committee.

V. Discuss And Consider Approval Of Meeting Minutes

   Motion: Maureen Patton made a motion to approve September 22, 2020 meeting minutes.
   Second: Trey Click second the motion.
   Vote: 13-0 (2 abstained) James Clark not present for the vote.

VI. Introduction Of New Tourism Development Advisory Committee Members - Will Wright (10 Minutes)

   Will Wright introduced the new members of the Tourism Development Advisory Committee.

VII. Review Of 2019-2020 HOT Collections And Overview Of Tourism Development Budget - Bryson Frazier (20 Minutes)

   Bryson Frazier, Chief Financial Officer, presented the HOT Collections and Tourism Development Budget.

   The August 2020 collections were successfully submitted to the City on 10/5/2020. Revenues registered a penny value of $209,977 for August 2020, compared to $212,309 in August of 2019. This represents a 1% decrease compared to August 2019. The actual penny value for August 2020, however, is 50% above COVID adjusted budget, which forecasted only $139,954 in HOT penny value.

   The current actual Hotel Occupancy Tax penny value for the FY20 twelve-month period of September 2019 through August 2020 came in at $1,721,523. That's 14% below the FY19 actuals, 16% below the FY20 original budget, but 31% higher than the COVID adjusted budget.

   Also included in your packet is the final Tourism Development Operating Budget as approved by the Board of Trustees. Total operating revenue for this department is equivalent to 3X the budgeted HOT penny value ($1,539,870) or $4,619,610. In addition, $996.00 in contingency for special projects was requested and approved as a draw from cash reserves. The beginning balance of cash reserves was $5,116,073, and with this draw, cash reserves will rest at $4,152,115 at the close of the 2020-21 fiscal year, if all projects listed are requested by staff and approved by the Board.
VIII. Update On Short Term Rental HOT Collections - Bryson Frazier (10 Minutes)

Staff has been working with City staff on a Short-Term Rental – Voluntary Collection Agreement (VCA) project. The City’s Finance Director started a conversation with Council regarding non-compliant STRs and VCA’s As a result, a task force has been established to study the issue.

While STR revenue collections continue to increase as a percentage of total HOT collection, there is still a significant number of STR properties that are not registered and therefore not remitting the required HOT. Quantifying that number is difficult. Staff has enlisted a third-party that will use software to scrape data from platforms like Airbnb, Expedia, and VRBO, and use that data to produce a list of invisible STRs.

In the meantime, Staff has been in contact with representatives from the State Controller’s Office and members of STROAG. Staff is studying the pros and cons of VCA’s. For example, the state’s HOT penny value has surpassed the City’s after entering into VCAs; however, it remains to be seen how the state will ensure compliance with the proper application of HOT as they have not audited any VCAs yet. Staff is also reaching out to other cities that have either entered into VCAs or opted out of entering them.

November 17, 2020 the Park Board staff will be presenting to City Council regarding the Short Term Rental Compliance.

IX. Update On Status Of Events And Permitting - David Smith, City Of Galveston (15 Minutes)

David Smith with the City of Galveston presented an update on current rules and regulations related to outdoor events and the issuing of permits. Much is driven by Governor Greg Abbott’s Executive Order GA-30.

Following is section 6 of that Executive Order that relates to outdoor gatherings and is still currently in effect on a state level:

6. For any outdoor gathering in excess of 10 people, other than those set forth in paragraph Nos. 1, 2, 3, or 5, the gathering is prohibited unless the mayor of the city in which the gathering is held, or the county judge in the case of a gathering in an unincorporated area, approves of the gathering, and such approval can be made subject to certain conditions or restrictions not inconsistent with this executive order.

David Smith stated that the City will be opening to runs and this was decided due to the organizations COVID plans. All events must submit a COVID plan with the application for approval to have their events.

X. Presentation Of 2020 Downtown Holiday Plans - Trey Click (15 Minutes)

Over the past few years, the Park Board has invested resources to transform downtown by adding garland, weaths, accent lighting on buildings and other festive decorations. This has been a collaborative effort between Mitchell Properties, The Downtown Partnership, City of Galveston and the Park Board.

As a result of reduced budgets from all participating organizations, The Partnership is requesting a sponsorship of $18,000 to include the installation of the 32’ Christmas tree at Saengerfest Park, Installation of ribbon and wreaths on Gas Lamp posts on The Strand and Post Office, repair and replacement of lightbulbs on The Strand and Postoffice, installation of banner poles for street garland at intersections on The Strand, and electrical work on The Strand and Postoffice tied to the lighting initiative. In addition, 3 photo-op vignettes will be created in the district.

XI. Update On Staffing Analysis- Michael Woody (10 Minutes)

At the request of the Committee, staff was asked to research Full-Time staffing levels of the CVB over the past three years and touch on the creation of any new positions.

Looking back to 2017, the Full-Time staffing level rested at 15 which included a Sales Team of 5, Marketing/Communications team of 5, Destination Services team of 3, an Office Coordinator and CVB Director.

In 2018, the Full-Time staffing level rested at 16, growing the team by 1 Full Time Equivalent (FTE). The new position was the Creative Services Coordinator (Videographer/Photographer) in the Marketing team. Some additional changes took place during this year to pivot focus on serving the customer. We moved one FTE from the Sales Team, creating an additional Destination Services Coordinator position.

In 2019, the Full-Time staffing level rested at 19, growing the team by 3 FTE’s. The new positions included two Destination Specialists (Visitor Information Center staff who were elevated from Part-Time to Full-Time) and the
addition of a Marketing Coordinator (Graphic Design).

In 2020, the Full-Time Staffing level rested at 19, until a reduction in force was implemented as a result of the COVID-19 pandemic. The positions that were eliminated included 3 FTE’s from Destination Services (Destination Experience Manager and 2 Destination Specialists – all tied to the Visitor Information Center), and 1 FTE from Marketing (Public Relations Manager).

Following the 2020 reductions, the Full-Time staffing level rested at 15 which includes a Sales Team of 4, Marketing/Communications Team of 6, Destination Services of 3, an Office Coordinator and the Chief Tourism Officer.

Staffing levels remain the same for FY2020/21.

XII.  Update On VisitGalveston.Com Microblog Launch - Melody Smith (10 Minutes)

Due to changes in the contractual agreement with galveston.com, the CVB developed a microblog site to bridge the gap until the full destination website launches in May 2021. This new platform allows the CVB an opportunity to begin building the VisitGalveston.com brand and provides an online presence, driving traffic to relative content to support earned, owned, and paid initiatives.

The site, www.visitgalveston.com, had a soft launch on October 1, 2020. The marketing team is developing storytelling content to maximize engagement and SEO.

The site’s primary strategy is to provide rich, diverse blogs that appeal to target markets while educating potential visitors on the variety of Galveston’s offerings and encouraging visitation. To offer more variety of content, we will be inviting local influencers to write and submit blogs to promote their attractions and businesses.

During the transition, until the launch of the full VisitGalveston.com website, the Park Board will deliver the best user experience and hyperlink to partner websites and Galveston.com. These links will provide consumers with additional content not found on the microblog website including, lodging and dining reservations, ticket sales and category listings.

XIII.  Monthly Convention & Visitors Bureau (CVB) Reports

Michael Woody update the committee of efforts made by CVB for the month of September 2020.

XIV.  2019-2020 Committee Work Plan

XV.  Future Agenda Items

Tour of the new Mobile Visitor Information Center

Group Best Practices

Resident Sentiment Survey

XVI.  Announcements

The committee members gave an update on their organizations upcoming events and status.

XVII.  Next Tourism Development Advisory Committee (TDAC) Scheduled Meeting - November 17, 2020

XVIII.  Adjournment

The Tourism Development Advisory Committee meeting adjourned at 10:57 A.M.
Agenda Item:  Presentation Of Special Events/Festivals Permitting Study - Bryan Kunz (10 Minutes)

Background:

CVB staff conducted research to determine current practices for permitting special events, and how those practices may have changed due to COVID-19. This included contacting colleagues across the State of Texas to have a better understanding of the rules and requirements their municipalities have put into place. Though all are following the guidelines put forth by the Governor’s Office, several municipalities have developed requirements above and beyond the State’s. Staff was also able to glean what other municipalities are experiencing in terms of the level of permit/event applications and what is being approved if guidelines are met.

Because of the constantly changing dynamic regarding the response to COVID 19, what is true today in terms of regulations and restrictions, may not be the case tomorrow. Although City governments and promoters are looking at delivering events in creative ways to be compliant, the uncertainty of the pandemic is causing many, on both sides, to reconsider and look to postpone and deliver the event in the following year. For the most part, the research is consistent with what we are experiencing in Galveston. Staff will report findings of that research.
**Agenda Item Overview**

**Agenda Item:** Presentation of the Resident Sentiment Survey Recap

**Background:** Galveston Park Board commissioned Longwoods International to conduct a survey of Galveston Island residents designed to measure perceptions and attitudes regarding tourism and its impacts, as input into potential communications and program development. Longwoods International’s Resident Sentiment Research looks at public perceptions from all sides, including the positives and negatives of economic development, environmental impacts, overtourism, quality of life, and other areas. For this study, the following method was implemented:

- Online survey
- The Galveston Island Convention & Visitors Bureau and their community partners distributed the survey link via social media channels, emails and water bills.
- Sample: 560 adults (18 years and older) residing in the following zip codes: 77550, 77551, and 77554

**Some Key Findings:**
- Around three-fourths of Galveston resident respondents support tourism.
- While most Galveston resident respondents support tourism growth, they also believe tourism development needs to be planned and controlled.
- Over half of Galveston resident respondents believe their local government is going a good job at promoting tourism and believe the local government should help fund those efforts.
- The majority of Galveston resident respondents believe tourism encourages community investments and the tax revenues tourists bring means residents pay lower state and local taxes. However, there are concerns, such as the lack of perceived quality tourism jobs and price inflation. Also, almost half of residents don’t believe tourism increases their household’s standard of living.
- Despite concerns about traffic congestion and parking, almost two-thirds of Galveston resident respondents recognize that tourism leads to an overall better quality of life, including more recreational opportunities and maintaining/preserving local historical and cultural sites.
- Over half of Galveston resident respondents don’t believe tourism negatively impacts the environment, and over three-fourths believe careful planning can alleviate such harm.
- Almost all of Galveston resident respondents are informed and engaged in tourism.
- Two-thirds of Galveston resident respondents support the use of public funds to develop public art programs, performances, and installation.
- The transportation programs most appealing to residents are bike path along length of the Island, shuttle buses, and bus service to beaches and parks on weekends.
- The recreational amenities garnering the most support among residents are beach park pavilions and mobility impaired services at beach parks.
- While the majority of Galveston resident respondents support festivals and acknowledge that they benefit the community, there are still concerns about the traffic they cause.
- Three-fourths of Galveston think cruise traffic primarily impacts Harborside Drive, and over half say they can still maneuver around the island on cruise sailing days.
- Galveston resident respondents believe that tourism has a negative impact on both traffic and parking.
- When asked what industries are most important to the local economy, tourism ranks 2nd out of 17.
Agenda Item Overview

**Agenda Item:**  Presentation Of The Hotel Occupancy Tax Per Penny Valuation for September 2020

**Background:**  The HOT Penny Report has been updated through September 2020. The September 2020 collections were successfully submitted to the City on 11/5/2020. Revenues registered a penny value of $252,697 for September 2020, compared to $186,863 in September of 2019. This represents a 35% increase compared to September 2019. The actual penny value for September 2020, however, is 175% above the budgeted penny value of $92,014. It was the best September we have had on record (reviewing records back to 2005).
## HOT Per Penny Collections Compared to Previous Actual and Budget

### Actual Collections By Year and Month:

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<tr>
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</thead>
<tbody>
<tr>
<td>September</td>
<td>80,880</td>
<td>91,708</td>
<td>73,303</td>
<td>105,794</td>
<td>130,269</td>
<td>155,455</td>
<td>168,136</td>
<td>174,346</td>
<td>186,863</td>
<td>252,697</td>
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<td>October</td>
<td>72,178</td>
<td>71,077</td>
<td>95,408</td>
<td>141,445</td>
<td>99,215</td>
<td>112,877</td>
<td>123,020</td>
<td>114,215</td>
<td>123,102</td>
<td>87,446</td>
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<td>November</td>
<td>64,964</td>
<td>76,200</td>
<td>95,696</td>
<td>93,133</td>
<td>96,929</td>
<td>90,675</td>
<td>117,665</td>
<td>106,200</td>
<td>114,880</td>
<td>83,550</td>
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<td>December</td>
<td>41,158</td>
<td>52,480</td>
<td>58,910</td>
<td>70,608</td>
<td>81,182</td>
<td>100,269</td>
<td>109,764</td>
<td>104,091</td>
<td>114,545</td>
<td>54,630</td>
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<td>January</td>
<td>46,281</td>
<td>54,422</td>
<td>53,096</td>
<td>63,771</td>
<td>76,834</td>
<td>80,679</td>
<td>117,665</td>
<td>106,200</td>
<td>114,880</td>
<td>57,500</td>
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<td>February</td>
<td>61,815</td>
<td>73,588</td>
<td>67,957</td>
<td>90,641</td>
<td>100,269</td>
<td>112,877</td>
<td>123,020</td>
<td>114,215</td>
<td>123,102</td>
<td>87,446</td>
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<td>April</td>
<td>100,927</td>
<td>100,267</td>
<td>104,902</td>
<td>124,486</td>
<td>141,083</td>
<td>146,737</td>
<td>141,083</td>
<td>12,062</td>
<td>116,058</td>
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<td>May</td>
<td>111,757</td>
<td>117,690</td>
<td>101,458</td>
<td>148,300</td>
<td>153,867</td>
<td>174,112</td>
<td>166,390</td>
<td>146,985</td>
<td>126,106</td>
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<td>June</td>
<td>195,163</td>
<td>168,029</td>
<td>181,452</td>
<td>216,617</td>
<td>239,946</td>
<td>263,300</td>
<td>312,501</td>
<td>320,122</td>
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<td>July</td>
<td>205,233</td>
<td>275,125</td>
<td>345,448</td>
<td>288,550</td>
<td>293,281</td>
<td>323,392</td>
<td>308,357</td>
<td>219,428</td>
<td>299,776</td>
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<td>August</td>
<td>191,742</td>
<td>205,544</td>
<td>186,833</td>
<td>201,101</td>
<td>165,815</td>
<td>173,683</td>
<td>219,644</td>
<td>212,309</td>
<td>209,977</td>
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<td>Total</td>
<td>$1,295,683</td>
<td>$1,411,513</td>
<td>$1,476,939</td>
<td>$1,674,120</td>
<td>$1,675,659</td>
<td>$1,839,089</td>
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<th>2021 Actual Compared to 2020</th>
<th>Budget 2020/2021</th>
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<tr>
<td>September</td>
<td>35%</td>
<td>35%</td>
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<tr>
<td>October</td>
<td>-29%</td>
<td>10%</td>
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<td>November</td>
<td>-27%</td>
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<td>December</td>
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<td>January</td>
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<td>February</td>
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<td>March</td>
<td>25%</td>
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<tr>
<td>April</td>
<td>862%</td>
<td>1%</td>
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<tr>
<td>May</td>
<td>-14%</td>
<td>-1%</td>
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<tr>
<td>June</td>
<td>-30%</td>
<td>-8%</td>
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<tr>
<td>July</td>
<td>37%</td>
<td>-1%</td>
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<tr>
<td>August</td>
<td>0%</td>
<td>-1%</td>
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<tr>
<td>Total</td>
<td>110%</td>
<td>Current YTD Collections of Total</td>
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<table>
<thead>
<tr>
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<th>Growth/(Decline)</th>
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<tr>
<td>Total Actual Collections</td>
<td>17%</td>
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<td>Original FY21 Budget</td>
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<td>Over/(Under) Budget</td>
<td>$245,683</td>
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<td>23%</td>
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### Projections/Assumptions:

Current monthly projections match budgeted amounts.
Agenda Item Overview

**Agenda Item:** Discuss and Consider 2 new Holiday activations, *Mardi Gras for the Holidays...Ghosts of Mardi Gras Past, Present and Yet to Come*, December 12 & 19, 2020 and the *Galveston Holiday Tree Trimming Contest* for Downtown Island Businesses, December 1, 2020-January 4th, 2021

**Background:**

**Mardi Gras for the Holidays:** This holiday activation would be a fun and unique expansion of Galveston’s famed Dickens on the Strand (Squares). Playing off the Charles Dickens classic tale, *A Christmas Carol*, we would create an Island promotion in partnership with the various Galveston Mardi Gras Krewes. We would provide each Crew with one large tree per participating float (creating a partnership with Home Depot or Tom Thumb). Each tree would be decorated in one of three focus areas, Mardi Gras Past (decorating the tree with MG items from the past), Mardi Gras Present (decorating the tree with MG items from the past three years), and Mardi Gras Yet to Come (let your imagination run wild).

The floats will be positioned in three key areas, including Moody Gardens, Stewart Beach, and in the Cruise Terminal Parking lot. These locations were chosen to allow for viewing from vehicles, much like a driving light tour found in many destinations. The public will vote on their favorite Float/tree by linking to VisitGalveston.com and they hyperlinking to a voting platform. Voting will be limited to one vote per device. The votes will cumulate over the two Saturdays of the contest/promotion. We will explore the addition of a charitable donation platform to be incorporated into the voting functionality.

Each participating Float will receive a $500 sponsorship that can either be used to decorate the float to contributed to the charity of their choice.

**Prize elements:**
First Place Prize in each category (3 X $3000.00) - $9,000.00
Second Place Prize in each category (3 X $1000.00) - $3,000.00
Third Place Prize in each category (3 X $500.00) - $1,500.00

**Floats:**
Float Sponsorship (30 @ $500.00) - $15,000.00
Tree Sponsorship (30 @ $100.00) - $3,000.00

**Galveston Holiday Tree Trimming Contest:** This program is designed to drive traffic into Galveston Island businesses in the downtown corridor during the Holiday season. This program will create a unique Holiday experience which will bringing customers into stores and businesses to admire the creatively decorated trees, the opportunity for customers to vote on their favorite entries, and great photo-ops for customers (and business owners taking pictures of customers) in front of the trees.

Each participating downtown business (limited to the first 50) will receive a complimentary tree to decorate and $250 sponsorship that can either be used to help decorate the tree or promote the program to their own database. Business owners will be encouraged to position the tree in the front window so that the public can see the tree and vote on their favorite even outside of business hours (keeping the tree lit).
The public will vote on their favorite tree by linking to VisitGalveston.com and they hyperlinking to a voting platform for the Holiday Tree Trimming Contest. Voting will be limited to one vote per device. The votes will cumulate over the entire run of the program, December 1, 2020 – January 4, 2021.

**Prize elements:**
- First Place Prize: $2,000.00
- Second Place Prize: $1,000.00
- Third Place Prize: $500.00

**Businesses:**
- Decorating Sponsorship (50 @ $250.00) - $12,500.00
- Tree Sponsorship (50 @ $100.00) - $5,000.00

**Staff Recommendation:** Staff recommends launching these two initiatives. Promotions will be pushed into key drive markets through digital advertising and social media platforms, highlighting the event and encouraging visitation. Messaging will include all the various activities that visitors can enjoy (shopping dining, galleries, attractions) prior to the parade lights tour and while exploring Galveston to view the decorated trees, encouraging a longer day trip and preferably an overnight stay.

Staff will explore a Social Media contest tied to the most engagement by a Krewe tied to the greatest number of photo shares and likes for their decorated float.

Staff will explore a Social Media contest tied to the most engagement by a business owner for the greatest number of photo shares and likes of their Trimmed Tree.

**Supplemental Advertising and Promotion for both initiatives:**
- Digital Advertising and Promotion: $4,000.00
- Social Media Promotion: $2,000.00

**Funding Source:** 2020-2021 TD 70-7002 Special Projects Fund

- Float Contest: $31,500
- Businesses Contest: $21,000
- Supplemental Advertising and Promotion: $6,000.00

Total $58,500.00
Agenda Item: Discuss and Consider 2020-2021 Committee Work Plan

Background: The Committee Work Plan is the annual document that guides the work and focus of the committee through the year with the mission and vision of the Park Board and the Annual Work Plan as the guidepost. The committee will review last year’s work plan and make recommendations on sunsetting completed initiatives or those that no longer resonate and establishing new initiatives that will advance the work of the committee. Committee initiatives support those established by the Board of Directors and are centered around Sustainable Tourism Plan development, Best Practice Guidelines for Meetings and Events, Destination Marketing, Promotions and Sales, Tourism and Convention Services Technology and Communications Tools, and Experience Development.

Vision Statement: The Park Board of Trustees of the City of Galveston’s (PBTG) vision is to lead Galveston and Texas in creating a tourist destination that promises an exciting variety of experiences, a high quality-of-life for residents, and wonderful amenities that deliver lifelong memories that make people want to return - and to bring their friends and family.

Mission Statement: The Park Board of Trustees of the City of Galveston’s mission is to promote Galveston Island, its beaches and natural resources, attractions, and heritage; to attract visitors to Galveston Island; to assure that Galveston’s assets, for which the Board of Trustees is responsible, provide visitors, residents, and staff members with exemplary experiences in an environment that is safe, clean, accessible, fun, and environmentally sensitive.
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]
<table>
<thead>
<tr>
<th>Strategic Goals</th>
<th>Tactical Approaches</th>
<th>Planned Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Treasure</td>
<td>International Model of Blended Tourism</td>
<td><strong>International Recognition.</strong> Develop and implement Blue Flag international beach quality certification program under the auspices of the American Shore and Beach Preservation Association U.S. pilot.</td>
</tr>
<tr>
<td></td>
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<td><strong>International Recognition.</strong> Support Galveston Island Convention Center in obtaining Global Biorisk Advisory Council’s STAR Facility Accreditation for the facility in the response to COVID-19 pandemic.</td>
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<td></td>
<td><strong>Destination Marketing.</strong> Develop and launch CVB owned and maintained website and destination guide that integrates Customer Relationship Management and Contact Management System platforms.</td>
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<td><strong>Support World Class Attributes.</strong> Prioritize the implementation of Dellanera beach and dune and Babe’s Beach beach renourishment projects in 2021.</td>
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<tr>
<td></td>
<td></td>
<td><strong>Support World Class Attributes.</strong> Execute JLL consultancy to seek Public/Private sector partnership opportunities for development of Stewart Beach.</td>
</tr>
<tr>
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<td></td>
<td><strong>Support World Class Attributes.</strong> Advocate for the disbursement of funding for the East End Lagoon Preserve from CoG and RESTORE.</td>
</tr>
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<td></td>
<td>Leader in Next Generation destination marketing systems.</td>
<td><strong>Expansion of Social Media.</strong> Activate internal, local, regional, national and international influencers to serve as content and brand ambassadors through the development of engaging storytelling content that increases followers, engagement and impressions across all platforms.</td>
</tr>
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<td></td>
<td><strong>Strong Internet Presence.</strong> Maintain VisitGalveston.com micro blog actualized and initiate search engine optimization, content development, training, quality assurance and testing prior to the full site going live May 2021.</td>
</tr>
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<td></td>
<td><strong>Data Driven Marketing.</strong> Gather, monitor and report aggregated data via a Park Board/CoG customized dashboard which will guide destination management strategies and enable local governmental coordination to address tourism demand/supply opportunities.</td>
</tr>
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<td></td>
<td><strong>Strategic Campaigns.</strong> Link educational opportunities in Galveston to support and enhance Texas cirriculum requirements for home schooling and field-trip experiences for students enrolled in structured learning through the ISD system.</td>
</tr>
</tbody>
</table>
## 2020-2021 Annual Work Plan

### Strategic Goals | Tactical Approaches | Planned Activities
--- | --- | ---
**National Treasure** | Leader in Next Generation destination marketing systems. | **Niche Marketing.** Continued support and development of recreational fishing, birding, boating, stewardship and conservation, arts and culture, and heritage tourism.

**Niche Marketing.** Cultivate active engagement of visitors through the creation of Galveston 'loyalist' or ambassador programs for beaches and the East End Lagoon Preserve.

### Galveston: National Destination | Leading national destination year round | **Uplift Galveston's uniqueness.** Implement the National Endowment for the Arts Downtown Cultural Arts Master Plan project through partnership with CoG and the Galveston Art Center.

**Conduct Market research.** Socialize findings of JLL "Destination Strategic Plan", identifying common areas of priority and building consensus on a Sustainable Tourism Development Plan for Galveston.

**Beach Life Cycle.** Partner with the GLO on the engineering and design of the Texas Tier 1 Resilency Project at 8 Mile Rd. on Galveston West End.

**Beach Life Cycle.** Partner with the GLO on the execution of the Historic Seawall beach nourishment project.

**Beach Infrastructure.** Seek funding for the pilot construction of the mobile services amenities concept designed by Rogers Partners to provide near user facilities in parks.

**Beach Infrastructure.** Formalize procedures, costs and process for signage inventory, fabrication and replacement for required beach access signage through the CoG.

**Park Development.** Progress the Stewart Beach drainage project, executing in 2021 IDC resources and soliciting the necessary additional resources through GLO support.

**Park development.** Execute the Dellanera Park renovation of community room and construction of additional amenities; VIP camping, balcony improvements and party area.

**Park Development.** Undertake the promotion and management of competitive bidding of eligible concessions.
## 2020-2021 Annual Work Plan

<table>
<thead>
<tr>
<th><strong>Strategic Goals</strong></th>
<th><strong>Tactical Approaches</strong></th>
<th><strong>Planned Activities</strong></th>
</tr>
</thead>
</table>
| **Galveston: National Destination** | *Maintain high quality beaches and parks.* | **Beach Safety & Cleanliness.** Cooperate with the GLO on efforts to remove post storm debris from Galveston West End public beaches.  
**Environmental Sustainability.** Build collaborative partnerships for the development of an integrated anti-litter campaign and placement of solid waste management infrastructure on Galveston beaches  
**Align Resources with Needs.** Undertake board driven discussions regarding funding gaps for Beach Patrol and Coastal Zone Management. |
| **Advanced Tourism & Convention Marketing & Services** | *Leader in Innovating destination marketing & services.* | **Innovative Marketing.** Implement annual integrated marketing communications plan that reaches key target markets and highlights Galveston’s unique defining elements, while ensuring effectiveness and market penetration through data supported platforms that provide flexibility and the ability to shift to maximize ROI and support KPI’s.  
**Visitor Services.** Launch the new mobile visitor Information center unit, developing key activations initiatives and programs to engage with leisure travelers, meetings market, festivals and events.  
**Visitor Services.** Collaborate with the Galveston Regional Chamber of Commerce on the development of the new expanded visitor information center location, interactive exhibits, visitor engagement, experiential education, and docent programs.  
**Brand Ambassadors.** Continue to cultivate local ambassadors through the Certified Tourism Ambassador program through both in-person and online curriculum.  
**Community Impact.** Collaborate with Vision Galveston on the facilitation of four focus groups to further cultivate information gleaned from the Resident Sentiment Survey, an element of the Destination Strategic Plan.  
**Community Input.** Coordinate a minimum of four direct contact events with the CEO and/or Board members with local community groups to solicit feedback.  
**Data Driven Decision Making by board.** Formalize a series of organizational indicators through the strategic planning process to standardize regular Board and community reporting and decision making processes. |
## Strategic Goals | Tactical Approaches | Planned Activities
--- | --- | ---
**Advanced Tourism & Convention Marketing & Services**<br>Recognized leader in applications of destination market and services technologies. | **Strategic Marketing.** Engage with industry leaders in the space of placing, tracking and evaluating paid advertising programs and platforms to maximize ROI, market penetration, targeted market expansions, impressions and ultimately visitation. | **Adapting to Industry Changes.** Develop 360 visitation and exploration tools for significant group and meeting facilities.  
**Engage in Diverse Markets.** Develop tools and visual aids to support the authentic representation of Galveston and marketing to diverse target markets.  
**Engage in Diverse Markets.** Cultivate the commemoration and recognition of heritage months that celebrate the cultural diversity of Galveston with authentic storytelling and experiences.  
**Integrated and aligned destination services.** Curate authentic and immersive island experiences that drive unique deliverables through cultivated local services and established partnerships.  
**Unify outreach to group and meeting business to benefit local businesses.** Integration of Contact Management database and webservices. |
**Convention & Group Services**<br>recognized for "best in class" services. |  |  
**Integrated and Aligned Planning, Budgeting and Assessment to ensure Outstanding Tourism Experiences for the Next 100 years.**<br>Consensus driven master planning for operational components; from tourism development and administration to beach operations and park development. | **Master Planning.** Facilitate the Board and stakeholder review of strategic planning efforts to align to new priorities and operating environments.  
**Emergency Planning.** Ensure continued maintenance of emergency reserve funding.  
**Facilities Planning.** Convene Seawolf Park Board and stakeholder taskforce for University of Texas in San Antonio planning charrette.  
**100 Year Mindset.** Actively support of projects identified in the GLO Texas Coast Resilency Plan and US ACE Galveston District Texas Coastal Protection and Resilency Feasibility Study. |
<table>
<thead>
<tr>
<th>Strategic Goals</th>
<th>Tactical Approaches</th>
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</thead>
<tbody>
<tr>
<td><strong>A Respected, Trusted Public Agency</strong></td>
<td>Support Initiatives the preserve, protect and strengthen Galveston’s assets.</td>
</tr>
<tr>
<td></td>
<td>Strategic Partnerships. Maintain strategic partnerships with Texas Tourism Alliance, Texas Hotel &amp; Lodging Association, Galveston Chamber of Commerce, US Army Corp of Engineers Galveston District, Texas GLO, American Shore and Beach Association, United Way, Jesse Tree Foundation.</td>
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<tr>
<td></td>
<td>Regional Leadership. Seek solutions to funding gaps for maintenance of Texas beaches at a municipal level.</td>
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<td>Dissemination of best practices. Explore grant opportunities with the Economic Development Administration, in partnership with Houston First, Meeting Professionals International, and the Events Industry Council, tied to reestablishing the Meetings Market post COVID-19 Pandemic.</td>
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<td></td>
<td>Adoption of best practices. Reinvigorate and continue education around the importance of adherence to COVID policies and practices.</td>
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<td></td>
<td>Community Communication. Execute a community oriented communication plan through integrated media (social, print, presentations, inclusions in local newsletters) that emphasizes defined key messages.</td>
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<tr>
<td></td>
<td>Realities of Tourism: Continue to monitor and communicate the impacts of reduced visitation due to COVID 19, including events, festivals, group and convention business and cruises.</td>
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<tr>
<td></td>
<td>Economic Impact. Continue leadership position on and support of Lone Star Coastal Recreational Area initiatives to package and commercialize regional nature and heritage based recreational experiences.</td>
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<tr>
<td></td>
<td>Economic Benefits. Work cooperatively with the CoG to increase tax compliance in vacation rental markets.</td>
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<tr>
<td></td>
<td>Economic Development Partnerships. Launch activation programs identified in the JLL &quot;Destination Strategic Plan&quot; in partnership with the CoG that enhance both the resident and visitor experience.</td>
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<tr>
<td></td>
<td>Economic Development Partnerships. Participate with Houston First on development of regional booking platform.</td>
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<td>Economic Development Advocacy. Focus on key messaging as defined in Advocacy Plan.</td>
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</tbody>
</table>

**Support regional economic development initiatives**

**Stewards of a destination model that emulates best practices**
<table>
<thead>
<tr>
<th>Strategic Goals</th>
<th>Tactical Approaches</th>
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</tr>
</thead>
<tbody>
<tr>
<td>A model of Effective, Efficient Government</td>
<td>High performance public board recognized for operational and trustee integrity, fiscal responsibility and accountability.</td>
<td>Audits. Conduct and disseminate annual third party fiscal audit.</td>
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<tr>
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<td>Audits. Conduct third party audits of hotel taxpayers and identify non-compliant vacation rentals.</td>
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<td>Planning Drives Budgeting. Enhance forward planning ability through the development and institutionalization of regular budget projection and reporting processes for revenues and expenditures.</td>
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<td>Key Document Reviews. Annual board review and approval of work plans, financial documents, human resource handbook and by-laws.</td>
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<td>Key Document Reviews. Review and enhance existing policies as identified in the CFO By Design financial review and the Park Board CFO, including; Procurement, Contracting, Cash Management and Reconciliations.</td>
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<td>Key Document Reviews. Standardize and input essential contractual documents to Contract Management System develop in cooperation with CoG Controller.</td>
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<td>Responsible budgeting. Explore opportunities for sponsorship/naming opportunities to offset hard costs and expand Park enhancements.</td>
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<td></td>
<td>Responsible budgeting. Establish and initiate opportunities for marketing of community and tourism assets through the monetization of CVB media channels.</td>
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<td></td>
<td>Responsible budgeting. Modernize and standardize vehicle fleet through the outsourcing of vehicle procurement, maintenance and final disposition.</td>
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<td>Relationship building. Reinvigorate community participation and outreach programs such as Wave Watchers, Junior Guards and CTAs after complications from COVID 19 hindered program delivery in 2020.</td>
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<td></td>
<td>Staff and employees recognized as respected leaders within Galveston and also be regional and nationally recognized for professional accomplishments.</td>
<td>Ethical Standards. Institutionalize a comprehensive Diversity, Equality and Inclusion program supported by policy, employee and stakeholder engagement and activation initiatives in order to authentically reflect the composition of the community and better serve visitors.</td>
</tr>
<tr>
<td>Strategic Goals</td>
<td>Tactical Approaches</td>
<td>Planned Activities</td>
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</tr>
<tr>
<td>A model of Effective, Efficient Government</td>
<td>Staff and employees recognized as respected leaders within Galveston and also be regional and nationally recognized for professional accomplishments.</td>
<td>Ethical Standards. Upgrade and ensure compliance with protocols to protect victim detection in the performance of public health and safety activities.</td>
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<tr>
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<td></td>
<td>Civic Engagement. Facilitate four (4) focus group discussions through a partnership with Vision Galveston to further understand resident sentiment towards tourism development.</td>
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<td>Civic Engagement. Launch the VoterVoice platform, a comprehensive digital advocacy tool that will help us to mobilize and inform supporters, and amplify our message on legislative and regulatory issues, linking directly to those elected individuals who represent us on local, state, and federal levels.</td>
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<td>Commitment to High Performance. Undertake a facilitated Leadership Team Summit with executive management to align working structures and relations.</td>
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<td></td>
<td>Staff recruitment and retention. Engage the Board of Directions in succession planning for the Executive Management team.</td>
</tr>
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</table>
OCTOBER 2020 EXECUTIVE SUMMARY

GALVESTON ISLAND CONVENTION & VISITORS BUREAU

For October we produced 10 leads with 3,554 potential room nights. In addition, we had 10 Definite Bookings resulting in 4,170 room nights with an estimated economic impact of $5,026,380. Year to Date Definite Bookings are 4,170 future room nights. The definite business booked year to date has a potential economic impact of approximately $5,026,380 for Galveston Island. (Note: This figure is based on Destination International’s Economic Impact Calculator.)

Definites: 10
2020 – 5
2021 – 3
2022 – 1
2023 – 1

ACTIVITIES & UPDATES:

• TRADE SHOWS/SALES EVENTS:
  Connect Marketplace, virtual, Ciara
  TSAE New Ideas Conference, virtual, all

• INDUSTRY MEETINGS/NETWORKING:
  Numerous webinars and industry research presentations, virtual, all
  Galveston Mindful Bend & Brunch, Austin and virtual, all
  MPI Houston, virtual, Ciara
  Texas City/La Marque Chamber of Commerce, Tiffaney
  C-Crewe Luncheon, Bryan and Tiffaney
  Galveston Regional Chamber Golf Tournament, Bryan

• SITE VISITS/FAMs:
  Society of Plastics Engineers, 2021, Bryan and Ciara
  Healthcare Advocates Summit, 2021, Bryan
  Boating Trades Association of Metro Houston, 2021, Bryan
  Saltwater Gift Shop, 2021, Bryan

DESTINATION SERVICES

• Group Serviced:
  35 events serviced / 77 total attendance

• Visit Galveston App
  Total Users - 173
  Total Sessions - 209
  Pageviews - 1409
  IOS Downloads - 48
  Android Downloads - 10

VISITOR CENTER

• Chamber Visitor Center Traffic: 648
• Guide Requests: 385

CTA PROGRAM
• New CTA’s - 12
• Renewed CTA’s - 10%

PUBLIC RELATIONS

Attached you will find a detailed PR coverage report from our new software system.

ADVERTISEMENTS:

• Digital Billboards in Houston
• Digital and native ads on top travel, leisure and news websites in vertical markets
• Digital ads through Conversant
• Digital ads on Houston Chronicle
• Digital ads on TripAdvisor
• Digital ads on 365Houston
• Digital ads on HoustonontheCheap
• Digital Co-op with iHeartMedia
• Digital ads in Houston Family Magazine
• Greater Houston Official Visitors Guide
• Social Media Ads on Facebook and Instagram
• Texas Meeting Planner Guide
• CVENT Destination Guide
• TSAE Texas Society of Association Executives Magazine

SPECIAL EVENTS:

• Hosted site visit with promoter for 2021 multi-venue boat show opportunity.
• Hosted site visit with promoter for large-scale kite and drone festival opportunity.
• Began discussion with promoter about hosting a flag football tournament April 2021.
• Began discussion with promoter about hosting a large-scale concert series at Galveston venues in 2021.
• Met with promoter about hosting large-scale spikeball tournament in spring 2021.

FILM PROJECTS:

• Red Rocket Productions – filming for small budget feature film.
• Westmoreland Films – scouting for Ford Motor Co. Internal recruitment video.
• Timone Productions – scouting for small-budget feature film.
• Bright Road Productions – filming for NatGeo documentary series.

OCTOBER Island Pass Update: (Island Pass was paused from March-June)
45 adults / 7 children = 51 total passes sold
210 total attractions booked

YTD
45 adults / 7 children = 51 total passes sold
210 total attractions booked
## October 2020 Overview

### Economic Impact

<table>
<thead>
<tr>
<th>Month</th>
<th>Leads</th>
<th>Total Leads</th>
<th>Definites</th>
<th>Total Definites</th>
<th>Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>29</td>
<td>10,742</td>
<td>20</td>
<td>7,339</td>
<td>4,170</td>
</tr>
<tr>
<td>November</td>
<td>24</td>
<td>9,465</td>
<td>17</td>
<td>6,459</td>
<td>3,522</td>
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<tr>
<td>December</td>
<td>24</td>
<td>9,570</td>
<td>16</td>
<td>6,279</td>
<td>2,199</td>
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<tr>
<td>January</td>
<td>32</td>
<td>12,538</td>
<td>19</td>
<td>6,765</td>
<td>2,598</td>
</tr>
<tr>
<td>February</td>
<td>41</td>
<td>18,285</td>
<td>21</td>
<td>3,704</td>
<td>1,412</td>
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<tr>
<td>March</td>
<td>50</td>
<td>28,459</td>
<td>16</td>
<td>6,279</td>
<td>2,199</td>
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<tr>
<td>April</td>
<td>39</td>
<td>18,169</td>
<td>18</td>
<td>13,324</td>
<td>0.00</td>
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<tr>
<td>May</td>
<td>39</td>
<td>12,209</td>
<td>17</td>
<td>5,538</td>
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<tr>
<td>June</td>
<td>36</td>
<td>14,990</td>
<td>19</td>
<td>5,095</td>
<td>0.00</td>
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<tr>
<td>July</td>
<td>43</td>
<td>14,980</td>
<td>17</td>
<td>11,672</td>
<td>0.00</td>
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<tr>
<td>August</td>
<td>26</td>
<td>12,605</td>
<td>16</td>
<td>6,470</td>
<td>0.00</td>
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<tr>
<td>September</td>
<td>36</td>
<td>12,505</td>
<td>20</td>
<td>4,626</td>
<td>0.00</td>
</tr>
<tr>
<td>Total</td>
<td>419</td>
<td>174,517</td>
<td>198</td>
<td>77,371</td>
<td>4,170</td>
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### Goals

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<thead>
<tr>
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<tbody>
<tr>
<td>LEADS</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Definites</td>
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### Percentages

|--------|-----------|-----------|-----------|
OCTOBER 2020
Monthly Website Summary

visitgalveston.com:
- 30,243 sessions of which 26,925 were new users
- 2,519 (9.42%) desktop sessions, 22,622 (84.62%) mobile sessions and 1,592 (5.96%) tablet sessions
- Most visit pages are ‘homepage’ at 4,171, ‘insider tips’ at 1,798 visits, ‘haunted’ at 1,134, followed by ‘top 5 reasons to visit this fall’ at 1,078, ’15 historic galveston sites' at 837, ‘boat to table’ at 682, ‘COVID updates’ at 675, ‘girls trip’ at 612 and ‘holiday festivities’ at 445
- Average time on site @ :44 seconds

Geographic Overview:
- Texas represents 87.92% or 23,147 of all US visitors followed by Oklahoma w/ 549 visits, Washington w/ 187, Florida w/ 182, Colorado w/ 174, California w/ 163, Louisiana w/ 153, Illinois w/ 140 and Georgia w/ 134
- After the US market (98.09% of visitation) United Arab Emirates and China represent greatest visitors @0.07%
- In the state of Texas and touch-states, Houston Metro represents 31.03% of all visitors, followed by Dallas/Ft. Worth w/ 10.84% or 2,576 visits, San Antonio w/ 5.15% or 1,224, Austin w/ 3.93% or 933, Galveston w/ 3.63% or 863, Plano w/ 3.17% or 467, Fort Worth w/ 1/46% or 467, The Woodlands w/ 1.46% or 347 and Conroe w/ 1.46% or 346 visits
PUBLIC RELATIONS

OCTOBER 2020

PR OUTREACH HIGHLIGHTS
The PR team put the finishing touches on major Story Angle sheet for 2020-2021 to be pitched to regional and national outlets.

The team also worked on a COVID blog with the most recent updates for the microblog site.

A Haunted Galveston release and holiday release were distributed to targeted publications in the region and nationally.

MEDIA FAMS
June Naylor, a freelance writer from Fort Worth, visited Galveston on assignment for Texas Highways. The PR team coordinated interviews, put together a socially distanced itinerary she will pitch to other outlets, and arranged lodging and dining for her during her stay.

The PR firm working with Texas Tourism sought help from the PR team to coordinate a visit from Tina Green, an editor for HERE Magazine. She visited Oct. 29-31 and experienced a family-friendly itinerary.

MEDIA REQUESTS
Keri Heath (Galveston County Daily News), June Naylor (Fort Worth freelancer), Julia Seebode (FOX News), Lisa Lewnes (Reuters), Jo Ann Holt (Dallas freelancer), Evan Black (Houston CityBook), Sheryl Nash (Daily Beast), Jenna Mazzacolli (The Buzz Magazines), Gwendolyn Knapp (Houstonia), Kim Guerra (Houston Family), Zahira Gutierrez (365 Things to do in Houston)

ADVOCACY HIGHLIGHTS
Galveston County Daily News:
• Beach patrol funding story
• Coordinated pre-board meeting with CEO, Park Board Chair and Galveston County Daily News reporter

Inside the Park Board Columns:
• Haunted Galveston
• Esports Summit Coming to Galveston
• Sentiment Survey Results
• Blurred Lines on the Beaches

Social Media:
• Eleven social posts on Facebook that had a combined reach of 3,944 and an engagement of 451
• Posts featured CTA program, end of season activities, beach nourishment
• Linkedin post featured Blurred Lines on the Beaches column

Projects:
• Completed subsequent draft of the Annual Report – out to contractor
• Coordinated introductions and timeline formation for media and community relations surrounding upcoming nourishment and erosion mitigation projects
• Coordinated travel podcast appearance on travel site Free-Quent Flyer with CEO
• Completed Island Times draft
• Two Galveston Chamber eblast featuring Dine Out for Charity and Concessionaire RFP

 MEDIA COVERAGE HIGHLIGHTS

Haunted Galveston featured in Houston CityBook.

Holiday activities featured on News Break.

Visit pressroom.galveston.com for updates

Reach 89,120,381

Advertising Value Equivalency $89,052.72

*Media figures captured by Cision media monitoring. Figures may not be inclusive of all coverage produced by CVB.
# GALVESTON ISLAND SOCIAL MEDIA YOY (OCTOBER 2020)

## Facebook 2020

<table>
<thead>
<tr>
<th>Reporting Period</th>
<th>Page</th>
<th>Fans</th>
<th>Net Page Likes</th>
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<th>Post Link Clicks</th>
<th>Engagement Rate (per Impression)</th>
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<tbody>
<tr>
<td>Oct 1, 2020 – Oct 31, 2020</td>
<td>395,662</td>
<td>3,255</td>
<td>189</td>
<td>6,630,237</td>
<td>454,949</td>
<td>29,466</td>
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<td>Oct 1, 2019 – Oct 31, 2019</td>
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YOY Social Media Followers Across Platforms

*Data collected from Facebook, Instagram and Twitter*
YOY Social Media Engagement Across Platforms

*Data collected from Facebook, Instagram and Twitter
YOY Social Media Impressions Across Platforms

*Data collected from Facebook, Instagram and Twitter*