

Tourism Development Marketing Deliverables October 22, 2019

Discuss and Consider Approval of Tourism Development Expenditures

Background

The following expenditures are part of the CVB's annual marketing plan. The plan is developed with the assistance and guidance from our tourism partners. Staff is requesting approval of the following deliverables from the Tourism Development budget.

Budget	Vendor	Amount	Description	FUNDING
62-5305	Mbuy	\$1,200,000.00	Annual media buy to include radio, television, print and digital tactics presented to the board in September 2019	Budgeted
62-5305	Galveston.com	\$100,000.00	Annual emarketing deliverables	Budgeted
62-5305	Houston Chronicle	\$100,000.00	Discover Galveston insert (4 Times) in Houston, Native Ads (CO-OP) and annual chron.com HUB	Budgeted
62-5305	Arrivalist	\$62,000.00	Annual location based tracking software to measure media effectiveness and geographic markets	Budgeted
62-5305	Facebook, Instagram, Twitter	\$45,000.00	Social media advertising and influencer marketing	Budgeted
62-5305	Houston on the Cheap	\$24,000.00	Annual event promotions, eblasts and social media posts	
62-5305	CrowdRiff	\$26,460.00	Annual for User Generated Content (images) on galveston.com	Budgeted
62-5305	CVENT	\$25,500.00	CVENT is a meeting and event RFP site for planners. The cost includes a dedicated Galveston profile listing and digital ads on competitor pages. Our partners have requested that we continue to have Galveston represented on this site.	Budgeted
62-5305	Houston Family Magazine	\$22,008.00	Annual event promotions	Budgeted
62-5305	Culture Map	\$21,000.00	Annual event promotions, eblasts and social media posts	Budgeted
62-5305	iHeart Media	\$20,000.00	Digital Co-op promotions	Budgeted
62-5305	Houstonia	\$20,000.00	Annual event promotions, eblasts and social media posts	Budgeted
62-5350	Outfront Media	\$20,000.00	Billboards for downtown and events	Budgeted
62-5305	365 Houston	\$18,000.00	Annual event promotions	Budgeted
62-5305	CruiseCritic	\$15,000.00	Digital Pre/Post Cruise Promotions	Budgeted
62-5305	Bill Hill	\$14,400.00	Annual social media posts and images	Budgeted
62-5305	Galveston Daily News	\$12,000.00	Downtown promotions in Coast Magazine	Budgeted
62-5305	Texas Department of Transportation	\$10,609.00	Print ad in Official Texas Travel Guide by Texas Tourism	Budgeted

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62-5305	Texas Monthly	\$10,000.00	Annual event promotions	Budgeted
62-5345	Outfront Media	\$26,520.00	Beach Park Billboards	Budgeted
62-5125	Cision Media Software	\$18,500.00	Annual Dues for press release distribution and reporting	Budgeted
62-5125	Cast Public Relations	\$39,600.00	Annual PR contract services for media outreach, copy writing and crisis management	Budgeted
65-7000	Mitchell Historic Properties	\$15,000.00	Sponsorship of Movie/Music Nite	Budgeted
69-5175	Galveston Historical Foundation	\$18,000.00	Annual Rent/Utilities for Visitor Information Center at Ashton Villa	Budgeted
70-5140	Smith Travel Research	\$15,000.00	Annual STR Dues for Weekly Hotel Reporting	Budgeted
70-5165	Galveston Chamber of Commerce	\$10,000.00	Annual Membership Dues	Budgeted
70-5165	Texas Hotel & Lodging Assn	\$36,500.00	Annual Membership Dues for all Hotel Tax Contributors	Budgeted
70-5165	Visit Houston/Houston First	\$15,000.00	Annual Membership Dues for Houston & Beyond Marketing Efforts	Budgeted
70-5175	Galveston Chamber of Commerce	\$10,000.00	Rent at Chamber of Commerce Visitors Center	Budgeted
70-5352	Adrenaline Sports	\$10,000.00	Event Funding for Santa Hustle 5k and Half Marathon at Moody Gardens	Budgeted
70-5352	Continental Sports & Event Mgmt.	\$10,000.00	Event Funding for Divas 5k and Half Marathon at Moody Gardens	Budgeted
70-5352	Cheer Power	\$20,000.00	Event Funding for Cheerleading Competition at Moody Gardens	Budgeted
62-5305	Integrated Marketing Media	\$18,333.34	Sales Manager Lead Generation for Sports, SMERF and Corporate	Budgeted
70-7000	Tourism Economics	\$14,000.00	Economic Impact Report for 2019	Budgeted
70-7000	Galveston Island Nature Tourism Council	\$20,000.00	Taskforce incubator to deliver blogs, social media posts, itinerary development, attend birding events and promote birding in Galveston	Budgeted
TOTAL		\$2,062,430.34		

2019-2020 CVB ADVERTISING

2020	Q1			Q2			Q3			Q4			Total Spend by Tactic
	October	November	December	January	February	March	April	May	June	July	August	September	
Leisure - MBuy	October	November/December		January/February		March	April	May/June/July			August	September	
Houston Broadcast + Cable	\$0.00	\$17,112.50	\$100,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$26,025.00	\$26,025.00	\$26,025.00	\$0.00	\$0.00	\$195,187.50
Dallas Cable	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$33,333.33	\$33,333.33	\$33,333.34	\$0.00	\$0.00	\$100,000.00
Houston Radio + Digital Audio	\$2,000.00	\$2,000.00	\$36,923.60	\$2,000.00	\$2,000.00	\$2,500.00	\$2,000.00	\$22,564.80	\$22,564.80	\$22,564.80	\$2,000.00	\$2,000.00	\$121,118.00
Dallas Radio	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$11,666.40	\$11,666.40	\$11,666.40	\$0.00	\$0.00	\$34,999.20
Print	\$0.00	\$0.00	\$0.00	\$4,000.00	\$1,882.36	\$15,012.94	\$2,436.47	\$21,467.06	\$21,467.06	\$0.00	\$0.00	\$5,429.41	\$71,695.30
Advanced TV	\$0.00	\$10,000.00	\$10,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$15,000.00	\$15,000.00	\$10,000.00	\$0.00	\$0.00	\$60,000.00
Trip Advisor	\$4,500.00	\$20,000.00	\$16,000.00	\$14,000.00	\$14,000.00	\$6,500.00	\$5,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$5,000.00	\$5,000.00	\$150,000.00
Expedia	\$1,200.00	\$4,800.00	\$4,800.00	\$4,000.00	\$4,000.00	\$1,200.00	\$2,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$1,500.00	\$1,500.00	\$40,000.00
Social	\$1,000.00	\$7,000.00	\$7,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$2,500.00	\$8,000.00	\$8,500.00	\$8,000.00	\$2,500.00	\$2,500.00	\$50,000.00
Native	\$1,000.00	\$7,000.00	\$7,000.00	\$13,000.00	\$13,000.00	\$13,000.00	\$2,000.00	\$4,000.00	\$4,000.00	\$4,000.00	\$1,000.00	\$1,000.00	\$70,000.00
Display	\$1,050.00	\$1,500.00	\$1,500.00	\$1,300.00	\$1,300.00	\$850.00	\$900.00	\$1,600.00	\$1,600.00	\$1,600.00	\$900.00	\$900.00	\$15,000.00
Search	\$2,100.00	\$3,000.00	\$3,000.00	\$2,900.00	\$2,900.00	\$1,100.00	\$1,500.00	\$3,300.00	\$3,300.00	\$3,300.00	\$1,800.00	\$1,800.00	\$30,000.00
Conversant	\$11,833.34	\$11,833.33	\$11,833.33	\$11,833.34	\$11,833.33	\$11,833.33	\$11,833.34	\$11,833.33	\$11,833.33	\$11,833.34	\$11,833.33	\$11,833.33	\$142,000.00
Meetings - MBuy													
E-Pro Direct	\$0.00	\$3,600.00	\$0.00	\$0.00	\$1,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$8,110.00	\$1,900.00	\$0.00	\$15,110.00
Connect	\$0.00	\$0.00	\$0.00	\$10,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$10,000.00	\$20,000.00
Naylor	\$11,000.00	\$3,333.33	\$10,000.00	\$4,000.00	\$0.00	\$3,333.33	\$0.00	\$0.00	\$0.00	\$0.00	\$3,333.34	\$0.00	\$35,000.00
MPI	\$0.00	\$0.00	\$2,000.00	\$2,250.00	\$2,000.00	\$0.00	\$0.00	\$2,000.00	\$2,250.00	\$2,000.00	\$0.00	\$0.00	\$12,500.00
LinkedIn	\$0.00	\$0.00	\$0.00	\$2,000.00	\$2,000.00	\$2,250.00	\$2,250.00	\$2,000.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$12,500.00
Search	\$2,075.00	\$2,075.00	\$2,075.00	\$2,075.00	\$2,075.00	\$2,075.00	\$2,075.00	\$2,075.00	\$2,075.00	\$2,075.00	\$2,075.00	\$2,065.00	\$24,890.00
MONTHLY TOTAL	\$37,758.34	\$93,254.16	\$212,131.93	\$74,358.34	\$59,490.69	\$60,654.60	\$34,494.81	\$189,864.92	\$190,614.92	\$169,507.88	\$33,841.67	\$44,027.74	\$1,200,000.00

Galveston CVB	October	November	December	January	February	March	April	May	June	July	August	September	
Galveston.com	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.37	\$100,000.00
Houston Chronicle	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.33	\$8,333.37	\$100,000.00
Arrivalist	\$5,166.66	\$5,166.66	\$5,166.66	\$5,166.66	\$5,166.66	\$5,166.66	\$5,166.66	\$5,166.66	\$5,166.66	\$5,166.66	\$5,166.66	\$5,166.74	\$62,000.00
CVENT	\$2,125.00	\$2,125.00	\$2,125.00	\$2,125.00	\$2,125.00	\$2,125.00	\$2,125.00	\$2,125.00	\$2,125.00	\$2,125.00	\$2,125.00	\$2,125.00	\$25,500.00
CrowdRiff	\$2,205.00	\$2,205.00	\$2,205.00	\$2,205.00	\$2,205.00	\$2,205.00	\$2,205.00	\$2,205.00	\$2,205.00	\$2,205.00	\$2,205.00	\$2,205.00	\$26,460.00
365 Houston	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$18,000.00
Social Media Advertising	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$45,000.00
Houston on the Cheap	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$24,000.00
Houston Family Magazine	\$1,875.00	\$1,875.00	\$1,875.00	\$1,875.00	\$1,875.00	\$1,875.00	\$1,875.00	\$1,875.00	\$1,875.00	\$1,875.00	\$1,875.00	\$1,875.00	\$22,500.00
Billy Hill G-Town Surf	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$14,400.00
iHeartMedia	\$1,666.66	\$1,666.66	\$1,666.66	\$1,666.66	\$1,666.66	\$1,666.66	\$1,666.66	\$1,666.66	\$1,666.66	\$1,666.66	\$1,666.66	\$1,666.74	\$20,000.00
Houstonia		\$5,000.00			\$5,000.00		\$5,000.00		\$5,000.00				\$20,000.00
Culture Map		\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00					\$21,000.00
CruiseCritic		\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00						\$15,000.00
Galveston Daily News	\$2,000.00	\$2,000.00	\$2,000.00			\$2,000.00		\$2,000.00	\$2,000.00				\$12,000.00
Texas Monthly				\$2,000.00				\$4,000.00	\$4,000.00				\$10,000.00
Outfront Media	\$1,666.66	\$1,666.66	\$1,666.66	\$1,666.66	\$1,666.66	\$1,666.66	\$1,666.66	\$1,666.66	\$1,666.66	\$1,666.66	\$1,666.66	\$1,666.74	\$20,000.00
MONTHLY TOTAL	\$41,821.64	\$52,321.64	\$47,321.64	\$47,321.64	\$50,321.64	\$47,321.64	\$50,321.64	\$48,821.64	\$50,821.64	\$39,821.64	\$39,821.64	\$39,821.96	\$555,860.00