

Agenda Item: Presentation of 2019 TSAE New Ideas Conference Follow-up

Background:

September 15-17, 2019 at the Moody Gardens Hotel, Spa & Convention Center, the TSAE New Ideas Conference brought together 600 association professionals and suppliers from all aspects of association management. To fulfill the requirements of hosting the 2019 conference, Park Board Trustees in 2017 approved a total \$54,450 from the GICVB Special Events Fund. The funds were based on estimated costs from when we last hosted the conference in 2013. With the attendance growth the GICVB enhanced its focus on creating a unique, authentic Galveston experience to showcase a wide variety of Island tourism partners. With those factors in mind, costs to meet the requirements of hosting the conference were increased \$27,247 in additional expenses for this event.

Presentation:

Staff is presenting a follow-up from TSAE on the total event budget vs. the actual spend and added value. additional presentation highlights include: local partners featured, requests for proposals, estimated economic impact and attendee stats.

TSAE New Ideas:

Total Approved Event Budget - \$81,696.93

Actual Spend - \$72,749.05

Added Value - \$43,298.69

Local Partners Featured - 54

Total Attendees - 525

First Time Attendees – 144

Total room Nights - 957

Estimated Economic Impact - \$358,648

Post TSAE New Ideas Impact:

Requests for Proposals - 5

Estimated Economic Impact - \$2,377,018