

Agenda Item: Discuss and Consider Additional Galveston.com E-marketing Deliverables

Background

For the past 20 years, the GICVB has maintained a productive partnership agreement with Galveston.com that features the destinations website as a core information, engagement and communications tool. Throughout the course of the year, various marketing and public relations campaigns, billboards, ads and cable, radio spots and more, all direct consumers to the destination website. Here, live stream video cameras, TV apps, videos, photography, online tours and calendars engage visitors delivered through Galveston.com technologies.

Since 2011, the Galveston Island CVB has been paying \$100k annually for e-marketing deliverables to enhance the above services and develop content to educate the diversity of offerings and inspire destination visitation.

Last year, the CVB and galveston.com worked together on the content and structure for a new galveston.com website which is scheduled to launch in early 2020.

To continue the CVB's mission to develop niche markets, the CVB is requesting additional funding to complete the buildout of the new website and improve the following sections:

Birding @ \$10K

In support of the Birding Taskforce, additional content will be created to highlight Galveston as the hub for birding the Great Texas Coastal Birding Trail's Upper Texas Coast Loop. By integrating photography from local birding enthusiast, visitors to the website will see photos of species in habitats on the island and surrounding areas along the Upper Texas Coast loop.

Fishing and Recreational Boating @ \$10k

In addition to information about fishing piers, boat launches, marinas, bait camps, and where to buy a fishing license, Galveston.com will use visual storytelling (blogs, photography & video) from local influencers (i.e., photographers & boat captains) to promote Galveston's assets and encourage visitation by people who are not aware that charters are available for trips in the bay and offshore. Fishing reports will be published using the correct tags and format to encourage publication on Google News, Apple News, and other feeds.

Cultural Heritage & History @ \$15k

The Cultural Heritage and History is categorized on the island in the following areas...Arts (galleries, culinary events, music, etc.), Water Culture (ecotourism, beaches, surfing, etc.), History (i.e, museums, tours, immigration, etc.), and Legends and Lore (oral histories, tours, nostalgic locations, etc.). Galveston.com will curate and organize content based on this structure. Photography, video, and blogs will be used to tell the story of the island's cultural DNA to encourage visitation from people interested in these subjects - a high-value visitor. Data shows that people are searching for this type of content and is a good way to drive organic traffic.

Meetings & Sports @ \$35

Content will be created and organized to support the CVB's Sales and Destination Services teams' efforts. Filters will be created to allow meeting planners to find group space that meets their requirements. Filters include capacity, amenities, and ADA accessibility. Photography and video will be curated and created to inspire meeting planners to book space on the island. Meeting space to be featured includes the Galveston Island Convention Center, hotels, off-site venues, and sports venues.

UTM Management @ \$10k

Galveston.com will assist the Marketing Department's efforts to track and optimize digital ad campaigns. Coordinating the tracking of all digital campaigns requires communication with MBuy, AJR media, Arrivalist, and other data providers. Proper tracking allows optimization of ad campaigns, which results in a higher return on ad investments.

Homeschool @ \$5k

Much of the homeschool content created in the past is being updated to meet the goals of the Marketing Department, specifically addressing Texas Essential Knowledge and Skills (TEKS) requirements. Galveston.com will build a structure that allows integration of this content into the appropriate sections and pages of the website. Additional photography and video will be curated to support this effort.

Staff Recommendation:

Staff recommends authorizing the requested \$85,000 for website upgrades and campaign management.

Funding Sources:

Budgeted in 70-7002 Special Projects