

**BIRDING TASKFORCE - 2019/20 Work Plan**

<b>Action</b>	<b>Funding Source</b>	<b>Stakeholders</b>	<b>Metrics/Goals</b>
<b>Develop Credibility for Birding in Galveston</b>			
<b>Work with nature tourism partners to link online birding tour guides on websites including galveston.com.</b>	CVB Operational Budget	CVB PR/Marketing Staff, Galveston.com, GINTC, Industry Experts	Secure a minimum of 3 website partners.
<b>Coordinate an East End and West End "Christmas Bird Count" through National Audubon Society.</b>	GINTC, CVB Operational Budget	CVB PR/Marketing Staff, GINTC, Industry Experts	Host two holiday events annually.
<b>Explore Texas Parks &amp; Wildlife "Bird City" designation for Galveston.</b>	CVB Operational Budget	GINTC, COG	Work with the city and TPWL to understand requirements before submitting.
<b>Continue to obtain video testimonials during birding events to validate Galveston's unique resources.</b>	CVB Operational Budget	CVB PR/Marketing Staff, Galveston.com, GINTC, Industry Experts	Capture a minimum of 3 testimonials annually.
<b>Develop Product to Enhance Birding Exposure and Experiences</b>			
<b>Fund Birding Entrepreneurs and micro business: such as guides.</b>	Park Board/CVB Event Incubator Fund	CVB, GINTC, Industry Experts	Fund at least one nature tour guide annually.
<b>Continue to build a database of photography and video footage.</b>	CVB Operational Budget	CVB PR/Marketing Staff, GINTC, Industry Experts	Capture a minimum of 5 images and or broil quarterly.
<b>Develop a bird focused exhibit and attraction at Galveston's Visitor Information Center.</b>	GINTC/CVB Operational Budget	CVB Staff, GINTC	Work with the VIC and launch summer 2020.
<b>Work with nature tourism partners to coordinate a new "Hotter than Hell" birding competition during the summer.</b>	GINTC, CVB Operational Budget	CVB, GINTC, Industry Experts	Secure a minimum of 20 participants.
<b>Identify and develop nature based curriculum for home school students with current and new programs offered by nature tourism partners.</b>	GINTC, CVB Operational Budget, Nature Partners	CVB PR/Marketing Staff, Galveston.com, GINTC, Industry Experts	Identify and develop a minimum of 3 activities.

Increase visitation to Galveston Island for birding activities			
<b>Pitch Galveston stories to long-lead print publications such as TPWD, TX Highways, BirdWatchers Digest and WildBird.</b>	CVB Operational Budget	CVB PR Staff	Secure a minimum of 2 articles in outdoor publications.
<b>Host outdoor writers/influencers on Galveston familiarization tours.</b>	CVB Operational Budget	CVB PR/Marketing Staff, GINTC, Industry Experts	Host a minimum of 2 nature writers for FAM tour.
<b>Continue to develop a visitor database of birding enthusiasts.</b>	CVB Operational Budget	CVB, GINTC	Obtain a minimum of 75 emails annually.
<b>Develop a full color birding guide for children and adults new to birding</b>	CVB Operational Budget	CVB PR/Marketing Staff, GINTC, Industry Experts	Work with GINTC to produce a guide in 2020.
<b>Cultivate a list of nature based conferences that could be hosted in Galveston</b>	CVB Operational Budget	CVB Sales Staff, GINTC	Uncover and contact a minimum of 3 conferences.
<b>Target birding enthusiasts through print, social and digital channels and during birding events in Texas.</b>	GINTC, CVB Operational Budget	CVB Sales Staff, GINTC	Deliver a minimum of 300k impressions annually
<b>Represent Galveston at a regional birding festival.</b>	CVB Operational Budget	CVB Sales Staff, GINTC	Attend at least one regional festival in Texas.
<b>Partner with museums to develop multigenerational birding programs.</b>	CVB Operational Budget	CVB Sales Staff, GINTC	Develop a minimum of 2 programs.