

GALVESTON RECREATIONAL BOATING/FISHING TASKFORCE - 2019/20 Work Plan

Action	Funding Source	Stakeholders	Metrics/Goals
Increase awareness of Galveston as a boating/fishing destination			
Work with local experts to write, post and promote monthly blogs promoting fishing in Galveston. Highlight the typical fish caught in that month, where they can be caught, etc. Include recipes from local chefs. Blogs to be hosted on Galveston.com and various industry websites.	CVB Operational Budget	CVB PR/Marketing Staff, Galveston.com, Industry Experts	Produce 8 blogs annually.
Work with local experts to write, post and promote pop-up blogs promoting fishing in Galveston. Highlight 'what's hot' or upcoming events. Blogs to be hosted on Galveston.com and various industry websites.	CVB Operational Budget	CVB PR/Marketing Staff, Galveston.com, Industry Experts	Produce a minimum of 5 pop-up blogs annually.
Pitch Galveston stories to long-lead print publications such as TPWD, TX Highways, Saltwater Angler, Texas Outdoor Journal, Gulf Mariner and other outdoor publications.	CVB Operational Budget	CVB PR Staff	Secure a minimum of 4 articles in outdoor publications.
Host outdoor writer/influencer on Galveston familiarization tours.	CVB Operational Budget	CVB PR Staff Boating/Fishing Stakeholders	Host a minimum of 4 outdoor writers for FAM tour.
Sponsor production of Galveston-focused episodes of outdoor television programs .	CVB Special Projects Fund	CVB PR/Marketing and Sales Staff	Secure production of at least 2 episodes.
Engage boating/fishing stakeholders to produce Galveston-focused boating safety seminars for presentation at boating/outdoor shows and distribution through digital outlets.	CVB Operational Budget	CVB Staff, Boating/Fishing Stakeholders	Produce a minimum of one seminar/class per quarter.
Engage boating/fishing stakeholders to produce live and recorded video presentations to share on social media. Topics should include fishing demos, 'catch-clean-cook', recipe demos, etc.	CVB Operational Budget	CVB Staff, Boating/Fishing Stakeholders	Produce and share a minimum of 1 video per quarter.
Host Boating/Fishing roundtable or panel at 2020 Galveston Tourism Summit.	CVB Operational Budget	CVB Staff Boating/Fishing Stakeholders	Host panel or roundtable discussion at 2020 Tourism Summit
Increase visitation to Galveston Island for boating/fishing activities			
Work with GPBA and other organizers to develop and promote fishing tournaments that are accessible to all, encourage family participation, and produce trackable overnight visitation to Galveston.	Park Board/CVB Event Incubator Fund	CVB Staff, GPBA, Boating/Fishing Stakeholders	Produce a minimum of 1,500 trackable hotel room nights.
Research and solicit boating/fishing/water sports events that complement natural resources and promote Galveston's image as a tourism destination.	CVB Operational Budget	CVB Sales Staff	Secure a minimum of 3 new events.