



Agenda Item: Present Restructured Mobile Visitor Information Center

Background: Following is our new plan for VICi's introduction and Island orientation. Due to concerns about COVID, we are pivoting from our original plan for a ribbon cutting and open house on January 26! But collectively we feel that this new direction is a stronger plan and are looking forward to the various activations. VICi is scheduled to arrive on island either Sunday, January 24th or Monday, January 25th. When she arrives she will be positioned in the gated parking lot at the Park Board's main office.

January 26th /27th – Filming and distribution of a virtual “Meet VICi” tour that will be pushed through our various databases, social media, microblog site and earned media channels. The filming will include all CVB Staff and cover a variety of highlights that will speak to the various markets and initiatives that are priorities of the organization. Leisure Travel, Meetings and Events, and Destination Services.

February 25th – We will host an Open House that will provide the opportunity for industry partners to tour and experience all of the elements of VICi, first hand. Due to concerns surrounding COVID, we will schedule a series of timeslots that will be available during the event registration process. The Open House will be hosted in the gated parking lot at the Park Board's main office from 10am – 3pm. During this event, invited guests will be able to book “appointments” for any one of the 30min booking blocks (10 in total, at the top and bottom of each hour), each with a maximum capacity of 20 guests. VICi's wide array of amenities will be set up so that guests can experience all that the new Mobile Visitor Information Center has to offer.

Spring Break 2021 – During Spring Break 2021 (expectation, March 7-14 and March 14-21) we will be activating a “Where's VICi” social media campaign where visitor's on the Island will be encouraged to “Find” VICi, to take pictures with her, post those pictures and be entered in a chance to win prizes. Throughout the two week run of Spring Break, VICi will be placed at various points of interest around the Island and will be distributing valuable visitor information intended to lead them to new experiences, to stay longer and visit more sites.

May 5th – Official Chamber of Commerce Ribbon Cutting (Part of the 2021 Galveston island Tourism Summit)

March 1st - April 30th – We will host numerous On-Demand Engagements to allow local partners to become better acquainted with VICi and all that she can do! These will include Hotel visits, Property management visits, Chamber Visits, City and Port visits and the like.