



Agenda Item: Present 2021-2022 Official Visitor Guide Advertising Rate Sheet

Background: In March 2021, The Park Board of Trustees awarded a three-year contract to Midwest Luxury Publishing, a woman-owned, full-service publishing, marketing and communications house, to publish the Official Visitor Information Guide for Galveston Island. As part of this new agreement, all advertising sales will be handled internally by the Business Development Manager, a member of the Park Board team. In addition to managing the sales process, all revenue generated is designed to self-fund the publication production. Historically a cost center, the new program is designed to become a revenue generator, and over time will provide additional funding and support for tourism-based initiatives in Galveston. Rates for the new publication have been structured to provide a lower cost of entry for all sizes of advertising space, allow more partners to participate. Rate reductions, compared to the previous publisher, range from 19%-49%.

Advertising sales will begin April 21, 2021 in preparation for the launch of the first issue in September 2021.