



**Agenda Item:** Discuss & Consider Funding for the 8th Annual Galveston Island Tourism Summit

**Background:** On May 5, 2022, Visit Galveston Island will host the 8th Annual Tourism Summit at the Galveston Island Convention Center, during National Tourism Week, to educate and celebrate the exciting tourism industry. This is a FREE event to ALL tourism partners! Each year, our numbers increase as we bring together the organizations involved in the Galveston hospitality community to learn from one another and from experts in the field. The Summit is designed to involve, inform, educate, and excite Galvestonians. The 2021 audience included tourism and hospitality industry professionals, attractions, elected officials, and educators with in-person and online attendance pouring in at over 800. This year we have the opportunity to grow the attendance again by offering a LIVE STREAM and in person experience, as well as our popular vendor expo, all featuring national and regional speakers presenting on a variety of topics aimed at increasing the number of travelers to Galveston. Each year we look for new ways to expand the attendee experience and lift up the industry. In 2022 we will be introducing a new awards ceremony that will recognize the accomplishments of dedicated industry team members through a special “Employee of the Year” round-up. In addition, we will be recognizing the “Industry Professional of the Year” and the “Industry Supplier Partner of the Year”. Those whose businesses are touched by travel from restaurateurs to hotel executives and transportation operators to nightlife professionals—will learn how to maximize their reach and get a chance to learn about new resources being made available to reach their goals.

**Agenda:**

- 8:00AM Registration
- 8:30AM Welcome
- 9:00AM Keynote – Clint Pulver
- 10:40AM Breakouts
  - Jessica Serna - Influencer 101
  - Cindy Novotny – Sales 101
  - DEI Panel
  - Joe Veneto – Experience Lab
  - Jill Siler – Thrive
  - Rey Medellin – Resilience
  - Clayton Kolavo – Extranet Benefits
  - Health and Wellness
  - Scott Moon – Partner with your CVB
- 11:30AM Lunch
- 12:30PM Keynote – Joe Veneto
- 1:40PM Awards
- 2:00PM Kelly de Schaun LIVE!
- 3:00PM Networking
- 3:30PM Breakouts Repeated
- 4:15PM Cinco de Mayo Margarita Mixer

**Staff Recommendation:**

From 2015-2019 a full in person event grew from 75 in attendance to 464 in attendance. In 2020 the Annual Tourism Summit went virtual during a pandemic and still reached an online attendance of 609. Last year, in 2021, the tourism Summit became a hybrid event, offering both an in-person and virtual component of the day, reaching an overall attendance over 800. In an effort to always provide a one-of-a-kind experience and an elevated educational offering, with a goal to again reach a larger audience, all while still providing everything FREE of charge to the hospitality community in Galveston, staff requests approval for the following over \$10,000 expenditures:

**Funding Details**

70-7000	Clint Pulver – Keynote Speaker	\$10,000
70-7000	The Events Company – Audio Visual	\$29,540
70-7000	The San Luis Resort – Food & beverage	\$27,824
70-7002	Special Events Funding	\$45,000

**YOY Budget Comparisons**

	2022 Projections	2021 Expenses	2020 Expenses	2019 Expenses
Speakers	\$40,000	\$11,000	\$6,000	\$7,000
Food & Beverage	\$27,824	\$13,848	\$0	\$22,072
Audio Visual	\$29,540	\$13,136	\$0	\$17,748
Collateral/Décor	\$ 8,000	\$4,300	\$4,000	\$11,423
Sponsors	TBD	\$21,377.14	\$0	\$37,500

**YOY attendance Comparisons**

2022 Projection	2021	2020	2019	2018	2017	2016
600 In Person	846	609	480	483	300	220

TDAC Unanimously approved January 11, 2022 (12-0)