

**Tourism Development Marketing Deliverables  
July 13, 2022**

**Discuss and Consider Approval of Tourism Development Expenditures**

**Background**

The following expenditures are part of the CVB's 2021-2022 annual budget, which is developed with the assistance and guidance from our tourism partners. Staff is requesting approval of the following deliverables from the Tourism Development budget.

| <b>Budget</b>  | <b>Vendor</b>                 | <b>Amount</b>   | <b>Description</b>   | <b>FUNDING</b>  |
|----------------|-------------------------------|-----------------|--|-----------------|
| <b>62-5385</b> | <b>Midwest Luxury</b>         | <b>\$65,000</b> | Printing and shipping of Fall Island Soul Magazine   | <b>BUDGETED</b> |
| <b>70-7002</b> | <b>Sunshine &amp; Bourbon</b> | <b>\$25,000</b> | Organizational brand development, alignment and deliverables to transition Park Board to Visit Galveston | <b>BUDGETED</b> |
|                |                               |                 |  |                 |
|                |                               |                 |  |                 |
|                |                               |                 |  |                 |
|                |                               |                 |  |                 |
| <b>TOTAL</b>   |                               | <b>\$90,000</b> |  |                 |