

## Tourism Development Marketing Deliverables

October 25, 2022

### Discuss and Consider Approval of Tourism Development Expenditures

#### Background

The following expenditures are part of Visit Galveston's 2022-2023 annual budget, which is developed with the assistance and guidance from the Park Board and tourism partners. Staff is requesting approval of the following deliverables from the Tourism Development budget.

Budget	Vendor	Amount	Description	FUNDING
62-5305	Miles Media	\$1,500,000	Annual media plan to include strategy, acquisition, creative and management	Budgeted
62-5305	Facebook, Instagram, Twitter	\$36,000	Social media advertising and influencer marketing	Budgeted
62-5305	Houston Chronicle	\$50,000	Digital ads and specialty print advertising	Budgeted
62-5305	Houston on the Cheap	\$15,000	Annual event promotions, eblasts and social media posts	Budgeted
62-5305	Houston Family Magazine	\$18,000	Annual event promotions	Budgeted
62-5305	Culture Map	\$15,000	Annual event promotions, eblasts and social media posts	Budgeted
62-5305	iHeart Media	\$30,000	Digital Co-op promotions	Budgeted
62-5305	AJR Media Group	\$30,000	Annual event promotions, eblasts and social media posts	Budgeted
62-5305	365 Houston	\$15,000	Annual event promotions	Budgeted
62-5305	RoamGalveston	\$14,400	Annual agreement for weekly social media content	Budgeted
62-5305	Saltwater Recon	\$35,000	Annual webcam agreement for website and social use	Budgeted
62-5305	CrowdRiff	\$38,900	User Generated Content (images/video) on website, Goolge ads and pressroom	Budgeted
62-5305	Heartbeach	\$36,000	Seasonal influencer engagement program and new creative assets	Budgeted
62-5305	Galveston Unscripted	\$40,000	Weekly podcasts for digital usage	Budgeted
62-5305	KPRC/Houston Life	\$25,000	Seasonal segments on Houston Life	Budgeted
62-5345 & DP-5115	Outfront Media	\$35,219	Park Facilities Billboards	Budgeted
62-5350	Outfront Media	\$30,000	Billboards for downtown and events	Budgeted
63-5167	Certified Tourism Ambassador	\$11,500	Annual CTA contract for training and maintaining program	Budgeted
63-5175	Galveston Island Storage	\$24,000	Annual rental agreement for offsite storage	
64-5125	Cision Media Software	\$23,100	Annual Dues for press release distribution and reporting	Budgeted
64-5125	Cast Public Relations	\$41,580	Annual PR contract services for media outreach, copy writing and crisis management	Budgeted

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69-5125	Galveston Chamber of Commerce	\$20,000	Annual for visitor information center staffing support	Budgeted
70-5140	Smith Travel Research	\$17,780	Annual STR Dues for Weekly Hotel Reporting	Budgeted
70-5165	Galveston Chamber of Commerce	\$10,000	Annual Membership Dues	Budgeted
70-5165	Texas Hotel & Lodging Assn	\$38,000	Annual Membership Dues for all Hotel Tax Contributors	Budgeted
70-5165	Visit Houston/Houston First	\$15,000	Annual Membership Dues for Houston & Beyond/Visit Houston Marketing Efforts	Budgeted
70-5165	Texas Travel Alliance	\$15,000	Annual Membership Dues for Texas Travel Alliance	Budgeted
70-5165	Destinations International (DI)	\$20,000	Annual Membership for MINT (Prospecting and Lead Generation)	Budgeted
70-5352	Adrenaline Sports	\$10,000	Event Funding for Santa Hustle 5k and Half Marathon	Budgeted
70-5352	Cheer Power	\$20,000	Event Funding for Cheerleading Competition	Budgeted
70-5352	CVENT	\$46,000	CVENT is a meeting and event RFP site for planners. The cost includes a dedicated Galveston profile listing and digital ads on competitor pages. Our partners have requested that we continue to have Galveston represented on this site.	Budgeted
70-5385	Midwest Luxury Publishing	\$145,000	Production and printing of bi-annual visitor guide (120k Island Soul)	
70-7000	Tourism Economics	\$15,000	Economic Impact Report for 2022	Budgeted
70-7000	Galveston Island Nature Tourism Council	\$30,000	Taskforce incubator to deliver blogs, social media posts, itinerary development, attend birding events and promote birding in Galveston	Budgeted
70-7000	San Luis Resort	\$25,000	Festival & Events Workshop (food, beverage and audio visual)	
70-7002	Johnny Steverson	\$10,000	Special event incubator funding for 2023 Galveston Steampunk Festival	Budgeted
70-7002	Meeting Professionals Intl	\$20,000	Special event funding for Meeting Professional International MPI (Lead generation)	Budgeted
70-7002	Into the Blue Fishing Show	\$40,000	Production costs associated with fishing show	Budgeted
70-7002	Threshold360	\$30,000	Annual agreement for 360 virtual tours and maps for sales	Budgeted
70-7002	Tempest	\$62,400	Annual website costs, content management and SEO	Budgeted
70-7002	Zartico	\$49,250	Data aggregator dashboard to show economic impact of tourism and marketing effectiveness	Budgeted
70-7002	Historic Downtown Partnership	\$14,125	Downtown tree decorating contest (trees for merchants and prizes)	Budgeted
70-7002	Historic Downtown Partnership	\$48,750	Holiday decorations, installation, maintenance and management	Budgeted
70-7002	Galveston Arts Center	\$30,000	Collaboration with Galveston Cultural Arts program	Budgeted
70-7002	Corbin Design	\$400,000	Design and implementation of Island-wide wayfinding program	Budgeted
70-7002	Joe Veneto Experience Lab	\$75,000	Destination immersion and product development	Budgeted
70-7002	Rush Trucks	\$121,262	Purchase 2023 26ft. Isuzu box truck	Budgeted

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<b>70-7002</b>	<b>Majestic Photobooth</b>	\$21,950	Photobooth for use at visitors center and through destination experiences	<b>Budgeted</b>
<b>70-7002</b>	<b>Glowforge</b>	\$10,089	Laser printer to use through destination experiences	<b>Budgeted</b>
<b>70-7002</b>	<b>Washed Ashore</b>	\$200,000	Shoulder season campaign promoting environmental sustainability	<b>Budgeted</b>
<b>TOTAL</b>		<b>\$3,623,305.00</b>		