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**Agenda Item:** Certified Galveston Ambassador Update

**Background:** Since 2014, Visit Galveston has offered the international Certified Tourism Ambassador™ (CTA) program through a third party. As staff looked for options to provide a more robust training program for Park Board staff, Trustees, committee members, front line employees, stakeholders, and community members, they were lead toward developing a certification program of our own and to bring its administration in house. Creating Galveston's own program, the Certified Galveston Ambassador program will allow for customizable class options, additional training avenues such as on-line classes, podcasts, video tours, community forums, and specialized tracks (history, environmental/nature tourism, DEI/Accessibility, Hospitality, etc.). As well as develop a continuing education portal that Certified Galveston ambassadors would continually use as a resource of information. Currently staff is working with local area experts to complete the buildout of the course curriculum, certification program and the portal resources. Below are the topics the class and program will cover upon roll out of the program.

- Program Overview
- Park Board of Trustees, Visit Galveston, City of Galveston, and Chamber Overview
- Tourism Pays: Economic Impact
- Marketing/Branding
- Social Media
- Importance of Hospitality/Customer Service skills
- Galveston Island History
- DEI training
- Mindfulness
- CGA Moving Forward
- Arts & Culture
- Transportation/Parking
- Port of Galveston
- Workforce Development & Education
- Beach Patrol, Junior Beach Patrol & Wave Watchers
- Nature Tourism
- Environmental best practices
- Finding Resources

Our goal is to have the new program ready to roll out in the first quarter of FY 2024. The certification process will take an additional 8 to 12 weeks to receive once all documentation is submitted to the certifying body - IACET.

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