

THE WOODLANDS

CONVENTION & VISITORS BUREAU

visitthewoodlands.com

NOTICE OF APRIL 19, 2017 REGULAR MEETING OF MEMBERS AND BOARD OF DIRECTORS

To: Board of Directors and Members

PURSUANT to the call of a majority of the Board of Directors named in the Certificate of Formation of the Corporation, NOTICE IS HEREBY GIVEN that the Board of Directors and the Members of The Woodlands Convention and Visitors Bureau, a Texas non-profit corporation (the "Corporation"), will meet at the principal office of the Corporation, at 2801 Technology Forest Boulevard, The Woodlands, Texas 77381, on April 19, 2017, at 11:30 a.m., for the purpose of:

1. Pledge of Allegiance;
2. Call to order and adoption of Agenda;
3. Public Comment;
4. Consider and approve Minutes from February 15, 2017 Regular Board Meeting;
5. Consider and approve CVB Financial Report through February 2017;
6. Receive and consider proclamation for National Travel and Tourism Week in The Woodlands;
7. Receive, consider and act upon the 2017 Trade Shows and Travel budget of The Woodlands Convention & Visitors Bureau;
8. Receive, consider and act upon Visit The Woodlands logo;
9. Receive, consider and act upon the issuance of a Request for Proposal (RFP) for Advertising Agency of Record;
10. Receive and discuss the 2018 Budget process;
11. Receive, consider and act upon issuing a Request for Proposal (RFP) to identify a company to light up Lake Robbins Bridge for Fourth of July;

12. Receive, consider and act upon any matters regarding Staff Initiatives;
13. Recess to Executive Session to discuss matters relating to real property pursuant to §551.072, Texas Government Code; deliberation of economic development negotiations pursuant to §551.087, Texas Government Code; discuss personnel matters pursuant to §551.074, Texas Government Code; and to consult with the Corporation's attorney pursuant to §551.071, Texas Government Code;
14. Reconvene in public session;
15. Receive, consider and act upon any potential real estate and facility related transactions involving The Woodlands Convention and Visitors Bureau and to authorize the Chairman, President and Legal Counsel to proceed with any required discussions with third parties in support thereof;
16. President's Report;
17. Board Announcements;
18. Agenda items for next meeting;
19. Adjournment.

Dated at The Woodlands, Texas, the 13 day of April, 2017.



A handwritten signature in dark ink, appearing to read "J. S. Wolda". The signature is fluid and cursive, written on a light-colored background.

President of The Woodlands Convention & Visitors Bureau

CVB Regular Board Meeting

Meeting Date: 04/19/2017

Information

SUBJECT MATTER:

Consider and approve Minutes from February 15, 2017 Regular Board Meeting;

BACKGROUND:

See attached.

RECOMMENDATION

Approve as presented.

Attachments

February 15, 2017 Meeting Minutes

THE WOODLANDS

CONVENTION & VISITORS BUREAU

visitthewoodlands.com

February 15, 2017

11:30 a.m.

MINUTES OF MEETING

BOARD OF DIRECTORS MEETING

THE WOODLANDS CONVENTION & VISITORS BUREAU

The Board of Directors for The Woodlands Convention & Visitors Bureau (TWCVB) of Montgomery County, Texas held their Board Meeting on February 15, 2017 at The Woodlands Township located at 2801 Technology Forest Boulevard, The Woodlands, Montgomery County, Texas, 77381 at 11:30 a.m. The roll was called and those in attendance were:

Present: Bruce Rieser, Chairman
John Anthony Brown, Vice Chairman
Brian Boniface, Director
J.J. Hollie, Director
Don Norrell, Director
Greg Parsons, Director

Absent: Fred Domenick, Secretary/Treasurer

Staff Present: Nick Wolda, TWCVB President; Katherine Wilcox, TWCVB Legal Counsel; Emilie Harris, TWCVB Marketing Assistant; Alie Broussard, TWCVB Convention Development Manager; Molly Jennings, TWCVB Marketing Specialist; Josie Lewis, Convention Development Specialist; Danielle Gatlin, TWCVB Administrative Assistant; Mariana Almanza, TWCVB Intern; Monique Sharp, The Woodlands Township Assistant General Manager Finance & Administration; John Powers, The Woodlands Township Assistant General Manager of Community Services; Susan Welbes, The Woodlands Township Director of Human Resources

Attendees: Amy Lecocq, Jane Minarovic

1. Pledge of Allegiance;

Board Chairman Rieser led the Pledge of Allegiance to the United States flag and the Pledge to the Texas flag.

2. Call to order and adoption of Agenda;

Motion by Director Don Norrell, seconded by Director Brian Boniface to amend the agenda.

Vote: 6 - 0 Passed

Other: Secretary/Treasurer Fred Domenick (ABSENT)

Board Chairman Rieser called the meeting to order at 11:30 a.m. and called for the Adoption of the Agenda for this meeting that was developed and duly posted as required by law. A Motion was proposed by Vice Chairman Brown to move agenda item number 6 to agenda item number 7.

3. Public Comment;

Board Chairman Rieser called on Amy Lecocq who signed up for Public Comment. Ms. Lecocq approached and thanked the Board for their support in previous years with The Woodlands Arts Festival that is now ranked number 5 in the country. The art bench project, which is going into phase three this year, had a 6 minute documentary spotlighting The Waterway of The Woodlands beautifully.

4. Consider and approve Minutes from January 10, 2017 Annual Board Meeting;

Motion by Director Brian Boniface, seconded by Director J.J. Hollie to approve the minutes from the January 10, 2017 Annual Board Meeting.

Vote: 6 - 0 Passed

Other: Secretary/Treasurer Fred Domenick (ABSENT)

Chairman Rieser explained that the minutes from the January Board meeting are in the Board packet for all to evaluate.

5. Consider and approve Financial Report through November 2016;

Motion by Director Brian Boniface, seconded by Vice Chairman John Anthony Brown to approve the Financial Report through November 2016.

Vote: 6 - 0 Passed

Other: Secretary/Treasurer Fred Domenick (ABSENT)

Chairman Rieser called Monique Sharp to the podium to present the CVB Financial Report through November 2016. The total year to date budget was \$2.4 million dollars that compares to the actual revenues of \$2.1 million dollars. The \$350,000 unfavorable variance is due to the supplemental hotel occupancy tax. This was consistently under budget through 2016. Year to date expenditure budget was \$2.6 million dollars with actual expenditures being \$2.1 million dollars with a favorable variance of about \$500,000. This was from capital expenditures including Ice Rink dasher boards and general expenses from staff and destination marketing budgets. The ending fund balance is just under \$1.9 million dollars at the end of November. Vice Chairman Brown asked if at the end of 2016 the Waterway Cruiser income will be removed from the sheet, which Ms. Sharp explained is correct.

6. Receive, consider and act upon Visit The Woodlands logo;

Motion by Director Don Norrell, seconded by Director Brian Boniface proceed with further work on logo concept number four and return to the board at the next meeting.

Vote: 6 - 0 Passed

Other: Secretary/Treasurer Fred Domenick (ABSENT)

Chairman Rieser called on President Nick Wolda who invited Emilie Harris to present the Visit The Woodlands Logo presentation. Ms. Harris, CVB Brand Development Manager, introduced Steve Atkins, The Atkins Group, who is in Austin for the TTIA Unity Dinner. Mr. Atkins introduced Ms. Jayme LeGros with The Atkins Group to present the new logos developed from Board direction. Development of the logos is from the data pulled from the perceptions of The Woodlands. The first logo was one of the preferred logos from the last presentation. The change was in color as the Board requested. Ms. LeGros showed the logo in an advertisement to put its use in perspective. There are 6 new concepts for logos presented with advertisement applications, t-shirt options and lapel pins giving the Board options to evaluate. The fourth logo brings in the Come Alive Campaign with stamps that can have interchangeable icons depending on the advertisement. The t-shirt option allows the stamp on one side and the logo on the other. The last logo has a graphic treatment option with the Come Alive above the logo. Ms. LeGros asked for Board discussion. Vice Chairman Brown asked to eliminate the first overall concept with his choice being numbers 2, 3 and 4. Vice Chairman Brown feels that utilizing parts of multiple logos are a good idea. Director Boniface is a fan of adding the icon W into the word Woodlands to keep building on the logo. Ms. Harris gives perspectives from other CVB logos and examples of keeping things simple but also by utilizing the interchangeable idea that the Directors mentioned. Director Parsons mentioned that the target is outside of The Woodlands so a stand-alone W does not reflect "The Woodlands" as the town is named, creating a possible confusion. Director Norrell preferred concept one and four with the feeling that the logo really draws you into the ad. Chairman Rieser had ideas about the color of the logo and would prefer a more primary color or the white logo with the different color backgrounds. Director Hollie suggested that simplicity is important because on an advertisement it becomes too much. Director Boniface suggested finding common ground by adding the "W" logo into concept four to tie it all in together. The agency said it would try to recreate something that rings true with simplicity, readability and consistency using best design practices.

7. Receive and consider an update from the Inspire Film Festival;

Chairman Rieser called on President Wolda to explain Inspire Film Festival. The Festival is coming up in one week. President Wolda invited Jane Minarovic to the podium to present. Ms. Minarovic played a video introducing Inspire Film Festival to the Board including clips from the movies and the film makers. Ms. Minarovic offered to answer questions and informed the Board that they will receive a weekend pass to the Festival. President Wolda asked for a few highlights. On Friday night the Landfill Harmonic documentary will play at The Woodlands United Methodist Church in the Harvest room and sponsored by TWFG. The band in the movie will actually be present for a performance following, along with The Woodlands Symphony. Also, over the weekend, there will be a movie called The Eagle Huntress which is a "girl power" movie about overcoming strife. Currently the Festival has filled 75 room nights with continued growth to come in following years. The average length of a film is 85 minutes with a few short 5-12 minute films. Tickets are about 50% sold and expected to have a bigger push during the week of the Festival. There will also be a bigger push on advertisement by social media. Ms. Minarovic thanked the Board for their support in this project. Thursday night at Waterway Square Interfaith will be hosting a food drive and Inspire will show seven short films at that pavilion which will be free to the public. Following this will be the VIP Party at the Glade Gallery. No motion was necessary for this item.

8. Receive, consider and act upon sponsorship request from The Woodlands Waterway Arts Festival;

Motion by Director Greg Parsons, seconded by Director Brian Boniface to approve the sponsorship request from The Woodlands Waterway Arts Festival.

Vote: 6 - 0 Passed

Other: Secretary/Treasurer Fred Domenick (ABSENT)

Chairman Rieser called on Nick Wolda to present the Waterway Arts Festival Sponsorship. Vice Chairman Brown asked about section six and the signage. In the last line Vice Chairman Brown would like to see it say that The Waterway Arts Festival and The Woodlands Convention and Visitors Bureau would be able to mutually decide on location of the CVB signage. Director Norrell asked that this be at the location and agreed that this change would be fine. Chairman Rieser asked about section 8 providing the Board with complimentary tickets. President Wolda explained that many of these passes are used for hotel properties as incentives and to have a Board and staff presence onsite welcoming visiting artists and patrons to The Woodlands. Ms. Lecocq explained that this is standard with all sponsors. Director Parsons asked how many passes are given to sponsors and Ms. Lecocq put up the list of sponsor passes. Director Norrell explained that this does come from hotel tax dollars not property tax dollars.

9. Receive, consider and act upon an Ethics Policy for The Woodlands Convention & Visitors Board of Directors;

Motion by Director Brian Boniface, seconded by Director J.J. Hollie to have legal counsel and staff to review this and bring it back to the Board.

Vote: 6 - 0 Passed

Other: Secretary/Treasurer Fred Domenick (ABSENT)

Chairman Rieser called on President Wolda to present. The CVB is operated by hotel tax dollars and President Wolda would like to get a thought process on governing the CVB as it operates as a fully transparent agency. Chairman Rieser brought up the increase in travel and would like to make sure there is no opportunity for an appearance of inappropriateness in spending. Director Hollie brought up The Chamber of Commerce is also a 501(c)(6) agency, the same as The Woodlands CVB, and uses a document about confidentiality and conflict of interest to monitor their policy. Director Hollie thinks that it would be a good idea to look into other CVB's and what they use for this policy.

10. Receive, consider and act upon any matters regarding Staff Initiatives;

Chairman Rieser called on President Wolda to present. President Wolda invited Emilie Harris, Brand Development Manager for The CVB, to begin this discussion. Ms. Harris spoke on website traffic with VisitTheWoodlands.com being the hub of the CVB activity. The CVB builds landing pages for all special events and holidays, etc, anything that may drive visitors to The Woodlands. The Valentine's Day page had 511 views in two weeks with 21% of the people clicking through to promotions or blog posts or even to hotel bookings. The average time spent on this page was about four minutes which is above industry standard. There were 6,264 visits to the website home page just in January with 779 visitors to the Waterway Cruiser page. The Dining page had an average of about 2:14 minutes of time spent which is a good amount of time showing that visitors find it useful. E-blasts and remarketing general database is 40,065. The mobile device usage is at 54.1% with desktop being 45.9% showing that it is important to be mobile friendly. The Super Bowl Social Media Campaign had several paid boosted advertisements with over 40,000 people reached through Facebook with 17,000 engagements and 27 shares. Ms. Harris showed the video to the Board. Ms. Harris noted that focus has been on expanding video presence and b-roll footage to be able to be capable of making great videos like this. Paid media impressions are a little bit slower during January and February. Focus is stronger in summer months and spring based on when people plan their vacations. Through digital ad network placements, the CVB can target people who are known Texas travelers in our financial market and where our visitors are. Shop Across Texas, Digital Ad Network, TripAdvisor.com Texas Events Calendar have been utilized during February. The interactive chat feature on the CVB website creates a lot of traction from visitors asking where to host a meeting and what to do, etc. This created traffic to the website. Community Partnerships have grown including Inspire Film Festival, Taste of the Town, Thrive Blogger Conference, The Woodlands Marathon, The Woodlands Arts Festival and IRONMAN. One thing to note is that partnering with a community event is always featured on the website. Bloggers are a natural choice for the CVB because they take great photos of restaurants and hotels while they visit which leads to more promotion of local venues. For a PR update,

the new agency was able to attract a writer from Texas Lifestyle Magazine that also writes from 3 or 4 other magazines creating an opportunity for the article to be in several digital online spheres. Texas Lifestyle has been in production since 2014 and their average reader has a household income of \$150k with their average age range between 25-54, which is a target market. Alie Broussard, Convention Development Manager, presented the South by Southwest booth rendering. This trade show is on March 12 – 15, 2017. Ms. Broussard also showed the rendering of the booth for the DMAI Destination Marketing Showcase that will be on March 2, 2017. DMAI had over 700 meeting planners in attendance last year and is hoped to have the same this year. The outlook for 2017 begins with IPW from June 3-8, 2017 that is an international tradeshow with 6,000 attendees from 73 countries and 500 international travel writers, then Cvent Connect from June 12-14, 2017 has more one on one appointments with meeting planners and educational opportunities. World Education Congress is from June 19-22, 2017 and is more of a one on one meeting planner tradeshow and educational show. Later in the year will be Connect Marketplace from August 21- 23, 2017. This is a reverse tradeshow with meeting planners sitting at a table with suppliers walking to them. Rounding out the year will be IMEX America that will be on October 10-12, 2017 hosting 3,200 meeting planners and 12,000 attendees overall last year. The CVB upgraded their partnership with Cvent which is an online portal that meeting planners use to source their RFP's to destinations and venues. The two diamond package gives The Woodlands a bump up in the search engine and The Woodlands has a banner ad that will pop up on the San Antonio page, as well as a "request a quote" button that will give them more information from the CVB page. The CVB copy button will pop up on other hotels in the Houston area so that meeting planners can include The Woodlands as well. Lastly, since partnering with Cvent and upgrading the profile in 2016, the CVB has received 30 RFP's raising this number from 1 the previous year. TripAdvisor.com has offered to use a tool called Jebbit which allows clickable ads that brings visitors to pages directed to The Woodlands. The CVB is able to create custom questions that will also prompt them to put in their email address and prompt them to visit the CVB website allowing the ability to gather more information from them. This will roll out in March. Director Parsons asked how many booked out of the 30 RFP's that came in and if this list could be given to the Board once a quarter. The leads go out to the hotels and they provide the quotes. No motion is necessary.

11. Recess to Executive Session to discuss matters relating to real property pursuant to §551.072, Texas Government Code; deliberation of economic development negotiations pursuant to §551.087, Texas Government Code; discuss personnel matters pursuant to §551.074, Texas Government Code; and to consult with the Corporation's attorney pursuant to §551.071, Texas Government Code;

Board recessed at 1:11 p.m.

12. Reconvene in public session;

The Board reconvened at 1:45 p.m.

13. President's Report;
President Wolda explained that the CVB is currently interviewing for the Assistant Director position.

14. Board Announcements;

The next meeting will be on April 19, 2017 at 11:30 a.m. The Chamber of Commerce announced that the Taste of the Town was a success and thanked the Board for their support and attendance. At last count there was almost 5,000 in attendance at the Taste of the Town.

15. Agenda items for next meeting;

None at this time.

16. Adjournment.

Motion by Vice Chairman John Anthony Brown, seconded by Director J.J. Hollie to adjourn.

Vote: 6 - 0 Passed

Other: Secretary/Treasurer Fred Domenick (ABSENT)

Fred Domenick, Secretary/Treasurer
The Woodlands CVB Board of Directors

Date

CVB Regular Board Meeting

Meeting Date: 04/19/2017

Information**SUBJECT MATTER:**

Consider and approve CVB Financial Report through February 2017;

BACKGROUND:

See attached.

RECOMMENDATION

Approve financial report as presented.

Attachments

February CVB Financial Report

THE WOODLANDS

CONVENTION & VISITORS BUREAU

visitthewoodlands.com

GENERAL PURPOSE FINANCIAL STATEMENTS **February 28, 2017**

*These financial statements are unaudited and intended for informational
and internal discussion purposes only.*

THE WOODLANDS CONVENTION & VISITORS BUREAU
Balance Sheet
As of February 28, 2017

Assets and Other Debits

Cash	1,583,229
Other Receivables	870
Due from Other Funds	256,860
Prepaid Expenses	-

Total Assets

1,840,958

Liabilities and Fund Balance

Current Liabilities

A/P and Accrued Liabilities	46,491
Due to Other Funds	70,445

Fund Balance

Undesignated - CVB	1,724,023
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Total Liabilities and Fund Balance

1,840,958

THE WOODLANDS CONVENTION & VISITORS BUREAU
Budget and Actual
For the Two Months Ended February 28, 2017

	2/28/2017 YTD Budget	2/28/2017 YTD Actual	Favorable/ (Unfavorable)
REVENUE			
Operating Transfers	247,750	-	(247,750)
Supplemental Hotel Occupancy Tax	246,354	248,287	1,933
Interest Income	80	482	402
Subtotal	494,184	248,769	(245,415) (A)
GENERAL EXPENSES			
CVB Township Staff	78,787	62,713	16,074
Staff Development	11,250	43,158	(31,908)
Facilities Expense	4,874	4,875	(1)
Equipment Expense	2,264	926	1,338
Contracted Services	8,500	9,790	(1,290)
Administrative	12,582	5,114	7,468
Subtotal	118,257	126,576	(8,319) (B)
ATTRACTIONS & EVENTS			
Other Festivals/Special Events	10,000	12,000	(2,000)
Taste of the Town	-	10,000	(10,000)
Wine Week	-	-	-
Woodlands Waterway Arts Festival	20,000	-	20,000
The Woodlands Film Commission	10,000	10,000	-
Ironman Texas	-	-	-
Subtotal	40,000	32,000	8,000 (C)
DESTINATION MARKETING			
Media	103,332	13,010	90,322
Public Relations	8,000	-	8,000
Production	23,332	12,446	10,886
International Marketing	-	1,284	(1,284)
Cooperative Marketing	-	-	-
Group Sales	49,166	4,086	45,080
Visitor Services	10,916	70,791	(59,875)
Subtotal	194,746	101,616	93,130 (D)
PROMOTION			
Promotion	92,000	22,393	69,607
Information Distribution	31,666	2,115	29,551
Other Advertising	5,000	504	4,496
Business Development	1,500	2,531	(1,031)
Subtotal	130,166	27,543	102,623 (E)
CAPTIAL EXPENDITURES	-	-	- (F)
TOTAL EXPENDITURES	483,169	287,735	195,434
REVENUE OVER/(UNDER) EXPENDITURES	11,015	(38,966)	(49,981)
BEGINNING FUND BALANCE	-	1,762,989	1,762,989
ENDING FUND BALANCE	11,015	1,724,023	1,713,008

THE WOODLANDS CONVENTION & VISITORS BUREAU
Operating Budget Variances
For the Two Months Ended February 28, 2017

A) Revenues

- Operating Transfers – The unfavorable variance is due to a timing difference between actual and budgeted transfers.
- Supplemental Hotel Occupancy Tax - The favorable variance is due to Supplemental HOT revenues being higher than budgeted.

B) General Expenses

- CVB Township Staff - The favorable variance is due to lower than budgeted salary and benefits expense due to staff vacancies.
- Staff Development - The unfavorable variance is due to a timing difference between actual and budgeted training and conferences expenses.
- Equipment - The favorable variance is due to a timing difference between actual and budgeted expenses.
- Contracted Services - The unfavorable variance is due to a timing difference between actual and budgeted expenses.
- Administrative - The favorable variance is due to a timing difference between actual and budgeted printing expenses.

C) Attractions & Events

- Other Festivals/Special Events - The unfavorable variance is due to a timing difference between actual and budgeted expenses.
- Taste of the Town - The unfavorable variance is due to a timing difference between actual and budgeted expenses.
- Woodlands Waterway Arts Festival - The favorable variance is due to a timing difference between actual and budgeted expenses.

D) Destination Marketing

- Media - The favorable variance is due to a timing difference between actual and budgeted expenses.
- Production - The favorable variance is due to a timing difference between actual and budgeted expenses.
- International Marketing - The unfavorable variance is due to a timing difference between actual and budgeted expenses.
- Group Sales - The favorable variance is due to a timing difference between actual and budgeted expenses.
- Visitor Services - The unfavorable variance is due to a timing difference between actual and budgeted expenses.

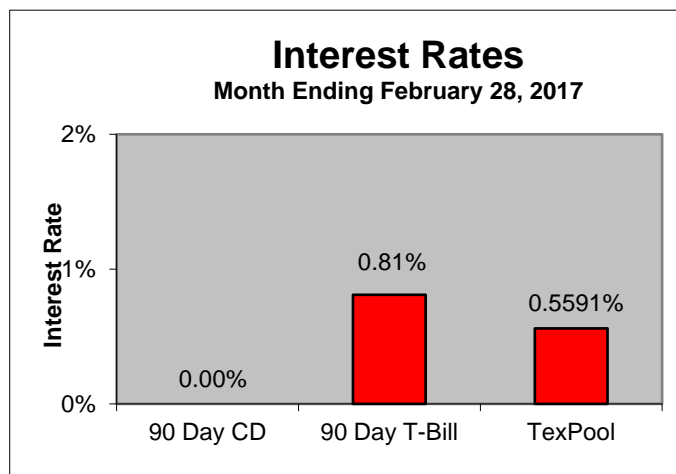
E) Promotion

- Promotion - The favorable variance is due to a timing difference between actual and budgeted expenses.
- Information Distributing - The favorable variance is due to a timing difference between actual and budgeted expenses.

THE WOODLANDS CONVENTION & VISITORS BUREAU
Cash Report as of February 28, 2017

Investment Type	Description/ Location	Maturity	Beginning Balance	Monthly Activity	Earnings	Ending Balance	Beginning Market	Ending Market	Avg. % Yield
Choice IV Commercial Checking with Interest	Wells Fargo Checking Account	Open	\$ 1,629,105	\$ (17,092) -	\$ 115	\$1,612,128	\$1,629,105	\$1,612,128	0.09%
Total			\$ 1,629,105	\$ (17,092)	\$ 115	\$1,612,128	\$1,629,105	\$1,612,128	0.09%

YTD \$ 482



** The 90 day CD rate is taken from the Federal Reserve website. "An average of dealer bid rates for CD's that are actively traded in the secondary market and are issued by top-tier banks. Bids are generally for CD's issued in denominations of \$1,000,000 or greater. Responses are not reported when the number of respondents is too few to be representative."

CVB Regular Board Meeting

Meeting Date: 04/19/2017

Information

SUBJECT MATTER:

Receive and consider proclamation for National Travel and Tourism Week in The Woodlands;

BACKGROUND:

National Travel and Tourism Week is scheduled for May 7-13, 2017. Travel and Tourism is important to the state of Texas and The Woodlands.

- Over \$300,000,000 in Visitor Spending.
- 3,940 in Total Employment.
- \$27,800,000 in state and local tax revenue.

*Data courtesy of the 2015 Texas Travel Economic Impact Study conducted by the Office of the Governor, Economic Development & Tourism

Attached is a Proclamation regarding the Travel & Tourism Week in The Woodlands.

The Woodlands CVB team is developing a mini-video series consistent with the travel industry's "Faces of Travel" theme for 2017. The mini-video series will showcase travel professions in The Woodlands and share their tips for successful travel. These videos will be featured on the CVB's social media and website all week long.

RECOMMENDATION

Approve the Proclamation regarding Travel & Tourism Week in The Woodlands.

Attachments

2017 Travel and Tourism Week Proclamation



PROCLAMATION

BE IT PROCLAIMED:

Whereas The Woodlands continues to offer visitors more than eleven million square feet of amazing shopping, award-winning dining, hospitality and entertainment venues;

Whereas The Woodlands is home to more than 2,200 guestrooms in upscale and boutique properties, select service, limited service, conference and convention centers and resorts.

Whereas Tourism is a \$2 billion business in Montgomery County with 80 percent of that taking place in The Woodlands (*Source: The Perryman Corporation, February 2008*)

Whereas travel to and within The Woodlands recorded by Visitor Services showed 114,671 shoppers at Market Street and The Woodlands Mall were from 998 Texas Zip Codes;

Whereas The Woodlands is expected to generate \$8.2 million in hotel tax in 2017 which helps reduce dependency on property tax. Each U.S. household would pay \$1,187 more in taxes without the tax revenue generated by the travel industry;

Whereas leisure travel, which accounts for more than three-quarters of all trips taken in the United States, spurs countless benefits to travelers' health and wellness, creativity, cultural awareness, education, happiness, productivity and relationships;

Whereas travel is a pillar of economic growth, creating jobs at a faster rate than other sectors;

Whereas The Woodlands Convention and Visitors Bureau is dedicated to The Woodlands as a travel destination for corporate meetings, conventions and leisure travel;

Now, therefore, I, Bruce Rieser, Chairman of The Woodlands Convention and Visitors Bureau Board of Directors do hereby proclaim May 7-13, 2017 as National Travel and Tourism Week in The Woodlands, Texas and urge the citizens of The Woodlands to join me in this special observance with appropriate events and commemorations.

Bruce Rieser
Chairman, The Woodlands Convention and Visitors Bureau



CVB Regular Board Meeting

Meeting Date: 04/19/2017

Information

SUBJECT MATTER:

Receive, consider and act upon the 2017 Trade Shows and Travel budget of The Woodlands Convention & Visitors Bureau;

BACKGROUND:

In 2016, by Board direction, The Woodlands Convention and Visitors Bureau shifted away from the production of community festivals and events to a newly defined focus which aligns the organization with more traditional goals of a destination marketing organization. The Board instructed staff to position, market and participate in state and national trade shows and promote The Woodlands to state, national and international audiences.

In January of 2016, CVB Board approved the Strategic Marketing and Communications plan to act as a road map and outline objectives and strategies for the new focus. The Strategic Marketing and Communications Plan acts as an outline and basis of measurement for this and future quarterly reports.

The plan identifies 3 key strategic initiatives to base objectives and strategies. These are explained below:

2017 Strategic Initiatives

1. **Room Absorption:** Develop marketing and sales efforts for effective absorption of significant new room inventory while targeting to maintain current occupancy percentages and achieving desirable ADR and RevPAR.
2. **Target Audiences:** Apply market intelligence to develop a deep understanding of the travel aspirations, motivations, behaviors and experiences of all target travel audiences for The Woodlands.
3. **Brand Awareness:** Effectively create and shape a fully evolved brand for the destination and build broad awareness of The Woodlands as an upscale, premier leisure, business, corporate, convention and meetings destination.

Objectives #7 in the plan addresses Group Sales in promoting The Woodlands at the state and national level through these four (4) objectives:

1. Objective: Generate meetings/convention room nights in The Woodlands. Prospect groups that generate room nights to fill multiple hotels and create compression in the area.
2. Objective: Utilize budget funds to add value to prospective meetings in The Woodlands.
3. Objective: Elevate service options provided to groups in order to enhance the in-destination experience.
4. Objective: Meet with potential meeting planners to sell The Woodlands as a destination for conferences and meetings.

To accomplish this, CVB Staff met extensively with hotel properties in 2016 to develop the 2017 Trade Show and Travel schedule. The CVB Board directed the staff in June 2016 to begin the ambitious process and the plan took many months to develop as most pricing was not released by shows until early 2017. Staff has compiled a working list of all shows. In total, these shows reach tens of thousands of meeting planners, tour operators, travel media, and leisure travelers looking for new destinations. The attached spreadsheet and description of shows details the audiences.

At the September 21, 2016 meeting, the CVB Board approved the 2017 Tradeshow Participation under Agenda Item #7: Receive, Consider and act upon 2017 Tradeshow Participation. At that time, Gordy Bunch was the CVB Chairman. The following is an excerpt from the CVB Board minutes from the September 21, 2016 meeting:

- Chairman Bunch called on Nick Wolda who explained that tradeshow participation is in effort of positioning

The Woodlands on a State, National and International Level.

- Staff presented a detailed plan of four major tradeshow: IPW, Meeting Planners International World Educational Conference, Cvent Connect and IMEX America.
- Chairman Bunch explained that this is a good way to begin this outreach program and for The Woodlands to begin building its own destination marketing separate from Houston.
- Chairman Bunch feels this is going to require consistency over time and suggests sending multiple staff members to these events.
- Motion to approve the attendance and expenditures of the four tradeshow at the max level presented by staff with staff making the decision based on what is appropriate per tradeshow was approved unanimously by the Board.

All CVB staff members are employees of The Woodlands Township and, as such, all CVB staff member travel expenses are reviewed and approved/not approved by the Township President. To assure that the CVB Board's 2017 objectives are met for trade shows, group sales and training, the Township President has requested an approved list of trade shows, group sales and training to administer CVB staff travel.

As of April 4, 2017, here are the totals in the Trade Show and Travel budget for 2017:

Totals

Registrations, Booth Rentals	\$100,715
Booth set and supplies	\$30,900
Travel	\$36,580

RECOMMENDATION

Authorize the 2017 trade show, group sales and travel schedule and expenses for CVB personnel provided through contract by The Woodlands Township.

Attachments

CVB Travel Spreadsheet, 2017

CVB Travel Cost / Booth participation 2017

Special Note: While most of the costs on this document are verified, some are estimated and will be updated throughout the year.

Traveler	Name of Show	Location	Show Benefit	Month	Airfare	Lodging	Meals	Mileage	Rental Car/Uber	Parking*	Estimated Total
Allie Broussard	DMAI Destination Showcase	Washington, D.C.	About 700 Meeting Planners from 150 destinations.	March	\$471	\$239	\$72	\$26	\$49	\$40	\$897
Josie Lewis	DMAI Destination Showcase	Washington, D.C.	About 700 Meeting Planners from 150 destinations.	March	\$460	\$239	\$7	\$0	N/A	\$0	\$706
Allie Broussard	SXSW	Austin	70,000 attendees. Promotion of TW for leisure travel	March	\$0	\$932	\$150	\$174	N/A	\$40	\$1,297
Emilie Harris	SXSW	Austin	70,000 attendees. Promotion of TW for leisure travel	March	\$0	\$1,731	\$190	\$0	N/A	\$0	\$1,921
Nick Wolda	DMAI CEO Summit	Nashville	Best practices of DMO's nationally.	March	\$268	\$518	\$40	\$26	\$33	\$50	\$935
Nick Wolda	IPW	Washington, D.C.	Tradeshow of U.S. Travel Association. A 1,000 U.S. travel organizations, more than 1,300 international and domestic buyers, 500 media	June	\$1,192	\$1,278	\$115	\$26	\$0	\$100	\$2,711
Assistant Director	IPW	Washington, D.C.	Tradeshow of U.S. Travel Association. A 1,000 U.S. travel organizations, more than 1,300 international and domestic buyers, 500 media	June	\$538	\$1,597	\$180	\$26	\$0	\$100	\$2,442
Emilie Harris	IPW	Washington, D.C.	Tradeshow of U.S. Travel Association. A 1,000 U.S. travel organizations, more than 1,300 international and domestic buyers, 500 media	June	\$538	\$1,597	\$180	\$26	\$0	\$100	\$2,442
Allie Broussard	Cvent Connect	Las Vegas	Conduct business with 2000+ event planners	June	\$375	\$507	\$35	\$26	\$30	\$100	\$1,073
Assistant Director	Cvent Connect	Las Vegas	Conduct business with 2000+ event planners	June	\$375	\$507	\$35	\$0	\$0	\$100	\$1,017
Nick Wolda	Cvent Connect	Las Vegas	Conduct business with 2000+ event planners	June	\$418	\$169	\$35	\$26	\$30	\$100	\$778
Allie Broussard	MPI WEC	Las Vegas	MPI's WEC appointments will also be conducted throughout the conference.	June	\$468	\$961	\$125	\$26	\$30	\$100	\$1,711
Josie Lewis	MPI WEC	Las Vegas	MPI's WEC appointments will also be conducted throughout the conference.	June	\$468	\$961	\$125	\$0	\$0	\$100	\$1,655
Assistant Director	MPI WEC	Las Vegas	MPI's WEC appointments will also be conducted throughout the conference.	June	\$405	\$769	\$105	\$26	\$30	\$100	\$1,435
Nick Wolda	TTIA	Austin	Texas Travel Industry Association's Travel & Tourism College.	June		\$476	\$80	\$0	\$0	\$0	\$556
Nick Wolda	DMAI Annual Conference	Montreal	Best practices of DMO's nationally.	June	\$1,025	\$250	\$100	\$26	\$30	\$100	\$1,531
Assistant Director	DMAI Annual Conference	Montreal	Best practices of DMO's nationally.	July	\$1,025	\$250	\$100	\$26	\$30	\$100	\$1,531
Allie Broussard	Connect Marketplace	New Orleans	Connect is the premier hosted-buyer event that brings together the most active planners and suppliers in Corporate, Association, Specialty, Expo and Sports meeting and events.	August	\$224	\$250	\$50	\$26	\$30	\$100	\$680
Assistant Director	Connect Marketplace	New Orleans	Connect is the premier hosted-buyer event that brings together the most active planners and suppliers in Corporate, Association, Specialty, Expo and Sports meeting and events.	August	\$224	\$250	\$50	\$26	\$30	\$100	\$680
Allie Broussard	TACVB Annual Conference	Fort Worth	Texas Assn. of CVB's Annual Conference. Destination Development for staff	August	\$0	\$585	\$85	\$248	\$0	\$60	\$978
Emilie Harris	TACVB Annual Conference	Fort Worth	Texas Assn. of CVB's Annual Conference. Destination Development for staff	August	\$0	\$585	\$85	\$0	\$0	\$0	\$670
Molly Jennings	TACVB Annual Conference	Fort Worth	Texas Assn. of CVB's Annual Conference. Destination Development for staff	August	\$0	\$585	\$85	\$0	\$0	\$0	\$670
Josie Lewis	TACVB Annual Conference	Fort Worth	Texas Assn. of CVB's Annual Conference. Destination Development for staff	August	\$0	\$585	\$85	\$0	\$0	\$0	\$670
Assistant Director	TACVB Annual Conference	Fort Worth	Texas Assn. of CVB's Annual Conference. Destination Development for staff	August	\$0	\$585	\$85	\$0	\$0	\$0	\$670
Allie Broussard	TSAE Annual Conference	Houston	500 association executives and suppliers from all aspects of associations	September	\$0	\$508	\$25	\$36	\$0	\$30	\$599
Assistant Director	TSAE Annual Conference	Houston	500 association executives and suppliers from all aspects of associations	September	\$0	\$508	\$25	\$0	\$0	\$30	\$563
Nick Wolda	TSAE Annual Conference	Houston	500 association executives and suppliers from all aspects of associations	September	\$0	\$508	\$25	\$36	\$0	\$30	\$599
Allie Broussard	IMEX America	Las Vegas	1,000s of meeting professionals looking for meeting destinations	October	\$477	\$1,048	\$105	\$26	\$30	\$100	\$1,786
Assistant Director	IMEX America	Las Vegas	1,000s of meeting professionals looking for meeting destinations	October	\$477	\$1,048	\$105	\$0	\$0	\$100	\$1,730
Nick Wolda	IMEX America	Las Vegas	1,000s of meeting professionals looking for meeting destinations	October	\$355	\$1,048	\$80	\$36	\$30	\$100	\$1,649

Name of Show	Cost for Show	Cost of Booth Supplies
DMAI Destination Showcase	\$4,995 (Paid in 2016)	\$1,000
SXSW	\$7,990 (Paid in 2016)	\$9,400
DMAI CEO Summit	\$1,195	
IPW	\$20,485	\$2,500
Cvent Connect	\$14,200	\$2,000
MPI	\$15,000	\$8,000
TTIA Travel & Tourism College	\$795	\$0
DMAI Annual Conference	\$995	\$0
Connect Marketplace	\$6,200	\$0
TACVB Annual Conference	\$2,175	\$0
TSAE Annual Conference	\$1,485	\$0
IMEX America	\$25,200	\$8,000
Total	\$100,715	\$30,900

Totals

Registrations, Booth Rentals	\$100,715
Booth set and supplies	\$30,900
Travel	\$36,580

\$9,786	\$21,075	\$2,565	\$892	\$381	\$1,880	\$36,580
Airfare	Lodging	Meals	Mileage	Rental Car/Uber	Parking	Est. Total

* Parking is estimated

CVB Regular Board Meeting

Meeting Date: 04/19/2017

Information

SUBJECT MATTER:

Receive, consider and act upon Visit The Woodlands logo;

BACKGROUND:

At the December 2014 TWCVB Special Board Meeting, it was determined that a new logo design would be created for The Woodlands CVB due to brand confusion within the industry as well as a cleaner approach to mirror The Woodlands destination marketing efforts. The Atkins Group, TWCVB's Ad Agency of Record was asked to begin new logo development.

At the January 2015 TWCVB Regular Board Meeting, The Atkins Group presented the current TWCVB logo font (without the icons above) as well as logo font treatment utilizing The Woodlands Township font. The purpose of the presentation was to get the strategic direction approval from the Board to continue to move forward with the development of a new logo. TWCVB Board approved using the current Township's font in TWCVB logo as well as keeping the overlapping O's. The Board requested CVB staff to meet with The Woodlands Development Company before the March CVB Regular Board Meeting to begin the legal permissions necessary to further develop the new logo.

On February 18, 2015, TWCVB met with The Woodlands Development Company to discuss the legal approval process necessary to accommodate a new TWCVB logo. The Atkins Group presented the design options and listed the media placement various TWCVB advertisements would be seen in. TWDC Co-Presidents Alex Sutton and Tim Welbes did not foresee any issues with the designs presented but deferred to Legal Counsel for explanation. TWDC Legal Counsel discussed the process in which TWCVB would need to adhere to in order to gain approval. Approval was granted, the new logo was implemented and the CVB has operated under said logo for almost two years.

At the conclusion of 2016 with the discussion of a new creative campaign, new photography and new initiatives, staff suggested keeping the current logo for internal purposes, but advertising as Visit The Woodlands in order to maintain industry standards and improve communications of The Woodlands brand promise.

In November 2016, staff met with The Atkins Group to discuss new logo implementation and brainstorm ideas for logos. After thoughtful analysis and edits, The Atkins Group will present three Visit The Woodlands logos for Board consideration. The purpose of the presentation is to get strategic direction from the Board to continue moving forward with new logo development.

TWCVB Legal Counsel, The Strong Firm recommends submitting a form for requesting licensor's consent to use the mark as part of a new logo to TWDC at the conclusion of the logo development. Please see attached form for approval.

New logo options were presented by The Atkins Group at the January 10, 2017 Meeting. The board gave feedback regarding the colors of the logo and the use of icons within the logo. Concerns were voiced about the logo presenting as too busy on advertisements.

The Atkins Group presented additional logo options at the February 15, 2017 meeting. The Board gave a round of feedback including instruction to include bold colors in the logo and blend one of the logo designs with another. The Board also approved the use of "stamps" in advertisements.

The latest round of logo options will be presented by staff at the April 19, 2017 Meeting.

RECOMMENDATION

Logo design to be determined by The Board.

Attachments

No file(s) attached.

CVB Regular Board Meeting

Meeting Date: 04/19/2017

Information

SUBJECT MATTER:

Receive, consider and act upon the issuance of a Request for Proposal (RFP) for Advertising Agency of Record;

BACKGROUND:

The Woodlands Convention and Visitors Bureau (TWCVB) is distributing a Request for Proposal (RFP) for Destination Marketing services related to TWCVB's destination marketing efforts.

Since launching the Destination Marketing program in 2004, The Woodlands has become a premier destination for shopping, dining, hospitality and entertainment. In 2016, TWCVB's print and outdoor ads, television and radio spots, and online media generated more than 117 million impressions throughout the year and has continued to increase awareness of The Woodlands. In 2017, this trend is expected to continue. This line item will help position the brand as a destination with over 11 million square feet of shopping, dining, hospitality and entertainment.

See attached for the Destination Marketing Agency of Record RFP for 2018.

The selected Agency will need to assist in the development and management of strategic destination marketing responsibilities for the calendar year 2018 with a possible two-year extension if successful in supporting the overall marketing message for The Woodlands.

RECOMMENDATION

Approve the distribution of the Request for Proposal for The Woodlands CVB's Destination Marketing efforts in 2018.

Attachments

Advertising Agency of Record 2017 - Request for Proposal

April 19, 2017

The Woodlands Convention and Visitors Bureau ("TWCVB") is seeking proposals for advertising agency services related to the Bureau's Destination Marketing Campaign for calendar year 2018, with an optional two-year renewal, without RFP process for calendar years 2019 and 2020, at TWCVB's sole discretion.

Attached you will find a Request for Proposal (RFP) outlining the needs and requirements for participation in this bid process.

Evaluation of the submitted proposals will be based on the following criteria:

- Creative and production capabilities
- Destination marketing experience
- Group sales marketing experience
- Spanish marketing experience and capabilities
- Research capabilities
- Fiscal Analysis
- Agency/joint venture staffing experience and capabilities
- Prior agency/joint venture experience
- Demonstrated history of community involvement

Proposals should be submitted to:

Nick Wolda
President
The Woodlands Convention and Visitors Bureau
2801 Technology Forest Blvd.
The Woodlands, Texas 77381
Nick.Wolda@thewoodlandscvb.com

Proposals must be received no later than 4:00 p.m. on Monday, July 31, 2017 in the offices of The Woodlands Convention and Visitors Bureau listed above.

Should you have any questions, please feel free to contact me by email at Nick.Wolda@thewoodlandscvb.com.

Thank you,



Nick Wolda
President, The Woodlands Convention and Visitors Bureau

THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING ADVERTISING SERVICES
REQUEST FOR PROPOSAL

I. Purpose

The purpose of this Request for Proposal (RFP) is to obtain the services of a professional advertising company for The Woodlands Convention and Visitors Bureau's (TWCVB) Destination Marketing campaign for calendar year 2018, with an option to renew, at TWCVB's sole discretion, for calendar years 2019 and 2020 without RFP process in 2018. The Destination Marketing plan positions The Woodlands as a destination for family vacations, weekend getaways and corporate and business meetings by leveraging The Woodlands' appeal, including over 11 million square feet of shopping, dining, hospitality, and entertainment, all within a unique walkable environment.

Services needed for this campaign include creative concepting, multi-media ad production, media planning and buying, account servicing, and general account management.

II. Anticipated Timeline

April 20, 2017	Distribute RFP
July 14, 2017	Deadline to submit questions regarding RFP by 4:00 p.m.
July 31, 2017	Proposals and required forms (Attachments "A" and "B") must be received at TWCVB office by 4:00 p.m.
Week of August 10	Notification of short-listed agencies
Week of September 5	Agency presentations
September 20, 2017	Presentation of agency recommendation to TWCVB Board of Directors

III. Proposal Instructions

Two copies of the proposal must be submitted no later than 4:00 p.m. on Monday, July 31, 2017. Proposals should be addressed as follows:

Nick Wolda, President
The Woodlands Convention and Visitors Bureau
2801 Technology Forest Blvd.
The Woodlands, Texas 77381
Nick.Wolda@thewoodlandscvb.com

Proposals should be delivered or mailed to TWCVB office; **proposals submitted via fax or email will not be considered.** It is the responsibility of the participating candidates to ensure that the proposal is received by TWCVB by the date and time specified in the RFP. **Late proposals will not be considered.** All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the candidate and will not be reimbursed by TWCVB.

At a minimum, proposals must include the following:

- Attachment “A” completed in its entirety.
- Attachment “B” “Specifications, Requirements and Respondent’s Acknowledgement”, completed, initialed and signed as required.
- Attachment “C” including the Ethics Disclosure form, the Litigation Disclosure form, and the appropriate statement for your entity’s legal status.
- Attachment “H” “Summary of Ratings”, dated and signed.
- Samples of previous work relevant to the tourism industry including brochures, television/radio spots, print ads, online ads, and any other examples you would like to provide.
- Any other information that would help us better understand your company and your expertise in the advertising and marketing field.

By submitting a proposal, the submitting agency acknowledges that it has read, fully understands, and shall strictly adhere to all bid specifications and requirements contained in this RFP and any exhibits and ancillary documents thereto (the “RFP Packet”).

IV. Evaluation and Review of Proposals

Evaluation of each proposal will be based on the following criteria:

- Creative and production capabilities.
- Destination marketing capabilities.
- Group sales marketing capabilities.
- Spanish language and Latin American marketing capabilities.
- Research capabilities.
- Fiscal analysis .
- Agency/joint venture staffing experience and capabilities.
- Prior agency/joint venture experience.
- Demonstrated history of community involvement.

V. Presentations

TWCVB may, at its discretion, request presentations by any or all participating candidates. Short-listed agencies will be notified during the week of August 10, 2017 and a presentation date/time will be set at that time. Presentations will be held the week of September 5, 2017. Please see Presentation Guidelines included in Attachment “F” for more information. TWCVB reserves the right to make an award without further discussion of the proposals submitted. Therefore, proposals should be submitted initially on the most favorable terms, from both technical and price standpoints.

VI. Right to Reject

TWCVB expressly reserves the right to: (1) reject any and all proposals, in whole or in part, received in response to this RFP; (2) accept any proposal(s) that it determines shall best meet the TWCVB’s goals, objectives, and standards, regardless of whether or not said bid/proposal is the lowest priced option; (3) waive any non-material defect, informality, or irregularity in any proposal or proposal procedure; and/or (4) negotiate separately the terms and conditions of all or

any part of the proposals as determined to be in TWCVB's best interest and at its sole discretion. A contract for the accepted proposal will be based upon the factors described in this RFP, and will contain additional legal terms and conditions.

VI. Notification of Award

Upon conclusion of final negotiations with the successful candidate, all candidates submitting proposals in response to this RFP will be informed of the name of the successful candidate.

VII. Terms of Engagement

This RFP is to contract advertising services for a one-year period, from January 1, 2018 through December 31, 2018, with the option of a one-year extension, as agreed to by both parties and made at TWCVB's sole discretion.

VIII. General Information regarding the Account:

1. The budget for this marketing effort in previous years, including media placement, production and agency costs for multi-media campaigns including television, radio, direct mail, print, promotional booklets, public relations efforts and visitor services, is provided below:

2005 Destination Marketing Plan – \$227,000
2006 Destination Marketing Plan – \$262,000
2007 Destination Marketing Plan – \$485,000
2008 Destination Marketing Plan – \$539,000
2009 Destination Marketing Plan – \$616,287
2010 Destination Marketing Plan – \$616,287
2011 Destination Marketing Plan – \$609,287
2012 Destination Marketing Plan – \$619,287
2013 Destination Marketing Plan – \$629,287
2014 Destination Marketing Plan – \$669,287
2015 Destination Marketing Plan – \$679,287
2016 Destination Marketing Plan – \$1,275,500
2017 Destination Marketing Plan – \$1,275,500

The estimated budget for the 2018 Destination Marketing Plan is expected to be approximately \$1,275,500 annually for advertising services, but this estimate is subject to change based on actual annual budget appropriation. The 2018 estimated budget includes, but is not limited to, media placement, agency billable hours, production costs, public relations, and visitor services. Additional costs will be approved on a case-by-case basis by the President, and should not be relied on in the candidate's submitted proposal.

2. TWCVB staff prefers conducting all phases of the contract with one account team. This team should be identified in your proposal and should be the team "presenting" for the contract, if presentations are made.

3. The agency/joint venture selected should have in-house production capabilities.
4. Appropriate agency/joint venture staff should be willing to travel from time to time, as requested by TWCVB, with Bureau staff to various meetings and trade shows.
5. The selected agency/joint venture will also be responsible for production of various brochures, direct mail pieces, television commercials, multi-media presentations, photography, marketing research, and group sales.
6. Any and all production and creative concepts developed for TWCVB will be the sole and exclusive property of the Bureau and will not be used or reproduced without written consent of the President of the Bureau.

VIII. Questions

Inquiries concerning this RFP should be directed to Nick Wolda, President, no later than Friday, July 14, 2017 at 4:00 p.m. After this time, TWCVB reserves the right to deny response to submitted inquiries. **Inquiries should be submitted by email only to Nick.Wolda@thewoodlandscvb.com.**

ATTACHMENT "A"
THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING RFP

SUBMITTAL CRITERIA

You may fill out this form, or you may create a replica, provided that you follow the sequence/format provided below. If you need more space for your answers, you may enclose attachments, provided that you clearly indicate that you have done such.

1. Firm Name: _____
Contact person: _____
Address: _____
Telephone: _____
Email: _____
Website: _____

2. What is the form of your organization?
Sole Proprietor _____
Corporation _____
Partnership _____
Joint Venture _____

If submitting as a Joint Venture, state the amount and areas of work applicant intends to share between the respective parties/ entities. (See forms in Attachment "C"). If submitting as a Joint Venture, you must answer the criteria questions for all participating companies. Some criteria (e.g. pricing, strategies, creative visions, account team, etc.) will be the same for all; please mark them as such.

3. Are you based in The Woodlands? _____
If not, where are your headquarters? _____

4. Do you have a permanently staffed office in The Woodlands? _____

5. When was your agency established? _____

6. Is your agency departmentalized? _____
If yes, please list the departments, heads of each, and number of persons in each.

Department	Manager (Name/Location)	Number of Permanent Staff
_____	_____	_____
_____	_____	_____

-
-
-
7. Please list your current travel-related accounts (e.g. hotel, travel agency, DMO, attractions, etc.). Indicate the length of time that you have held them, and the type of work performed for each. _____
8. Have any of your principals worked on travel-related accounts, other than those listed above? If yes, please list them and note the time associated with them, and the type of work performed for each. _____
9. Please list your current accounts that require Latin American marketing services. (including Spanish translation services, international media buying, market research, etc.) _____
10. Has your agency ever handled a municipal government account? _____
If yes, please describe. _____
11. Please list your current top four accounts, the percentage of your agency's gross annual billings (NOT capitalized annual billings) represented by each of these accounts, and the length of time that you have held each. Also, include the types of work performed for each client. _____
12. If your agency/joint venture were selected as the Agency of Record for TWCVB, where would TWCVB account rank in relation to the total budgets of your other accounts? _____
13. What accounts have you acquired within the last two years? Include billing amount, contact person, and phone number. _____
14. What accounts have you lost within the last two years? Include billing amount, reason account was lost, contact person, and telephone number. _____

15. What role does research play in your philosophies on creative campaign development?

16. What fee would you charge for each of the following agency services? Please include any additional relevant positions not included the list below. If you have an alternative fee structure, such as an all-inclusive retainer, please state so by including the amount you would bill, and what services that amount would cover.

i.	<u>Creative Fees</u>	<u>\$ hourly</u>
	a. Creative Director	<hr/>
	b. Associate Creative Director	<hr/>
	c. Senior Art Director	<hr/>
	d. Art Director	<hr/>
	e. Senior Copywriter	<hr/>
	f. Copywriter	<hr/>
	g. Computer Design	<hr/>
	h. Computer Production	<hr/>
	i. Production Coordination	<hr/>
	j. Traffic/Production Coordination Assistant	<hr/>
ii.	<u>Account Service Fees</u>	<u>\$ hourly</u>
	a. Account Service Director	<hr/>
	b. Senior Account Supervisor	<hr/>
	c. Account Supervisor	<hr/>
	d. Account Planner	<hr/>
	e. Account Manager/Executive	<hr/>
	f. Assistant Account Executive	<hr/>
	g. Account Coordinator	<hr/>
iii.	<u>Media Service Fees</u>	<u>\$ hourly</u>
	a. Media Director	<hr/>
	b. Media Marketing Manager	<hr/>
	c. Media Coordinator	<hr/>
	d. Social Media Manager	<hr/>
iv.	<u>Executive Management Fees</u>	<u>\$ hourly</u>
	a. President	<hr/>
	b. Executive Vice President	<hr/>

17. What percentage (please indicate if this is a yield or flat commission) would you charge on the following services? If you have a sliding scale based on volume of services performed, please indicate these rates and the levels where they become effective. Again, if you have an alternative fee structure, please state so by including the amount you would bill and what services that amount would cover.
- a. Media placement _____
 - b. Printing and binding, including reprints _____
 - c. Various production services through third party vendors (i.e. typography, dubs, film, commercial production, radio production, etc.) _____
 - d. Research management _____
 - e. CVB-directed projects which require minimal involvement of the Agency/Joint Venture _____
18. Any other special charges or methods of compensation? _____
19. What is your billing policy regarding:
- a. Frequency of billing to client? _____
 - b. Terms of payment? _____
 - c. Accounting for proof of performance? _____
20. Please describe, being as specific as possible, your accounting and internal auditing procedures. Please provide sample invoices for our review.
- _____
- _____
- _____
- _____
21. Please name the individuals whose time and talents would be applied to TWCVB account. Be as specific as possible regarding their particular backgrounds and qualifications in relation to this account.
- Supervisory _____
- Account Executive _____
- Creative _____
- _____

Copywriting_____

Research_____

Production_____

Social Media _____

22. What is your philosophy regarding working with new accounts?

23. Please list financial references. _____

24. Please provide information regarding your agency's, or its principals' work for the betterment of the community through community service. _____

25. Please provide a statement regarding your vision of the future direction of TWCVB's advertising strategies. _____

26. Please provide any additional information or comments in support of your qualifications.

The above information is true and correct to the best of my knowledge.

Signature of Principal

Date

ATTACHMENT "B"
THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING RFP

**GENERAL SPECIFICATIONS, REQUIREMENTS AND RESPONDENT'S
ACKNOWLEDGEMENT**

Respondent shall **initial each space** under the "Respondent Acknowledgement" column below to indicate that he or she has read and fully comprehends each specification and requirement, and will meet, conduct and perform each specification and requirement of this Acknowledgment and the Bid Packet Documents exactly as provided therein or will notate and provide a clear description of any deviation from any such specification or requirement if Respondent is unable or unwilling to meet such specification or requirement. Respondent acknowledges that the actual terms, conditions and provisions of the Marketing Services Contract, if awarded, may differ from the specifications and requirements outlined below. Respondent shall execute and date the final page of this Acknowledgment once reviewed and initialed as required.

Item #	Description of Specifications and Requirements	Respondent's Acknowledgement
Standard of Conduct and Appearance		
1	The contractor to whom the Destination Marketing Services Contract is awarded, if awarded, (Vendor) shall exhibit proper decorum and act in a professional manner during all TWCVB directed events or while providing the Marketing Services to TWCVB. Vendor may not use tobacco of any type or drink alcoholic beverages at any TWCVB directed events or while providing the Marketing Services to TWCVB.	
Contract Term		
2	Destination Marketing Services Contract, if awarded, shall be for the Service Year 2018 with a two (2) year option for renewal for the calendar years of 2019 and 2020 upon mutual agreement. Any and all financial obligations of the TWCVB under a proposed contract are conditional as they relate to a yearly appropriation.	
Communication		
3	Though Vendor shall have one main TWCVB contact, communication regarding the Marketing Services may be with multiple TWCVB staff members or TWCVB affiliates, agents or assigns due to the number of TWCVB programs. Vendor, at Vendor's sole cost and expense, shall be capable of timely receiving and reviewing communication by fax, web, email, or via phone call/message and shall be capable of timely replying to any such communication.	
Payment		
4	Payments to Vendor shall be made by TWCVB within thirty (30) calendar days after receipt and review of uncontested invoice based on the TWCVB accounts payable calendar, which shall be provided to Vendor.	
5	No taxes shall be included in the bid price since TWCVB is exempt from all sales tax. TWCVB may provide Vendor with applicable proof of sales tax	

	exemption.	
6	All invoices for the Marketing Services shall indicate the type of services provided in sufficient detail and in a form required by TWCVB.	

Insurance Requirements		
7	Vendor shall provide the TWCVB acceptable proof of valid insurance which meets or exceeds the minimum insurance requirements as provided in the TWCVB MINIMUM VENDOR INSURANCE REQUIREMENTS attached hereto as Attachment "D."	
Sub-contractors		
8	Vendor shall not employ any subcontractor to fulfill any of Vendor's Marketing Services obligations, in whole or in part, without the prior express written approval of the TWCVB and shall fully indemnify and defend TWCVB for any acts or omissions of any such subcontractor.	
Non-exclusive Arrangement		
9	The Vendor agrees and understands that the Destination Marketing Services Contract shall not be construed as an exclusive arrangement and further agrees that TWCVB may, at any time, secure similar or identical services for additional vendors at its sole option.	
CVB Responsibility		
10	TWCVB shall provide direction for all projects it initiates.	
Additional Services		
11	TWCVB may require additional goods and services related to, but not specifically listed in the Destination Marketing Services Contract or this Packet. To the extent that any such additional services are beyond the scope of the Destination Marketing Services Contract or this Packet, Vendor shall timely provide to TWCVB an estimate of the cost of such additional goods and services based on the same or similar formula or method Vendor used in establishing the prices in the Bid Packet. If acceptable to TWCVB, TWCVB shall authorize Vendor to provide such additional goods and services, and Vendor shall timely provide such additional goods and services. Notwithstanding the forgoing, TWCVB reserves the right to procure any such additional services from other vendors, contractors, or to utilize TWCVB employees, agents, affiliates or assigns to provide the additional good and services at any time and at its sole discretion.	
Bid Evaluation		
12	Evaluations of the bid shall be based on a variety of criteria as determined solely by TWCVB and may include, in whole or in part: the total cost of Destination Marketing Services; Respondent Submissions; Respondent's experience; Quality and timeliness of Packet submitted; Respondent's ability to successfully perform the Marketing Services; Respondent's experiences with similar contracts and/or scope of services; Quality of previous Respondent goods and services; and Respondent's reliability amongst other criteria.	
Respondent Bid Packet Documents And Submissions		
13	Respondent shall complete Tabulation Form and shall seal and submit said sealed form to TWCVB prior to the RFP Packet Due Date.	
14	Respondent shall complete this Acknowledgement Form initialing each block under "Respondent's Acknowledgement", and signing in signature section provided and submit this form to TWCVB prior to the RFP Packet Due Date.	

I have read and completely understand this TWCVB GENERAL SPECIFICATIONS, REQUIREMENTS AND RESPONDENT ACKNOWLEDGMENT FORM and the entirety of the Packet and hereby affirm that I am able to and shall meet, conduct and perform each specification and requirement contained therein.

DATE

SIGNATURE

PRINT/TYPE NAME

TITLE

COMPANY

EMAIL

ATTACHMENT "C"

**THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING RFP**

1. ETHICS REQUIRED DISCLOSURES FORM
2. LITIGATION DISCLOSURE FORM
3. CORPORATION STATEMENT
4. JOINT VENTURE STATEMENT
5. PARTNERSHIP STATEMENT

ETHICS DISCLOSURE FORM

THE WOODLANDS CONVENTION AND VISITORS BUREAU DESTINATION MARKETING RFP

Disclosure of Parties, Owners, and Closely Related Persons

Please disclose in connection with this RFP.

- (1) The identity of any individual who would be a party to the contract, if awarded;

- (2) The identity of any business entity that would be a party to the contract, if awarded:

and the name of:

- (A) any individual or business entity that would be a subcontractor on the contract, if awarded;

- (B) any individual or business entity that is known to be a partner, or a parent or subsidiary business entity, of any individual or business entity who would be a party to the contract, if awarded;

- (3) The identity of any lobbyist or public relations firm employed by any individual or business entity who would be a party to the contract, if such employment relates to the contract currently being sought.

Political Contributions

Please disclose in connection with this RFP all political contributions totaling one hundred dollars (\$100) or more within the past twenty-four (24) months made directly or indirectly to any member of The Woodlands Township, or to any political action committee that contributes to the Township elections, by any individual or business entity whose identity must be disclosed under (1), (2) or (3) above. Indirect contributions by an individual include, but are not limited to, contributions made by the individual's spouse, whether statutory or common-law.

To Whom Made _____

Amount _____

Date of Contribution _____

Signature

Title

Date

LITIGATION DISCLOSURE FORM

THE WOODLANDS CONVENTION AND VISITORS BUREAU DESTINATION MARKETING RFP

Failure to fully and truthfully disclose the information required by this Litigation Disclosure form may result in the disqualification of your proposal from consideration or termination of the contract, once awarded.

1. Have you, or any member of your company to be assigned to this contract, ever been indicted or convicted of a felony or misdemeanor greater than a Class C in the last five (5) years?

Circle One

YES

NO

2. Have you or any member of your company been terminated (for cause or otherwise) from any work being performed for TWCVB or any other Federal, State or Local Government, or Private Entity?

Circle One

YES

NO

3. Have you or any member of your company been involved in any claim or litigation with TWCVB or any other Federal, State or Local Government, or Private Entity during the last five (5) years?

Circle One

YES

NO

If you answered “YES” to any of the above questions, please indicate the name(s) of the person(s), the nature, and the status and/or outcome of the indictment, conviction, termination, claim or litigation, as applicable. Any such information should be provided on a separate page, attached to this form and submitted with your proposal.

CORPORATION OR LLC STATEMENT

THE WOODLANDS CONVENTION AND VISITORS BUREAU DESTINATION MARKETING RFP

If a CORPORATION or LIMITED LIABILITY COMPANY, answer the following:

A. When incorporated? _____

B. Where incorporated? _____

C. Is the corporation or LLC authorized to do business in Texas? ___ Yes ___ No

If Texas is state of incorporation, as of what date? _____

If Texas is not state of incorporation:

a. Address of the registered office in Texas: _____

b. Name of the registered agent in Texas at such office: _____

c. Attach Certificate of Authority (pursuant to Article 8.05 of the Texas Business Corporation Act) to transact business in Texas.

D. The Corporation or LLC is held: ___ Publicly ___ Privately

D. Furnish the name, title and address of each officer, manager, director, and the principal shareholders or members owning 10% or more of the corporation's issued stock or LLC's membership interests.

JOINT VENTURE STATEMENT

THE WOODLANDS CONVENTION AND VISITORS BUREAU DESTINATION MARKETING RFP

If a JOINT VENTURE, answer the following:

A. Date of Organization? _____

B. Please provide a copy of the recorded Joint Venture Agreement. This needs to include the ownership split, the business liability split, and the professional liability split.

C. Have the partners within the Joint Venture conducted business in Texas? ____Yes ____No
If yes, when? _____

D. Name and address of each shareholder in Joint Venture.

NAME

ADDRESS

E. Name and percentage of ownership of each partner in the Joint Venture.

NAME

OWNERSHIP PERCENTAGE (%)

F. Provide an operations plan for the Joint Venture structure.

PARTNERSHIP STATEMENT

THE WOODLANDS CONVENTION AND VISITORS BUREAU DESTINATION MARKETING RFP

If a PARTNERSHIP, answer the following:

A. Date of organization? _____

B. (Check one) General Partnership () Limited Partnership ()

C. Please provide a copy of the recorded partnership agreement.

D. Has the partnership done business in Texas? ____Yes ____No
If yes, when? _____

E. Name, address, and partnership share of each general partner.

<u>NAME</u>	<u>ADDRESS</u>	<u>SHARE</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

ATTACHMENT “D”

THE WOODLANDS CONVENTION AND VISITORS BUREAU DESTINATION MARKETING RFP

TWCVB MINIMUM VENDOR INSURANCE REQUIREMENTS

Vendor agrees to maintain and require its subcontractors to maintain at all times during the Service Year 2018 the following coverage at no less than the limits indicated:

<u>Worker’s Compensation Insurance</u>	Statutory
Employers Liability	\$100,000
<u>Automobile Liability</u> (Including Owned and Non-Owned autos)	
Bodily Injury	\$250,000 each person
	\$500,000 each occurrence
Property Damage	\$100,000 each occurrence
<u>Commercial General Liability</u>	
Combined Single Limits for Bodily Injury and Property Damage:	
Each occurrence for premises/operations:	
Broad form CGL liability coverage	\$1,000,000
Products/ Operations aggregate	\$1,000,000
Advertising Injury	\$1,000,000
General Aggregate	\$2,000,000
<u>Umbrella Liability</u>	\$1,000,000 each occurrence
	\$1,000,000 annual aggregate
	\$ 25,000 self-insured retention

Vendor’s coverage must be written on an Occurrence (not claims made) basis with companies acceptable to TWCVB, must stipulate that no take-out endorsements are included on the General Liability policy, and each policy providing coverage hereunder shall contain provisions that no cancellation or material reduction in coverage in the policy shall become effective except upon thirty (30) days prior written notice thereof to TWCVB, who shall be named as additional insured with respect to liability imposed upon it resulting from the performance of Work under this Agreement. There shall be no right of subrogation against TWCVB and this waiver of subrogation shall be endorsed upon the policies. Prior to the commencement of performance of the Marketing Services, Vendor shall furnish certificates which shall identify TWCVB as an additional insured to TWCVB in duplicate, evidencing compliance with all requirements herein. **The limits of such insurance shall in no way be construed as limiting Vendor’s obligation to completely defend, indemnify and hold harmless TWCVB.**

ATTACHMENT “E”

THE WOODLANDS CONVENTION AND VISITORS BUREAU DESTINATION MARKETING RFP

BACKGROUND

The Woodlands Convention & Visitors Bureau (TWCVB) is a non-profit organization dedicated to promoting The Woodlands as a regional, state, national and international destination for shopping, dining, entertainment, and a place to conduct business. In addition to coordinating activities geared to promoting The Woodlands as a leisure destination for tourists, the Bureau also facilitates inquiries from meeting planners who are looking for a venue to host a meeting, convention or conference.

TWCVB receives its funding from The Woodlands Township, which collects hotel occupancy tax. The Bureau's advertising efforts, as they relate to the Destination Marketing program, should focus on promoting the merchants located throughout The Woodlands.

The objective of the 2018 Destination Marketing plan is to increase income from visitor spending and increase brand awareness of The Woodlands as a destination. The Bureau develops cooperative marketing efforts with businesses in The Woodlands including The Woodlands Waterway Marriott Hotel and Convention Center, The Woodlands Resort & Conference Center, limited service hotels in The Woodlands, The Woodlands Mall, The Cynthia Woods Mitchell Pavilion, Market Street and The Woodlands Development Company among others.

In addition, TWCVB supports other events that take place in and draw visitor traffic to The Woodlands such as The Woodlands Waterway Arts Festival, Memorial Hermann Ironman Texas, Wine & Food Week in The Woodlands, Inspire Film Festival and many more.

TWCVB maintains an interactive website including a searchable merchant database and other useful tools for visitors. E-newsletters and special event announcements are also distributed to those who opt-in to receive communication from TWCVB.

More information about The Woodlands Convention & Visitors Bureau and its programs can be found online at www.VisitTheWoodlands.com. Also, “like” The Woodlands Convention & Visitors Bureau on Facebook at [www.Facebook.com/VisitTheWoodlands](https://www.facebook.com/VisitTheWoodlands), “follow” them on Twitter at www.Twitter.com/TheWoodlandsCVB and Instagram at www.Instagram.com/VisitTheWoodlandsTX and “view” them on YouTube www.YouTube.com/TheWoodlandsCVB.

SUMMARY OF 2018 DESTINATION MARKETING TOOLS

- A. Television Commercials
 - 10, 15 or 30-second television spots featuring destination/visitor attractions (Pavilion, shopping, dining, hotel accommodations, etc.). The success of these ads can be tracked using weekend getaway submissions and Google Analytics.
- B. Internet Radio Spots
 - 15-second units during key shopping/vacation periods used to promote The Woodlands as a destination offering over 11 million square feet of shopping, dining, hospitality, and entertainment
- C. Print Ads – general in scope and placed in the following:
 - Houston area newspapers and other publications
 - CondeNast
 - USAToday.com
 - ConventionSouth
 - SMART Meetings
 - Additional opportunities
- D. Collateral Material
 - The Woodlands Visitor's Guide & Map
 - The Woodlands Meeting Planner Guide
 - The Woodlands Tear Off Map
 - The Woodlands Media Kit
- E. Online
 - Website (www.VisitTheWoodlands.com) – Features The Woodlands shops, restaurants, entertainment venues, accommodations, blog posts, events and activities, media releases and more
 - Facebook (www.Facebook.com/VisitTheWoodlands)
 - Twitter (www.Twitter.com/TheWoodlandsCVB)
 - Instagram (www.Instagram.com/VisitTheWoodlandsTX)
 - YouTube (www.YouTube.com/TheWoodlandsCVB)
 - Online Travel Websites: TripAdvisor.com, Expedia.com
 - Search Engine Marketing
 - Search Engine Optimization
- F. Advertising Campaigns promoting events (includes newspapers, magazines and other news sources, online content, cable and radio)

OTHER MARKETING TOOLS/ITEMS OF INTEREST

There are other marketing tools that the Agency of Record would have an opportunity to bid on including:

- A. The Woodlands CVB *Current* Newsletter

ATTACHMENT “F”

**THE WOODLANDS CONVENTION AND VISITORS BUREAU
DESTINATION MARKETING RFP**

PRESENTATION GUIDELINES

Any presentations requested by TWCVB will occur the week of September 5, 2017. Only primary members of the team/joint venture will be allowed to sit in during the presentation. Please make sure that the creative and account team who would potentially service this account is present. Other bidding teams will not witness your presentation. Presentations will last 90 minutes (60 minutes for presentation and 30 minutes for question and answer).

Short-listed agencies are required to respond to the below case scenarios numbered one and two. Please note that scenario number two gives you two options (a or b) to choose from. Presentations would include at least two, and no more than five, creative spec samples, with estimated budgets for presented projects. Creative spec could range from a direct mail piece to an ad.

Presentations should include creative concepts applicable to this account, indications of media placements, suggested financial allocations by market, suggested support materials, and any special financial considerations.

CASE SCENARIOS

1. All agencies/joint ventures **MUST** respond to this scenario.
As The Woodlands becomes a more widely recognized leisure travel destination known for having over 11 million square feet of shopping, dining, hospitality and entertainment, what marketing strategies would you recommend to attract a regional audience from around the state and beyond?
2. Pick one of the two (2) scenarios below.
 - a. As internet-based travel planning becomes a preferred method of booking travel arrangements and planning itineraries, how would you drive traffic to TWCVB's website and social channels?
 - b. As a non-profit organization, TWCVB's advertising budget is limited. What creative media placement strategies would you employ to get the biggest impact for the advertising dollar?

ATTACHMENT “G”

THE WOODLANDS CONVENTION AND VISITORS BUREAU DESTINATION MARKETING RFP

SELECTION CRITERIA

1. Creative and Production Capabilities

25 points

(Creative conceiving produced for other clients or spec for the Bureau)

- A. Does advertising presented identify a way of thinking about advertising problems and a way of converting that thinking into effective advertising solutions with a fresh, innovative approach?
- B. Has the agency/joint venture been successful in developing solutions to advertising problems that appear to parallel those of TWCVB?
- C. Is the agency/joint venture good at using advertising to differentiate brands and services that seem to have little tangible differences from their competitors?
- D. Is the work a unique portrayal of product strengths?
- E. Is the agency/joint venture good at finding ways to extend the sales base that might otherwise fall into a sales rut?
- F. Does the agency/joint venture demonstrate successes in product categories that are close enough to our needs to suggest the agency can readily transfer skills and insight?
- G. Does the work offer clear-cut positioning that communicates a brand franchise?
- H. Does the work compel one to take action?
- I. Has the agency/joint venture covered multiple and/or specialty marketing issues in its presentation?

2. Destination Marketing Capabilities

10 points

- A. Does agency/joint venture clearly demonstrate industry insight?
- B. Does the agency/joint venture demonstrate the ability to take sound strategic thinking and translate it into understandable communication?
- C. Does the agency/joint venture demonstrate the ability to make effective use of brand awareness and positioning statements in the overall marketing campaign strategy, including media placements and promotional activities?

- D. Does agency/joint venture demonstrate the ability to purchase or acquire cost-efficient media schedules for programs appropriate to the target market?
- E. Does agency/joint venture demonstrate expertise in analysis of tracking and measuring the effectiveness and efficiency of marketing, advertising, and promotional activities?
- F. Does the agency/joint venture have media experience in TWCVB's target markets?
- G. Does the agency/joint venture demonstrate the ability to successfully develop and conduct value-added marketing programs for generating cooperative partnerships for advertising, promotional, and marketing activities, which maximize partners' buying power and enhance and extend awareness and exposure of the advertising product and message?

3. Spanish Marketing Capabilities

10 points

- A. Does agency/joint venture have experience with creating/producing Spanish-language marketing materials?
- B. Is agency/joint venture capable of making media buys in foreign countries, specifically Mexico?
- C. Does agency/joint venture have a Spanish-speaking person on staff that would be available to work on TWCVB account?

4. Research Capabilities

10 points

- A. Does agency/joint venture demonstrate that research plays an important role in marketing?
- B. Is the agency/joint venture capable of analyzing research and applying results?
- C. Does agency/joint venture have adequate experience in managing research projects?

5. Fiscal Analysis

20 points

- A. Pricing Strategies
- B. Do agency/joint venture's proposed pricing strategies present fair and advantageous rates?
- C. Agency/Joint Venture Fiscal Management:
 - Financial Stability of Agency/Joint Venture
 - Media negotiating strengths

- Does agency/joint venture provide sound time cost accounting systems?
- Do billing procedures meet TWCVB approval?
- Are systems in place to track divisional budgets/projects?
- Does agency/joint venture pre-bill media to capture discounts?

6. Agency/Joint Venture Staffing Capabilities

10 points

- A. Does agency/joint venture encourage total management involvement in marketing and advertising development?
- B. Can the agency/joint venture handle the diverse marketing/advertising needs of TWCVB?
- C. Does the agency/joint venture exude a passion toward TWCVB business?
- D. Is organization and account staffing adequate for multiple concurrent projects?
- E. Can the agency/joint venture absorb TWCVB account now, or will they have to staff-up to handle the workload?
- F. How does top management involve itself with top client management and the creative process?
- G. What is the commitment of top management in the overall management of TWCVB account?
- H. Can the agency/joint venture effectively handle the addition of TWCVB to its current account load?
- I. Can the agency/joint venture handle the volume of work that TWCVB account will produce?

7. Agency/Joint Venture Previous Experience

10 points

- A. Number of current clients?
- B. Gross annual billings?
- C. Number of new clients in past two years?
- D. Number of lost clients in past two years?

- E. Number of current accounts held for at least five years?
- F. Is agency/joint venture financially sound and well established?
- G. Is agency/joint venture account team capable of handling this account with all its diversities and complexities?
- H. Is the presentation team permanent staff?
- I. Did outside consultants participate in presentation planning?

8. Community Involvement

5 points

- A. Pro Bono work/community service provided for the betterment of the community.

ATTACHMENT “H”

THE WOODLANDS CONVENTION AND VISITORS BUREAU DESTINATION MARKETING RFP

SUMMARY OF RATINGS

Service	Points Awarded	Maximum Points
1. Creative and Production Capabilities		25
2. Destination Marketing		10
3. Spanish Marketing Capabilities		10
4. Research Capabilities		10
5. Fiscal Analysis		20
6. Agency Staffing Capabilities		10
7. Agency Previous Experience		10
8. Community Involvement		5
TOTAL		100

Respondent Name: _____

I, _____, certify that this bid is made without prior understanding, agreement or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies or equipment and is in all respects fair and without collusion or fraud. I agree that any and all information that I have provided is true and correct and accurately reflect my skills and ability and the quality of my marketing services. I agree to abide by all conditions of this packet and certify that I am authorized to sign this bid for the company.

DATE

SIGNATURE

PRINT/TYPE NAME

TITLE

COMPANY

CVB Regular Board Meeting

Meeting Date: 04/19/2017

Information

SUBJECT MATTER:

Receive and discuss the 2018 Budget process;

BACKGROUND:

Yearly budget planning begins in May for The Woodlands Convention and Visitors Bureau. After the initial stages of budget planning, documents are then drafted for the Board of Director's approval at the June Annual Meeting and then presented to the Township Board in August.

This year, the Township deadlines are as follows:

- Staffing five-year plan – **Friday, May 12, 2017**
 - Any new position requested for 2018 (whether it was in the 2017 plan or is a brand-new request) must have the New Staffing Request Form
- Capital five-year plan and project forms – **Friday, May 19, 2017**
 - Any project requested in 2018 must have an individual project form fully completed that identifies the project funding as coming from the Capital Reserve, the General Fund, or a combination of funding sources.
 - **Please note that the CVB has not had a capital expenditure project since 2011. No document is attached for 2017.*
- Operating budgets and Departmental Summaries – **Friday, May 26, 2017**
 - The 2018 Budget Analysis sheet provides 2016 Actuals, 2017 Budget, 2017 Forecast, and 2018 Budget amounts for review. This sheet is ultimately what makes the final budget book during the Board budget review.
 - The Departmental Summary serves to track a few measures per department that provide a basic understanding of each department.

Attached for your review are last year's budget documents.

RECOMMENDATION

To be determined by Board.

Attachments

CVB 2017 Operating Budget
2017 Staffing Five Year Plan
2017 CVB Departmental Overview

The Woodlands Convention and Visitors Bureau
Operating Budget Analysis
2017 Budget Year

Department

CVB

						'16 Budget to '17 Budget					
Account Name	Fund	Dept	G/L	Type	Rest	2015 Actuals	2016 Budget	2016 Forecast	2017 Budget	Change \$	Change %
Revenue											
Tax Revenue											
Supplemental HOT Revenue	110	820	4031	3631	35	1,731,498	2,143,798	1,931,824	1,937,817	(205,981)	-9.6%
Program Revenue											
Sponsorship - Red, Hot & Blue	110	821	4108	4001	35	91,000	-	-	-	-	0.0%
Sponsorship - LOTD	110	821	4108	4002	35	7,500	-	-	-	-	0.0%
Sponsorship - Ice Rink	110	821	4108	4003	35	86,500	-	-	-	-	0.0%
Sponsorship - Winter Wonderland	110	821	4108	4004	35	20,000	-	-	-	-	0.0%
Sponsorship - iWOW	110	821	4108	4005	35	27,500	-	-	-	-	0.0%
Sponsorship - Memorial Day	110	821	4108	4008	35	28,500	-	-	-	-	0.0%
Sponsorship - Labor Day	110	821	4108	4009	35	14,500	-	-	-	-	0.0%
Sponsorship - Trick or Treat Trail	110	821	4108	4011	35	20,000	-	-	-	-	0.0%
Sponsorship - Live at Night	110	821	4108	4012	35	14,500	-	-	-	-	0.0%
Sponsorship - Waterway Nights	110	821	4108	4013	35	16,750	-	-	-	-	0.0%
Sponsorship - Caroling on the Square	110	821	4108	4014	35	-	-	-	-	-	0.0%
Sales Income - Red, Hot & Blue	110	821	4109	4001	35	12,480	-	-	-	-	0.0%
Sales Income - LOTD	110	821	4109	4002	35	24,446	-	-	-	-	0.0%
Sales Income - Ice Rink	110	821	4109	4003	35	220,839	-	-	-	-	0.0%
Sales Income - iWOW	110	821	4109	4005	35	-	-	-	-	-	0.0%
Sales Income - Memorial Day	110	821	4109	4008	35	1,750	-	-	-	-	0.0%
Sales Income - Trick or Treat Trail	110	821	4109	4011	35	4,600	-	-	-	-	0.0%
Waterway Cruiser Revenue											
Fares	110	824	4109	4010	37	102,649	-	-	-	-	0.0%
Catering	110	824	4104	4010	37	9,750	-	-	-	-	0.0%
Sponsorships	110	824	4108	4010	37	-	-	-	-	-	0.0%
Grant Reimbursement	110	824	4199	4010	37	-	-	-	-	-	0.0%
Other Revenue											
Interest Income	110	190	4400	4010	35	1,169	500	500	500	-	0.0%
Other Income	110	821	4599	4010	35	4,900					
Transfer In Revenue											
Operating Transfer from General Fund	110	190	4800	8080	35	1,587,958	598,304	759,798	757,604	159,300	26.6%
Operating Transfer from Transportation	110	190	4800	8095	37	-	-	-	-	-	0.0%
Revenue						4,028,789	2,742,602	2,692,122	2,695,921	(46,681)	-1.7%
Total Budgeted Revenue						4,028,789	2,742,602	2,692,122	2,695,921	(46,681)	-1.7%

The Woodlands Convention and Visitors Bureau
Operating Budget Analysis
2017 Budget Year

Department

CVB

'16 Budget to '17 Budget

Account Name	Fund	Dept	G/L	Type	Rest	2015 Actuals	2016 Budget	2016 Forecast	2017 Budget	Change \$	Change %
Expense											
General (Department 820)											
Staff Development											
Meetings	110	820	5100	0000	35	7,294	6,500	6,500	6,500	-	0.0%
Training & Conferences	110	820	5120	0000	35	14,505	65,000	65,000	65,000	-	0.0%
Uniforms	110	820	5130	0000	35	-	-	-	-	-	-
						21,799	71,500	71,500	71,500	-	0.0%
Facility Expense											
Office Space	110	820	5206	0000	35	29,250	29,250	29,250	29,250	-	-
						29,250	29,250	29,250	29,250	-	0.0%
Equipment Expense											
Equipment	110	820	5330	0000	35	2,389	4,000	4,000	4,000	-	0.0%
Cell Phones	110	820	5335	0000	35	7,006	7,600	7,600	7,600	-	0.0%
						9,395	11,600	11,600	11,600	-	0.0%
Contracted Services											
Computer Support	110	820	5400	0000	35	-	15,000	15,000	15,000	-	-
Consulting	110	820	5401	0000	35	-	-	-	-	-	0.0%
Legal	110	820	5402	0000	35	33,022	36,000	36,000	36,000	-	0.0%
Contract Labor	110	820	5407	0000	35	14,155	15,000	15,000	15,000	-	0.0%
CVB Staff	110	820	5490	0000	35	482,572	573,752	506,272	525,071	(48,681)	-8.5%
Other Contracted Services	110	820	5499	0000	35	8,929	-	-	-	-	0.0%
						538,678	639,752	572,272	591,071	(48,681)	-7.6%
Administrative Services											
Supplies	110	820	5800	0000	35	3,119	6,500	6,500	6,500	-	0.0%
Postage and Delivery	110	820	5801	0000	35	8,066	15,000	15,000	15,000	-	0.0%
Dues and Subscriptions	110	820	5802	0000	35	16,887	12,000	14,000	14,000	2,000	16.7%
Printing	110	820	5803	0000	35	16,802	18,000	18,000	18,000	-	0.0%
Mileage Reimbursement	110	820	5804	0000	35	1,366	4,000	4,000	4,000	-	0.0%
Other Admin	110	820	5899	0000	35	3,422	-	-	-	-	0.0%
						49,662	55,500	57,500	57,500	2,000	3.6%
Capital Outlay											
Dasher Boards	110	820	9000	1670	35	-	100,000	100,000	-	(100,000)	-
Total General Budgeted Expense						648,784	907,602	842,122	760,921	(146,681)	-16.2%

The Woodlands Convention and Visitors Bureau
Operating Budget Analysis
2017 Budget Year

Department

CVB

											'16 Budget to '17 Budget	
Account Name	Fund	Dept	G/L	Type	Rest	2015 Actuals	2016 Budget	2016 Forecast	2017 Budget	Change \$	Change %	
Attractions and Events (Department 821)												
Program Expense												
Event Advertising	110	821	5611	0000	35	-	156,500	156,500	156,500	-	0.0%	
Red, Hot & Blue												
Event Production	110	821	5610	4001	35	197,500	-	-	-	-	0.0%	
Event Advertising	110	821	5611	0000	35	36,345	-	-	-	-	0.0%	
Event Public Safety	110	821	5612	4001	35	29,941	-	-	-	-	0.0%	
Lighting of the Doves												
Event Production	110	821	5610	4002	35	85,021	-	-	-	-	0.0%	
Event Advertising	110	821	5611	4002	35	20,000	-	-	-	-	0.0%	
Event Public Safety	110	821	5612	4002	35	17,960	-	-	-	-	0.0%	
Ice Rink												
Event Production	110	821	5610	4003	35	381,552	-	-	-	-	0.0%	
Event Advertising	110	821	5611	4003	35	41,573	-	-	-	-	0.0%	
Event Public Safety	110	821	5612	4003	35	-	-	-	-	-	0.0%	
Winter Wonderland												
Event Production	110	821	5610	4004	35	69,057	-	-	-	-	0.0%	
Event Advertising	110	821	5611	4004	35	20,000	-	-	-	-	0.0%	
Event Public Safety	110	821	5612	4004	35	-	-	-	-	-	0.0%	
iWOW												
Event Production	110	821	5610	4005	35	89,395	-	-	-	-	0.0%	
Event Advertising	110	821	5611	4005	35	23,203	-	-	-	-	0.0%	
Event Public Safety	110	821	5612	4005	35	-	-	-	-	-	0.0%	
Memorial Day Event												
Event Production	110	821	5610	4008	35	41,574	-	-	-	-	0.0%	
Event Advertising	110	821	5611	4008	35	4,000	-	-	-	-	0.0%	
Event Public Safety	110	821	5612	4008	35	9,545	-	-	-	-	0.0%	
Labor Day Event												
Event Production	110	821	5610	4009	35	41,918	-	-	-	-	0.0%	
Event Advertising	110	821	5611	4009	35	1,788	-	-	-	-	0.0%	
Event Public Safety	110	821	5612	4009	35	7,445	-	-	-	-	0.0%	
Trick or Treat Trail												
Event Production	110	821	5610	4011	35	23,671	-	-	-	-	0.0%	
Event Advertising	110	821	5611	4011	35	2,968	-	-	-	-	0.0%	
Event Public Safety	110	821	5612	4011	35	2,065	-	-	-	-	0.0%	
Live at Night												
Event Production	110	821	5610	4012	35	20,338	-	-	-	-	0.0%	
Event Advertising	110	821	5611	4012	35	2,000	-	-	-	-	0.0%	
Event Public Safety	110	821	5612	4012	35	1,800	-	-	-	-	0.0%	
Waterway Nights												
Event Production	110	821	5610	4013	35	43,691	-	-	-	-	0.0%	
Event Advertising	110	821	5611	4013	35	1,050	-	-	-	-	0.0%	
Event Public Safety	110	821	5612	4013	35	3,440	-	-	-	-	0.0%	
Caroling on the Square												
Event Production	110	821	5610	4014	35	-	-	-	-	-	0.0%	
Event Advertising	110	821	5611	4014	35	-	-	-	-	-	0.0%	
Event Public Safety	110	821	5612	4014	35	-	-	-	-	-	0.0%	

The Woodlands Convention and Visitors Bureau
Operating Budget Analysis
2017 Budget Year

Department

CVB

						'16 Budget to '17 Budget					
Account Name	Fund	Dept	G/L	Type	Rest	2015 Actuals	2016 Budget	2016 Forecast	2017 Budget	Change \$	Change %
Community Festivals & Events											
Other Festivals/Special Events	110	821	5613	0000	35	22,344	40,000	40,000	40,000	-	0.0%
Arbor Day	110	821	5613	4101	35	8,000	-	-	-	-	0.0%
Run Thru the Woods	110	821	5613	4104	35	12,000	-	-	-	-	0.0%
South County 4th of July Parade	110	821	5613	4105	35	20,000	-	-	-	-	0.0%
Taste of the Town	110	821	5613	4106	35	-	11,000	11,000	11,000	-	0.0%
Wildflower Festival	110	821	5613	4107	35	-	-	-	-	-	0.0%
Wine Week	110	821	5613	4108	35	10,000	10,000	10,000	10,000	-	0.0%
Woodlands Waterway Arts Festival	110	821	5613	4109	35	20,000	20,000	20,000	20,000	-	0.0%
The Woodlands Film Commission	110	821	5613	4110	35	10,000	10,000	10,000	10,000	-	0.0%
Ironman Texas	110	821	5613	4111	35	30,000	30,000	30,000	30,000	-	0.0%
						1,351,184	277,500	277,500	277,500	-	0.0%
Total Attractions and Events Budgeted Expense											
						1,351,184	277,500	277,500	277,500	-	0.0%
Destination Marketing (Department 822)											
Contracted Services											
Media	110	822	5472	0000	35	355,353	620,000	620,000	620,000	-	0.0%
Public Relations	110	822	5473	0000	35	36,000	50,000	50,000	50,000	-	0.0%
Production	110	822	5474	0000	35	87,386	140,000	140,000	140,000	-	0.0%
Visitor Services	110	822	5475	0000	35	65,500	65,500	65,500	65,500	-	0.0%
Social Media	110	822	5476	0000	35	22,050	-	-	-	-	0.0%
Account Services	110	822	5477	0000	35	-	60,000	60,000	60,000	-	0.0%
						566,289	935,500	935,500	935,500	-	0.0%
Program Expense											
International Marketing	110	822	5621	0000	35	11,049	20,000	20,000	20,000	-	0.0%
Cooperative Marketing	110	822	5622	0000	35	29,652	25,000	25,000	25,000	-	0.0%
Group Sales	110	822	5624	0000	35	70,013	180,000	180,000	180,000	-	0.0%
Incentives	110	822	5625	0000	35	-	75,000	65,000	75,000	-	0.0%
Niche Market Outreach	110	822	5626	0000	35	-	40,000	40,000	40,000	-	0.0%
						110,714	340,000	330,000	340,000	-	0.0%
Total Destination Marketing Budgeted Expense											
						677,003	1,275,500	1,265,500	1,275,500	-	0.0%

**The Woodlands Convention and Visitors Bureau
Operating Budget Analysis
2017 Budget Year**

Department

CVB

						'16 Budget to '17 Budget					
Account Name	Fund	Dept	G/L	Type	Rest	2015 Actuals	2016 Budget	2016 Forecast	2017 Budget	Change \$	Change %
Promotion (Department 823)											
Contracted Services											
Technology Initiatives	110	823	5470	0000	35	44,892	100,000	100,000	100,000	-	0.0%
Video Production	110	823	5471	0000	35	22,781	26,000	26,000	26,000	-	0.0%
						67,673	126,000	126,000	126,000	-	0.0%
Public Education/Relations											
Promotional Supplies	110	823	5702	0000	35	23,101	40,000	40,000	40,000	-	0.0%
Other Advertising	110	823	5704	0000	35	25,469	20,000	20,000	20,000	-	0.0%
The Woodlands Guide	110	823	5707	0000	35	112,439	110,000	110,000	110,000	-	0.0%
Current Newsletter	110	823	5708	0000	35	27,936	60,000	60,000	60,000	-	0.0%
Market Research	110	823	5709	0000	35	7,435	20,000	45,000	20,000	-	0.0%
Business Development	110	823	5710	0000	35	4,670	6,000	6,000	6,000	-	0.0%
						201,050	256,000	281,000	256,000	-	0.0%
Total Promotion Budgeted Expense						268,723	382,000	407,000	382,000	-	0.0%
Waterway Cruisers (Department 824)											
Contracted Services											
Maintenance and Operations	110	824	5401	0000	37	219,957	-	-	-	-	0.0%
Legal	110	824	5402	0000	37	-	-	-	-	-	0.0%
Other Consulting	110	824	5499	0000	37	22,775	-	-	-	-	0.0%
						242,732	-	-	-	-	0.0%
Public Education/Relations											
Promotional Supplies	110	824	5702	0000	37	5,939	-	-	-	-	0.0%
						5,939	-	-	-	-	0.0%
Administrative Services											
Insurance	110	824	5808	0000	37	-	-	-	-	-	0.0%
						-	-	-	-	-	0.0%
Capital Outlay											
Refurbishment of Waterway Cruisers	110	824	9000	1590	37	-	-	-	-	-	0.0%
						-	-	-	-	-	0.0%
Total Waterway Cruiser Budgeted Expense						248,671	-	-	-	-	0.0%
Total CVB Budgeted Expense						3,194,365	2,842,602	2,792,122	2,695,921	(146,681)	-5.2%
Revenue over Expense						834,424	(100,000)	(100,000)	-	100,000	

THE WOODLANDS TOWNSHIP
STAFFING WORKSHEET
FY 2017 BUDGET

04/11/17

CONVENTION & VISITORS BUREAU

Section 1		From Prior Year 2016 Budget									
TITLE	2016		2017		2018		2019		2020		2021
	BUDGET	FORECAST	ORIGINAL FROM PRIOR YEAR BUDGET	REQUESTED CHANGES	ORIGINAL FROM PRIOR YEAR BUDGET	REQUESTED CHANGES	ORIGINAL FROM PRIOR YEAR BUDGET	REQUESTED CHANGES	ORIGINAL FROM PRIOR YEAR BUDGET	REQUESTED CHANGES	REQUESTED CHANGES
Director of Community Relations/CVB President	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Convention Development Manager	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Brand Development Manager	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Convention Development Specialist	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Marketing Specialist	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Administrative Assistant III	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Intern	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25
Assistant Director				1.00		1.00		1.00		1.00	1.00
Total Staff	6.25	6.25	6.25	7.25	6.25	7.25	6.25	7.25	6.25	7.25	7.25
Change in staff from the prior year	0.00		1.00		0.00		0.00		0.00		0.00

Section 2	2017 Staffing Budget								
TITLE		2017		2018		2019		2020	2021
Assistant Director		1.00		0.00		0.00		0.00	0.00
		0.00		0.00		0.00		0.00	0.00
Board approved budget initiative		0.00		0.00		0.00		0.00	0.00
		0.00		0.00		0.00		0.00	0.00
2017 Staffing Additions, Reclasses & Changes		1.00		0.00		0.00		0.00	0.00



THE WOODLANDS

CONVENTION & VISITORS BUREAU

visitthewoodlands.com

2017 The Woodlands CVB Budget Plan



I. SITUATION ANALYSIS

II. ACCOMPLISHMENTS OF 2016

III. GOALS OF THE DEPARTMENT'S 2017 BUDGET PLAN

IV. IMPLEMENTATION OF THE DEPARTMENT'S 2017 BUDGET



I. SITUATION ANALYSIS

Over the years, The Woodlands Convention & Visitors Bureau (TWCVB) has continued to experience significant marketing and group sales successes in promoting The Woodlands as a destination for the Greater Houston area and beyond.

There have been thousands of articles, television and radio spots, and countless websites that have featured The Woodlands as a destination of choice for millions of leisure travelers and convention attendees alike. Much of this success is attributed to the marketing and sales efforts of TWCVB through its destination marketing, advertising, public relations outreach, group sales programs and corporate meeting connections. A number of major media outlets, such as *Southwest Airlines*, *Southern Living*, *Brides Magazine*, *Texas Meetings and Events*, *Smart Meetings Magazine* and *Texas Monthly* have covered The Woodlands as a destination for leisure and corporate business travelers as a result of TWCVB's marketing and public relations efforts.

TWCVB continues to expand its International Marketing program through familiarization visits and Mundo United, the partnership with United Airlines and its Latin American and Mexican businesses. In fact, last year, more than 370 flights a week from Mexico arrived in Houston. Many of these visitors are coming to The Woodlands for shopping, dining, and to purchase homes and/or rent apartments.

TWCVB continues to aggressively market and promote The Woodlands as a place for leisure travel, corporate meetings and conventions. A large portion of the growing tourism market is group sales which includes, but is not limited to Conventions, Conferences, Trade Shows, Corporate Meetings, Reunions and Sporting Events/Tournaments, among others. TWCVB continues to promote The Woodlands as a corporate meeting destination through new and improved collateral including The Woodlands Meeting Planner Guide which was reprinted in 2016 to increase the awareness of The Woodlands' different market capabilities, its ideal meeting locations for groups of any size and to allow for the piece to be tailored to different markets with ease. With the growing popularity of The Woodlands as a destination for groups, TWCVB allocated money for staff changes in 2016. The addition of a Convention Development Specialist to assist the Convention Development Manager enhances TWCVB's group sales initiative to be more service-oriented by marketing, promoting, developing and coordinating conventions, sports and hospitality opportunities in The Woodlands.

TWCVB's support of special events and festivals such as The Woodlands Waterway Arts Festival, Memorial Hermann Ironman Texas, Wine & Food Week and The Woodlands Marathon have brought thousands of participants and visitors to The Woodlands in 2016.

For 2017, TWCVB has active plans to continue the success of marketing and promoting The Woodlands as having over 11 million square feet of shopping, dining, hospitality and entertainment as well as a place to shop, stay the night, dine, visit, meet and be entertained.

Tourism in The Woodlands and Montgomery County is a \$2 billion business in Montgomery County according to a study performed by The Perryman Group. In 2015, TWCVB's visitor services partnership

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with The Woodlands Area Chamber of Commerce surveyed 122,307 visitors from 901 unique Texas zip codes, 98 countries and 49 states. These numbers are expected to climb in 2016.

A comprehensive Visitation and Spending Study conducted in the month of September 2007 by the Cunningham Research Group, Inc. showed that 78 percent of visitors in The Woodlands Town Center come from outside of The Woodlands. Research was conducted on four consecutive weekends in September. “This research demonstrates the impact of The Woodlands as a local, regional and national destination,” said Dr. Brian S. Zaff, chief research officer, Cunningham Research Group, Inc.

Here are key facts associated with the study:

- Of the 750 shoppers randomly surveyed during the month of September, 126 zip codes were represented, further showing the reach of The Woodlands Town Center.
- The study achieved a 95 percent confidence level with a sampling margin of error of +/- 4% with a statistically significant result.
- Consumers with zip codes outside of The Woodlands spent more per visit than consumers within The Woodlands (\$111 to \$101 respectively).
- Shoppers from outside The Woodlands area estimated they spent over \$500 at The Woodlands Town Center during the past year.

The Woodlands has become a significant overnight destination for leisure travel, domestic and international business, and thousands of group events. The Woodlands Waterway Marriott Hotel & Convention Center alone estimates more than 500,000 people attend events in the Convention Center. While The Woodlands has experienced tremendous growth, it is imperative to continue the marketing efforts as the competition in the marketplace continues to develop. Conroe, Sugar Land, Katy, Pearland, the Galleria, Galveston, Kingwood and others have created town centers and shopping districts. Marketing, advertising, public relations, special events and entertainment for The Woodlands will continue to keep our “competitive edge” over new shopping, dining, hospitality and entertainment areas forming in the Greater Houston market.

The State of Texas estimated that there were approximately \$233.5 million domestic travelers that visited Texas in 2011. More than 70% of visitors traveled for leisure and the remaining 30% traveled for business.

The objectives and goals of TWCVB 2017 Budget Plan are centered on continuing the appeal of The Woodlands by highlighting cultural diversity, continuing the strong brand awareness of The Woodlands as a destination for all, and promoting The Woodlands as an ideal location for SMERFs (Social, Military, Education, Religious, Fraternal, and Sporting Events) gatherings and meeting planner groups.

Staff recommends continuing to develop cooperative marketing efforts with businesses within The Woodlands including The Woodlands Waterway Marriott Hotel and Convention Center, The Woodlands Resort & Conference Center, The Woodlands Mall, Market Street, The Woodlands Development Company and The Cynthia Woods Mitchell Pavilion, among others. In these efforts,

2017 The Woodlands CVB Budget Plan



TWCVB will expand awareness of programs and events for The Woodlands. Strategic partnerships with other convention and visitor bureaus could be part of the overall marketing mix.

TWCVB, also, will continue to play a vital support role in the establishment of other successful events that annually bring thousands of visitors to The Woodlands while creating superior brand awareness.

These events include IRONMAN Texas, Taste of the Town, The Woodlands Waterway Arts Festival, Wine and Food Week and The Woodlands Marathon, among others. Additionally, TWCVB will continue to support major sporting events such as the annual Memorial Hermann Ironman Texas scheduled to take place next year, April 22, 2017, in The Woodlands. This event will bring 2,500 participants and a \$15 million positive economic impact is expected.

These events significantly increase the flow of visitors, residents and groups into The Woodlands, continuing the economic viability of the shopping, dining, hospitality, overnight accommodations and entertainment. Consistent year after year, surveys show 60 to 80 percent of attendees come from outside The Woodlands, which is considered new money for The Woodlands Township.

About

The Woodlands Convention & Visitors Bureau revised its Mission Statement, its Vision Statement, its Purposes & Services, and Core Values to help direct its efforts in the coming years. In January 2016, these statements were updated to reflect changes recommended by TWCVB Board of Directors.

Directors include Chairman Gordy Bunch, Vice Chairman Jeff Long, Secretary/Treasurer Dr. Ann Snyder, and Directors Fred Domenick, JJ Hollie, Don Norrell and Greg Parsons. Nick Wolda serves as President.

Mission Statement

To position The Woodlands as a regionally, nationally, and internationally recognized tourist destination by developing quality marketing programs and events to attract visitors, conventions and stimulate economic development and growth.

About Mission Statement

TWCVB drives demand for The Woodlands as a travel destination, creates new revenue for businesses, and increases sales and hotel occupancy tax for The Woodlands Township's general fund. Tax revenue generated by the tourism industry is invested back into improving The Woodlands' infrastructure and programs.

Vision

TWCVB is an energetic and innovative 501 (c) (6) organization of talented and dedicated professionals who fulfill the Bureau's Mission Statement by setting high performance standards, expectations and

2017 The Woodlands CVB Budget Plan



goals. The Bureau works with its community to create and maintain productive public and private partnerships while serving as a reliable and credible source for The Woodlands' tourism industry.

Purposes & Services

- Provide leadership for the tourism industry in The Woodlands, coordinating activities, encouraging marketing programs and projecting an appealing image on behalf of The Woodlands.
- Drive the destination of The Woodlands to meeting professionals, business travelers, tour operators and individual visitors.
- Represent hotels, facilities, attractions, restaurants, retail centers and other providers who serve visitors.
- Market transportation in The Woodlands including The Woodlands Waterway Trolleys and the Waterway Cruisers.
- Provide an array of services to meeting planners in developing tours into The Woodlands, including suggested itineraries and overnight accommodations.
- Support key signature events that promote and highlight The Woodlands as a destination for overnight stays.
- Help visitors save time and energy in looking for tourism opportunities in The Woodlands and Greater Houston area by providing visitor services.
- Work with regional partners in promoting The Woodlands as an ideal location to visit and spend the night.
- Develop and support training initiatives for hospitality employees in The Woodlands.

Core Values

- Equal Opportunity Employer
- Be Consistent and Fair in Business Relations
- Initiate and Implement Cooperative Efforts
- Promote and Encourage Collaboration
- Practice and Execute Initiative and Innovation

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- Practice Budget Responsibility
- Extend and Share Expertise
- Work with Integrity in Open Records/Open Meetings Environment

Target Audience

TWCVB directs its marketing efforts locally, regionally, nationally and internationally to group and meeting planners, travel agents, tour operators, travel journalists, and the general public who directly influence visitors' choices in shopping, dining and residential living in The Woodlands.



II. ACCOMPLISHMENTS OF 2016

- Completed an online focus group with qualified meeting planners who have hosted conventions and corporate meetings in The Woodlands within the last 2 years in February of 2016 as part of a brand sentiment study that will unearth current perceptions associated with The Woodlands brand, explore what makes The Woodlands unique and desirable and understand key drivers in selecting destinations. The report with findings from the study is anticipated mid-June.
- Developed an annual media plan with emphasis on peak planning times while maximizing media impressions, reach and frequencies through expanded budget allocation and a focus on digital and social media channels. Insertions include: Bride Magazine, Conde Nast Traveler, Southwest Airlines, Southern Living, Texas Highways, Smart Meetings Magazine, Texas Meetings and Events Magazine, Austin Monthly, Texas Monthly and many others.
- Development of the new CVB website has an expected completion of August 2016. New features will include: online tools like interactive visitors guide and itineraries, special offers/packages, upgraded calendar of events, targeted content, meeting planner tools, enhanced social sharing and geo-targeted mapping.
- Launch of Simpleview CRM software. The merchant database was reformatted and staff is working to integrate Simpleview functions into the new website.
- The CVB curated a defined media list in March of 2016 to distribute relevant information within defined target audience regions. Over 125 articles have been written about The Woodlands CVB and their efforts from this targeted list.
- Engaged potential visitors across social channels to create awareness of The Woodlands as a destination for travel by generating relevant content geared towards potential visitors to educate those unfamiliar with what The Woodlands has to offer. Through these efforts, Twitter impressions have increased by 136%, Facebook conversion rate increased by 144% and Instagram followers have increased by 40%.
- Create engaging content with the help of an updated stock of photography and B-roll video footage to be shot in August-September.
- Developed an inclusive printed guide to showcase the opportunity of corporate meetings, conventions, business travel and sports events in The Woodlands in the form of a new, editorial style Visitor Guide, Meeting Planner guide with removable inserts and an updated Tear Off Map and Restaurant Guide to be used in-destination for educational purposes.
- Curated content for the spring 2016 edition of Current that will stimulate the awareness of the CVB's mission and yearly objectives as well as events and promotions happening in The Woodlands. The Spring 2016 Current was distributed to 5,000 addresses.

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- Convention Development Manager attended Southwest Showcase in Austin, the Fraternal Executives Association Conference and the MPI World Education Conference in June where staff had access to potential meeting planners for The Woodlands.
- Worked with Premier Soccer Services to book Copa Rayados Internacional tournament over the Thanksgiving weekend when hotel room utilization is historically slow. The tournament is expected to generate 4,000 room nights.
- Partnered with the Greater Houston CVB to expand marketing capabilities into new and existing territories with additional leverage.
- Continued membership with Texas Travel Industry Association and Texas Association of CVBs to increase awareness of issues affecting the travel industry. The Brand Development Manager and the Convention Development Manager attended the TTIA Unity Dinner which gives CVBs and opportunity to network with legislators and discuss import travel and tourism topics.
- Continued the partnership with United Airlines called Mundo United to promote The Woodlands in the International markets, resulting in visitors and new home buyers. This partnership assisted in reaching the top travel agents and tour operators in Mexico and Latin America.
- Developed a Spanish Visitor Guide, Spanish Press Kit and Spanish destination video to be used in connection with Mundo United trips.
- Sponsored special events and programs which show a correlation in increased hotel occupancy.
- Generated specific webpages, news releases and social media content for a variety of special event and programs in The Woodlands. Promotions included: Holidays in The Woodlands (Ice Rink), Valentine's Day weekend, The Woodlands Marathon, Spring Break, and Easter.
- Continued to host Marketing Committee meetings where local partners in the tourism industry meet to discuss goals.
- Continued partnership with The Woodlands Area Chamber of Commerce for an even greater reach on the Visitor Services program. This partnership includes an information center on-site at events to collect survey data and assist visitors with shopping, dining and directions such as The Woodlands Waterway Arts Festival, Wine and Food Week, and Red, Hot & Blue Festival, among others.



III. GOALS OF THE DEPARTMENT'S 2017 BUDGET PLAN

- Continue to market and promote The Woodlands as a unique destination with over 11 million square feet of shopping, dining, hospitality and entertainment, and continue to educate the general public and business community on the mission of TWCVB.
- Continue to advertise and promote awareness of The Woodlands as a place to shop, dine, visit, meet, be entertained, and stay the night in the following markets:
 - Local: Within The Woodlands, City of Shenandoah, City of Oak Ridge North
 - Regional: Houston, Sugar Land, Katy, Kingwood, Spring, 1960 area, Conroe, Huntsville, Kingwood, Tomball, Dallas, San Antonio, Austin, College Station
 - Multi-state: Neighboring states such as Louisiana, Arkansas, Oklahoma
 - National: Through organizations and publications
 - International: Through strategic partnerships with airlines, travel businesses and travel associations
- Work diligently to continue the success of media coverage in media outlets with editorial coverage of The Woodlands as an emerging destination.
- Continue the creation of cooperative marketing opportunities with organizations in The Woodlands via mass marketing and public relations.
- Continue to produce The Woodlands Visitor's Guide (in English and Spanish) for distribution to visitors, tour operators, media and others.
- Will enhance digital efforts by continuing to make updates to VisitTheWoodlands.com and the mobile app to integrate the latest market trends.
- Increase advertising and public relations efforts in TWCVB's Convention Development initiative to increase awareness as The Woodlands being an ideal meeting destination.
- Develop cohesiveness among The Woodlands businesses through event marketing, advertising and public relations.
- Organize, develop and conduct meetings with TWCVB Board of Directors and TWCVB Marketing Committee.
- Continue enhancement of Social Media tools to promote The Woodlands.
- Further enhance digital presence with creation and implementation of mobile app format approved by TWCVB Board of Directors.

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New initiatives for 2017

- Reformat *Connections* meetings to create a beneficial atmosphere for local restaurants, merchants and hotels to trade ideas in a more meaningful way.
- Develop and implement a lead process that allows for easier remarketing to individuals who have expressed interest in receiving information about TWCVB either through the website, media insertions or special events.
- Set standard practices for travel writers who hope to experience The Woodlands. This policy will communicate the types of bloggers and travel writers who qualify for partnership with TWCVB, outline deliverables expected and communicate mutual value exchange.
- Participate in qualified leisure trade shows to expand TWCVB's reach to leisure travelers.
- Continue Market Research initiatives by investing in a Visitor Intercept Study in 2017.
- Give greater value to the Niche Market Outreach objective by utilizing mini campaigns to target specific market segments like brides, golfers, foodies and others.
- Invest in a social media benchmark study to determine the success of 2016 objectives.
- Expand the Spanish language and Mexico outreach initiatives to digital platforms allowing for International travelers to better access and understand the VisitTheWoodlands.com website.

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IV. IMPLEMENTATION OF THE DEPARTMENT'S 2017 BUDGET

GENERAL EXPENDITURES

\$892,663

(In accordance with Key Initiative 5.3.1 – Support convention and visitors bureau)

Staff Development

\$71,500

- Meetings (\$6,500) – Includes press conferences and meetings with The Woodlands merchants, hotels, restaurants and tourism operators discussing TWCVB business. This line item includes expenses associated with holding TWCVB Board of Directors Meetings and TWCVB Marketing Committee.
- Training & Conferences (\$65,000) – Includes travel, conference registration, and expenses to attend a conference or seminar related to marketing and promoting The Woodlands as a destination. This line item also includes specialized training for TWCVB personnel including computer classes, on-site consulting from event specialists, and other developmental training programs.

Facility Expense

\$29,250

- Office Space (\$29,250) – Includes expenses related to the leased office space from The Woodlands Township.

Equipment Expense

\$13,600

- Equipment (\$6,000) – Includes miscellaneous equipment costs as required by TWCVB staff.
- Cell Phones (\$7,600) – Includes communication expenses incurred by TWCVB activities including wireless phones for the President, Brand Development Manager, Marketing Specialist, Convention Development Manager, and Convention Development Specialist.

Contracted Services

\$720,813

- CVB Staff (\$652,413) – This budget line includes salary and benefits for CVB positions and 70% allocated cost of the Director of Community Relations/CVB President. CVB staff positions currently include: an Assistant Director, Brand Development Manager, Marketing Specialist, Convention Development Manager, Convention Development Specialist, Senior Administrative Assistant and an intern.
- Computer Support (\$17,400) – This budget line item is for annual software maintenance for our Electronic Survey given to visitors of The Woodlands. This budget line item is also used for our new CRM Program-Simpleview.
- Legal (\$36,000) – Includes general and specialized legal fees related to the state and federal filings, contract review, and other items as they arise.

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- Contract Labor (\$15,000) – Includes the augmentation of TWCVB staff via outsourcing mechanisms or projects such as advertising, public relations and temporary contract staff during peak times.

Administrative Services

\$57,500

- Supplies (\$6,500) – Includes mailing supplies, labels, name badges, framing and other general office supplies for TWCVB.
- Postage and Delivery (\$15,000) – Includes the mailing of promotional and event sponsorship materials by TWCVB including the fulfillment of The Woodlands Visitor Guide and The Meeting Planner Guide, collateral for conferences and tradeshows. This line item also includes courier services.
- Dues & Subscriptions (\$14,000) – Includes professional association dues, local community organizations, and subscriptions to industry related publications including American Marketing Association, Downtown Promotion Reporter & Idea Exchange, and Advertising Age. This line item also includes expenses related to membership costs for the Texas Association of Convention & Visitors Bureaus and Texas Society of Association Executives and domain subscriptions/hosting.
- Printing (\$18,000) – Includes bulk letterhead, check stock, business cards and other administrative printing needs.
- Mileage Reimbursement (\$4,000) – Includes mileage, parking, tolls, etc. for TWCVB.

ATTRACTIONS & EVENTS

\$277,500

(In accordance with Key Initiative 5.3.3 – Expand, support and create new cultural, sporting and entertainment venues and Key Initiative 5.3.6 – Produce and sponsor high quality community events)

Program Expense

\$156,500

- Event Advertising (\$156,500) – Includes Print, TV, Radio, Online and other forms of advertising methods.

Community Festivals and Events

\$121,000

(In accordance with Key Initiative 5.3.3 – Expand, support and create new cultural, sporting and entertainment venues and Key Initiative 5.3.6 – Produce and sponsor high quality community events)

- Other Festivals/Special Events (\$40,000) – Includes the consideration of additional events in The Woodlands or surrounding areas where TWCVB has the opportunity to promote The Woodlands as a destination with over 8 million square feet of shopping, dining, hospitality, and entertainment. Some of these events include sporting events and potentially many new events yet to be created or as they relate to TWCVB's group sales initiative.

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- Taste of the Town (\$11,000) – This regional event attracts more than 6,000 people to The Woodlands and plays a vital role in supporting the restaurants in The Woodlands. TWCVB will pay for advertising expenditures up to and not to exceed \$10,000 and public safety not to exceed \$1,000.
- Wine and Food Week (\$10,000) – This six-day event began in 2005 and continues to grow into a major regional event attracting over 11,000 attendees each year. TWCVB will pay for advertising expenditures up to and not to exceed \$10,000 which will elevate the event’s destination appeal via regional and/or state media.
- The Woodlands Waterway Arts Festival (\$20,000) – This national festival was started seven years ago along The Woodlands Waterway and has quickly developed into a premier event known all around the world. With its national rankings, it has become a major event bringing in thousands of visitors and artists to The Woodlands. The 2015 festival attracted more than 19,000 attendees. The festival also has beneficial aspects for all retailers, hoteliers and businesses in The Woodlands. TWCVB will pay for advertising expenditures up to and not to exceed \$20,000.
- The Woodlands Film Commission (\$10,000) – The Woodlands Area Film Commission was created in 2010 to bring more film production dollars to the local economy and to increase tourism in The Woodlands and surrounding areas. TWCVB will pay for advertising expenditures up to and not to exceed \$10,000.
- Ironman Texas (\$30,000) – The Woodlands Township and TWCVB will be in the seventh year of their agreement with the World Triathlon Corporation for the annual Memorial Hermann Ironman Texas. This event brings in over 18,000 participants and spectators and over 1,500 room nights. This world-class sporting event will continue to gain major international exposure for The Woodlands and will benefit retailers, hoteliers and businesses in The Woodlands and surrounding areas. Economic impact is expected to be approximately \$15 million. TWCVB will pay for advertising expenditures up to and not to exceed \$30,000.

DESTINATION MARKETING

\$1,275,500

(In accordance with Key Initiative 5.3.4 – Expand collaborative efforts with other regional visitor attraction entities and Key Initiative 5.3.5 – Expand Hotel and Occupancy Tax revenues and tax base)

Since launching the Destination Marketing program in 2004, The Woodlands has become a premier destination for shopping, dining, hospitality and entertainment. In 2017, TWCVB’s print and outdoor ads, television and radio spots, and online media will generate almost 50 million impressions throughout the year continuing to increase the awareness of The Woodlands. Through an aggressive Public Relations campaign, hundreds of articles are generated on The Woodlands as a destination and also increases the exposure to the local, regional, statewide, national, and international audiences. These will generate thousands of un-paid advertising dollars in publications. Multiple opportunities continue to exist that will expand these efforts to include a cohesive print component, complementing

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the existing broadcast media schedule. This line item will address the brand positioning of The Woodlands as a destination with over 8 million square feet of shopping, dining, hospitality, and entertainment.

Why Destination Marketing? With nearly 80 percent of shoppers coming from outside of The Woodlands, visitors help keep the property taxes of the residents and businesses low. Increased visitor spending to the area positively impacts the amount of sales tax revenue and hotel occupancy received by the Township. Based on recent evaluation by the Township Finance Department, staff determined two-thirds of each dollar from sales tax or room tax is used for property tax relief for The Woodlands constituents.

After an extensive Request for Proposal (RFP) process in July 2014, The Atkins Group was approved as TWCVB's 2015 Advertising Agency of Record with rights to two (2), one (1) year renewal periods without RFP process needed in calendar year 2016 and 2017 by TWCVB Board of Directors at the September 3, 2014 meeting. TWCVB renewed services with The Atkins Group in November 2016.

Additionally, after a Request for Interest (RFI) process in in July 2014, Kaplan PR was approved as TWCVB's 2015 Public Relations Agency Services of Record with rights to two (2), one (1) year renewal periods without RFP process needed in calendar year 2016 and 2017 by TWCVB Board of Directors at the September 3, 2014 meeting. TWCVB renewed services with Kaplan PR in November 2016.

In addition, TWCVB utilizes a group of independent contractors to achieve the best price on graphic design, photography, web services, public promotions and project management.

TWCVB is recommending the following Destination Marketing budget for 2017.

Contracted Services	\$935,500
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- Destination Marketing – Media (\$620,000) – Includes purchased media such as print ads, television and radio spots, online (including Search Engine Optimization) and billboards.
- Destination Marketing – Public Relations (\$50,000) – Includes writing, pitching and tracking of articles in hundreds of different media outlets.
- Destination Marketing – Production (\$140,000) – Includes the production of materials such as ad concepts and layouts and video production for television spots.
- Visitor Services (\$65,500) – Includes the partnership with The Woodlands Area Chamber of Commerce. The Chamber manages and staffs a visitor information kiosk at Market Street and The Woodlands Mall. In 2013, Visitor Services had a record-breaking year with 127,814 visitors from 715 different zip codes, 93 countries and 50 states had visited these kiosks in The Woodlands. Also included is the staffing of a booth at local events promoting The Woodlands and assisting visitors with information on all the shopping, dining, accommodations and entertainment in The Woodlands.

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- Account Services (\$60,000) – includes account stewardship and travel for Ad Agency of record.

Program Expense

\$340,000

- International Marketing (\$20,000) – Includes the partnership with United Airlines in a program called Mundo United. In 2017, TWCVB will reach over 800 travel agents and more than 150 media contacts in Mexico. Elements of the program include special consultation, hosting tour/travel groups and publicists, advertising, production of materials and other opportunities as presented. Also included in this line item is any media such as magazines and online that will promote The Woodlands to the international community.
- Cooperative Marketing (\$25,000) – These budgeted dollars will only be used in conjunction with financial participation from other organizations in The Woodlands and would involve specific offers and campaigns.
- Group Sales (\$180,000) – Includes purchased media such as print and online and any travel and administrative costs associated with the group sales initiative of driving meetings and convention business to The Woodlands.
- Incentive Fund (\$75,000) – This includes utilizing funds to offer meeting planners to bring business to The Woodlands.
- Niche Market Outreach (\$40,000) – includes partnerships to expand marketing reach for specific targets.

PROMOTION

\$407,000

(In accordance with Key Initiative 5.3.3 – Expand, support and create new cultural, sporting and entertainment venues and Key Initiative 5.3.6 – Produce and sponsor high quality community events)

Contracted Services

\$126,000

- Technology Initiatives (\$100,000) – This line item includes monthly maintenance and hosting, content management and new technology offerings for the website. Also included are additional maintenance and content management to the websites that are geared towards TWCVB major events. In addition, the design and programming of the monthly consumer e-newsletter and the quarterly meeting planner's e-newsletter are within this line item.
- Video Production (\$26,000) – Includes the production of high-quality videos to promote and educate the general public on the destination aspects of The Woodlands.

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Public Education/Relations

- Promotional Supplies (\$40,000) – Includes supplies specifically related to promoting The Woodlands. Also included are items such as shirts, plaques for presentations, promotional items for events, and trade show booth items.
- Other Advertising (\$20,000) – Includes general advertising and promotion of The Woodlands as new opportunities arise such as online, magazines, radio, TV, newspaper, brochures, billboards and direct mail.
- The Woodlands Guide (\$110,000) – Includes the production and printing of The Woodlands Visitor Guide & Map in English and Spanish that are distributed to visitors, retailers, hoteliers, and businesses in The Woodlands and surrounding areas; and key visitor entrances into the State of Texas, tourism planners and beyond.
- Current Newsletter (\$60,000) – Includes the production and printing of the quarterly, four color process publication that is distributed locally, regionally, nationally and internationally.
- Market Research (\$45,000) – It is imperative to know the success of TWCVB programs and market research is a strong component of these marketing efforts. This line item includes the management of a comprehensive study to determine visitor origins and their impact on the area.
- Business Development (\$6,000) – Includes general promotional materials specifically related to promoting TWCVB

Total Estimated Cost for the The Woodlands CVB 2017 Budget Plan

\$2,852,663

CVB Regular Board Meeting

Meeting Date: 04/19/2017

Information

SUBJECT MATTER:

Receive, consider and act upon issuing a Request for Proposal (RFP) to identify a company to light up Lake Robbins Bridge for Fourth of July;

BACKGROUND:

Attached is The Woodlands Convention and Visitors Bureau's (TWCVB) recommended Request for Proposal (RFP) for the suggested lighting of Lake Robbins Bridge from Flag Day to the 4th of July in 2017. The Woodlands Convention and Visitors Bureau recommends sending this RFP out on Wednesday, April 19, 2017 with the submission date of Monday, May 8, 2017.

The Woodlands Convention and Visitors Bureau is requesting proposals to select a vendor to accomplish a light display on Lake Robbins Bridge. Said vendor will be responsible for providing all necessary staff to plan, set up and remove all equipment necessary for their lighting display. Specific guidelines can be found in the attached RFP.

RECOMMENDATION

Approve TWCVB to send out the Request for Proposal (RFP) for the lighting of Lake Robbins Bridge from Flag Day to July 4th.

Attachments

RFP - Lake Robbins Bridge 4th of July Project

THE WOODLANDS

CONVENTION & VISITORS BUREAU

visitthewoodlands.com

2017 Lake Robbins Bridge Lighting Install, Removal and Storage Request for Proposals

Scope of Services:

The successful contractor will furnish all labor, materials, storage, equipment, supervision and transportation necessary to install, remove and store any materials necessary to light the Lake Robbins Bridge for the period of June 14 – July 5, 2017. The Woodlands Convention and Visitors Bureau does not own the lighting materials necessary for this project.

- The Woodlands Convention and Visitors Bureau (the “CVB”) reserves the right to reject any or all proposals, including without limitation the rights to reject any or all nonconforming, non-responsive, unbalanced or conditional proposals and to reject the proposal of any Bidder if the CVB believes that it would not be in the best interest of the Project to make an award to that Bidder, whether because the proposal is not responsive, or the Bidder is unqualified or of doubtful financial ability, or fails to meet any other pertinent standard or criteria established by the CVB.
- The CVB also reserves the right to waive all informalities and defects in the proposals and the bidding process not involving price, time of submittal or changes in the Work, and to negotiate contract terms with the Successful Bidder. Discrepancies between the multiplication of units of Work and unit prices will be resolved in favor of the unit prices. Discrepancies between the indicated sum of any column of figures and the correct sum thereof will be resolved in favor of the correct sum. Discrepancies between words and figures will be resolved in favor of the words. In case of ambiguity or lack of clarity in stating the prices in the proposal, the CVB reserves the right to consider the most advantageous proposal thereof or to reject the proposal.
- Bidder is required to submit three (3) references of previous projects of similar or like nature.
- Bid prices shall be firm for 90 days from proposal opening.
- Unit prices shall remain in effect for the length of this agreement (May 17, 2017 – July 31, 2017)
- Evaluation of proposal takes into account the following considerations: price, references, and other factors deemed significant to The Woodlands Convention and Visitors Bureau.
- Payment will be made by The Woodlands Convention and Visitors Bureau within thirty (30) calendar days after each invoice is submitted.
- A conditional proposal may be cause for rejection.
- A proposal includes the bid tabulation, references and acknowledgement of the general specifications which must be received by The Woodlands Convention and Visitors Bureau, 2801

Technology Forest Blvd., The Woodlands, TX 77381 in a sealed envelope no later than 1:00 P.M. on May 8, 2017. Each sealed envelope containing the proposal(s) must be clearly marked on the outside PROPOSAL for LAKE ROBBINS BRIDGE LIGHTING INSTALL AND REMOVAL and the envelope should bear on the outside the name of the bidder and their address.

- Any questions about the meaning, the intent or the specifications must be submitted by the Bidder in writing by May 1, 2017. E-Mail all questions to Nick Wolda, President of The Woodlands Convention and Visitors Bureau, at nick.wolda@thewoodlandscvb.com.

General Specifications and Acknowledgment:

Bidder shall complete every space in the bidder proposal column with either a check mark to indicate the item being bid is exactly as specified or a description to indicate any deviation of item being bid from the specifications.

Item #	Description of Requirements	Bidder's Initials
1	Unit price shall be inclusive of all charges, (staff time to install/remove, storage, cable to hang lights, lighting, electrical cords, truck charges, environmental charges, etc.).	
2	No taxes shall be included in the bid price since The Woodlands Convention and Visitors Bureau is exempt from all sales tax. The CVB will provide selected vendor with applicable proof of sales tax exemption.	
3	Contractor shall have installation of the approved lighting design by Tuesday, June 13, 2017.	
4	Contractor shall have all items removed by Friday, July 7, 2017.	
5	Contractor will be responsible for initial pickup and any storage of the items throughout the project.	
6	Contractor shall be capable of receiving communication by fax, web, email, or via phone call/message.	
7	The CVB will provide or cause to provide electrical service for the installation.	
8	Contractor shall provide all equipment, labor and material necessary to perform the required service. No equipment, material or personnel shall be provided by The Woodlands CVB to Contractor.	
9	Contractor must ensure user's safety when performing services in and around all locations.	

10	Contractor shall behave and operate in an environmentally sound and professional way, as to not create damage or cause exposure by virtue of negligence or omission.	
11	At Contractor's own cost and expense, Contractor shall comply with all laws, ordinances, rules, and regulations of the federal, state and local, and OSHA authorities and departments relating to or affecting the work hereunder, and shall secure and obtain any and all permits, licenses, certifications and consents as may be necessary in connection therewith.	
12	Contractor shall provide to The Woodlands CVB proper and verifiable insurance as outlined in the bid document.	
13	The Woodlands CVB will provide payment of 50% of the total cost upon completion of the installation of the agreed lighting display. The remaining 50% will be paid to the contractor upon removal of the agreed lighting display. Payments shall include all applicable storage fees.	
14	Transportation of staff and equipment shall be done only in vehicles marked with contractor's company logo.	
15	Contractor will follow all Montgomery County traffic control policies and procedures regarding potential road closures on Lake Woodlands Bridge due to lighting installation. This installation shall be done between the hours of 8pm and 6am as to lessen the impact to vehicular traffic.	
16	Contractor must conduct a pre-decoration meeting with The Woodlands CVB and The Woodlands Township prior to light installation on site at Lake Robbins Bridge.	
17	Contractor will install and remove all lighting structures necessary for their design. They should also remove and dispose of appropriately old incandescent lights.	
18	For the display, contractor shall check all electrical GFCI outlets and re-set if needed, and check all light strands to ensure proper performance as outlined in the manufactures specifications on a daily basis. If bulbs are out these shall be replaced. If strings are non-functioning these shall be replaced. The cost of this service shall be included in the unit price.	
19	If the contractor identifies a non- working outlet or power supply, they shall report this outlet to The Woodlands Convention and Visitors Bureau the next business day.	

I have read and completely understand this, SPECIFICATIONS, REQUIREMENTS AND ACKNOWLEDGEMENT FORM, and hereby affirm that I am able to and shall meet, conduct and perform each specification and requirement contained therein.

_____ PRINT/TYPE NAME	_____ E-MAIL ADDRESS
_____ TITLE	_____ PHONE NUMBER
_____ DATE	

The Woodlands Convention & Visitors Bureau use only

DATE RECEIVED

RECEIVED BY

Lake Robbins Bridge Lighting Bid Tabulation Form

PART ONE: PRICE

Service	Price Per Hour
Strategy Meeting(s) with Client	
Installation	
Removal	
Costs associated with display	

Bidders will be scored based on the following criteria:

Service	Percentage of Score
Project Approach (suggested design)	25
Quality of previous work	25
Pricing	40
References	10

I, _____, certify that this bid is made without prior understanding, agreement or connection with any corporation, firm, or person submitting a bid for the same materials, supplies or equipment and is in all respects fair and without collusion or fraud. I agree that all information that I have provided herein is true and correct and accurately reflects my skills and ability and the quality of my production services. I agree to abide by all conditions of this bid and certify that I am authorized to sign this bid for the bidder.

_____ PRINT/TYPER NAME	_____ E-MAIL ADDRESS
_____ TITLE	_____ PHONE NUMBER
_____ DATE	

Lit Up Bridge Example



Insurance Requirement

Vendor agrees to maintain and require its subcontractors to maintain at all times the following coverage at no less than the limits indicated:

Worker's Compensation Insurance	Statutory
Employers Liability	\$100,000
Automobile Liability (Including owned and Non-Owned autos)	
Bodily Injury	\$250,000 each person
	\$500,000 each occurrence
Property Damage	\$100,000 each occurrence
Commercial General Liability	
Combined Single Limits for Bodily Injury and Property Damage:	
Each occurrence for premises/operations:	
Broad form CGL liability coverage	\$1,000,000
Products/ Operations aggregate	\$1,000,000
Advertising Injury	\$1,000,000
General Aggregate	\$2,000,000
Umbrella Liability	\$1,000,000 each occurrence
	\$1,000,000 annual aggregate
	\$25,000 self-insured retention

Vendor's coverage must be written on an Occurrence (not claims made) basis with companies acceptable to The Woodlands Convention and Visitors Bureau, must stipulate that no take-out endorsements are included on the General Liability policy, and each policy providing coverage hereunder shall contain provisions that no cancellation or material reduction in coverage in the policy shall become effective except upon thirty (30) days prior written notice thereof to The Woodlands Convention and Visitors Bureau shall be named as additional insured with respect to liability imposed upon it resulting from the performance of Work under this Agreement. There shall be no right of subrogation against The Woodlands Convention and Visitors Bureau and this waiver of subrogation shall be endorsed upon the policies. Prior to the commencement of performance of the Work, Vendor shall furnish certificates which shall identify The Woodlands Convention and Visitors Bureau to The Woodlands Convention and Visitors Bureau in duplicate, evidencing compliance with all requirements herein. **The limits of such insurance shall in no way be construed as limiting Vendor's obligation to completely defend, indemnify and hold harmless The Woodlands Convention and Visitors Bureau.**

References

Please provide information from three (3) references:

1. Agency/Company:

Contact Name:

Contact Phone/Email:

Products delivered:

2. Agency/Company:

Contact Name:

Contact Phone/Email:

Products delivered:

3. Agency/Company:

Contact Name:

Contact Phone/Email:

Products delivered: