

# THE WOODLANDS

CONVENTION & VISITORS BUREAU

*visitthewoodlands.com*

## **NOTICE OF SEPTEMBER 2015 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 the 2nd day of September, 2015, 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 July 15, 2015 Regular Board Meeting;
5. Consider and approve Financial Report for July 2015;
6. Consider and appoint The Woodlands Area Chamber of Commerce representative to The Woodlands CVB Board of Directors;
7. Receive, consider and adopt the 2016 CVB Budget;
8. Discussion and process of 2016 CVB Brand Development;
9. Receive, consider and act upon various event and advertising sponsorship requests;

10. Receive, consider and act upon updated Marketing Committee roster;
11. Receive and consider wrap up report of Texas Association of CVBs Annual Conference;
12. Receive, consider and act upon allocation of \$100,000 of The Woodlands CVB existing reserves to fund the dasher boards for the new ice rink facility;
13. Receive, consider and act upon expenses related to producing the 2015 Holiday events;
14. 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;
15. Reconvene in public session;
16. Receive, consider and act upon recommendations regarding The Woodlands Waterway Cruisers;
17. Receive CVB Initiative Reports;
18. President's Report;
19. Board Announcements;
20. Agenda items for next meeting;
21. Adjournment.

This notice is given in accordance with the Bylaws of the Corporation and the Texas Business Organization Code. In accordance with state law, notice of this meeting was posted at least 72 hours in advance. This posting occurs at the Montgomery County Courthouse, the Harris County Courthouse and inside the boundaries of the Township at its office building.

Dated at The Woodlands, Texas, the 28th day of August, 2015.



A handwritten signature in black ink, appearing to read "M. J. Wolda". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

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President of The Woodlands Convention & Visitors Bureau

**CVB Regular Board Meeting**

Meeting Date: 09/02/2015

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Information

SUBJECT MATTER:

Consider and approve Minutes from July 15, 2015 Regular Board Meeting;

BACKGROUND:

See attached.

RECOMMENDATION

Approve Minutes as presented.

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Attachments

[7-15-15 Meeting Minutes](#)

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# THE WOODLANDS

CONVENTION & VISITORS BUREAU

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**July 15, 2015**

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 July 15, 2015 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:

Gordy Bunch, Chairman  
Fred Domenick, Vice Chairman  
Don Norrell, Director

Karen Hoylman, Director  
Nick Wolda, President

Secretary/Treasurer Ed Robb, Director Greg Parsons and Director Peggy Hausman were absent from the meeting. Others in attendance were Bret Strong, Legal Counsel; Cameron Klepac, TWCVB Marketing Specialist; Zoe Molina, TWCVB Event Specialist; Kara Stanley, TWCVB Group Sales Specialist; Alisann Schweiker, TWCVB Business Development Specialist and Emilie Harris, TWCVB Marketing Assistant. The meeting was held in The Board Chambers.

**Agenda Item No. 1 Pledge of Allegiance;** Chairman Bunch led the Pledge of Allegiance to the United States flag and the Pledge to the Texas flag.

**Agenda Item No. 2 Call to order and adoption of Agenda;** Chairman Bunch called the meeting to order at 11:36 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 made by Director Hoylman to adopt the agenda after moving Item 17 under Agenda Item number 3, Public Comment. This motion was seconded by Director Norrell. Motion carried by unanimous vote. Agenda adopted.

**Agenda Item No. 3 Public Comment;** None at this time.

**Agenda No. 17 Board Announcements;** Director Hoylman announced The Woodlands Chamber of Commerce Board of Directors have unanimously appointed John H. (J.J.) Hollie II as the new President and CEO of the Chamber. This action is to take effect September 1, 2015 upon the retirement of current CEO, Karen Hoylman.

**Agenda Item No. 4 Consider and approve Minutes from May 6, 2015 Annual Board Meeting;** Motion to approve Minutes from May 6, 2015 Annual Board Meeting made by Director Hoylman. Motion seconded by Director Domenick. Motion passed unanimously.

**Agenda Item No. 5 Consider and approve Minutes from June 3, 2015 Special Board Meeting;** Motion to approve Minutes from June 3, 2015 Special Board Meeting made by Director Hoylman. Motion seconded by Director Norrell. Motion passed unanimously.

**Agenda Item No. 6 Consider and approve Financial Report for May 2015;** Chairman Bunch called on Monique Sharp to present the May 2015 Financial Report. Total revenues year to date are \$833,000. Actual revenues received through May total \$906,000 resulting in about a \$73,000 favorable revenue variance. Sponsorships are favorable by about \$47,500. Program revenue for Waterway Cruisers is unfavorable by about \$77,000 primarily due to the capital grants. Fair revenue for Waterway Cruisers is unfavorable by about \$9,000. Year to date budget is \$1,255,000. Actual expenditures are \$654,000. The ending fund balance is \$1.3 million with about \$1.2 million relating to the CVB and about \$100,000 relating to the Waterway Cruisers. Motion to approve Financial Report for May 2015 made by Director Norrell. Motion seconded by Director Hoylman. Motion passed unanimously.

**Agenda Item No. 7 Receive, consider and act upon contract with Simpleview CRM Software;**

Chairman Bunch called on President Nick Wolda. Nick Wolda called on Group Sales Specialist, Kara Stanley. In the last meeting the board requested legal review of the contract. Kara brought back the contract approved by Simpleview and Brian Albert with the exception of a timeline which Simpleview has not yet approved. Simpleview is hesitant to agree to a timeline as many of their deliverables depend largely on how quickly the CVB fulfills their requests. Simpleview requested a caveat that the success of their timeline depend on delays by the CVB. Motion to approve the contract with Simpleview CRM Software made by Director Norrell. Motion seconded by Director Domenick. Motion passed unanimously.

**Agenda Item No. 8 Receive and consider a wrap up report of the 18<sup>th</sup> Annual Red, Hot & Blue Festival & Fireworks Extravaganza;** President Nick Wolda called on Zoe Molina, Events Specialist, and Cameron Klepac, Marketing Specialist. Zoe showed the board a video the CVB produced with 4<sup>th</sup> of July footage and reviewed festival data gathered from CVB surveys. Cameron discussed the success of Pandora radio spots which garnered 1.4 million impressions and had a .59% click through rate. She also discussed the success of a spot on KHOU Great Day Houston and partnerships with Sunny 99.1, The Houston Chronicle, The Villager and The Conroe Courier. The CVB also partnered with The Pavilion to purchase fans which were handed out at Star Spangled Salute and the South County Fourth of July parade. Cameron also discussed the BBVA Compass and America's ER social media contests. Social media feedback was favorable except for people who did not plan their parking accordingly or those who were disappointed with the smaller show. Director Hoylman relayed a need for additional traffic control. No board action necessary.

**Agenda Item No. 9 Receive, consider and act upon the 2016 Caroling on the Square series;** Chairman Bunch calls on President Nick Wolda. President Nick Wolda relayed his concerns regarding sponsorship traction for the event, low attendance and unfavorable survey data. The CVB has not found a significant need for this event and recommends it be discontinued. Motion to cancel the 2016 Caroling on the Square event made by Director Domenick and seconded by Director Norrell.

**Agenda Item No. 10 Receive consider and act upon organizational structure of The Woodlands CVB for 2016;** President Wolda presented a suggested organizational structure in the event that the event positions moved to The Township. Two major focal points would be a Convention Development Manager and Brand Development Manager. The support of these positions would be in the form of a Group Sales Coordinator and a Marketing Coordinator. Motion to approve and accept the organizational structure made by Director Hoylman. Motion seconded by Director Domenick. The motion passed by 3-0 with Director Norrell abstaining from the vote.

**Agenda Item No. 11 Receive, consider and act upon additions to The Woodlands CVB Marketing Committee;** President Wolda discussed changes within the current CVB Marketing Committee and potential changes as new hotels move into The Woodlands. President Wolda suggested adding two new seats. Director Bunch suggested reaching out to all hoteliers in order to form a larger network. Motion to approve and accept additions to the CVB Marketing Committee made by Chairman Bunch. Motion seconded by Director Hoylman. The motion passed unanimously.

**Agenda Item No. 12 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; No Board action necessary.**

**Agenda Item No. 13 Reconvene in public session;** The board reconvened at 1:00 p.m.

**Agenda Item No. 14 Receive, consider and act upon recommendations regarding The Woodlands Waterway Cruisers;** Chairman Bunch made the following motion: due to the expiration of the contract with the Brazos Transit District for operation of The Woodlands Waterway Cruisers until December 2015, the CVB recommends that The Woodlands Township board assume operations of the Woodlands Waterway Cruiser program. Motion seconded by Director Hoylman. The motion passed 3-0 with Director Norrell abstaining from the vote.

**Agenda No. 15 Receive CVB Initiative Reports;** Cameron Klepac, Marketing Specialist, discussed the success of the 30 second cable spot promoting summer travel to The Woodlands. Ms. Klepac also discussed the last minute ad buys the CVB has made including. Ms. Klepac also premiered the new tear off map being printed. Ms. Klepac also relayed that the CVB is assisting with Hometown Friday on Fox Houston July 24 in showcasing The Woodlands. Kara Stanley, Group Sales Specialist, recapped her travel to the Collaborate Marketplace – Orlando conference. Ms. Stanley discussed plans for the TACVB Annual Conference hosted in The Woodlands. The CVB is hosting the open reception at that conference on August 4<sup>th</sup>. Ms. Stanley also shared that 3 riders on an American Motorcycle Expedition stopped in The Woodlands. Zoe Molina, Event Specialist, announced the Labor Day Weekend event which is being held September 5<sup>th</sup> and 6<sup>th</sup>. Alisann Schweiker, Business Development Specialist, reiterated that from a sponsor point a view the Red, Hot & Blue event was very successful. Labor Day Weekend's title sponsor is Waste Connections, Trick or Treat Trail's title sponsor is Wells Fargo and the Ice Rink's sponsor is Texas Children's Hospital. The Public Safety awards will be held September 12<sup>th</sup> with America's ER being the title sponsor. The CVB is currently contracted 77% of their 2015 Sponsorship Goal.

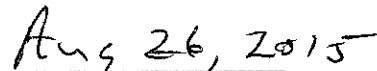
**Agenda No. 16 President's Report;** No report.

**Agenda No. 18 Consideration of Items to be placed on the agenda for next meeting;**

**Agenda No. 19 Adjournment at 1:15 p.m.;** Motion to adjourn made by Director Norrell. Motion seconded by Director Hoylman. Motion passed unanimously.



Dr. Ed. Robb, III, Secretary/Treasurer  
The Woodlands CVB Board of Directors

  
Date



**CVB Regular Board Meeting**

Meeting Date: 09/02/2015

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Information

SUBJECT MATTER:

Consider and approve Financial Report for July 2015;

BACKGROUND:

See attached.

RECOMMENDATION

Approve Financial Report as presented.

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Attachments

July 2015 Financials

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# THE WOODLANDS

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CONVENTION & VISITORS BUREAU

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*visitthewoodlands.com*

**GENERAL PURPOSE FINANCIAL STATEMENTS**  
**July 31, 2015**

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

**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**Balance Sheet**  
**As of July 31, 2015**

**Assets and Other Debits**

Cash	1,192,633
Other Receivables	171,954
Due from Other Funds	276,715
Prepaid Expenses	-

**Total Assets**

1,641,302

**Liabilities and Fund Balance**

**Current Liabilities**

A/P and Accrued Liabilities	18,734
Due to Other Funds	86,332

**Fund Balance**

Undesignated - CVB	1,398,815
Designated - Waterway Cruisers	137,420

**Total Liabilities and Fund Balance**

1,641,302

**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**Budget and Actual**  
**For the Seven Months Ended July 31, 2015**

	7/31/2015 YTD Budget	7/31/2015 YTD Actual	Favorable/ (Unfavorable)
<b>REVENUE</b>			
Operating Transfers	458,976	458,976	-
Supplemental Hotel Occupancy Tax	908,803	1,023,276	114,473
Interest Income	300	674	374
Sponsorships	160,250	204,500	44,250
Event Revenue	45,000	51,882	6,882
Program Income - Waterway Cruisers	275,964	73,513	(202,451)
<b>Subtotal</b>	<b>1,849,293</b>	<b>1,812,821</b>	<b>(36,472) (A)</b>
<b>GENERAL EXPENSES</b>			
CVB Township Staff	309,829	255,390	54,439
Staff Development	15,000	6,747	8,253
Facilities Expense	17,059	17,063	(4)
Equipment Expense	4,662	6,080	(1,418)
Contracted Services	37,525	32,625	4,900
Administrative	54,504	30,997	23,507
<b>Subtotal</b>	<b>438,579</b>	<b>348,901</b>	<b>89,678 (B)</b>
<b>ATTRACTIONS &amp; EVENTS</b>			
Red, Hot & Blue	269,000	173,573	95,427
Lighting of the Doves	-	-	-
Ice Rink	15,000	10,129	4,871
Winter Wonderland	-	-	-
iWOW	-	-	-
Memorial Day Event	57,500	55,119	2,381
Labor Day Event	17,000	-	17,000
Trick or Treat Trail	3,000	-	3,000
Live at Night	22,400	14,711	7,689
Waterway Nights	81,300	47,995	33,305
Caroling on the Square	-	-	-
Community Festivals & Events	125,000	80,850	44,150
<b>Subtotal</b>	<b>590,200</b>	<b>382,377</b>	<b>207,823 (C)</b>
<b>DESTINATION MARKETING</b>			
Media	208,709	215,007	(6,298)
Public Relations	21,000	19,650	1,350
Production	49,581	51,140	(1,559)
International Marketing	20,000	1,900	18,100
Cooperative Marketing	25,000	11,972	13,028
Group Sales	40,831	29,463	11,368
Visitor Services	77,169	75,400	1,769
<b>Subtotal</b>	<b>442,290</b>	<b>404,531</b>	<b>37,759 (D)</b>
<b>PROMOTION</b>			
Waterway Cruisers	415,200	134,435	280,765
Promotion	141,250	41,977	99,273
Information Distribution	65,000	34,340	30,660
Other Advertising	15,000	15,469	(469)
Business Development	4,500	1,504	2,996
<b>Subtotal</b>	<b>640,950</b>	<b>227,724</b>	<b>413,226 (E)</b>
<b>CONTINGENCY</b>			
	-	-	-
<b>TOTAL EXPENDITURES</b>	<b>2,112,019</b>	<b>1,363,534</b>	<b>748,485</b>
<b>REVENUE OVER/(UNDER) EXPENDITURES</b>	<b>(262,726)</b>	<b>449,287</b>	<b>712,013</b>
<b>BEGINNING FUND BALANCE</b>	<b>-</b>	<b>1,067,831</b>	<b>1,067,831</b>
<b>ENDING FUND BALANCE</b>	<b>(262,726)</b>	<b>1,517,118</b>	<b>1,779,844</b>

**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**Operating Budget Variances**  
**For the Seven Months Ended July 31, 2015**

**A) Revenues**

- Supplemental Hotel Occupancy Tax - The favorable variance is due to HOT revenues being higher than budgeted.
- Sponsorships - The favorable variance is due to a timing difference between actual and budgeted revenue.
- Event Revenue - The favorable variance is due to ice rink sales being higher than forecasted.
- Waterway Cruisers - Please reference separate financial statements for Waterway Cruisers included in this package for detailed revenues related to the program.

**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 favorable variance is due to and training and conferences being lower than budgeted.
- Equipment - The unfavorable variance is due to cell phone expenses being higher than budgeted.
- Contracted Services - The favorable variance is due primarily to lower than budgeted consulting and legal expenses.
- Administrative - The favorable variance is due primarily to lower than budgeted supplies, postage and printing expenses.

**C) Attractions & Events**

- Red, Hot, & Blue - The favorable variance is due to a timing difference between actual and budgeted expenditures.
- Ice Rink - The favorable variance is due to expenses being lower than budgeted for event production.
- Memorial Day - The favorable variance is due to a timing difference between actual and budgeted expenditures.
- Live at Night - The favorable variance is due to a timing difference between actual and budgeted expenditures.
- Waterway Nights - The favorable variance is due to a timing difference between actual and budgeted expenditures.
- Community Festivals & Events – The favorable variance is due to a timing difference between actual and budgeted expenditures.

**D) Destination Marketing**

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

**E) Promotion**

- Waterway Cruisers - Please reference separate financial statements for Waterway Cruisers included in this package for detailed expenditures related to the program.
- Promotion - The favorable variance is due to a timing difference between actual and budgeted expenditures.
- Information Distributing - The favorable variance is due to a timing difference between actual and budgeted expenditures.
- Business Development - The favorable variance is due to a timing difference between actual and budgeted expenditures.

**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**2015 Sponsorship Commitments**

Coca-Cola	Red, Hot, & Blue	7,500
The Woodlands Development Company	Red, Hot, & Blue	6,500
First Choice Emergency Room	Red, Hot, & Blue	3,000
BBVA Compass	Red, Hot, & Blue	25,000
HEB	Red, Hot, & Blue	4,000
First American Title Company	Red, Hot, & Blue	10,000
Global Event Logistics	Red, Hot, & Blue	7,500
Kevin Brady for Congress	Red, Hot, & Blue	3,000
Waste Management	Red, Hot, & Blue	1,000
Olive Garden	Red, Hot, & Blue	3,000
CHI St. Luke's Health - The Woodlands Hospital	Red, Hot, & Blue	1,500
City of Shenandoah	Red, Hot, & Blue	7,500
America's ER	Red, Hot, & Blue	10,000
CHI St. Luke's Health - Springwoods Village	Red, Hot, & Blue	1,500
	<b>TOTAL</b>	<b>91,000</b>
Noodles and Company	Lighting of the Doves	2,500
	<b>TOTAL</b>	<b>2,500</b>
The Woodlands Young Learners Academy	Ice Rink	1,500
Kroger	Ice Rink	3,000
Coca-Cola	Ice Rink	2,500
The Woodlands Development Company	Ice Rink	2,500
Wells Fargo	Ice Rink	3,000
Xfinity	Ice Rink	4,000
	<b>TOTAL</b>	<b>16,500</b>
Physicians ER	iWOW	2,500
Coca-Cola	iWOW	5,000
Waste Management	iWOW	1,000
CenterPoint Energy	iWOW	7,000
	<b>TOTAL</b>	<b>15,500</b>
The Woodlands Development Company	Memorial Day	2,000
Wells Fargo	Memorial Day	15,000
The Woodlands Resort & Conference Center	Memorial Day	2,500
America's ER	Memorial Day	9,000
	<b>TOTAL</b>	<b>28,500</b>
The Woodlands Development Company	Labor Day	1,500
Five Point Credit Union	Labor Day	1,500
	<b>TOTAL</b>	<b>3,000</b>
Kroger	Trick or Treat Trail	2,500
The Woodlands Development Company	Trick or Treat Trail	2,000
The Woodlands Young Learners Academy	Trick or Treat Trail	2,500
Wells Fargo	Trick or Treat Trail	10,000
Waste Management	Trick or Treat Trail	1,000
	<b>TOTAL</b>	<b>18,000</b>
Kroger	Live at Night	2,000
RE/MAX The Woodlands and Spring	Live at Night	2,000
The Woodlands Development Company	Live at Night	1,500
Broadstone Sierra Pines	Live at Night	2,000
Wells Fargo	Live at Night	5,000
	<b>TOTAL</b>	<b>12,500</b>

**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**2015 Sponsorship Commitments**

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Toll Brothers	Waterway Nights	2,000
Noodles and Company	Waterway Nights	2,000
RE/MAX The Woodlands and Spring	Waterway Nights	2,000
Broadstone Sierra Pines	Waterway Nights	2,000
The Woodlands Development Company	Waterway Nights	1,500
NextCare Urgent Care	Waterway Nights	2,000
Planet Ford	Waterway Nights	2,000
Kona Ice	Waterway Nights	1,000
Frost Bank	Waterway Nights	2,000
Blo Blow Dry Bar	Waterway Nights	250
Bella Destino	Waterway Nights	250
<b>TOTAL</b>		<b>17,000</b>

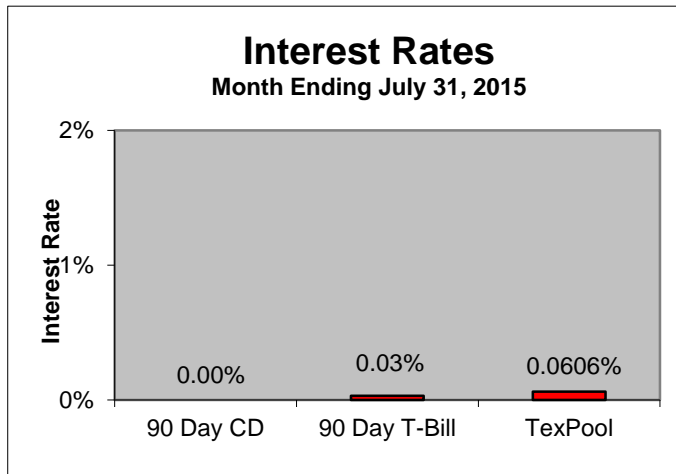
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**Total Pledged Commitments      204,500**

**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**Cash Report as of July 31, 2015**

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	\$ 1,187,401	\$ 134,971	\$ 112	\$1,322,484	\$1,187,401	\$1,322,484	0.09%
			<b>Total</b>	<b>\$ 1,187,401</b>	<b>\$ 134,971</b>	<b>\$ 112</b>	<b>\$1,187,401</b>	<b>\$1,322,484</b>	<b>0.09%</b>

YTD \$ 674



\*\* 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."



# The Woodlands Waterway Cruisers



## Supplemental Information July 31, 2015

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

**THE WOODLANDS WATERWAY CRUISERS**  
**Budget and Actual**  
**Year to Date ending July 31, 2015**

	YTD Budget	YTD Actual	Favorable/ (Unfavorable)	
<b>REVENUE</b>				
Charters	7,500	5,175	(2,325)	
Sponsorships	4,000	-	(4,000)	
Fares	74,081	68,338	(5,743)	
Grant Reimbursement	190,383	-	(190,383)	
Subtotal	<u>275,964</u>	<u>73,513</u>	<u>(202,451)</u>	(A)
<b><u>TOTAL REVENUE</u></b>	<b><u>275,964</u></b>	<b><u>73,513</u></b>	<b><u>(202,451)</u></b>	
<b>CONTRACTED SERVICES</b>				
Maintenance & Operations	121,331	131,350	(10,019)	
Legal	1,000	-	1,000	
Consulting	7,500	-	7,500	
Subtotal	<u>129,831</u>	<u>131,350</u>	<u>(1,519)</u>	(B)
<b>MARKETING AND PLANNING SUPPORT</b>				
Promotional Supplies	10,000	3,085	6,915	
Subtotal	<u>10,000</u>	<u>3,085</u>	<u>6,915</u>	(C)
<b>ADMINISTRATIVE</b>				
Insurance	21,525	-	21,525	(D)
Subtotal	<u>21,525</u>	<u>-</u>	<u>21,525</u>	
<b><u>TOTAL OPERATING EXPENDITURES</u></b>	<b><u>161,356</u></b>	<b><u>134,435</u></b>	<b><u>26,921</u></b>	
<b>REVENUE OVER/(UNDER) OPERATING EXPENDITURES</b>	<u>114,608</u>	<u>(60,922)</u>	<u>(175,530)</u>	
<b>CAPITAL EXPENDITURES</b>	<u>253,844</u>	<u>-</u>	<u>253,844</u>	(E)
<b>TOTAL REVENUE OVER EXPENDITURES</b> <i>(Including Capital Expenditures)</i>	<u>(139,236)</u>	<u>(60,922)</u>	<u>78,314</u>	
<b>BEGINNING FUND BALANCE</b>	<u>137,420</u>	<u>137,420</u>	<u>-</u>	
<b>ENDING FUND BALANCE</b>	<u>(1,816)</u>	<u>76,499</u>	<u>78,314</u>	

**NOTES:**

- The "unaudited" 2015 Beginning Fund Balance is the remaining balance from a one-time contribution of \$500,000 from The Woodlands Township. As of January 1, 2015, \$272,251 of the fund balance has been used for capital renovations to the cruisers and \$90,329 for operations.
- As of April 1, 2014 Waterway Cruiser insurance is covered by Brazos Transit District.
- Expenditures are recorded in the month the service was received.

**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**Operating Budget Variances**  
**Year to Date ending July 31, 2015**

**A) Revenues**

- Charters - Includes fees for all charters booked by Landry's and all private charters booked through the District. Charter revenues reflect a unfavorable variance for the year.
- Sponsorships - No sponsorship revenue has been received relative to the Waterway Cruisers.
- Fares - While ridership for 2015 is slightly down from 2014, a contributing factor in the unfavorable variance is due to a timing difference between budget and actual. Although the budget reflects an even distribution of the annual budget over twelve months (\$11,250 - monthly), fare revenue is typically lower in the winter months, and peaks during the spring and summer months.
- Grant Reimbursement - The unfavorable variance is related to the capital expenditures. Eighty percent (80%) of the motor and generator replacement expenditures is grant reimbursable.

**B) Contracted Services**

- Legal - There have been no legal expenditures incurred in 2015.
- Consulting - There have been no consulting expenditures incurred in 2015.

**C) Marketing and Planning Support**

- Promotional Supplies - The year to date favorable variance is due to marketing and promotional items being lower than forecasted.

**D) Administrative**

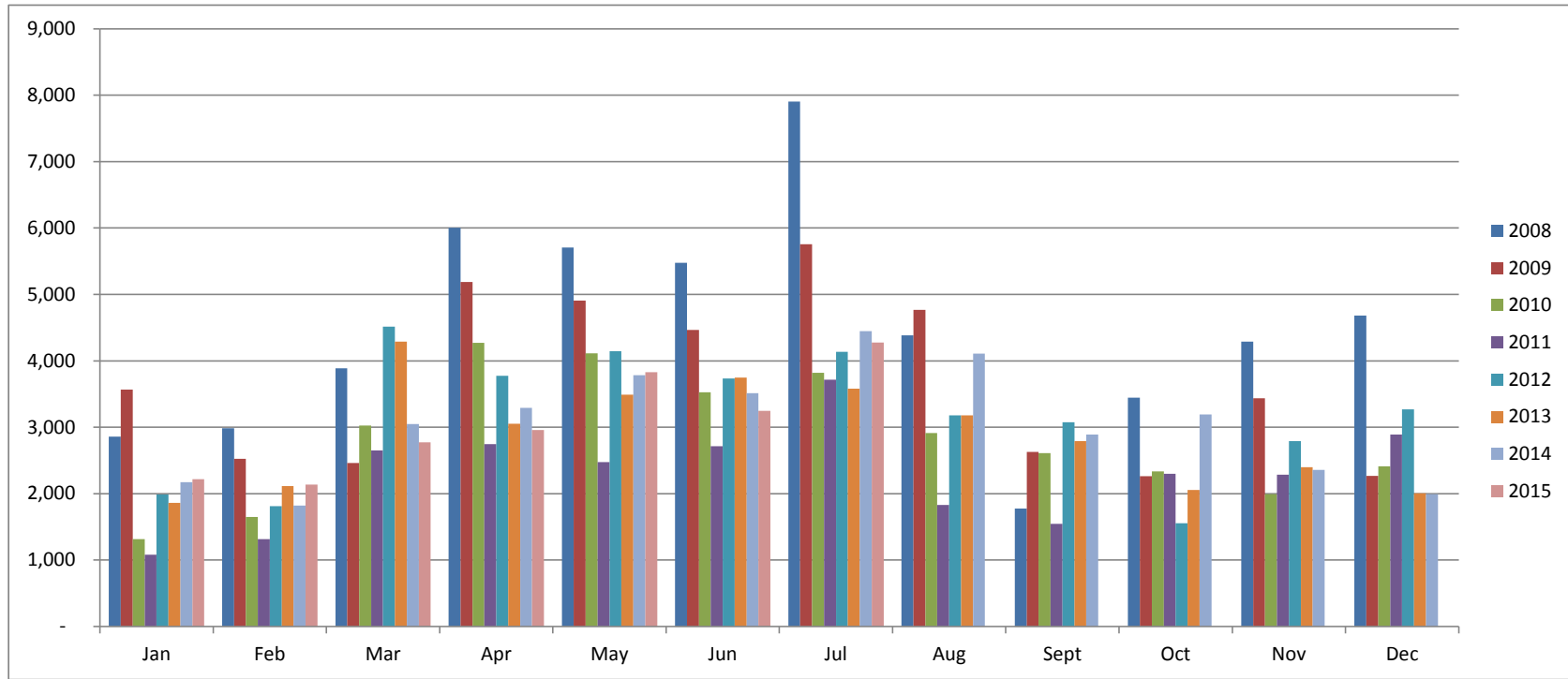
- Insurance - The year to date favorable variance is due to insurance being provided by Brazos Transit District. The Township's insurance expense was provided through March 2014 and was not renewed thereafter.

**E) Capital Expenditures**

- Motor and Generator Replacements - The favorable variance is due to a timing difference between actual and budgeted capital expenditures.

## Waterway Cruiser Ridership

January 2008 - July 2015



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total
2008	2,859	2,987	3,888	6,003	5,708	5,477	7,906	4,383	1,778	3,447	4,289	4,683	53,408
2009	3,566	2,526	2,463	5,187	4,908	4,464	5,757	4,768	2,628	2,263	3,438	2,270	44,238
2010	1,314	1,650	3,024	4,272	4,115	3,528	3,822	2,913	2,613	2,335	1,992	2,411	33,989
2011	1,079	1,318	2,650	2,745	2,477	2,716	3,718	1,832	1,547	2,301	2,288	2,892	27,563
2012	1,987	1,811	4,515	3,777	4,144	3,735	4,138	3,178	3,075	1,555	2,792	3,269	37,976
2013	1,864	2,114	4,288	3,052	3,492	3,747	3,579	3,178	2,791	2,057	2,399	2,005	34,566
2014	2,175	1,819	3,049	3,292	3,786	3,514	4,446	4,108	2,892	3,195	2,359	1,994	36,629
2015	2,219	2,138	2,775	2,959	3,830	3,245	4,278						

	2014	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Operating Cost	\$	16,977	\$ 15,689	\$ 19,964	\$ 15,660	\$ 27,028	\$ 17,298	\$ 18,734	\$ -	\$ -	\$ -	\$ -	\$ -
Cost Per Rider	\$	7.65	\$ 7.34	\$ 7.19	\$ 5.29	\$ 7.06	\$ 5.33	\$ 4.38					

## **CVB Regular Board Meeting**

Meeting Date: 09/02/2015

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### Information

#### SUBJECT MATTER:

Consider and appoint The Woodlands Area Chamber of Commerce representative to The Woodlands CVB Board of Directors;

#### BACKGROUND:

In January 2015, the Class A Members of The Woodlands CVB appointed the position of CEO of The Woodlands Area Chamber of Commerce to The Woodlands CVB Board of Directors for the 2015 term. That position was represented by Karen Hoylman. The CVB has received a resignation confirmation from Director Hoylman.

In July 2015, The Woodlands Area Chamber of Commerce hired a new President and CEO, John H. (JJ) Hollie II, effective September 1, 2015. Therefore, The Woodlands CVB needs to replace Karen Hoylman's placement on The Woodlands CVB Board of Directors with the current The Woodlands Area Chamber of Commerce representative, John H. (JJ) Hollie II.

#### RECOMMENDATION

Appoint The Woodlands Area Chamber of Commerce representative, John H. (JJ) Hollie II, to The Woodlands CVB Board of Directors.

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### Attachments

*No file(s) attached.*

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**CVB Regular Board Meeting**

Meeting Date: 09/02/2015

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Information

SUBJECT MATTER:

Receive, consider and adopt the 2016 CVB Budget;

BACKGROUND:

The Woodlands Township 2016 Operating Budget was approved by the Township Board on Wednesday, August 26, 2015 at a Regular scheduled Board Meeting. Included in this budget was the CVB's Operating Budget for 2016 (attached).

RECOMMENDATION

Adopt the 2016 CVB Operating Budget.

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Attachments

2016 CVB Budget

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**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**Statement of Revenues, Expenditures & Changes in Fund Balance**  
(in whole dollars)

	2015 Budget	2015 Forecast	2016 Budget	\$ Inc/(Dec)	% Inc/(Dec)
<b>REVENUES</b>					
Supplemental Hotel Tax	\$ 1,600,958	\$ 1,664,266	\$ 2,143,798	\$ 542,840	33.9%
Sponsorships	317,500	317,500	-	(317,500)	-100.0%
Event Sales	230,000	230,000	-	(230,000)	-100.0%
Waterway Cruisers	400,844	132,000	-	(400,844)	-100.0%
Interest Income	500	500	500	-	0.0%
Transfers In (General Fund - HOT)	1,130,932	1,356,663	598,304	(532,628)	-47.1%
<b>TOTAL REVENUES</b>	<b>\$ 3,680,734</b>	<b>\$ 3,700,929</b>	<b>\$ 2,742,602</b>	<b>\$ (938,132)</b>	<b>-25.5%</b>
<b>EXPENDITURES</b>					
<b>General</b>					
Contracted Township Salaries and Benefits	543,885	514,469	573,752	29,867	5.5%
Staff Development	20,000	20,000	71,500	51,500	257.5%
Facility Expense	29,250	29,250	29,250	-	0.0%
Equipment Expense	8,000	8,000	11,600	3,600	45.0%
Contracted Services	64,000	64,000	66,000	2,000	3.1%
Administrative	76,000	76,000	55,500	(20,500)	-27.0%
Capital Outlay	-	-	100,000	100,000	-
	<b>741,135</b>	<b>711,719</b>	<b>907,602</b>	<b>166,467</b>	<b>22.5%</b>
<b>Attractions and Events</b>					
Red, Hot & Blue Festival	274,000	274,000	35,000	(239,000)	-87.2%
Lighting of the Doves	109,000	109,000	20,000	(89,000)	-81.7%
Winter Wonderland	93,000	93,000	20,000	(73,000)	-78.5%
Ice Rink	409,150	409,150	40,000	(369,150)	-90.2%
International Winter on The Waterway	125,300	125,300	20,000	(105,300)	-84.0%
Live at Night	35,300	35,300	4,000	(31,300)	-88.7%
Waterway Nights	81,300	81,300	3,000	(78,300)	-96.3%
Caroling on the Square	9,000	9,000	2,500	(6,500)	-72.2%
Memorial Day Events	57,500	57,500	4,000	(53,500)	-93.0%
Labor Day Events	46,200	46,200	4,000	(42,200)	-91.3%
Trick or Treat Trail	38,000	38,000	4,000	(34,000)	-89.5%
Community Festivals & Events	153,000	153,000	121,000	(32,000)	-20.9%
	<b>1,430,750</b>	<b>1,430,750</b>	<b>277,500</b>	<b>(1,153,250)</b>	<b>-80.6%</b>
<b>Destination Marketing</b>					
Destination Marketing Media	357,787	357,787	620,000	262,213	73.3%
Destination Marketing Public Relations	36,000	36,000	50,000	14,000	38.9%
Destination Marketing Production	85,000	85,000	140,000	55,000	64.7%
Visitor Services	65,500	65,500	65,500	-	0.0%
Social Media	20,000	20,000	-	(20,000)	-100.0%
Account Services	-	-	60,000	60,000	-
International Marketing	20,000	20,000	20,000	-	0.0%
Cooperative Marketing	25,000	25,000	25,000	-	0.0%
Group Sales	70,000	70,000	180,000	110,000	157.1%
Incentives	-	-	75,000	75,000	-
Niche Market Outreach	-	-	40,000	40,000	-
	<b>679,287</b>	<b>679,287</b>	<b>1,275,500</b>	<b>596,213</b>	<b>87.8%</b>
<b>Promotion</b>					
Promotion	177,000	177,000	202,000	25,000	14.1%
Information Distribution	94,000	94,000	160,000	66,000	70.2%
Other Advertising	20,000	20,000	20,000	-	0.0%
	<b>291,000</b>	<b>291,000</b>	<b>382,000</b>	<b>91,000</b>	<b>31.3%</b>
<b>Waterway Cruisers</b>					
Contracted Services	220,000	220,000	-	(220,000)	-100.0%
Public Education/Relations	10,000	10,000	-	(10,000)	-100.0%
Administrative	36,900	36,900	-	(36,900)	-100.0%
Capital Outlay	317,305	-	-	(317,305)	-100.0%
	<b>584,205</b>	<b>266,900</b>	<b>-</b>	<b>(584,205)</b>	<b>-100.0%</b>
<b>TOTAL EXPENDITURES</b>	<b>\$ 3,726,377</b>	<b>\$ 3,379,656</b>	<b>\$ 2,842,602</b>	<b>\$ (883,775)</b>	<b>-23.7%</b>
<b>REVENUE OVER/(UNDER) EXPENDITURES</b>	<b>(45,643)</b>	<b>321,273</b>	<b>(100,000)</b>	<b>(54,357)</b>	<b>119.1%</b>
<b>BEGINNING FUND BALANCE</b>	<b>979,378</b>	<b>979,378</b>	<b>1,300,651</b>	<b>321,273</b>	<b>32.8%</b>
<b>ENDING FUND BALANCE</b>	<b>\$ 933,735</b>	<b>\$ 1,300,651</b>	<b>\$ 1,200,651</b>	<b>\$ 266,916</b>	<b>28.6%</b>

## **CVB Regular Board Meeting**

Meeting Date: 09/02/2015

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### Information

#### SUBJECT MATTER:

Discussion and process of 2016 CVB Brand Development;

#### BACKGROUND:

As The Woodlands Convention and Visitors Bureau prepares for a new 2016 advertising campaign, it has become increasingly clear The Woodlands needs to distinguish itself as a destination instead of just a residential community. With this in mind, The Atkins Group and the CVB team are working together to explore The Woodlands brand in a new and radical way. This advertising approach will attempt to differentiate itself from the typical destination campaigns that feature picturesque scenes and instead create a lasting impression on those who view the campaign on its various platforms.

This discussion is the first step in the process of determining how this new, game-changing campaign will look and function. With the help of both internal and external stakeholders, The Atkins Group and the CVB team are hoping to create a cohesive brand image for The Woodlands using each individual's personal experiences of The Woodlands. These stakeholders may include meeting planners who have utilized The Woodlands as a meeting destination, CVB Directors and Marketing Committee members who bring a unique perspective from their respective fields and the CVB team who oversees the day-to-day functions of travel in The Woodlands. This image will help build the base of the 2016 advertisement campaign in a multi-step approach.

#### **The Woodlands Convention and Visitors Bureau's 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 and stimulate economic development and growth

#### **About the Mission Statement**

The Woodlands Convention & Visitors Bureau 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.

#### **The Woodlands Convention and Visitors Bureau's Vision Statement**

The Woodlands Convention & Visitors Bureau 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 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.

#### RECOMMENDATION

To be determined by the Board.

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### Attachments

Brand Development Overview

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## The Woodlands CVB Brand Development

Prepared for TWCVB Board Meeting – Wednesday, September 2nd, 2015

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### An Approach

In an effort to look forward, focus our marketing efforts and outline a strategic roadmap to promote The Woodlands as an upscale, premier leisure, business, corporate, convention and meetings destination, The Atkins Group would like to propose leading The Woodlands through a brand development process. This process allows us to explore The Woodlands brand position as it currently exists and identify an approach for how the brand should evolve.

At The Atkins Group, we believe that a brand doesn't buy its way into hearts and homes. It must earn that privilege by making the target audience an integral part of the brand story. Let us discover what The Woodlands brand truly stands for.

**Phase 1** of the brand development process is a facilitated, 2.5 hour, informal group discussion to gather insights and perspectives from key internal stakeholders – board members, CVB team and other leaders in the hospitality industry, those of you who live The Woodlands experience every day. Using a variety of techniques, we will identify, record and better understand the expectations of visitors, the destination's current position in the competitive marketplace and the desired outcomes that would reflect business success. Consensus will be reached regarding strengths, weaknesses, opportunities and threats, as well as the prioritization of target audiences and the perceived value of The Woodlands brand to those potential audiences.

***Timeline: October***

**Phase 2** of the brand development process is to work with key outside stakeholders – visitors and meeting planners, to gain perspective and understand current perceptions of The Woodlands brand from those decision makers. This could include an online survey, one-on-one phone interviews, or a combination.

***Timeline: October – November***

**Phase 3** of the brand development process is bringing all of the insights gathered to finalize our recommendation for The Woodlands brand architecture. This would include finalizing the brand position and brand pyramid, and development of a tagline and brand identity. This would be the platform around which all future marketing materials would be developed.

***Timeline: December***

**Phase 4**, working from the brand platform we would produce and implement all creative materials to properly and effectively articulate the new story of our destination to all identified audiences and through all marketing communication channels.

***Timeline: January – April***

## **CVB Regular Board Meeting**

Meeting Date: 09/02/2015

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### Information

#### SUBJECT MATTER:

Receive, consider and act upon various event and advertising sponsorship requests;

#### BACKGROUND:

The Woodlands CVB received an application for sponsorship from Wine & Food Week/Food & Vine Time Productions in the amount of \$49,500. The application is attached including financials.

The Woodlands CVB's 2016 approved budget included a \$10,000 line item for Wine & Food Week. There is an additional \$40,000 in the "Other Festivals and Events" budget for 2016. This budget has historically been used for other community events that come up throughout the year that The Woodlands CVB would like to advertise at. Additionally, this budget was increased for 2016 in an effort to allow for additional Group Sales sponsored events.

#### RECOMMENDATION

To be determined by the Board.

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### Attachments

[Wine & Food Week 2016 Application](#)

[Media Valuation 1](#)

[Media Clip Report](#)

[2015 Wine & Food Week Recap](#)

[2015 Wine and Food Budget](#)

[2016 Wine and Food Budget](#)

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THE WOODLANDS  
CONVENTION & VISITORS BUREAU

**Sponsorship Request Application**

The Woodlands Convention and Visitors Bureau (TWCVB) is pleased to provide sponsorship funds for events that increase tourism and visitors to and promote The Woodlands, Texas. If your Sponsorship Request is approved, you will be required to complete a Event Summary Report within Sixty (60) days after your event has taken place. The follow-up survey will assist TWCVB in determining the success/effectiveness of the event and whether or not future sponsorship funds should be granted if requested.

All Sponsorship Request Applications must be submitted at least One Hundred and Twenty (120) days before the proposed event or activity for which the sponsorship is sought.

All applications must be completed as described. Incomplete applications may result in funding being denied. Any blank line containing no answer should be filled in as "N/A" or "None"

Please complete a separate Application for each sponsorship request.

Please submit the additional requested documentation along with this application

Date of Application 8/27/2015

**APPLICANT INFORMATION**

Organization Name Wine & Food Week / Good & Vine Time Productions

Organization Type

- Non-Profit Organization
- For Profit Organization (Corporation, Limited Liability Company, Limited Partnership)
- Civic/Governmental Organization
- School/Educational Organization

Other If Other Explain Organization producing events for non-profits & for-profit business who select charity beneficiaries for events

Contact Person Constance McDermby

Title Founder - Co-Producer

Telephone 713-557-5732

Fax 713-481-9831

Cell Phone 832-250-8917

Email Constance@GoodAndVineTime.com

Website wineandfoodweek.com

Organization Mailing Address 13518 N. Jracewood Bend, Houston, TX 77077

TWCVB requires a copy of the current Financial Statement for Organizations including Profit and Loss Statement and Balance Sheet. Attach to this this Application.

### INSURANCE INFORMATION

Do you have liability insurance coverage for this event? Yes  No ( )

Name of Insurance Agent Charyl Adler

Name of Insurance Company Caleb Insurance and Financial Services, Inc. -

Phone Number 281-395-9400

Division of Thom Pavogt Insurance Group

Please provide a copy of the certificate of insurance along with this Application.

### EVENT INFORMATION

Date(s) of the Event June 6-12, 2016

Event Name Wine & Food Week

Event Director Clifton McDermby

Place of Event Various Venues in The Woodlands

Summary of the Event Celebration of culinary masters, wine, craft beer, art blended together in dinners, tasting events all wrapped around fundraising for charity bene factors

Admission Fee to Event (if any) \$ ranges from \$20 - \$250 per ticket

Anticipated Number of Woodlands Residents at the Event

	Thurs Wine wk	Fri Trws	SAT GRAND TASTING
	70%	35%	20%

Anticipated Number of Non-Woodlands Residents at the Event (25 mile radius outside of the Woodlands)

	30%	65%	80%
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Describe how the event benefits The Woodlands community Economic Impact through hotel nights, shopping, dining & attractions as well as charity bene factors from The Woodlands and Montgomery County.

Identify the event's target participants/attendees and the potential for economic return

Affluent patrons who purchase multiple tickets to multiple events plus industry representatives from over U.S. who stay multiple days

Briefly describe how will this event will benefit tourism to The Woodlands and how it is expected to contribute to overnight lodging in and around the Woodlands

CVB Research shows that events involving responsible use of alcohol drives up incremental hotel nights. Wine & Food Weeks events are at nights. Industry representatives travel from across the U.S. to showcase their brands at wine & food week. See addendum note

Summarize the marketing plan for the event

Media partners include Texas Monthly, Houston Chronicle, CBS Radio, Houston Modern Luxury, Lifestyles Magazine, Jet 26, Community Impact News Full Run, plus community papers from across the Metro

What type of promotional material will you utilize for the event? (Check all that apply)

- Posters
  - Flyers/Brochures
  - Invitations
  - T-Shirt
  - Emails/E-Blasts
  - Event Website/Social Media *If so, web address [www.wineandfoodweek.com](http://www.wineandfoodweek.com)*
  - Other: Aggressive P.R. Campaign
  - Other: Tourism partner sponsors such as Louisiana, Aruba, Mexico, etc.
- see attached media valuation from 2015*

Identify methods for tracking and measuring the attendance and success of this event (Examples include: conducting consumer surveys at event, tallying guest book entries, surveying telephone callers, ticket sales, gate or entry count, and using redeemable coupons in print and/or paid media)

Consumer surveys at events, ticket sales, event site attendee research, media attendance.

### EVENT BUDGET INFORMATION

TWCVB Sponsorship amount requested for event	\$ <u>49,500</u>
Event funds to be provided by Applicant	\$ <u>250,000</u>
Total Budget for the Event	\$ <u>299,500</u>

*see attached budget actuals for both 2015 & 2016*

Addendum to The Woodlands CVB Sponsorship application from Wine & Food Week

Page 3.

Briefly describe how this event will benefit tourism to The Woodlands and how it is expected to contribute to overnight lodging in and around The Woodlands

In addition, Wine & Food Week raises awareness of The Woodlands through an aggressive PR campaign that promotes The Woodlands as the destination of the event. Plus high-caliber media from across the state attend the events, primarily on the weekends. As a result of the number of media attending, The Woodlands receives multiple post event stories. Some of those outlets historically include Austin American Statesman, Texas Monthly, Lifestyles Magazine, Houston Modern Luxury.

Have you or do you plan to request sponsorships from any other organizations (including, without limitation, The Woodlands Township or any other municipal or governmental entity) for this event?

( ) Yes ( ) No possibly - for the expansion of a Sunday event at

If yes, please fill in the following information:

Wright's Landing that is not included in current budget

Sponsor Name	Amount Requested	Sponsorship Confirmed?
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____
_____	\$ _____	_____

Have you been granted sponsorship funds from TWCVB before?  Yes ( ) No

If yes, please fill in the following information for each previous TWCVB Sponsorship:

Date June '15 Amount Granted \$ 10K Event WINE & Food WEEK  
 Date June '14 Amount Granted \$ 10K Event WINE & Food WEEK  
 Date June '13 Amount Granted \$ 10K Event WINE & Food WEEK

**PREVIOUS EVENTS BY APPLICANT**

Have you held this event (or a reasonably similar event) in the past:  Yes ( ) No

If yes, please fill in the following information for three most recent events:

Date	Event	Location	# of Attendees	
			Woodlands	Non-Woodlands
<u>2015</u>	<u>WINE &amp; Food Week</u>	<u>VARIOUS VENUES</u>	<u>49</u>	<u>51</u>
<u>2014</u>	<u>WINE &amp; Food Week</u>	<u>int</u>	<u>51</u>	<u>49</u>
<u>2013</u>	<u>WINE &amp; Food Week</u>	<u>The Woodlands</u>	<u>53</u>	<u>47</u>

Average dollar amount spent per person at most recent event \$ 54.39 per person / tickets only

Demographics of attendees at most recent event 64% Female / 37% Male - Average Age 43  
21-34 - 31% / 35-54 47% / 55+ 23%

Budget at most recent event \$ 250,000 in 2015 see addendum actual budget

Actual expenditures at most recent event \$ 242,572

If TWCVB Sponsorship is denied, will the event still take place?  Yes ( ) No

*If No please explain why* \_\_\_\_\_  
\_\_\_\_\_

I hereby confirm that all information contained in and additional documents supplied for this application are true and complete as of the date of this application. I acknowledge that I am authorized on behalf of the applicant organization to complete and submit this application and the additional documentation requested herein. I have read and understand TWCVB Sponsorship Request Policy and acknowledge that TWCVB may, at its sole discretion, amend the criteria and policy it utilizes to evaluate Sponsorship Requests.

  
\_\_\_\_\_  
Event Director's Signature

8/27/15  
Date

Please return completed Application and Additional Documentation to:  
The Woodlands Convention and Visitors Bureau  
Attn: Sponsorship Requests – Casey Snyder, General Manager  
2801 Technology Forest Blvd.  
The Woodlands, Texas 77381

To be completed by TWCVB Staff	
Date Application Received ____/____/20____	Reviewed by _____
Application Complete? ( )Yes ( )No	
Required Additional Documents Provided? ( )Yes ( )No If no, which documents missing? _____	
Sponsorship Request ( )Approved ( )Denied If approve, Amount? _____	
Date Applicant advised of approval or denial? ____/____/20____	
Additional Comments _____ _____ _____	



**CAVANAUGH & COMPANY**

**MEDIA VALUATION REPORT**

TO: Constance & Clifton McDerby      DATE: July 2015  
 FM: Robin Cavanaugh      RE: Wine & Food Week 2015

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**GRAND TOTAL PROMOTIONAL/PR VALUES:**

**TV COVERAGE**      \$ 53,203  
**PRINT COVERAGE**      \$116,100  
**ONLINE COVERAGE**      \$148,000  
**MEDIA SPONSOR VALUES**      \$341,720

**GRAND TOTAL PROMOTIONAL AND PR VALUES: \$759,023++**

TV STATION	STORY	AUDIENCE COUNT	PUBLICITY VALUE
KTRK, CH. 13			
KPRC, CH. 2			
KRIV, CH. 26			
<b>TOTAL</b>	<b>15</b>	<b>1,105,785</b>	<b>\$53,203</b>

PRINT OUTLET	DATE	COLUMN INCHES	RATE	VALUE
HCN Here	Jan 7	4	\$300	\$ 1,200
Houston Chronicle Preview	Feb 19	3	\$350	1,050
Houston Chronicle	April 8	7	\$300	2,100
Living Magazine	May	10	\$200	2,000
Edible Houston	May	1	\$200	200
HCN Here	May 13	49	\$300	14,700
HCN Summer Fun 101	May 13	10	\$300	3,000
HCN Here Cover	May 27	Cover	N/A	15,000
HCN Here	May 27	100	\$300	30,000
Houston Chronicle	May 27	1	\$300	300
Houston Chronicle	May 27	18	\$300	5,400

PRINT		COLUMN		
OUTLET	DATE	INCHES	RATE	VALUE
Houston Chronicle	May 28	19	\$300	\$ 5,700
Houston Chronicle	May 28	42	\$300	12,600
ConnexionW	June	3	\$200	600
Lifestyles & Homes	June	4 X 5	\$200	4,000
The Woodlands Magazine	June	10	\$200	2,000
Texas Highways	June	1	\$250	250
Houston Chronicle	June 4	10	\$300	3,000
Woodlands Villager	June 4	5	\$300	1,500
HCN Here	June 17	3	\$300	900
Woodlands Lifestyles	July	Full page	N/A	N/A
Review It	July	Full page	N/A	6,000
Living Magazine	August	23	\$200	4,600
<b>PRINT TOTAL:</b>				<b>\$116,100</b>
<b>ONLINE LISTINGS:</b>				<b>VALUE</b>
Artshound				\$2,000
BenEKeith.com				2,000
Bottlenotes.com				2,000
CBSRadio (MIX 96.5)				2,000
Chron.com				2,000
Chron.com				2,000
Chron.com				2,000
Chron.com				2,000
Chron.com				2,000
Chron.com				2,000
Chron.com				2,000
Chron.com				2,000
Chron.com				2,000
Chron.com				2,000
Chron.com				2,000
CommunityImpact.com				2,000
CultureMap.com				2,000
CultureMap.com				2,000
CultureMap.com				2,000
CultureMap.com				2,000
CultureMap.com				2,000
CultureMap.com				2,000
CultureMap.com				2,000

DrunkenDiva.com	2,000
EdibleHouston.com	2,000
Eventful.com	2,000
Eventful.com	2,000
Eventful.com	2,000
Eventful.com	2,000
Eventful.com	2,000
Facebook.com/AlainHarvey	2,000
Food.EINNews.com	2,000
FoodandVineTime.com	2,000
FriendswoodDevelopment.com	2,000

GoodtasteTV.com	2,000
GoodtasteTV.com	2,000
Gristle&Gossip.com	2,000
HAR.com	2,000
HAR.com	2,000
HispanicHouston.com	2,000
HoustonModernLuxury.com	2,000
HoustonPress.com	2,000
HoustonsEagle.com	2,000
Hubble&Hudson.com	2,000
KHOU.com	2,000
LocalWineEvents.com	2,000
LocalWineEvents.com	2,000
LocalWineEvents.com	2,000
LocalWineEvents.com	2,000
LocalWineEvents.com	2,000
MarketStreet-TheWoodlands.com	2,000
ShopAcrossTexas.com	2,000
TastemadeBloggers.com	2,000
TastemadeBloggers.com	2,000
TexasMonthly.com	2,000
Twitter.com/Here	2,000
UrbanSwank.com	2,000
VisitHoustonTexas.com	2,000
VLifeApp.com	2,000
Wine-Thoughts.com	2,000
WineandFoodWeek.com	2,000
TheWoodlandsEvents.com	2,000
WoodlandsMonocle.com	2,000

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WoodlandsOnline.com	2,000
YourHoustonNews	2,000
YourHoustonNews	2,000
YourHoustonNews	2,000
YourHoustonNews	2,000
YourHoustonNews	2,000
YourHoustonNews	2,000
YourHoustonNews	2,000
YourHoustonNews	2,000
YourHoustonNews	2,000
YourHoustonNews	2,000
YourHoustonNews	2,000
<b>74 ONLINE LISTINGS TOTAL:</b>	<b>\$148,000</b>
<b>MEDIA SPONSOR PROMOTIONAL VALUES:</b>	
MIX 96.5 - 40 mentions, 20 giveaways, online listing, Live onsite	\$10,000
K-Star Country 24, mentions, 22 giveaways & 20 commercials, Plus Guy Thing Giveaway	\$ 4,500
John Cooper School Press Release	\$ 1,000
Texas Monthly	\$40,000
Texas Monthly After-glow	\$16,995
Houston Magazine After-glow	\$11,225
Houston Magazine (May & June)	\$68,000
Woodlands CVB E-blasts (2)	\$ 3,000
Market Street E-blasts (2)	\$ 2,000
H-E-B Flyers, Posters, End-cap	\$48,000
Houston Chronicle Promotional Ads - 6 - 1/4 page color	\$30,000
Community Impact March/April, May/June	\$36,000
Woodlands Lifestyles	\$15,000
Houston Event Photos	\$ 7,500
Refuge Bar & Bistro E-blast	\$ 1,500
Food & Vine Time E-blasts - Total of 8	\$16,000
Food & Vine Time Social Media (FB, Twitter, Instagram)	\$25,000
The Cleverley Show - Ticket Giveaways, on-air, FB post	\$3,000
MW Cleaners - 2 eblasts 5/20 and 5/27 to 6,000 each	\$3,000
<b>MEDIA SPONSOR PROMO VALUES:</b>	<b>\$341,720</b>

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### AirCheck News Taping

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aircheck@airchecknews.com

## May 15-31, 2015: HEB / WINE & FOOD WEEK -- PART 1

[View](#)

Runtime: 2:19      Nielsen Audience: 27,769      Ad Value: \$375  
Calc Ad Value: \$1,738      Calc Publicity Value: \$5,213

2.



**KTRK-ABC** Market: Houston, TX (10)  
**EYEWITNE**  
**SS NEWS**  
**AT 11AM**

May 15 2015 11:00AM CT

[11:47:00 AM] [0:24] YOU'LL HAVE THE CHANCE TO TASTE SOME OF THE BEST **FOOD** AND WAYNE IN THE WORLD. PRETTY NICE. **FOOD** AND **WINE** EXPERT. TANJI PATTEN IS HERE. WHAT YOU

[View](#)

Runtime: 0:24      Nielsen Audience: 83,110      Ad Value: \$950  
Calc Ad Value: \$760      Calc Publicity Value: \$2,280

3.



**KTRK-ABC** Market: Houston, TX (10)  
**EYEWITNE**  
**SS NEWS**  
**AT 11AM**

May 15 2015 11:00AM CT

[11:52:55 AM] [0:58] LET US ROLL WITH THIS ACTIVITY GOING ON. GOOD NEWS THIS MORNING. FOR THOSE WHO LIKE **FOOD, WINE** OR BOTH. AND I THINK THAT ACCOUNTS FOR JUST ABOUT EVERYONE IN HOUSTON. SOME OF THE BEST OF BOTH FROM AROUND THE WORLD WILL BE SOON VERY SHORT DRIVE AWAY. JUST UP NORTH IN THE WOODS WOODLANDS AREA. HERE WITH DETAILS ABOUT THE **FOOD** AND **WINE** WEEK IS **FOOD** GURU AND **WINE** GURU, TANJI PATTEN. YOU KNOW, THIS LOOKS LIKE A BEAUTIFUL SPREAD. YOU KNOW I DON'T KNOW ANYTHING ABOUT **WINE** BECAUSE I DON'T DRINK. BUT THIS ACCOUNTS FOR SOME OF THE BEST **WINE** EVER. IT ABSOLUTELY DOES. THERE ARE A LOT OF WONDERFUL **WINE** AND **FOOD** EVENTS. WOODLANDS **WINE** AND **FOOD** WEEK IS FANTASTIC. YOU CAN GO STAY OUT THERE AT THE MARRIOTT HOTELS. THEY'RE EVENTS AT THE WEEK.

[View](#) ▶

[11:54:10 AM] [0:21] HOUSTON'S TOP CHEFS WILL BE THERE COMPETING AS WELL. FOR A \$5,000 PRIZE. YOU KNOW IT'S GOING TO BE GOOD **FOOD**. ABSOLUTELY. AND ROBERT DEL GRANDE WILL BE INDUCTED INTO THE CHEF HALL OF FAME. LOOK AT THIS **FOOD** HERE. THAT LOOKS ABSOLUTELY GORGEOUS. JUST SUCH AN INCREDIBLE CHEF.

[View](#) ▶

[11:55:08 AM] [0:32] SO INCREDIBLE CHEFS. AND SO MANY MORE WILL BE THERE AT THE EVENT. **HEB** IS ONE OF THE MAIN SPONSORS. LOVE THE PRESENTATIONS. MORE THAN 500 WINES. LOTS OF GOOD STUFF. TANJI, I WISH WE HAD MORE TIME. BUT THIS IS TERRIFIC. ALL HAPPENING, AS YOU SAY, JUNE 1ST. 2015, WOODLANDS **WINE** AND **FOOD** WEEK IS JUNE 1ST THROUGH THE 7TH. TICKETS FOR THE DIFFERENT EVENTS THE WORLD IS FILLED WITH AIR. BUT FOR PEOPLE WITH COPD, SOMETIMES BREATHING AIR CAN BE DIFFICULT.

[View](#) ▶

Runtime: 1:51	Nielsen Audience: 83,110	Ad Value: \$950
Calc Ad Value: \$3,515	Calc Publicity Value: \$10,545	

4.

[View](#) ▶

Runtime: 0:37	Nielsen Audience: 22,564	Ad Value: \$400
Calc Ad Value: \$493	Calc Publicity Value: \$1,480	

5.

[View](#) ▶

Runtime: 1:54	Nielsen Audience: 27,769	Ad Value: \$375
Calc Ad Value: \$1,425	Calc Publicity Value: \$4,275	

6.



May 22 2015 09:00AM CT

[View](#) ▶

Runtime: 1:13	Nielsen Audience: 27,769	Ad Value: \$375
Calc Ad Value: \$912	Calc Publicity Value: \$2,737	

[View](#) 

Runtime: 1:54      Nielsen Audience: 27,769      Ad Value: \$375  
Calc Ad Value: \$1,425      Calc Publicity Value: \$4,275

8.

Runtime: 1:13      Nielsen Audience: 27,769      Ad Value: \$375  
Calc Ad Value: \$912      Calc Publicity Value: \$2,737

9.



**KRIV-FOX** Market: Houston, TX (10)

FOX 26

NEWS AT  
7:30AM

May 25 2015 07:30AM CT

[7:59:40 AM] [0:17] SO MUCH COMING UP FOR YOU THIS HOUR, INCLUDING A LONG DAY AHEAD FOR RESIDENTS OF A SOUTHWEST HOUSTON APARTMENT COMPLEX AFTER IT GOT HIT HEAD ON BY A TORNADO. JOSE: PLUS, IT'S **WINE** AND **FOOD** WEEK. WE'LL HAVE A TASTE OF WHAT YOU CAN EXPECT. MELISSA: IT'S MEMORIAL DAY.

[View](#) 

Runtime: 0:17      Nielsen Audience: 97,516      Ad Value: \$785  
Calc Ad Value: \$445      Calc Publicity Value: \$1,334

10.



**KRIV-FOX** Market: Houston, TX (10)

FOX 26

NEWS AT  
8AM

May 25 2015 08:00AM CT

[8:09:51 AM] [0:19] JOSE: NINE PAST 8:00 AM AND STILL AHEAD ON FOX 26 MORNING NEWS AT 8:00, CELEBRATING **FOOD, WINE** AND FASHION. WE'LL TELL YOU WHAT'S NEW AT THIS YEAR'S **WINE** AND **FOOD** WEEK IN THE WOODLANDS. PLUS HOW TO MAKE TACOS GOOD ENOUGH TO ENTER IN A COMPETITION. THEY ALREADY SMELL GOOD HERE IN THE STUDIO.

[View](#) 

[8:13:39 AM] [0:23] I SEE A LITTLE SUN PEEKING THROUGH THOSE CLOUDS. HOPE YOU'RE HAVING A GREAT DAY SO FAR. IT'S ALMOST



TIME FOR THE 11TH ANNUAL **WINE** AND **FOOD** WEEK IN THE WOODLANDS. 75 RESTAURANTS, 500 WINES, AND DOZENS OF CRAFT BEERS. WE BROUGHT IN CO-OWNER AND PRODUCER CONSTANCE TO TELL US ABOUT IT WITH CHEF KEN WHO WILL COOK FOR US.

[View](#) ▶

[8:14:35 AM] [0:36] REALLY FUN. TELL US WHAT ELSE WILL BE NEW. WITH THE GRAND TASTING OUR THEME IS THE DESIGN OF **WINE**, ALL THINGS FASHIONABLE IN **FOOD**, FASHION, DECOR. WE HAVE CHARLOTTE NEWVILLE, WHO IS THE FASHION CHEF, WHO HAS A COUTURE CAKE BUSINESS FEATURED IN OPRAH MAGAZINE, "WALL STREET JOURNAL" SHE'LL BE HERE SHOWING HER CULL CULINARY CONVECTIONARY.

[View](#) ▶

Runtime: 1:18      Nielsen Audience: 90,831      Ad Value: \$430  
Calc Ad Value: \$1,118      Calc Publicity Value: \$3,354

11.



**KRIV-FOX** Market: Houston, TX (10)

FOX 26

NEWS AT  
8AM

May 25 2015 08:00AM CT

[8:16:53 AM] [0:30] MELISSA: THAT'S WHAT I LIKE IS ANYTHING THAT'S QUICK. FOR ANYONE WHO SAYS I WANT TO BE A PART OF THIS, WHERE CAN THEY FIND INFO? **WINE** AND **FOOD** WEEK. COM. ALL THE INFORMATION AND TICKETS ARE AVAILABLE ONLINE. MELISSA: TELL US THE TIMES OF WHEN TO ARRIVE? FOR THIS EVENT, IT'S 6:00 TO 9:00. FOR **WINE & FOOD** WEEK, THERE ARE SCORES OF EVENTS THROUGHOUT THE WEEK. CHECK THE WEB SITE TO SEE WHICH WITH YOU WANT TO GO TO. MELISSA: MY PRODUCER SAYS HE NEEDS A SPECIAL DELIVERY IN THE CONTROL ROOM.

[View](#) ▶

Runtime: 0:30      Nielsen Audience: 90,831      Ad Value: \$430  
Calc Ad Value: \$430      Calc Publicity Value: \$1,290

12.



**KRIV-FOX** Market: Houston, TX (10)

FOX 26

NEWS AT  
9:30AM

May 25 2015 09:30AM CT

[9:41:54 AM] [0:08] WHAT A GREAT IDEA. MAKES ME WANT TO GO PLAY. COMING UP NEXT, THE WOODLANDS **WINE & FOOD** WEEK'S NEWEST AND COOLEST FEATURE.

[View](#) ▶

[9:44:53 AM] [0:12] THE WOODLANDS **WINE & FOODS** WEEK IS A

WEEK AWAY, BUT WE HAVE THE CO-OWNER WITH US. CONSTANCE IS HERE WITH WHAT IS NEW. THANKS FOR HAVING US.

[View](#) ▶

[9:45:35 AM] [0:24] IT WAS BEST WHEN IT SITS OVERNIGHT AND GETS CHILLED DOWN. WE'LL HAVE IT ALL READY FOR OUR GUESTS AT THE EVENT. THIS WILL BE AT THE **HEB WINE WALK** AT MARKET STREET AND ALSO AT **SIPS, SUDS AND TACOS**. YOU'LL SEE THIS FUN, INTERESTING WAY OF EVERYBODYING EVERYTHING. IT'S A LITTLE BIT YOU CAN POUR SOME OF THIS STUFF IN.

[View](#) ▶

[9:46:37 AM] [1:04] WHAT'S INTERESTING ABOUT THIS, IT'S GOING TO BE PRETTY CHILLY IN THERE. TELL ME ABOUT THAT. THE **WINE WALK** AT MARKET STREET IS ALWAYS HOT. THE FIRST WEEK IN JUNE. THIS YEAR MIGHT BE DIFFERENT. BUT IT'S USUALLY REALLY, REALLY HOT. WITH THE BLIZZARD BLASTER, IT'S A BIG MACHINE THAT SHOOTS OUT COLD AIR FOR 40 FEET AND COOLS IT DOWN BY 30 DEGREES. YOU LINGER AROUND THE TABLES, SIP YOUR SANGRIA, LISTEN TO THE MUSIC, GO OFF AND TRY **FOOD** STATIONS AND THIS WILL BE AT SIP, SUDS AND TACOS. YOU'LL FILL UP YOUR GLASS. THIS IS QUITE THE EXPERIENCE THEN. LOTS TO TASTE AND SEE AND FEEL OUT THERE. I LIKE IT BEING CHILLIER. THIS IS THE MORE CASUAL PART. THE WE HAVE 75 PARTICIPATING RESTAURANTS. THAT'S MASSIVE COMPARED AND THEY REALLY BRING IT. THEY BRING THE BEST **FOOD** EVER. THIS IS FUN. TOO BAD WE CAN'T DO A TASTE TEST.

[View](#) ▶

Runtime: 1:48    Nielsen Audience: 61,886    Ad Value: \$215  
Calc Ad Value: \$774    Calc Publicity Value: \$2,322

13.



**KPRC-NBC** Market: Houston, TX (10)  
**NEWS 2**  
**HOUSTON**  
**DAYBREAK**

May 31 2015 06:30AM CT

[6:47:31 AM] [0:11] NICE TO SEE THAT. THAT IS SOME VERY GOOD NEWS. REGION'S LARGEST AND MOST COMPREHENSIVE **WINE** AND **FOOD** CELEBRATION IS RIGHT AROUND THE CORNER. DETAILS ABOUT THIS YEAR'S **WINE** AND **FOOD** WEEK IS COMING UP NEXT IN A LIVE INTERVIEW.

[View](#) ▶

[6:51:05 AM] [0:32] WELCOME BACK, GUYS. **WINE** AND **FOOD** WEEK'S **WINE** RENDEZVOUS GRAND TASTE AND SHOWCASE BEGINS TOMORROW, AND HERE WITH US TOMORROW MORNING IS EXECUTIVE CHEF PETER LAUFLER WHO WILL COMPETE WITH 60 OTHER CHEFS OF GRAND PRIZE \$5,000 CASH. THIS IS A BIG DEAL. IT'S ABOUT

BRAGGING RIGHTS AND HAVING A GREAT TIME.

[View](#) ▶

[6:52:09 AM] [1:14] LIKE FASHION. WE JUST ADD SOME LEMON JUICE TO IT. AND WHILE WE'RE COOKING THAT UP, **WINE** AND **FOOD** WEEK IS ALL WEEK LONG, JUNE 1ST THROUGH THE 7TH, 11TH ANNUAL, 75 RESTAURANTS. AND OVER 60 CHEFS PARTICIPATING ON THE GRAND TASTING ON SATURDAY NIGHT, SO IT'S GOING TO BE A FULL PACKED EVENT, AND IT'S JUST GOING TO BE FUN. IT'S FOR EVERYBODY, SOMETHING OUT THERE FOR THE GUYS, THE GIRLS, FOR THE COUPLES. IT'S A GREAT ATMOSPHERE. COME CHECK IT OUT. ANYBODY, EVERYBODY, COME CHECK IT OUT, AND THERE'S THREE BIG EVENTS. IT'S THURSDAY, FRIDAY, SATURDAY. ON THURSDAY, THE **HEB WINE** MARKET STREET, GREAT EVENT, AND WE HAVE THE TACO THROWDOWN. SATURDAY, THE BIG EVENT, 60 CHEFS, 500 DIFFERENT CANINES OF **WINE** AND LOTS OF FUN. DELICIOUS, AND WE GET TO TRY THIS **FOOD**, AND YOU BATTLE IT OUT FOR THE WATERFORD CRYSTAL. YES. THERE'S A NICE SPOT RESERVED IN MY OFFICE AND MY STAFF IS ASKING WHERE IS THE PARTY GOING TO BE, WHERE ARE WE GOING TO GO AND WHAT ARE WE GOING TO EAT OF IT'S A GREAT COMPETITION AMONGST US.

[View](#) ▶

Runtime: 1:57      Nielsen Audience: 27,493      Ad Value: \$538  
Calc Ad Value: \$2,098      Calc Publicity Value: \$6,295

**Report Generated:** 15 Jun 2015 20:07:39 UTC  
**Total Story Count:** 7  
**Total Nielsen Audience:** 534,777  
**Total Runtime:** 8:15  
**Total Calc Ad Value:** \$9,140  
**Total Calc Publicity Value:** \$27,420

## June 1-5, 2015: HEB / WINE & FOOD WEEK -- PART 2

1.



**KRIV-FOX** Market: Houston, TX (10)  
FOX 26 NEWS AT 5

Jun 4 2015 05:00PM CT

[5:10:32 PM] [1:35] THEY HAVE WASHED AT LEAST 7500 POUNDS OF LAUNDRY AT THE LOW L KA LOCAL LAUNDROMAT. IF YOU ENJOY A GLASS OF **WINE** AFTER A LONG DAY AT WORK, HEB. " **WINE** AND **FOOD** FESTIVAL MIGHT HAVE JUST WHAT U LOOKING FOR. FOX 26'S ASHLEY JOHNSON GOT THE PLUM ASSIGNMENT AND IS IS LIVE IN THE WOODLANDS TONIGHT. ASHLEY? WE ARE AT HEB. " **WINE** WALK. 40 TASTING STATIONS, 200 GREAT WINES. IF YOU ARE ON A BUDGET, LINDA ROSSMAN IS HERE TO

TALK TO US ABOUT AFFORDABLE SUMMER WINES. GREAT WINES UNDER \$15. WE WILL START HERE WITH A NICE ITALIAN **WINE** COMING IN. PUT IT OVER ICE, ADD A LITTLE MINT AND SPLASH OF LIME JUICE, GREAT SUMMER **WINE**. AND SOMETHING NEW HERE IS AN INFUSED MOSCATO AND LIGHT AND BUBBLY AND ALSO A STRAWBERRY. AND ALL OF THEM \$15 HERE AT THE WALK. WHAT IF SOMEONE LOVES RED **WINE?** A NICE PIN OKT NOIR PINTO NOIR CALLED BLAZON. THE MOSCATO IS A GREAT **WINE** TO TRY SWEET. AND WE HAVE SUCH A LARGE VARIETY AND COME OUT AND GET A TASTE. WE HAVE ANYTHING THAT YOU WOULD EVER WANT.

[View](#)

Runtime: 1:35

Nielsen Audience: 59,865

Ad Value: \$475

Calc Ad Value: \$1,504

Calc Publicity Value: \$4,512

2.



**KRIV-FOX** Market: Houston, TX (10)  
**FOX 26 NEWS AT**  
5:30

Jun 4 2015 05:30PM CT

[5:53:35 PM] [0:39] HERE IS WHAT'S GOING DOWN IN H. TOWN. A SHOW AROUND MARKET STREET IN THE WOODLANDS SAMPLING **WINE** AND VENDORS THAT IS HAPPENING TONIGHT AS PART OF **WINE** AND **FOOD** WEEK. AND THERE ARE ALSO EVENTS FRIDAY AND SATURDAY WITH LIVE MUSIC, ENTERTAINERS AND FIREWORKS. AND KEEPING WITH THE LIVE MUSIC TREND, GRAB A BLANKET AND LOU OUT IN THE GRASS TO LISTEN TO TREE MUSIC AS PART OF THE SUMMER FEST FROM 7:00 TO 9:00 PM AND DIG YOUR TOES INTO THE SAND IN GALVESTON LISTENING TO BANDS ON THE SAND.

[View](#)

Runtime: 0:39

Nielsen Audience: 52,258

Ad Value: \$475

Calc Ad Value: \$618

Calc Publicity Value: \$1,853

3.



**KRIV-FOX** Market: Houston, TX (10)  
**FOX 26 NEWS AT**  
9PM

Jun 4 2015 09:00PM CT

[9:17:41 PM] [1:22] IT'S THE FIRST FOR SARAH **FLOYD** AT HEB'S **WINE** AND **FOOD** FESTIVAL. SHE'S HUMBLE IN SAYING SHE'S A MASTER. ONLY 19 WOMEN IN THE WORLD HOLD THIS TITLE. I DID THIS LITTLE SKIP IN THE JUMP, AND THEN AS A JOKE, THEY TRIED TO TELL ME THAT THEY CALCULATED THE TEST WRONG, AND I ACTUALLY DIDN'T PASS, BUT I HAD ALREADY GOTTEN THEM AND I SAID, I'M NOT GIVING THE PIN BACK. NO MATTER WHAT, I'M A MASTER SO MANYLER SO MEDICALLER SOMELLIER. WE WANTED TO MAKE AFFORDABLE **WINE** FOR PEOPLE TO ENJOY. WE HAVE A PINOT NOIR, AND A CHARDONNAY THINK OF THE MEMORIES YOU CAN ASSOCIATE WITH IT, WHETHER IT'S APPLE PIE THAT YOUR MOM USED TO MAKE, OR VANILLA THAT YOU USED TO HAVE IN A AT THAT POINT YOKEA THAT YOU HADING AND GET THAT MEMORY AND THEN THAT YOU DOING. AND GET THAT PUDDING DOING AND GET THAT AND SIP AWAY.

[View](#) ▶

Runtime: 1:22

Nielsen Audience: 95,162

Ad Value: \$1,520

Calc Ad Value: \$4,155

Calc Publicity Value: \$12,464

4.



**KRIV-FOX** Market: Houston, TX (10)

**FOX NEWS AT**

**5:30AM**

Jun 5 2015 05:30AM CT

[5:38:42 AM] [0:17] ALL RIGHT, MANY OF US ENJOY A GLASS OF RED OR WHITE AFTER A LONG DAY AT WORK. RITA: OKAY. IF YOU ARE ONE OF THOSE **WINE** LOVERS, THE **WINE** AND **FOOD** FESTIVAL MIGHT HAVE BEEN WHAT YOU ARE LOOKING FOR. PEOPLE SIPPED AWAY AT THE **WINE** WALK LAST NIGHT AND FEATURES 75 RESTAURANTS AND 500 DELICIOUS WINES, A LOT!

[View](#) ▶

[5:38:59 AM] [1:02] AND AND, HERE'S ADVICE FOR **WINE** LOVERS: I THINK, A MEMORY THINK OF A MEMORY YOU CAN ASSOCIATE WITH IT. WHETHER APPLE PIE YOUR MOM USED TO MAKE OR VANILLA THAT YOU USED TO HAVE IN A TAP YOKE TAPIOCA PUD HANDGUN, BLANK IT WILL HELP YOU DECIDE WHAT YOU WANT IN THE **WINE**. RITA: IT GOES THROUGH SUNDAY. 5:39.COMING UP, IT IS FEEL GOOD FRIDAY. WAIT UNTIL YOU HEAR THE STORY ABOUT AN INJURED RABBIT WHO GAINED HOT WHEELS TO HELP HIM GET AROUND. MICHELLE: WHAT COLOR PLATE YOU SHOULD EAT YOUR **FOOD** ON IF YOU WANT TO LOSE WEIGHT. MIKE? MIKE: THE WEATHER IS UNEVENTFUL BUT WE ARE WATCHING THE ISOLATED HOUR THAT IS LOSING TEAM AS IT HEADS INTO THE WHAT DO YOU THINK OF WHEN YOU THINK OF THE UNITED STATES POSTAL SERVICE?

[View](#) ▶

Runtime: 1:19

Nielsen Audience: 28,932

Ad Value: \$190

Calc Ad Value: \$500

Calc Publicity Value: \$1,501

5.



**KRIV-FOX** Market: Houston, TX (10)

**FOX 26 NEWS AT**

**7:30AM**

Jun 5 2015 07:30AM CT

[7:54:37 AM] [0:24] HERE'S WHAT'S GOING DOWN IN H-TOWN. CRUNCH YOUR WAY AROUND THE WOODLANDS WATERWAY MARRIOTT FOR SIP, SUDS AND TACOS. IT'S TONIGHT AS PART OF **WINE & FOOD** WEEK IN THE WOODLANDS. THERE ARE MORE EVENTS SATURDAY AS WELL. STAYING ON THE NORTH SIDE, WATERWAY NIGHTS AT WATERWAY SQUARE KICKS OFF TOMORROW AND CONTINUES EVERY SATURDAY IN JUNE.

[View](#) ▶

Runtime: 0:24

Nielsen Audience: 97,516

Ad Value: \$785

Calc Ad Value: \$628

Calc Publicity Value: \$1,884

6.



**KRIV-FOX** Market: Houston, TX (10)

FOX 26 NEWS AT  
8AM

Jun 5 2015 08:00AM CT

[8:25:39 AM] [0:22] THANKS. MELISSA: WE HAVE A LOT MORE HEADED YOUR WAY. YOU HAVE TWO MORE DAYS TO CHECK OUT THE BIGGEST **WINE** AND **FOOD** EVENT IN THE REGION. WE'RE COOKING UP GULF FAVORITES WITH CHEF ROBERT **DEL GRANDE**. AND TOM ZIZKA IS WATCHING YOUR MONEY FRA YOU SEE WHAT I'M TALKIN' ABOUT? IT'S STILL FINGER LICKIN' GOOD.

[View](#) ▶

Runtime: 0:22  
Calc Ad Value: \$315

Nielsen Audience: 90,831 Ad Value: \$430  
Calc Publicity Value: \$946

7.



**KRIV-FOX** Market: Houston, TX (10)  
FOX 26 NEWS AT  
8:30AM

Jun 5 2015 08:30AM CT

[8:37:04 AM] [0:18] WE'RE GOING TO TURN IT OVER TO MELISSA, WHO HAS A WONDERFUL, WONDERFUL JOB. MELISSA: YOU CAN TELL IT'S FRIDAY. WE'RE TALKING BOATS AND **FOOD**. WHAT MORE CAN YOU ASK FOR? **WINE** AND **FOOD** WEEK WRAPS UP TOMORROW. IF YOU HAVEN'T BEEN TO THE EVENT IN THE WOODLANDS YET, WE HAVE A TREAT FOR YOU. CHEF ROBERT IS HERE IN OUR STUDIO TO SHOW US A FEATURED DISH.

[View](#) ▶

[8:37:53 AM] [0:14] WE'RE SO HAPPY FOR YOU. AND RIGHT AFTER YOU'RE INDUCTED, IT WILL BE A BIG EVENT, THE TACO TAKEDOWN. GREAT **FOOD** AND **WINE**. 500 DIFFERENT WINES. MELISSA: THEY'RE EXPECTING THOUSANDS OF PEOPLE.

[View](#) ▶

Runtime: 0:32  
Calc Ad Value: \$459

Nielsen Audience: 84,558 Ad Value: \$430  
Calc Publicity Value: \$1,376

8.



**KRIV-FOX** Market: Houston, TX (10)  
FOX 26 NEWS AT  
9:30AM

Jun 5 2015 09:30AM CT

[9:42:42 AM] [0:17] EVEN NEW YORK CITY. FORMER FASHION DESIGNER WHO CREATES COUTURE CAKES. MELISSA: **CHARLOTTE** CALLS HERSELF THE FASHION CHEF. SHE'S IN TOWN FOR THE WOODLANDS **WINE** & **FOOD** WEEK. TOM: AND HER DESIGN PARTNER, MICHAEL, FROM NEW YORK CITY. MELISSA: GOOD MORNING.

[View](#) ▶

[9:44:49 AM] [0:41] TELL US WHAT YOU'LL BE DOING FOR THE BIG EVENT. WELL, WE'VE ALREADY HAD A LOT GOING ON. LAST NIGHT WE SERVED OUR FRENCH FRUIT TRIFLE ON THE **WINE** WALK. INSTEAD OF HAVING THREE, WE WENT THROUGH 10 AND HAD TO TURN PEOPLE AWAY. TOM: WE'RE DONE. LONG LINE, IT WAS SAD. MELISSA: **SIPS, SUDS AND TACOS** IS TONIGHT AND TOMORROW THE GRAND TASTING. 500

WINES. INCREDIBLE. TOM: THAT'S A LOT OF **WINE**. MELISSA: AND 60 CHEFS COOKING UP THE BEST. YOU'LL BE THERE.

[View](#) 

Runtime: 0:58  
Calc Ad Value: \$416

Nielsen Audience: 61,886    Ad Value: \$215  
Calc Publicity Value: \$1,247

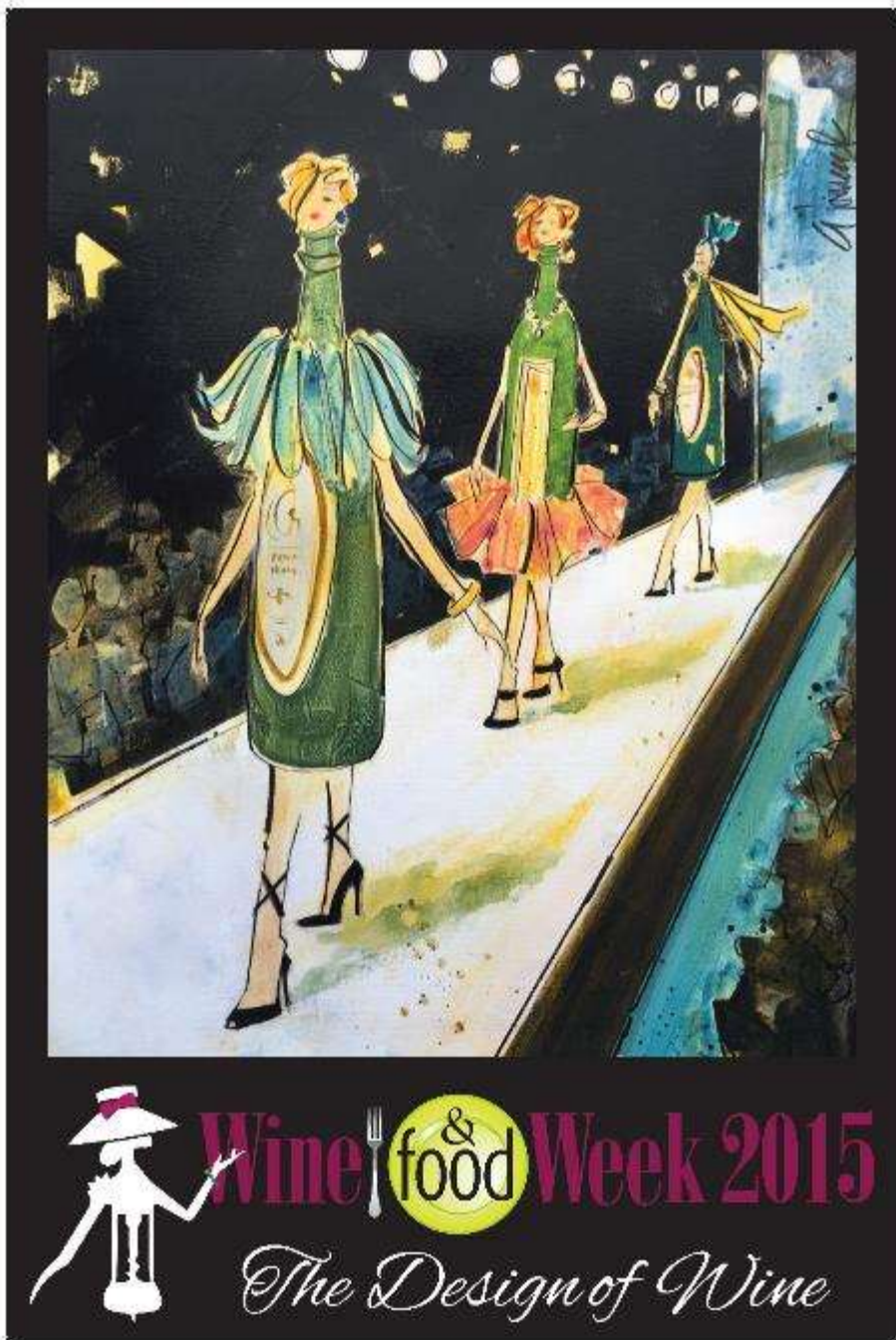
Report Generated: 15 Jun 2015 20:43:29 UTC  
Total Story Count: 8  
Total Nielsen Audience: 571,008  
Total Runtime: 7:11  
Total Calc Ad Value: \$8,595  
Total Calc Publicity Value: \$25,783

---

**TOTAL VALUES PART 1 & 2:**

**Total Story Count 15**  
**Total Nielsen Audience 1,105,785**  
**Total Run Time: 15:26**  
**Total Calc Ad Value: 17,735**  
**Total Calc Publicity Value: \$53,203**

# 2015 Recap & Review



**Food & Vine Time**  
PRODUCTIONS

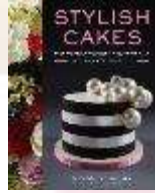
Producers of quality culinary and lifestyle events throughout the Houston Metro drawing active, qualified affluent guests from the region.

Constance McDerby  
Founder & Co-Producer  
832-240-8917  
[constance@foodandvinetime.com](mailto:constance@foodandvinetime.com)





**Charlotte Neuville**  
**Wizard Gourmet**  
The Fashion Chef &  
Author of *Stylish Cakes*



Charlotte Neuville has parlayed a successful thirty-year career in fashion into realizing her dream to create a couture cake design business. An internationally known designer and former Executive Vice President of Gap, Inc., Charlotte graduated from the French Culinary Institute (now the International Culinary Center) in New York City in 2011, and completed an internship with master cake designer Ron Ben-Israel before opening her business, The Fashion Chef, in 2012.

Her couture cakes and chic confections represent what is possible when the pastry arts, fashion, and beauty merge into a visually compelling and equally sumptuous creation. With an extraordinary roster of high-profile clients, her work has been featured in the *New York Times*; *O, The Oprah Magazine*; *Women's Wear Daily*; *Vogue.com*; *InStyle.com*; *Huff Post Style*; and *American Cake Decorating* and has garnered applause from fashionistas and foodies alike.

**Robert Del Grande**  
**2015 *Chef of Chefs* Hall of Fame Inductee**  
Owner and Executive Chef of  
RDG + Bar Annie



Robert Del Grande, one of the celebrated chefs of America, is the executive chef and partner of the renowned Cafe Annie in Houston, TX. Robert was born in 1954. He received his B. S. in Chemistry and Biology from the University of San Francisco and his Ph.D. in Biochemistry from the University of California at Riverside in 1980. In 1981, while courting Mimi Kinsman (now Mimi Del Grande), Robert ventured to Houston where Mimi was visiting her sister and brother-in-law Candice and Lonnie Schiller. There, Robert began experimenting in the kitchen of the Schiller's restaurant, Cafe Annie. Robert remained in Houston and soon became the Executive Chef of Cafe Annie. He has since figured prominently in the historical revision of American cooking, indelibly changing the culinary landscape with his use of the tastes and flavors of the Southwest.

Robert and Mimi Del Grande and Candice and Lonnie Schiller are also the founders and partners in several other ventures.



## About Wine & Food Week

The 11<sup>th</sup> Annual Wine & Food Week, the largest, most comprehensive epicurean and wine adventure from Aspen to New Orleans, bringing together renowned 75+ chefs from all over the U.S. to showcase their culinary expertise partnered with more than 1000 wines at a week full of sensational events. Held June 1-7, 2015 in locations throughout the Houston area with home base in The Woodlands, Texas.

Couture Experiences populated events throughout the week with fashions and designs that set the theme. Live chef demonstrations, hands-on experiences, charity fundraising auctions and activities were but a few of the exceptional offerings. Music, entertainment, shopping and wine education seminars for the novice to the enthusiast top off the week of casual to fine wine and dine experiences.

### The Big Events included:

**H-E-B Wine Walk at Market Street**, a taste and stroll experience with a record attendance of a **14% increase** packed the streets and retail locations featuring wine and culinary displays at more than 40 tasting stations.

**Sips, Suds & Tacos presented by Mexico Tourism** rocked the house with the Taco Takedown. The guests had more food options than ever and the Ben E. Keith craft beer garden offered attendees multiple choices to whet their whistle.

**Wine Rendezvous Grand Tasting & Chef Showcase presented by Capital One Commercial Banking** was the ultimate adult evening. More than 2,000 finely-dressed guests roamed 50,000+ square feet of magic and sampled delectable cuisine and hundreds of wines as chefs representing more than 60 restaurants compete for **Wine & Food Week's Waterford Crystal Chef of Chefs Award** and a \$5,000+ prize package. The culinary expertise raise the bar to an all-time high in this culinary city, gaining national reputation. To complete the evening, the epicurean experience culminates with the "*Just Desserts*" contest, a confectionary competition to crown the night's dessert extraordinaire.

Along with the expected Wine & Dine dinners and luncheons, Wine & Food Week attendees may choose from favorites such as **The Ladies of the Vine Luncheon, It's A Guy Thing, and Women & Wine with Kathy Womack.**

Major sponsors of Wine & Food Week include H-E-B, Capital One Commercial Banking, Northwestern Mutual, Mexico Tourism, Aruba Tourism, Market Street, Houston Magazine, Lincoln Motor Company, The Woodlands Convention & Visitors Bureau, Shannon Fine Jewelry, Ben E. Keith to name a few as well as community and industry partners.

Wine & Food Week events and auctions benefit the Signature Series Literacy efforts of The John Cooper School and New Danville, a self-sustaining, master-planned integrated community where adults with intellectual and developmental disabilities can Live, Learn, Work and Grow emotionally, socially, and spiritually with their non-disabled peers.

# Special Guests



**Glenn Workman**  
Vice President & General Manager  
Napa Operations  
*Robert Mondavi Winery*  
Napa, California



**Kent Rathbun**  
Master Chef / Owner  
*Kent Rathbun Concepts,*  
*Abacus & Jasper's*  
Houston, Texas



**Katie Wetzel-Murphy**  
Owner & Brand Ambassador  
*Alexander Valley Vineyards*  
Healdsburg, California



**Sara Floyd**  
Master Sommelier &  
Co-Founder  
*Luli Wines*  
Santa Lucia, California



**Adam LaZarre**  
Winemaker  
*Cycle Gladiator*  
Paso Robles, California



**Lisa Mattson**  
Director of Marketing & Communications  
*Jordan Valley Vineyards*  
Sonoma County, California



**David Phinney**  
Winemaker  
*Orin Swift Cellars*  
St. Helena, California



**Nancy Walker**  
Winemaker  
*Vintage Wine Estates*  
Santa Rosa, California

# 2015 Demographic Details



## Attendance Growth

2005 – 4,200 Year 1: 24 events

2009 – 10,601 Year 5: 40 events

2015 – 11,000 Year 11: 14 events



## National Partners

Aruba Tourism

Banfi Vintners

Capital One Commercial Banking

Chloe Wines

Fetzer

Lincoln Motor Company

Louisiana Tourism

MEXICO Tourism

Northwestern Mutual

TEXAS Monthly

Waterford Crystal

## 2015 Guests:

Featured Chefs & Food Stations – 60

Culinary Judges – 21

Wine Wizard Industry Representatives – 100+

Wineries – 300+

Volunteers – 300+

Research by The Woodlands Convention and Visitors Bureau – 2015 and EventBrite Analytics

### Attendee stats

<b>64% Female</b>	<b>37% Male</b>
<b>Average Age</b>	<b>43 years</b>
<b>21-34</b>	<b>31%</b>
<b>35-54</b>	<b>47%</b>
<b>55+</b>	<b>23%</b>

### Average Household Income

Under \$50,000	9.2%
\$50,000 - \$75,000	22.3%
\$75,000 - \$100,000	18.5%
\$100,000- \$200,000	30.8
\$200,000+	19.2

**50% over \$100,000 !**

### Attendee monthly expenditure on wine

Under \$50	32.6%
\$50-\$100	25.3%
More than \$100	42.1%

### How did you hear about Wine & Food Week

Online/Facebook/E-mail	21.4%
Friend/Family/Referral	43.7%
Newspaper/Print	14.3%
Other	20.6%

Proud to raise funds for our charity partners



# 2015 Demographic Details

## Where the attendees are coming from

From inside The Woodlands 23%

From outside The Woodlands 77%

\*zip codes in The Woodlands include: 77380, 77381, 77382, 77384, 77386, 77389

Wine & Food Week welcomed guests from California, Colorado, Florida, Louisiana, Maine, Massachusetts, Oklahoma, South Carolina, Tennessee, Virginia as well as cities all over Texas. Attendees also came from Peru.

Conroe	8%
Cypress	7%
Houston	12%
Spring	31%
The Woodlands	23%
Other Texas Cities	19%

Visitors came from 46 cities across Texas including ....

Amarillo	La Porte
Austin	League City
Beaumont	Magnolia
Bedias	Missouri City
Bellaire	Montgomery
Buda	New Waverly
Cleveland	Oak Ridge North
Conroe	Pflugerville
Cypress	Pinehurst
Dallas	Plano
Deer Park	Plantersville
Friendswood	Porter
Galveston	San Antonio
Garwood	Seabrook
Hempstead	Shenandoah
Highlands	Silsbee
Hockley	Spring
Houston	Stafford
Humble	The Woodlands
Huntsville	Tomball
Katy	Waco
Killeen	Waller
Kingwood	Willis



# Esteemed Guests and Judges



**Wizard Gourmet**  
**Charlotte Neuville**  
The Fashion Chef  
Author "Stylish Cakes"



**2015 Chef of Chefs Hall of Fame Inductee**  
**Robert Del Grande**  
Executive Chef & Partner  
RDG + Bar Annie

## Chef of Chefs Judges for the Waterford Crystal Trophy



**Anthony Chevalier**  
Lecturer  
*UH – Conrad N. Hilton College*  
Houston, Texas



**Phaedra Cook**  
Lead Restaurant Critic  
Houston Press  
Houston, Texas



**Holly Crawford**  
Editor-At-Large  
*Houston Modern Luxury*  
Houston, Texas



**David Denis**  
Executive Chef  
*Le Mistral*  
Houston, Texas



**Syd Kearney**  
Reporter  
*Houston Chronicle*  
Houston, Texas



**Greg Morago**  
Food Editor  
*Houston Chronicle*  
Houston, Texas



**Tanji Patton**  
Executive Producer  
*Great Taste TV*  
Houston, Texas



**Mai Pham**  
FemmeFoodie  
Houston, Texas



**Kent Rathbun**  
*Kent Rathbun Concepts*  
Dallas, Texas



**Michael Riccetti**  
Zagat Houston Editor  
Author of *Houston Dining on the Cheap*  
Houston, Texas



**Pat Sharpe**  
Restaurant Editor  
*TEXAS MONTHLY*  
Austin, Texas



**Cleverley Stone**  
CBS Sports Radio  
610 & Fox 26 TV  
Houston, Texas

# Esteemed Guests and Judges



## Just Desserts Zone Judges



**Alain Harvey**  
Director  
*Academie National de Cuisine Francais*  
Houston, Texas

**Charlotte Neuville**  
The Fashion Chef  
Author of *Stylish Cakes*  
New York, New York



**Michael Savino**  
Owner  
*Michael's Cookie Jar*  
Houston, Texas

**Elizabeth Stone**  
President & Executive Chef  
*Silverstone Events*  
Houston, Texas



## Taco Takedown Award Judges



**John Brazie**  
Executive Chef  
*The Woodlands Resort & Conference Center*  
The Woodlands, Texas

**Ronnie Crocker**  
Writer/Author  
Houston Chronicle  
Houston, Texas



**John DeMers**  
Talk Radio Host  
*Delicious Mischief*  
Houston, Texas

**Charlotte Neuville**  
The Fashion Chef  
Author of *Stylish Cakes*  
New York, New York



**Daniel Miranda**  
Executive Chef  
*Laranxa Catering & Bites*  
Houston, Texas

**Nahum Velasco**  
Chef  
*Cocina de Autor Grand Velas Riviera Maya Resort*  
Playa del Carmen, Mexico



**Glenn Workman**  
Vice President & General Manager, Napa Operations  
Robert Mondavi Winery  
Napa, California

*And the Winners are...*



**Chef of Chefs Winner**  
**Kris Jakob**  
**Executive Chef, Culinary**  
**Institute Le Nôtre**  
Houston, Texas



**1<sup>st</sup> Runner Up**  
**Ja'Nel Witt**  
**Executive Chef**  
**Corner Table**  
Houston, Texas



**2<sup>nd</sup> Runner Up**  
**John Brazie**  
**Executive Chef**  
**The Woodlands Resort &**  
**Conference Center**  
The Woodlands, Texas



**Taco Takedown Award Winner**  
**Scott Varnadoe**  
**Executive Chef**  
**Restaurant IPO**  
Baton Rouge, Louisiana



**Just Desserts Winner**  
**Kyle Evans**  
**Executive Chef**  
**Bob's Steak & Chop House**  
The Woodlands, Texas



# Media Partners and Coverage



Tons of coverage and adding more daily...

15+ Television Stories



32+ Print Articles



48+ On-line listings

Featuring Wine & Food Week special guests, sponsors, industry experts, Chefs and wine partners



**Mai Pham**  
FemmeFoodie  
Houston, Texas



# 2015 Event Line-Up June 1-7



**Wine & Dine Dinners, Lunches & After Parties - scheduled throughout the week**  
Exquisite wine dinners featuring a visiting winery expert at restaurant locations throughout the metro. Price, dates and times vary by restaurant.

**Wine Wizard Seminars, Tastings and Educational Events**  
A variety of offerings for the novice and serious enthusiasts. Meet the experts, taste, mix & mingle. Held at various venues, dates and times through out Wine & Food Week.

**It's a Guy Thing – Tuesday, June 2<sup>nd</sup>, at Crave Luxury Automotive**  
A man's experience! Partnering with high profile male professionals and esteemed winery experts for an evening enjoying all the decadent pleasures for the tastes and senses. 5:30 - 8:30 pm

**Women & Wine with Kathy Womack- Wednesday, June 3<sup>rd</sup>, Market Street private location**  
Renowned women and wine artist, Kathy Womack, is the featured guest showcasing her captivating art in a party atmosphere where the gals step out for a fun and frivolous night out with nibbles, music and of course wine! 6:00 - 9:00 pm



**H-E-B H-E-B Wine Walk at Market Street - Thursday, June 4<sup>th</sup>**  
Stroll *Market Street* enjoying wines from around the world - live music and entertainment with wine representatives stationed in each participating retailer and throughout *Market Street*. 5:30-8:30 pm *VIP experience provided by The Club at Carlton Woods. 5-8:30 pm*



**Ladies of the Vine Tasting, Panel & Luncheon – Friday, June 5<sup>th</sup>**  
A panel of women winemakers, owners & experts guide you to behind the bottle. Intimate experience with tasting stations followed by a multi-course wine meal at The Club at Carlton Woods. 12:00 - 3:00 pm



**Sips, Suds & Tacos - Friday, June 5<sup>th</sup>**  
Taco competition featuring well-known culinary experts competing for the Taco Take-Down Trophy. Enjoy 100 wines and specialty beer while live Texas music serenades guests enjoying their Sips, Suds & Tacos.

The Woodlands Marriott Waterway . 6:00 - 9:00 pm

**Platinum Wine Vault – Saturday, June 6<sup>th</sup>**



Northwestern Mutual

A luxurious affair with highly allocated wines for discriminating collectors and enthusiasts. Premiere tasting leads in to the Grand Tasting with access to the VIP Premium Lounge. 4:30 - 6:30 pm



Commercial Banking

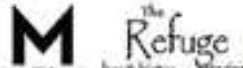
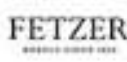
**Wine Rendezvous Grand Tasting & Chef Showcase – Saturday, June 6<sup>th</sup>**

A culinary extravaganza presented by Capital One Bank. Over 500 wines along with foods prepared by over 50 renowned Chefs from around the globe serving their finest to take away the Waterford Crystal *Chef of Chefs* Award with live Chef demonstrations. Enjoy after dinner creations in the *Just Desserts Zone* and *Coffee Lounge*. 7:00 - 10:00 pm

Upgrade your Grand Tasting ticket for access to The Lincoln Black Label VIP Lounge featuring esteemed guests and premium wine selections for the serious enthusiast.



# A Toast to Our Sponsors



## Thank you for your Goods and Services



## Special Thanks



## Benefiting

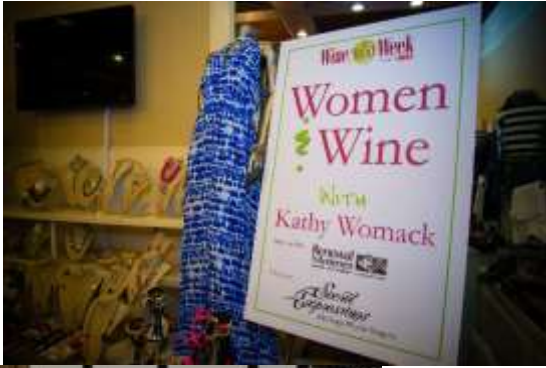


for designing original art for Wine & Food Week's Official Poster

# *It's A Guy Thing at Crave Luxury Auto*



*Women & Wine  
with Kathy Womack  
at Secret Expressions*



# **H-E-B** Wine Walk at Market Street

# Wine & food Week

The Design of Wine

Presented by **H-E-B**



**H-E-B** *Wine Walk  
at Market Street*

**Wine & food Week**  
*The Design of Wine* Presented by **H-E-B**



# Wine Walk

*VIP* presented by



# Wine & Food Week

The Design of Wine

Presented by **HEB**





# Ladies of the Vine Tasting, Luncheon & Panel Discussion



# Sips, Suds & Tacos

presented by

**MÉXICO**

LIVE IT TO BELIEVE IT  
visitmexico.com



# Wine & Food Week

The Design of Wine

Sponsored by  
**HEB**





**Wine & food Week**  
*The Design of Wine* Presented by HEB  
**Northwestern Mutual**  
*Platinum Wine Vault Tasting*



# Wine Rendezvous Grand Tasting & Chef Showcase

presented by



# Wine Rendezvous Grand Tasting & Chef Showcase

presented by



BLACK LABEL

*VIP Premium Lounge*

**Wine & food Week**  
*The Design of Wine*  
Presented by **HEB**



# About Food & Vine Time Productions



It is with great passion and pride that Clifton & Constance McDerby brought consumer culinary and wine events for the residents of the Greater Houston Area. Launched in 2002, the McDerby's goal was to share their love for food and wine and all the many benefits it brings to personal relationships, business relations - both established and new and at the same time break down the mystique and pretentiousness of wine and Food & Vine Time Productions was born.

The first event was the Galveston Food & Vine Times which drew 300 guests. The attendance tripled the second year and again in the third year. Then the focus moved to The Woodlands with the perfect infrastructure to handle a multi-day, multi-faceted culinary and wine event. The industry support emerged seemingly overnight and Wine & Food Week was launched 2005 and was enjoyed by over 4,000 participants.

Today Wine & Food Week welcomes 11,000+ guests who choose from a broad selection of offerings designed for both the novice and serious enthusiast of culinary and wine. None of this could have happened without the dedicated and tireless efforts of the volunteers who give of their time and energy to create a seamless and fun event for the guests. Bruce Bricco, Director of Operations for Wine & Food Week, has worked ten years amassing a team of volunteer captains second to none.

Together with charity volunteers an army of 500+ people give of their talents to make this event one of the top ten destination culinary and wine events in the country. They do a tremendous job!

Our generous sponsors provide the funding necessary to bring a full week of entertainment and education to our guests. Please support their businesses, buy their products and encourage a friend to do the same. We're all connected in this world and our joint efforts make a difference.

Food & Vine Time Productions now produces Haute Wheels Houston – THE Food Truck Festival, Brewmasters Craft Beer Festival, Zest in the West, Katy Sip n Stroll, Wine Fair Cy-Fair, Big Brew Houston, Houston Chronicle Culinary Stars Unveiling plus countless private events.

FVTP is proud to have raised over \$800,000+ throughout the years through our charity efforts. Some benefitting organizations are New Danville / Texas New Community, The Signature Series Literary efforts of The John Cooper School, The Center for the Performing Arts of The Cynthia Woods Mitchell Pavilion, Houston Community College – Culinary Scholarship through the HCC Foundation, Cinco Charities - The Ballard House, Houston West Chamber of Commerce, West Houston Leadership Institute, Arthritis Foundation, Swing for A Cure, SNAP - Spay & Neuter Assistance Program, NHPO - National Hispanic Professionals Organization, U.S. Green Building Council - Greater Houston Area Chapter, Galveston's Historic Strand District, Galveston County Food Bank ... plus countless others to whom we've contributed to through their fundraising events and efforts.

So tip a glass, share and laugh and take it all in. Have a blast!



### 2015 Budget

		Budget	
Website		\$1,550	
	Development/changes		1,000
	Mobile		
	Web Hosting/per year		550
TABC lisc		\$4,575	
	Wine Walk TABC		4,000
	GT TABC		500
	copies for compliance		75
Health per		\$0	
	Wine Walk health		0
	Sips, Suds health		0
	Rendezvous health		0
	other		
Printing		\$14,848	
	Graphic Artist		3,500
	eblast (7)		0
	WFW web header		0
	Table Signs		75
	Hard Tickets Big 3		205
	Punch Cards		118
	Restaurant Invite sign		
	Rackcard		3,200
	Rackcard first run		1,000
	Brochures		
	Art of Wine Cards		150
	Labels		
	Event Posters		1,300
	Wine Mats		
	Wine Walk Maps		100
	program/map 3000		5,200
event signs	<b>Signs</b>	\$1,500	
	Wine Walk		
	Sips, Suds & Sliders		
	HEB		
	Rendezvous/venue		
	other		1,500



	All HEB Stores		
Promotional items		\$680	
	Polo Shirts - Captains		250
	Corkscrews		0
	T-Shirts - volunteers		250
	Tote - gifts		0
	SSS Trophy		140
	Engraving GT trophy's		40
	Cap One Plates		
	Art of Wine Charms		0
Advertising	<b>ADVERTISING</b>	\$16,775	
	HCN		
	Chronicle		
	Postage/mailer		
	TV incl prod		
	Competitive event participation		0
	PR/Media		9,000
	Outdoor 1		5,900
	Outdoor production 1		875
	Outdoor 2		0
	Outdoor production 2		0
	Social Media		1,000
	pole banners		0
	Regional Print Advertising		0
Ticket/related		\$6,450	
	wristbands		450
	eventbrite fee ticket sales		6,000
	cc charges		
Supplies		\$6,450	
	Glasses VIP GT (144)		450
	Glasses VIP WW (288)		700
	Glasses Wine Vault (168)		450
	Glasses Chef GT (72)		320
	Glasses GA GT (792)		800
	Glasses SSS GA (792)		760
	Glasses Freight ALL		550
	WW GA by (1008)		1,010
	Judge Glasses		0
	Wine Plate 1300		1,410

Laynards/badges		\$200	
	misc supply		
	Badge Holders		
	ice		
	utensils/dump buckets		200
Venue assoc. Cost		\$19,558	
	Wine Walk		4,500
	Mechanical Bull SST		645
	SSS fire watch		1,050
	Marriott Misc		525
	WW Cable Ramps		336
	Generator		700
	White fence		385
	Bar Highs		240
	Bicycle Fence		80
	Labor		70
	Fuel		30
	Tables 6'		925
	Pick up and delivery		260
	sales tax on eq. rental		270
	discount		-360
	Wine Walk Music		500
	Women & Wine Music		350
	Woodland Cigars		162
	DJ SST		650
	Guy Thing		375
	Storage one month		250
	Ladies of the Vine		7,225
	ABC Art IAGT		390
Decorations/WOW		\$57,985	
	Wine Walk		5,000
	Guy Thing DJ/band/playlist		750
	Art of Wine Art		500
	Champagne Gazebo		1,000
	Post Event Cleaning		3,000
	Misc Labor		10,000
	Wine Storage room		2,500
	Pod Storage 2ea		1,700
	AirDD		14,000
	Backdrops Fantastic		4,200
	Event Technology Pkg.		3,000
	Std 20 amp circuit 32 ea		1,350
	Just Desserts		3,000
	Décor - just desserts		1,500
	Party Props JDZ		2,600

	Musical entertainment JDZ		300
	AIR DD JDZ		1,400
	AV Service chg		325
	State Sales Tax		1,460
	AV Tax		400
accounting		\$900	900
Insurance		\$1,600	1,600
security		\$650	
	Wine Walk		
	Sips, Suds		
	Rendezvous		150
	other		500
Audio visual		\$2,050	
	Photographer		500
	Video		
	editing		400
	Radio Rental		1,150
Sales Commissions		\$48,930	
	Sales #1		19,210
	Sales #2		29,720
	Sales #3		0
	Sales #4		0
	Sales #5		0
Sponsor execution	W Walk Sponsor Tent	\$295	
	Sponsor #1		175
	Sponsor #2		120
	Sponsor #3		
	Sponsor #4		
	Sponsor #5		
	Sponsor #6		
Misc. Supplies		\$6,079	
	parking		100
	Supplies		800
	Poster tubes		575
	Computer/phone upgrade		
	Postage		49
	Beer BEK SSS		1,880

	Beer Silver Eagle WW		1,200
	Gas for delivery		90
	Beer Silver Eagle SSS		400
	Golf Cart Rental		985
Payroll		\$31,275	
	Charity		
	on site management		1,300
	on site management		5,500
	on site management		1,500
	Procurmement Specialist		3,000
	check in staff		2,600
	Lead Teller		1,200
	on site management		800
	Production		6,325
	Bartenders Gazebo		150
	Taxes sales		8,900
Travel		\$27,650	
	chef expenses		1,500
	parking valet		100
	Wizard Gourmet		2,800
	Chef awards		7,250
	FVT on site office		500
	Hotel Room chgs- Marriott		12,200
	Special Guest Transportation		500
	Mileage for chef travel		300
	Hotel Room chgs- TWRCC		1,000
	Airline tickets		1,500
TOTAL EXPENSES		\$250,000	



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Website		\$1,550	
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	Wine Mats		
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	Wine Walk		
	Sips, Suds & Sliders		
	HEB		
	Rendezvous/venue		
	other		1,500

	All HEB Stores		
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	Corkscrews		0
	T-Shirts - volunteers		250
	Tote - gifts		0
	SSS Trophy		140
	Engraving GT trophy's		40
	Cap One Plates		
	Art of Wine Charms		0
Advertising	<b>ADVERTISING</b>	\$58,275	
	HCN		
	Chronicle		
	Postage/mailer		
	TV incl prod		
	Competitive event participation		8,500
	PR/Media		15,000
	Outdoor 1		5,900
	Outdoor production 1		875
	Outdoor 2		2,000
	Outdoor production 2		0
	Social Media		11,000
	pole banners		
	Regional Print Advertising		15,000
Ticket/related		\$6,450	
	wristbands		450
	eventbrite fee ticket sales		6,000
	cc charges		
Supplies		\$7,450	
	Glasses VIP GT (144)		450
	Glasses VIP WW (288)		700
	Glasses Wine Vault (168)		450
	Glasses Chef GT (72)		320
	Glasses GA GT (792)		800
	Glasses SSS GA (792)		760
	Glasses Freight ALL		550
	WW GA by (2008)		2,010
	Judge Glasses		0
	Wine Plate 1300		1,410

Laynards/badges		\$200	
	misc supply		
	Badge Holders		
	ice		
	utensils/dump buckets		200
Venue assoc. Cost		\$21,058	
	Wine Walk		5,500
	Mechanical Bull SST		645
	SSS fire watch		1,050
	Marriott Misc		525
	WW Cable Ramps		336
	Generator		700
	White fence		385
	Bar Highs		240
	Bicycle Fence		80
	Labor		70
	Fuel		30
	Tables 6'		925
	Pick up and delivery		260
	sales tax on eq. rental		270
	discount		-360
	Wine Walk Music		1,000
	Women & Wine Music		350
	Woodland Cigars		162
	DJ SST		650
	Guy Thing		375
	Storage one month		250
	Ladies of the Vine		7,225
	ABC Art IAGT		390
Decorations/WOW		\$58,985	
	Wine Walk		5,000
	Guy Thing DJ/band/playlist		750
	Art of Wine Art		500
	Champagne Gazebo		2,000
	Post Event Cleaning		3,000
	Misc Labor		10,000
	Wine Storage room		2,500
	Pod Storage 2ea		1,700
	AirDD		14,000
	Backdrops Fantastic		4,200
	Event Technology Pkg.		3,000
	Std 20 amp circuit 32 ea		1,350
	Just Desserts		3,000
	Décor - just desserts		1,500
	Party Props JDZ		2,600

	Musical entertainment JDZ		300
	AIR DD JDZ		1,400
	AV Service chg		325
	State Sales Tax		1,460
	AV Tax		400
accounting		\$900	900
Insurance		\$1,600	1,600
security		\$650	
	Wine Walk		
	Sips, Suds		
	Rendezvous		150
	other		500
Audio visual		\$2,100	
	Photographer		500
	Video		
	editing		400
	Radio Rental		1,200
Sales Commissions		\$48,930	
	Sales #1		19,210
	Sales #2		29,720
	Sales #3		0
	Sales #4		0
	Sales #5		0
Sponsor execution	W Walk Sponsor Tent	\$745	
	Sponsor #1		175
	Sponsor #2		120
	Sponsor #3		450
	Sponsor #4		
	Sponsor #5		
	Sponsor #6		
Misc. Supplies		\$7,079	
	parking		100
	Supplies		800
	Poster tubes		575
	Computer/phone upgrade		
	Postage		49
	Beer BEK SSS		2,880



	Beer Silver Eagle WW		1,200
	Gas for delivery		90
	Beer Silver Eagle SSS		400
	Golf Cart Rental		985
Payroll		\$32,275	
	Charity		
	on site management		2,300
	on site management		5,500
	on site management		1,500
	Procurment Specialist		3,000
	check in staff		2,600
	Lead Teller		1,200
	on site management		800
	Production		6,325
	Bartenders Gazebo		150
	Taxes sales		8,900
Travel		\$29,650	
	chef expenses		2,500
	parking valet		100
	Wizard Gourmet		2,800
	Chef awards		7,250
	FVT on site office		500
	Hotel Room chgs- Marriott		12,200
	Special Guest Transportation		500
	Mileage for chef travel		300
	Hotel Room chgs- TWRCC		1,000
	Airline tickets		2,500
<b>TOTAL EXPENSES</b>		<b>\$299,500</b>	

## CVB Regular Board Meeting

Meeting Date: 09/02/2015

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### Information

#### SUBJECT MATTER:

Receive, consider and act upon updated Marketing Committee roster;

#### BACKGROUND:

The CVB Marketing Committee was established in 2007. The committee addresses opportunities and develops strategies for The Woodlands Convention & Visitors Bureau's destination marketing programs including Cooperative Marketing campaigns, destination marketing, creation of new events and/or expansion of current events, group sales, Waterway Cruisers, sponsorship of events, Travel and Tourism week and other items as they arise.

Below is the recommended updated roster:

Gordy Bunch, *The Woodlands CVB Board Chairman*

Tory Enriquez, *The Woodlands Resort*

Sheron Jones, *The Woodlands Waterway Marriott*

Lorrie Parise, *The Woodlands Development Company*

Gene Satern, *The Woodlands Mall*

Jenny Taylor, *Market Street*

Noemi Gonzalez, *Market Street*

Shannon Wilson, *The Cynthia Woods Mitchell Pavilion*

Nancy MacDonald, *Hyatt Market Street*

Nick Wolda, *The Woodlands CVB President*

Catherine Beyt, *Courtyard by Marriott and Residence Inn – Lake Front*

Suzanne Deliganis, *Westin – The Woodlands*

Theresa Gramlich, *Embassy Suites The Woodlands*

#### RECOMMENDATION

Approved updated roster for The Woodlands CVB Marketing Committee.

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### Attachments

*No file(s) attached.*

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## **CVB Regular Board Meeting**

Meeting Date: 09/02/2015

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### Information

#### SUBJECT MATTER:

Receive and consider wrap up report of Texas Association of CVBs Annual Conference;

#### BACKGROUND:

The Texas Association of Convention and Visitor Bureaus (TACVB) held its Annual Conference at The Woodlands Waterway Marriott on August 3 – 6, 2015. The Woodlands Convention and Visitors Bureau won a bid to hold the conference in The Woodlands after making a presentation at the 2013 Annual Conference.

The TACVB Annual Conference saw record registration and attendance this year with 276 attendees. Conference attendees quickly filled up the room block at The Woodlands Waterway Marriott requiring TACVB set up an overflow block at the Hilton Garden Inn. The conference generated a total of 572 actualized room nights at the Marriott and the Hilton Garden Inn. Room revenue from the conference is estimated at over \$85,000. TACVB also held general session breakfasts and lunches at the Marriott. TACVB conference attendees were treated to an opening reception hosted by The Woodlands CVB at the Marriott on Tuesday, August 4. The reception included food and drink, a performance by local band Sawdust Road, an appearance by Puffy the Pinecone, photo booth fun and door prizes. Local restaurants and merchants also received business from the TACVB Conference with attendees having free time for meals on Tuesday and Wednesday.

The Annual Conference provided professional development and educational sessions for tourism vendors and CVB employees from around the state of Texas. Educational session topics included destination marketing, social media, sales, conference servicing and executive leadership. The Woodlands CVB staff received praise and positive feedback from during the conference. Attendees consistently remarked on the wonderful Marriott staff and that they really enjoyed visiting The Woodlands. The Annual Conference was a great piece of business for The Woodlands and the CVB hopes to make a bid for a future conference soon.

#### RECOMMENDATION

No action needed.

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### Attachments

*No file(s) attached.*

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## CVB Regular Board Meeting

Meeting Date: 09/02/2015

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### Information

#### SUBJECT MATTER:

Receive, consider and act upon allocation of \$100,000 of The Woodlands CVB existing reserves to fund the dasher boards for the new ice rink facility;

#### BACKGROUND:

The Woodlands Township Board of Directors on June 18, 2015 approved a proposal to enter into an Agreement with The Cynthia Woods Mitchell Pavilion for a shared use building that will hold The Ice Rink during the winter months and the House of Blues Hospitality Venue throughout the rest of the year.

The 21,000 square-foot facility will be built where the existing House of Blues Hospitality Venue is located on the North side of The Pavilion. The sheet of ice is expected to be similar in size to the temporary ice rink (60' x 120') which attracts on average more than 50,000 skaters over a two-month period of time from mid-November to mid-January. The Ice Rink has been in existence for 15 years on a temporary basis, and this will now be a permanent home from November through January. Other ice uses are possible in the facility in February and part of March. More than 617,000 people have skated in The Ice Rink since the inception in 1999, according to The Woodlands Convention & Visitors Bureau.

In January 2015, The Township approved a project term sheet with The Pavilion which outlined the general terms and conditions of the proposed agreement. On June 18, 2015, The Woodlands Township Board of Directors authorized its President/General Manager Don Norrell to execute the Project Development and Joint Use Agreement.

The total cost of the multi-use structure is estimated at \$4.9 million, with The Woodlands Township funding half of the construction costs. The Township will also pay 100 percent of the cost of the ice making equipment, the cost of which is estimated to be \$562,000 for a total estimated cost to the Township of approximately \$3 million.

The CVB has currently been in a lease Agreement with its producer, Spectrum Events, for ice rink facility related equipment each year including skates, dasher boards, floor mats, seating, tables and chairs. Now that the Township will have the Agreement with The Pavilion in the permanent structure, it is recommended a long-term solution be established for this necessary equipment. Preliminary estimates to purchase dasher boards and other related items has been estimated in the \$100,000 range. There is the potential that the dasher boards, and other related ice rink equipment, can be purchased through co-op purchasing organizations and/or buy board. A funding source that has been discussed is utilizing the fund balance in the CVB.

Construction is expected to begin later in 2015. The facility is expected to open in May 2016 for The Pavilion's season and in November 2016 for Township use for ice skating.

#### RECOMMENDATION

Approve the use of CVB reserve funds to purchase new dasher boards for the Ice Rink facility.

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### Attachments

*No file(s) attached.*

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## **CVB Regular Board Meeting**

Meeting Date: 09/02/2015

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### Information

#### SUBJECT MATTER:

Receive, consider and act upon expenses related to producing the 2015 Holiday events;

#### BACKGROUND:

After TWCVB Staff conducted an extensive RFQ process, TWCVB Board approved Spectrum Events to produce TWCVB's major events for calendar year 2015. On March 4, 2015, TWCVB Board approved Spectrum Events as the event production vendor for TWCVB's 2015 events including but not limited to: Memorial Day Weekend in The Woodlands, the Red, Hot & Blue Festival, Labor Day Weekend in The Woodlands, Trick or Treat Trail, Lighting of the Doves, iWOW, The Ice Rink at The Woodlands Town Center and Winter Wonderland and authorized TWCVB President to execute contracts in connection therewith. On March 12, 2015, the Master Services Agreement for Event Production Services was executed.

### **THE WOODLANDS ICE RINK PRODUCTION EXPENSES FOR THE 2015-2016 SEASON**

Sixteen years ago, Town Center Improvement District (now The Woodlands Township) Board of Directors approved a plan to create a holiday ice rink to attract visitors to The Woodlands Town Center for shopping and dining during the holiday season. The idea succeeded, and since then The Ice Rink at The Woodlands Town Center™ has attracted over 617, 580 paid skaters in sixteen seasons.

Spectrum Events, the past event production company for The Ice Rink, Donoho's Jewellers Winter Wonderland™, International Winter On The Waterway™ (iWOW) and Lighting of the Doves™, has produced this event since 2002 with a tremendous amount of success. Production items include management of The Ice Rink, staffing, equipment and supplies, facilities, refrigeration and electrical requirements, skates, site prep and build out, spectator area, comfort stations including one ADA restroom, 16'x16' small children's rink and event contingency. The additional production items include signage, required insurance, tickets, printing and promotional items. The total production cost of the Ice Rink is \$297,600.00. Please see attached for line item quote.

### **THE WOODLANDS WINTER WONDERLAND PRODUCTION EXPENSE**

Winter Wonderland™ is a spectacular lighting display surrounding The Ice Rink at The Woodlands Town Center™; it features more than 250,000 sparkling lights on numerous displays. Designed to enrich the holiday atmosphere in The Woodlands, it features displays such as Santa's workshop, ice skaters, tree lighting, doves and many others. Donoho's Jewellers Winter Wonderland is established for eight weeks this holiday season and is free to the public.

Production includes installation, security, sound, storage and maintenance. The total Spectrum production cost of the Ice Rink is \$56,000. Please see attached for line item quote.

### **33RD ANNUAL LIGHTING OF THE DOVES PRODUCTION EXPENSE**

The Annual Lighting of the Doves™ Festival will signify the start of the holiday season in The Woodlands. This event brings thousands of visitors and residents to The Woodlands Town Center where guests enjoy a family oriented and fun-filled holiday Festival, special appearance by Santa complete with a fireworks spectacular, the opening of The Ice Rink at The Woodlands Town Center™, Donoho's Jewellers Winter Wonderland™, as well as a celebration of holiday traditions from around the world at International Winter On The Waterway™ (iWOW). This year's festival will be held at Town Green Park with participation by merchants in The Woodlands and local

community groups.

Production items include two entertainment stages, ticket booths, vendor booths, installation and removal of event signage, lights and audio for performers. The total production cost of the 9th Annual International Winter On The Waterway is \$57,000. Please see attached for line item quote.

**9TH ANNUAL INTERNATIONAL WINTER ON THE WATERWAY (iWOW) PRODUCTION EXPENSE**

The Woodlands Convention & Visitors Bureau (TWCVB) is scheduled to present International Winter On The Waterway™ (iWOW) in conjunction with the 33rd Annual Lighting of the Doves™. Over 100 countries are represented in The Woodlands' population of 110,000, and this number is on the rise. iWOW offers thousands of visitors and residents the opportunity to celebrate the cultural diversity of The Woodlands during the holidays at The Woodlands Town Center. From international foods, arts and crafts, to music and entertainment, iWOW adds an international flavor to all of The Woodlands' holiday celebrations.

Production items include vendor management, set up of vendor space, entertainment contracts, lights and audio, delivery and set up of the "World of Holiday Trees" display, event contingency and more. The total production cost of the 9th Annual International Winter On The Waterway is \$89,000. Please see attached for line item quote.

**RECOMMENDATION**

Approve Spectrum Events to assist in the production of The Woodlands Ice Rink at a cost not to exceed \$297,600; The Woodlands Winter Wonderland at a cost not to exceed 56,000; the 33rd Annual Lighting of the Doves at a cost not to exceed \$57,000; the 9th Annual International Winter On The Waterway at a cost not to exceed \$89,000 and authorize TWCVB President to execute contracts in connection therewith.

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Attachments

Spectrum Holiday Event Budgets

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## Ice Rink at The Woodlands Town Center

Insurance	\$	25,000.00
Staffing		1.45 per skater
Equipment and supplies		0.30 per skater
Facilities	\$	110,000.00
Refrigeration and electrical requirements	\$	40,000.00
Skates		N/C
Ice rink operating equipment	\$	57,000.00
Spectator area	\$	4,000.00
Site prep and build out	\$	25,000.00
TV and DVD install and strike	\$	1,600.00
Refurbishing	\$	2,500.00
Comfort stations*	\$	18,600.00
Spot Light	\$	2,000.00
Kids rink	\$	3,500.00
Construction signage	\$	50.00
Visitor services supplies	\$	85.00
Contingency	\$	8,265.00
<b>Total</b>	<b>\$</b>	<b>297,600.00</b>

*\*with ADA restroom*

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**Nick Wolda, CVB President**

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**Maverick Smalley, Spectrum Operations**

## Winter Wonderland

Installation	\$ 13,375.00
Walkway Installation	\$ 13,000.00
Storage and maintenance	\$ 16,000.00
Security	\$ 10,000.00
Sound	\$ 1,500.00
Contingency	<u>\$ 2,125.00</u>
<b>Total</b>	<b>\$ 56,000.00</b>

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**Nick Wolda, CVB President**

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**Maverick Smalley, Spectrum Operations**





CATERING • CONCESSIONS • EVENTS

Lighting of the Doves  
Quote  
November

**ITEMIZED BREAKDOWN**

Section/Items	Billed
Bleachers rented, delivered and returned	Once
Bubble Runner	Once
Caricaturist Sponsor Party	Once
Celebration stage 36 x 32 (includes sound, lights and tech)	Once
Contingency	Once
Elves (2)	Each
Entertainment	Once
Entrance truss	Once
Face Painters (2)	Each
Flooring for sponsor area	Once
Flooring for vendor booths	Each
Generator and power for Celebration stage	Once
Holiday and Santa décor	Once
Ice carving production	Once
Lattice banner structures (2)	Each
Light Towers (2)	Each
Radio headsets and wireless mics (10)	Each
Santa boat	Once
Santa boat storage	Once
Santa light switch	Once
Signage install and strike (150)	Each
Signage Production	Once
Site clean-up and trash removal	Once
Snow element	Once
Snow man building contest	Once
Sound for Santa boat	Once
Sponsor tent, 20 x 20 tent	Once
Sponsor Beverages	Once
Ticket booths and sellers	Each
Vendor management	Once
Wireless mic for Santa	Once

**Quote**

<b>Quote Date:</b>	August 25, 2014
<b>Client:</b>	The Woodlands CVB
<b>Contact:</b>	Cameron Clay
<b>Address:</b>	2801 Technology Forest Blvd.
<b>City, State, Zip Code:</b>	The Woodlands, TX 77381
<b>Phone Number:</b>	Office: 281-210-3478
<b>Email:</b>	<a href="mailto:cclay@thewoodlandstowship-tx.gov">cclay@thewoodlandstowship-tx.gov</a>

Quantity	Cost Per	Total
1	\$ 1,000.00	\$ 1,000.00
1	\$ 1,000.00	\$ 1,000.00
1	\$ 700.00	\$ 700.00
1	\$ 10,000.00	\$ 10,000.00
1	\$ 3,500.00	\$ 3,500.00
2	\$ 325.00	\$ 650.00
1	\$ 5,000.00	\$ 5,000.00
1	\$ 2,000.00	\$ 2,000.00
2	\$ 625.00	\$ 1,250.00
1	\$ 2,250.00	\$ 2,250.00
23	\$ 100.00	\$ 2,300.00
1	\$ 600.00	\$ 600.00
1	\$ 1,500.00	\$ 1,500.00
1	\$ 1,900.00	\$ 1,900.00
2	\$ 300.00	\$ 600.00
2	\$ 425.00	\$ 850.00
10	\$ 17.50	\$ 175.00
1	\$ 4,800.00	\$ 4,800.00
1	\$ 1,000.00	\$ 1,000.00
1	\$ 250.00	\$ 250.00
150	\$ 20.00	\$ 3,000.00
1	\$ 1,325.00	\$ 1,325.00
1	\$ 1,100.00	\$ 1,100.00
1	\$ 1,200.00	\$ 1,200.00
1	\$ 500.00	\$ 500.00
1	\$ 500.00	\$ 500.00
1	\$ 1,000.00	\$ 1,000.00
1	\$ 1,350.00	\$ 1,350.00
4	\$ 350.00	\$ 1,400.00
1	\$ 4,000.00	\$ 4,000.00
1	\$ 300.00	\$ 300.00

<b>TOTAL</b>	<b>\$ 57,000.00</b>
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Please make check payable to:

Spectrum  
PO Box 7130  
The Woodlands, TX 77387-7130

Please note that payment in full is due upon receipt of this invoice. All unpaid balances after 30 days will incur a 1.5% monthly interest charge. All charges listed herein are discounted 4% based on payment made by cash, check, or wire transfer. Should you choose to pay by credit card there is a 4% increase on the full invoice amount due and by completing the credit card information below you have agreed to those terms. To make a payment by credit card please complete the information below and fax to 281-362-7111.

Cardholder's Name: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3-4 Digit Code: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

THANK YOU FOR YOUR BUSINESS!



CATERING • CONCESSIONS • EVENTS

**iWOW**  
**Quote**  
**November, 2014**

**ITEMIZED BREAKDOWN**

Section/Items	Billed	Quantity	Cost Per	Total
Bike rack for santa stop	once	1	\$ 300.00	\$ 300.00
Bike rack for entrances	once	1	\$ 250.00	\$ 250.00
B'Roo Lights for Mural	once	1	\$ 175.00	\$ 175.00
Bubble Runners	once	1	\$ 1,000.00	\$ 1,000.00
Bungee Kids Activity	once	1	\$ 950.00	\$ 950.00
Christmas trees delivery and pick-up, signage install	once	1	\$ 700.00	\$ 700.00
Contingency	once	1	\$ 2,615.00	\$ 2,615.00
Craft area 20 x 20 tent w/flooring Children's Museum	once	1	\$ 1,000.00	\$ 1,000.00
Entertainment	once	1	\$ 8,300.00	\$ 8,300.00
Entrance truss	once	1	\$ 2,000.00	\$ 2,000.00
Event production and management	once	1	\$ 7,000.00	\$ 7,000.00
Exhibitor tents	each	50	\$ 225.00	\$ 11,250.00
Festival stage 20 x 24 (includes sound, lights and tech)	once	1	\$ 3,900.00	\$ 3,900.00
First aid/lost child tent w/water cooler, 10 x 10	once	1	\$ 250.00	\$ 250.00
Golf carts	each	3	\$ 250.00	\$ 750.00
Inflatables	each	4	\$ 835.00	\$ 3,340.00
International stage sound, lights and tech	once	1	\$ 4,200.00	\$ 4,200.00
iWOW flag assembly, install and strike	once	1	\$ 500.00	\$ 500.00
Overnight security (2 guards, 1 night)	once	1	\$ 800.00	\$ 800.00
Power distribution	once	1	\$ 5,500.00	\$ 5,500.00
Restroom porters	each	4	\$ 105.00	\$ 420.00
Snow play area (40 x 32, 32 x 24 includes signage and safety)	once	1	\$ 14,800.00	\$ 14,800.00
Snow Slides	once	2	\$ 1,500.00	\$ 3,000.00
Stage cover for Celebration stage	once	1	\$ 1,000.00	\$ 1,000.00
Stage cover for Festival stage	once	1	\$ 850.00	\$ 850.00
Stage tents 4 chairs, 1 table, cooler w/ water	each	5	\$ 250.00	\$ 1,250.00
Strolling balloonists	each	2	\$ 725.00	\$ 1,450.00
Strolling entertainers	each	2	\$ 725.00	\$ 1,450.00
Video screen	once	1	\$ 10,000.00	\$ 10,000.00

**Total \$ 89,000.00**

**Quote**

<b>Invoice Date:</b>	August 21, 2014
<b>Client:</b>	The Woodlands CVB
<b>Contact:</b>	Cameron Clay
<b>Address:</b>	2801 Technology Forest Blvd.
<b>City, State, Zip Code:</b>	The Woodlands, TX 77381
<b>Phone Number:</b>	Office: 281-210-3478
<b>Email:</b>	<a href="mailto:cclay@thewoodlandstowship-tx.gov">cclay@thewoodlandstowship-tx.gov</a>

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**THANK YOU FOR YOUR BUSINESS!**