

# THE WOODLANDS

CONVENTION & VISITORS BUREAU

*visitthewoodlands.com*

## **NOTICE OF JUNE 8, 2016 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 JUNE 8, 2016, 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 the May 4, 2016 Regular Board Meeting;
5. Consider and approve Financial Report through April 2016;
6. Receive, consider and act upon sponsorship request from Texas Rush Soccer Club;
7. Receive and consider a report from The Woodlands Marathon;
8. Receive, consider and act upon a Sponsorship proposal from the Texas Renaissance Festival;
9. Receive and consider an update on the Waterway Cruiser Operation;
10. Receive, consider and act upon request from The Woodlands Area Chamber of Commerce regarding Visitor Services;
11. Receive and consider final layout and formatting VisitTheWoodlands.com website;

12. Receive, consider and act upon final proposal for The Woodlands CVB Mobile Concierge APP;
13. Receive and consider initial findings from the 2016 Brand Sentiment Research;
14. Receive, consider and act upon sending 2017 Budget Plan to The Woodlands Township;
15. Receive and consider The Woodlands Convention & Visitors Bureau Department Update for May 2016;
16. 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;
17. Reconvene in public session;
18. Staff Initiative Reports;
19. President's Report;
20. Board Announcements;
21. Agenda items for next meeting;
22. 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 3rd day of June, 2016.



A handwritten signature in dark ink, appearing to read "M. J. Wolda". The signature is fluid and cursive, written over a light gray rectangular background.



## **CVB Regular Board Meeting**

Meeting Date: 06/08/2016

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### Information

#### SUBJECT MATTER:

Consider and approve Minutes from the May 4, 2016 Regular Board Meeting;

#### BACKGROUND:

See attached.

#### RECOMMENDATION

Approve minutes as presented.

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### Attachments

May 4, 2016 Minutes

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# THE WOODLANDS

## CONVENTION & VISITORS BUREAU

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**May 4, 2016**

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 May 4, 2016 at The Woodlands Township located at 2801 Technology Forest Boulevard, The Woodlands, Montgomery County, Texas, 77381 at 11:30 a.m. The roll was called and those in attendance were:

Present: Gordy Bunch, Chairman  
Jeff Long, Vice Chairman  
J.J. Hollie, Director  
Don Norrell, Director  
Greg Parsons, Director  
Fred Domenick, Director

Absent: Ann Snyder, Secretary/Treasurer

Staff Present: Nick Wolda, TWCVB President; Bret Strong, TWCVB Legal Counsel; Emilie Harris, TWCVB Brand Development Manager; Alie Broussard, TWCVB Convention Development Manager; Danielle Gatlin, TWCVB Administrative Assistant; Monique Sharp, The Woodlands Township Assistant General Manager Finance & Administration

Attendees: Amy Lecocq, Waterway Arts Festival; Travis Bryant, Texas Renaissance Festival; Jamie Sims, The Woodlands Area Chamber of Commerce; Jenny Taylor, G.M. of Market Street; Steve Atkins, The Atkins Group; Jayme LeGros, The Atkins Group

1. Pledge of Allegiance;

Led by Chairman Bunch.

2. Call to order and adoption of Agenda;

The meeting was called 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.

Motion by Director Fred Domenick, seconded by Vice Chairman Jeff Long to adopt the agenda.

**Vote:** 6 - 0 Passed

Other: Secretary/Treasurer Ann Snyder (ABSENT)

3. Public Comment;

Chairman Bunch requested that the first person signed up for public comment, Travis Bryant with the Texas Renaissance Festival, speak at the time of the Agenda item for his sponsorship request. Chairman Bunch then called up Amy Lecocq with the Waterway Arts Festival to come up and speak. Ms. Lecocq thanked the Board for their contribution to The Woodlands Arts Council. The Art Dash was held at the Marriott, Ms. Lecocq then thanked Director Domenick for his contribution in that. She then thanked the Board for their contributions not only to the Arts Festival but to the community as well. No Motion is needed.

4. Consider and approve Minutes from March 2, 2016 Regular Board Meeting;

Motion by Vice Chairman Jeff Long, seconded by Director J.J. Hollie to approve the Minutes from the March 2, 2016 Regular Board Meeting.

**Vote:** 6 - 0 Passed

Other: Secretary/Treasurer Ann Snyder (ABSENT)

5. Consider and approve Minutes from the March 16, 2016 Special Board Meeting;

Motion by Director Greg Parsons, seconded by Director Fred Domenick to approve the Minutes from the March 16, 2016 Special Board Meeting.

**Vote:** 6 - 0 Passed

Other: Secretary/Treasurer Ann Snyder (ABSENT)

6. Consider and receive CVB Financial Report through March 2016;

Chairman Bunch called Monique Sharp to present. Ms. Sharp began with the revenues year to date budget. This is at \$581,000 and year to date actual revenues are at \$422,000 with an unfavorable variance of \$158,000. Looking at the components of that the first line item shows a large favorable variance of \$405,000 making it so that the CVB does not need the Township operating transfer of \$149,000 which shows as negative funding. In terms of Supplemental Hotel Occupancy Tax there is a \$37,000 unfavorable variance in the first quarter of 2016 and program income had \$28,000 for the Waterway Cruisers fares. The expenses for the Waterway Cruisers were \$52,800 so in total that is a \$24,800 net cost for the first quarter. The before mentioned \$405,000 favorable variance is mostly due to timing differences. Destination Marketing categories, Promotion and Staffing, which are impacting the variance. Year to date actual column ending fund balance and beginning fund balance totals just over \$2 million dollars. Director Domenick asked if the books are closed on the Waterway Cruiser expenses and Ms. Sharp explained that March 31, 2016 was the closing date.

Motion by Director Don Norrell, seconded by Director J.J. Hollie to approve Financial Report through March 2016.

**Vote:** 6 - 0 Passed

Other: Secretary/Treasurer Ann Snyder (ABSENT)

7. Receive, consider and act upon Proclamation for National Travel and Tourism Week;



Chairman Bunch calls on President Wolda to speak about the Proclamation for National Travel and Tourism Week. Mr. Wolda expressed the importance of Travel and Tourism in The Woodlands and that the CVB is promoting this in Social Media.

Motion by Vice Chairman Jeff Long, seconded by Director Don Norrell to approve the Proclamation for National Travel and Tourism Week.

**Vote:** 6 - 0 Passed

Other: Secretary/Treasurer Ann Snyder (ABSENT)

8. Receive, consider and act upon Sponsorship proposal from the Texas Renaissance Festival;

Chairman Bunch calls on Alie Broussard, Convention Development Manager, to introduce the Sponsorship proposal of \$10,000 and explains that she contacted area hotels to gauge the interest among the community. The limited service hotels did answer that they would offer discounts as they have in the past. Ms. Broussard introduced Travis Bryant, Texas Renaissance Festival, to present his proposal. Mr. Bryant explained that the request is not necessarily for \$10,000 but more about a partnership with The Woodlands, explained that the Festival began in 1974 with four weekends and about 2,000 guests. Now presently their peak attendance is spread across eight weekends with 606,000 guests attending. The Festival staff estimates another 600,000+ year for 2016. The Renaissance Festival has received several awards including #1 Best Cultural Festival in the Nation and is in the Top 10 Travel. Of the guests that come to the Renaissance Festival, 25% are from out of town. Texas Renaissance Fair is asking to partner with The Woodlands because they are the closest to the Festival that can offer this level of hotel and dining options. The Festival is offering to add The Woodlands as a destination partner to all of their advertising with an overall advertising budget of \$667,506. This would include radio, television, print and a landing page on their website, with direct links to the CVB and hotels that would like to be included. Inclusion of the CVB logo on the website and in the souvenir program also in the partners page in the program. This would also include the email blast of 160,000 and social media with about 227,000 total followers. TRF Customer Service Representatives will also refer guests calling to look into The Woodlands for hotels. What the Texas Renaissance Festival is asking for in return is a shuttle service to help alleviate traffic to the Festival. President Wolda asked for Board discussion on this sponsorship. Chairman Bunch asks Mr. Bryant if the Texas Renaissance Festival is a for profit organization and Mr. Bryant explained that it is. Director Parsons asked with the distance from the Festival to The Woodlands what would drive people to The Woodlands hotels and Mr. Bryant explained that the advertising through the Texas Renaissance Festival would drive guests to choose The Woodlands. The dates for the Texas Renaissance Festival are from October 8, 2016- November 27, 2016 from 9 a.m. - 8 p.m. with a TRF After Party. Chairman Bunch pointed out the amount of advertising that the Renaissance Festival is offering to link to The Woodlands. The Festival is targeting the 100-200 miles around the Festival which is about the same area that the CVB tries to reach also. Mr. Bryant is requesting the possible usage of The Woodlands Express. Motion has been deferred to the June Board Meeting pending more information.

9. Receive, consider and act upon request from The Woodlands Area Chamber of Commerce regarding Visitors Services;

Chairman Bunch introduced President Wolda to present the request regarding Visitors Services. The Woodlands Mall has intentions to discontinue the program at the end of October. In discussions with Visitors Services the thought is to decide how to continue this program through the end of the year. President Wolda invited Jamie Sims to come up and give an update and more explanation regarding this program and the changes. Ms. Sims addressed the price change explaining that The Woodlands Chamber of Commerce pays a sponsorship of \$60,000 per year to the Mall and the Mall has agreed to eliminate that cost as long as the booth is operated at no cost to GGP. That leaves \$6,000 remaining to be paid to be able to continue operations at The Woodlands Mall until the end of 2016. For 2017, the Visitors Services



program will need \$3,000 per month to staff and supply the program. Primary hours for this program run from noon-7 p.m. and can possibly have a staff reduction to bring down the fees. Ms. Sims explained that Visitors Services can sign a lease and keep their lease at no charge as long as its no cost to the GGP. Ms. Jenny Taylor with Market Street approached the podium to speak on behalf of Visitors Services. This program has been very instrumental to Market Street and to the community. It is very disappointing to consider losing the data collection that the program brings in to be able to know what the visitor to The Woodlands is looking for. Ms. Taylor feels that the Visitors Services program is like a glue that connects the community. Director Hollie expressed concerns with the numbers. The Chamber subsidizes this program at an estimated \$3-4,000 dollars a month. Director Hollie feels that for now we need to find a solution for this through the end of the year but also to do some research and decide if the data is worth the money it costs to continue this program. Chairman Bunch suggested we take some time to get these facts clear and make a decision. Director Domenick agreed with Ms. Taylor's comments that this program has a substantial importance to the community. Motion has been deferred to a future Board Meeting.

10. Receive, consider and act upon changes with the Group Incentive Policy;

Chairman Bunch called on President Wolda to present the changes to the Group Incentive Policy. Mr. Wolda would like clarification on new business versus lost business. Another possible change is creating a framework to guide the CVB on a return on investment. Chairman Bunch is worried if you assign a percentage to the guide then that is where the sponsors will stay leaving no option for a better return. As for lost business, Chairman Bunch feels that lost business does become new business if they return. Director Parsons asked for the formula for calculating what the group can receive but at this point there is no formula. It is up to President Wolda to evaluate each situation and he has the ability to approve requests up to \$10,000. Director Parsons remarked that there is no consistency without a formula and this creates pressure on President Wolda to keep some consistency. Director Parsons pointed out that what is committed can change when it actually happens. Chairman Bunch suggested further discussion on a formula to use in these decisions. Motion to accept new business, lost business or any business that is within the CVB taxing authority.

Motion by Chairman Gordy Bunch, seconded by Director Don Norrell to approve changes with the Group Incentive Policy.

**Vote:** 6 - 0 Passed

Other: Secretary/Treasurer Ann Snyder (ABSENT)

11. Receive, consider and act upon a quarterly update from the President of The Woodlands Convention & Visitors Bureau;

Chairman Bunch called on President Wolda to present the quarterly update for The Woodlands Convention and Visitors Bureau. This update is presented to The Woodlands Township Board of Directors four times a year. This update was not able to be presented to the Board at this last meeting because time did not allow but the CVB wanted to let the CVB Board of Directors know how the Township is kept informed of the CVB's actions. The update was presented in the Board Packet.

Motion by Director Fred Domenick, seconded by Director J.J. Hollie to approve the quarterly update from the President of The Woodlands Convention & Visitors Bureau.

**Vote:** 6 - 0 Passed

Other: Secretary/Treasurer Ann Snyder (ABSENT)

12. Discussion of 2017 Budget for The Woodlands Convention and Visitors Bureau;

Chairman Bunch called on President Wolda to present the 2017 Budget process. Mr. Wolda explained the substantial changes that were made in 2015 going into 2016 and that the CVB has a great foundation but are proposing few changes. The CVB staff will work with the Township Finance department to craft the 2017 budget to bring back to the CVB Board of Directors for approval. President Wolda invited The Atkins Group to come speak on input for the budget changes that possibly need to be made from their perspective. Jayme LeGros with The Atkins Group explained that the Market Research budget normally houses \$15,000 but with the impending changes to Visitors Services that it would need to be increased to \$45,000. Mr. Wolda explained that it has been since 2007 or 2008 since a major data research project has been conducted. Mr. Steve Atkins expressed that the economic impact of visitor spending is unmatched in validating services. Chairman Bunch asked the Board of Directors to push any thoughts or questions regarding the budget to President Wolda over the next month to be sure the CVB is accomplishing the goals. Mr. Wolda also explained that with events being moved out of the CVB that the Event Advertising was retained by the CVB and is wanting to request discussion on if that fits the CVB or should be considered to be moved to Community Relations. Chairman Bunch felt this will need more discussion as well and will defer a decision on that to the June Board of Directors Meeting.

13. Receive, consider and act upon Waterway Cruiser transactions;

Chairman Bunch called on Nick Wolda who explained that there will be a news release coming out soon promoting Waterway Events. The Waterway Cruiser transactions are complete. The Board of Directors would like to create an event to help promote the Waterway Cruisers.

Motion by Director J.J. Hollie, seconded by Director Fred Domenick to approve Waterway Cruiser Transactions.

**Vote:** 6 - 0 Passed

Other: Secretary/Treasurer Ann Snyder (ABSENT)

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;

No Executive Session for this Board Meeting.

16. Staff Initiative Reports;

Chairman Bunch called on Nick Wolda for Staff Initiative Reports. President Wolda announced Emilie Harris as the CVB's new Brand Development Manager and introduced her to speak on Initiative Reports. Ms. Harris presented the CVB's Website Updates. The website rebuild is right on track. The pages on the website are the Travel Week page, Weddings page and Mother's Day promoting events for this weekend. Ironman promotions page will have landing page that will drive traffic to the website with online coupons and ads. There will also be printed materials to be handed out at the expo booth with the CVB URL to continue to drive traffic back to the website. In our Public Relations efforts the first blogger stayed in The Woodlands recently, Katey McFarlan with Chronicles of Frivolity, from April 29, 2016 - May 1, 2016 at Hyatt Centric on Market Street. This follows CVB Initiatives for this year to bring more travel writers to The Woodlands to share their experience with their readers. Ms. McFarlan has 147,000 followers on Instagram, 123,000+ views on her blog. The blog post from her stay in The Woodlands has generated positive comments as you can see when you visit her blog. There is another travel writer coming to The Woodlands on May 20, 2016 - May 22, 2016 with her family, experiencing Journey at The Cynthia



Woods Pavilion along with other experiences that the CVB has set up for them. The CVB has conducted International Leisure Outreach, partnering with Julie Bettencourt from The Woodlands Resort, who has a sales trip to Guadalajara planned for May 13, 2016- May 15, 2016. The CVB set up three press releases in Spanish along with a one sheet visitor guide in Spanish. The Destination Video has been translated into Spanish also for Julie to have to sell The Woodlands. The Advertising Co-op Campaign is in the preliminary phases. The Campaign was presented to Marketing Committee at the Committee meeting and the partners are very responsive. The Wall Street Journal insertion has primary markets reaching a circulation of 47,260 with an added value market of Dallas with an additional circulation of 29,000+. There are two insertions to drive summer travel to The Woodlands. Another place these insertions will be visible will be the USA Today website with Primary markets being Texas & contiguous States with added value market of Dallas adding impressions of 125,000. The insertions will go in on May 16, 2016- July 10, 2016 and again on August 29, 2016- October 23, 2016. The Co-Op Properties are The Cynthia Woods Mitchell Pavilion, Hyatt Centric, Market Street, The Woodlands Mall, The Woodlands Resort and Conference Center, The Woodlands Development Company, The Woodlands Waterway Marriott and The Westin. The budget for that campaign was \$15,000 split between these partners brings the amount to \$1,875 per partner. Alie Broussard, Convention Development Manager approached the podium to present. The CVB hosted a Hotel Meeting on April 14, 2016 at Hyatt Place with Laura Lee Palmer, Vice President of Business Retention and Expansion for The Woodlands Area Economic Development Partnership as the Guest Speaker. There were 14 area hotel sale staff members in attendance and the next meeting will be on June 9, 2016. Ms. Broussard will be attending the Visit Houston Cinco De Mayo Trade Show event in Austin, TX on May 5, 2016. This event is for multiple partners of Visit Houston with booths and Meeting Planners from across Texas in attendance. The Shootout for Soldiers event is a 24-hour Lacrosse Event to be held on July 8 - 9, 2016 to benefit Veterans. This event continues with 1- hour games for 24 hours. The Shootout for Soldiers is expecting 4,000 attendees needing an estimate of 200 hotel rooms. They are not making a formal request, but Ms. Broussard has been helping to facilitate hotel rooms. The CVB staff has been actively working with the Copa Rayados Internacional Soccer Tournament, their tournament dates are November 23-27, 2016. Chairman Bunch asked if there was anything new about Super Bowl and Ms. Broussard explained that she has been reaching out to start working on this. President Wolda showed a slide on social media. Mr. Wolda explained that Emilie Harris has been working on building the following in the CVB social media sites. The Twitter impressions have increased by 136%, Facebook conversion rate has increased by 144% and Instagram followers have increased by 40%.

17. President's Report;

None. No Motion is necessary.

18. Board Announcements;

None. No Motion is necessary.

19. Agenda items for next meeting;

Director Parsons requested a hotel tax collections report. Director Domenick would like an Ironman Recap. President Wolda suggested it would be presented on the August CVB Board of Directors meeting. No Motion is necessary.

20. Adjournment.

Adjourned the meeting at 1:03 p.m.

Motion by Director Greg Parsons, seconded by Vice Chairman Jeff Long to adjourn the meeting.

**Vote:** 6 - 0 Passed

Other: Secretary/Treasurer Ann Snyder (ABSENT)

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Dr. Ann Snyder, Secretary/Treasurer  
The Woodlands CVB Board of Directors

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Date

## **CVB Regular Board Meeting**

Meeting Date: 06/08/2016

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### Information

#### SUBJECT MATTER:

Consider and approve Financial Report through April 2016;

#### BACKGROUND:

See attached.

#### RECOMMENDATION

Approve Minutes as presented.

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### Attachments

April 2016 CVB Financial Report

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# THE WOODLANDS

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CONVENTION & VISITORS BUREAU

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## **GENERAL PURPOSE FINANCIAL STATEMENTS**

**April 30, 2016**

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

**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**Balance Sheet**  
**As of April 30, 2016**

**Assets and Other Debits**

Cash	1,916,646
Other Receivables	56,632
Due from Other Funds	107,178
Prepaid Expenses	11,000

**Total Assets**

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2,091,456

**Liabilities and Fund Balance**

**Current Liabilities**

A/P and Accrued Liabilities	61,325
Due to Other Funds	60,046

**Fund Balance**

Undesignated - CVB	1,970,085
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**Total Liabilities and Fund Balance**

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2,091,456

**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**Budget and Actual**  
**For the Four Months Ended April 30, 2016**

	4/30/2016 YTD Budget	4/30/2016 YTD Actual	Favorable/ (Unfavorable)
<b>REVENUE</b>			
Operating Transfers	149,576	-	(149,576)
Supplemental Hotel Occupancy Tax	624,891	549,030	(75,861)
Interest Income	160	544	384
Program Income - Waterway Cruisers	-	28,039	28,039
<b>Subtotal</b>	<b>774,627</b>	<b>577,613</b>	<b>(197,014) (A)</b>
<b>GENERAL EXPENSES</b>			
CVB Township Staff	180,740	148,942	31,798
Staff Development	24,000	17,850	6,150
Facilities Expense	9,748	9,750	(2)
Equipment Expense	3,864	3,764	100
Contracted Services	17,000	36,550	(19,550)
Administrative	24,164	14,638	9,526
<b>Subtotal</b>	<b>259,516</b>	<b>231,495</b>	<b>28,021 (B)</b>
<b>ATTRACTIONS &amp; EVENTS</b>			
Event Advertising	52,164	1,627	50,537
Other Festivals/Special Events	20,000	6,950	13,050
Taste of the Town	-	-	-
Wine Week	10,000	-	10,000
Woodlands Waterway Arts Festival	20,000	20,000	-
The Woodlands Film Commission	10,000	10,000	-
Ironman Texas	-	-	-
<b>Subtotal</b>	<b>112,164</b>	<b>38,577</b>	<b>73,587 (C)</b>
<b>DESTINATION MARKETING</b>			
Media	206,664	19,179	187,485
Public Relations	16,000	7,379	8,621
Production	46,664	14,391	32,273
International Marketing	5,000	1,000	4,000
Cooperative Marketing	5,000	-	5,000
Group Sales	98,332	31,469	66,863
Visitor Services	31,832	77,059	(45,227)
<b>Subtotal</b>	<b>409,492</b>	<b>150,479</b>	<b>259,013 (D)</b>
<b>PROMOTION</b>			
Waterway Cruisers	-	52,835	(52,835)
Promotion	108,500	28,884	79,616
Information Distribution	63,332	26,185	37,147
Other Advertising	10,000	-	10,000
Business Development	3,000	450	2,550
<b>Subtotal</b>	<b>184,832</b>	<b>108,354</b>	<b>76,478 (E)</b>
<b>CAPTIAL EXPENDITURES</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL EXPENDITURES</b>	<b>966,004</b>	<b>528,905</b>	<b>437,099</b>
<b>REVENUE OVER/(UNDER) EXPENDITURES</b>	<b>(191,377)</b>	<b>48,709</b>	<b>240,086</b>
<b>BEGINNING FUND BALANCE</b>	<b>-</b>	<b>1,921,376</b>	<b>1,921,376</b>
<b>ENDING FUND BALANCE</b>	<b>(191,377)</b>	<b>1,970,085</b>	<b>2,161,462</b>

**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**Operating Budget Variances**  
**For the Four Months Ended April 30, 2016**

**A) Revenues**

- Operating Transfers – The unfavorable variance is due to a timing difference between actual and budgeted transfers.
- Supplemental Hotel Occupancy Tax - The unfavorable variance is due to HOT revenues being lower than budgeted.
- Waterway Cruisers - The favorable variance is due to Waterway Cruiser operations not being budgeted for 2016.

**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 a timing difference between actual and budgeted expenses.
- Contracted Services - The unfavorable variance is due to a timing difference between actual and budgeted expenses.
- Administrative - The favorable variance is due to a timing difference between actual and budgeted supplies and printing expenses.

**C) Attractions & Events**

- Event Advertising - The favorable variance is due to a timing difference between actual and budgeted advertising expenses.
- Other Festivals/Special Events - The favorable variance is due to a timing difference between actual and budgeted expenses.
- Wine Week - The favorable variance is due to a timing difference between actual and budgeted expenses.

**D) Destination Marketing**

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

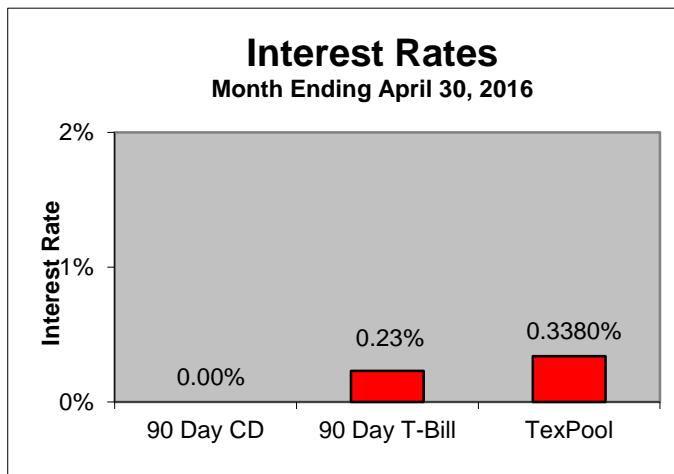
**E) Promotion**

- Waterway Cruisers - The unfavorable variance is due to Waterway Cruiser operations not being budgeted for 2016.
- Promotion - The favorable variance is due to a timing difference between actual and budgeted expenses.
- Information Distributing - The favorable variance is due to a timing difference between actual and budgeted expenses.
- Business Development - The favorable variance is due to a timing difference between actual and budgeted expenses.

**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**Cash Report as of April 30, 2016**

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	\$ 2,212,398	\$(249,365)	\$ 150	\$1,963,182	\$2,212,398	\$1,963,182	0.09%
Total			\$ 2,212,398	\$(249,365)	\$ 150	\$1,963,182	\$2,212,398	\$1,963,182	0.09%

YTD \$ 544



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

## **CVB Regular Board Meeting**

Meeting Date: 06/08/2016

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### **Information**

#### **SUBJECT MATTER:**

Receive, consider and act upon sponsorship request from Texas Rush Soccer Club;

#### **BACKGROUND:**

The Woodlands Convention & Visitors Bureau was recently approached by Texas Rush Soccer Club for a sponsorship opportunity for five tournament events that the club hosts throughout the spring and fall time periods. One of the larger events that Texas Rush produces is Rush Cup which expects about 9,720 anticipated outside visitors to The Woodlands. The soccer club will also host tournaments of other league teams over 10 weekends from August 2016-June 2017, a winter tournament in December, a junior tournament in January of 2017, another tournament in April of 2017, the Memorial Day Classic in May of 2017 and a potential new tournament, the Regional Cup Play.

Texas Rush Soccer Club is a 501©(3) non-profit corporation, based in The Woodlands, TX, formed to provide youth soccer programs for children aged 3-18 from Houston/South Texas areas. Texas Rush Soccer Club is the only club in Houston that offers playing opportunities in the top two competitive leagues in the country, which are the ECNL (Elite Clubs Nation League) and USSDA (U.S. Soccer Development Academy). Texas Rush has 2,600 players and has locations in The Woodlands, Conroe, and Spring/FM 1960 area.

The largest tournament is the Texas Rush Cup in August, anticipating 180 teams from outside of The Woodlands which will consist of 3,240 players, plus 2 parents, which equals 9,720 outside visitors. The 2016 Rush Cup will host a total of 300 teams that will travel from the Texas youth soccer market of Dallas, San Antonio, Galveston, Austin, Dallas and College Station. Texas Rush Soccer Club also hosts tournaments over 10 weekends, which has the potential to bring in 7,560 visitors total. Other tournaments that take place include the Winter Blast with 2,500 visitors, Jr. ENCL with 3,000 visitors. The Turf Cup and Memorial Day tournaments bring in about 1,250-2,500 visitors, from around the Houston area with a one and a half hour drive time. The Regional Cup Play is projected to bring in 1,620 total people within a 25 mile radius outside The Woodlands. The soccer club is in talks with the Embassy Suites and Drury Inn to be the host hotels for weekly league play. Texas Rush would market their specific hotel information to all of their visiting clubs/teams for 2016/Fall and 2017 Spring. Texas Rush has also applied to be host for the local Houston League that plays games on a Saturday and Sunday, ten weekends in the fall/spring.

Texas Rush Soccer Club is requesting for a sponsorship from The Woodlands Convention & Visitors Bureau of \$10,000.

#### **RECOMMENDATION**

To be determined by The Board of Directors.

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### **Attachments**

Texas Rush Soccer Club  
Rush Financials  
Rush Liability Insurance  
Rush Hotel and Attendance Figures

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## SPONSORSHIP REQUEST POLICY

### PURPOSE

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The Woodlands Convention and Visitors Bureau (TWCVB) is authorized to sponsor community activities and events in and around The Woodlands for the purposes of increasing tourism and visitors to and promoting The Woodlands. In doing so, TWCVB will, at its sole and absolute discretion, determine which events it will sponsor and at which sponsorship levels it will participate. To ensure that your activity/event meets TWCVB sponsorship objectives, the following guidelines have been established by TWCVB regarding sponsorship requests. The Sponsorship Request Policy and the attached Sponsorship Request Application, both which may be amended from time to time at the sole discretion of TWCVB, outline the criteria by which TWCVB will evaluate sponsorship requests.

### EVALUATION OF SPONSORSHIP REQUESTS

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Factors The Woodlands CVB may consider in evaluating a sponsorship request include, but are not limited to:

*Location of Event.*

The event must take place in or in close proximity to The Woodlands or will serve to promote travel and tourism to The Woodlands

*Date of the Event and of the Request.*

The sponsorship request application must be submitted to TWCVB at least One Hundred and Twenty (120) days prior to the proposed event.

*Amount of Sponsorship Request.*

The ability of TWCVB to sponsor an event and/or the amount of paid sponsorship may be limited to certain TWCVB budgetary constraints or limitations.

*Nature of the Event.*

The event must be deemed, at the sole discretion of TWCVB, to be consistent with the community standards of The Woodlands.

*Evaluation of Applicant and Previous Events.*

TWCVB will evaluate the applicant, including without limitation the financial stability of the applicant, as well as previous events conducted by the applicant.

*Economic Impact of Event.*

TWCVB will evaluate the projected economic impact of the Event on the Woodlands.

*Quality and content of application and materials submitted.*

Sponsorship Request Application and additional materials provided by applicant or requested by TWCVB must be complete, accurate and timely submitted.

*Inclusion of TWCVB Logo and Name and Recognition of TWCVB as a sponsor at event and in promotion of the event*

Should your sponsorship request be approved, TWCVB's logo and/or name will be utilized in conjunction with any promotion of the event. Printed materials and public notices displaying contributors, sponsors, or donations must acknowledge the support of TWCVB, and TWCVB will be publically recognized as a sponsor at the event when possible and feasible.

*Post Event Follow-Up Survey/Summary Report*

Should your sponsorship request be approved, a follow-up Event Summary Report, evaluating the outcome and success of the event, must be submitted within Sixty (60) days following the event. Future consideration of funding requests will depend largely on the timely submission and evaluation of the follow-up survey.

## PROCEDURE

TWCVB staff will work with event organizers during the Sponsorship Request Application process by assisting with the following:

Ensuring that submitted applications are timely review by TWCVB.

Notifying applicant of approval status.

Administering funding upon approval.

Following up with the organization to assist organizer in preparing Event Summary Report is submitted in a timely manner.





## TEXAS RUSH SOCCER CLUB

### Sponsorship Request Application

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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: **May 23, 2016**

### APPLICANT INFORMATION

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Organization Name: **Texas Rush Soccer Club**

#### Organization Type

- ☒ Non-Profit Organization
- ☐ For Profit Organization (Corporation, Limited Liability Company, Limited Partnership)
- ☐ Civic/Governmental Organization
- ☐ School/Educational Organization
- ☐ Other *If Other Explain* \_\_\_\_\_

Contact Person: **Simon Boddison** Title: **Director of Soccer Operations**

Telephone: **(281) 825-8650** Fax: **(281) 298-8734**

Cell Phone: **(281) 825-8650** Email: **sboddison@texasrush.com**

Website: **www.texasrush.com**

Organization Mailing Address: **2204 Timberloch Place, Suite 225, The Woodlands, TX 77380.**

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

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

Name of Insurance Agent: **Insurance Office of America, Inc.**

Name of Insurance Company: **A) Everest Indemnity Insurance / B) United States Fire Insurance**

Phone Number:

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

#### EVENT INFORMATION #1

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Date(s) of the Event: **August 20-21, 2016**

Event Name: **Rush Cup 2016**

Event Director: **Simon Boddison / Stuart Fitzsimons**

Place of Event: **The Woodlands / Montgomery County**



Summary of the Event: **The Rush Cup 2016 will host 300 teams that will travel from the Texas youth soccer market (Dallas, San Antonio, Galveston, Austin, Dallas, College Station). Ages 9-18 years of age. ALL PROCEEDS GO TO THE CLUB'S SCHOLARSHIP FUND.**

Admission Fee to Event (if any) **\$500**

Anticipated Number of Woodlands Residents at the Event: **5,100 total.**

Anticipated Number of Non-Woodlands Residents at the Event: **180 teams, 3,240 players, plus 2 parents = 9,720 total.**

(25-mile radius outside of the Woodlands)

Describe how the event benefits The Woodlands community: **It would bring in major economic impact to the local area through the following: hotels, restaurants, gas, entertainment and shopping.**

Identify the event's target participants/attendees and the potential for economic return: **Player ages from 10-18 and their families in the youth soccer market. There would be a 48-72 hour window for our guests to reside / spend money within The Woodlands.**

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: **We require 1,500 –**



2,000 hotel rooms for this event. Dollars will also be spent in restaurants, gas stations, entertainment and shopping.

Summarize the marketing plan for the event: **Youth soccer marketing is done by the following communication areas: Email to club, teams, coaching staff, use of website, social media, flyers and posters.**

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.texasrush.com](http://www.texasrush.com) (club website)*
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_

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):

**Bonzi registration system for teams – Executive Administrator, Pam Coffman**

**Internal tracking by Simon Boddison, Director of Soccer Operations**

**Anthony Travel Agency (Rush Cup 2016 – August only)**

## EVENT INFORMATION #2

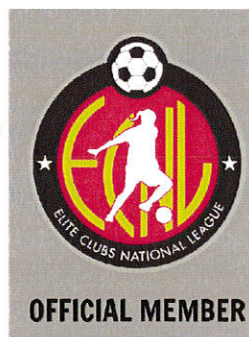
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Date(s) of the Event: **August 2016 – June 15, 2017**

Event Name: **Hosting Home Games – Elite Travel teams**

Event Director: **Simon Boddison, Director of Soccer Operations**

Place of Event: **Bear Branch, The Woodlands**



Summary of the Event: **The club hosts other 'league' teams (boys / girls) from Dallas, San Antonio, Austin, Tulsa, Denver, Kansas City that compete in The Woodlands over a 48 hour weekend period. Fourteen (13) teams will travel and play in this manner at any one time over 10 weekends**

Admission Fee to Event (if any) \$ **N/A**

Anticipated Number of Woodlands Residents at the Event: **7,020 people x 10 weekends = 7,560 total people**

Anticipated Number of Non-Woodlands Residents at the Event: **756 people x 10 weekends = 7,560 total people.** (25-mile radius outside of the Woodlands)

Describe how the event benefits The Woodlands community: **It would bring in major economic impact to the local area through the following: hotels, restaurants, gas, entertainment and shopping.**

Identify the event's target participants/attendees and the potential for economic return: **Player ages from 12-18 and their families in the youth soccer market. There would be a 48-hour window for our guests to reside / spend money within The Woodlands.**

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: **We require 1,500-2,000 hotel rooms for these 10weekends, dollars will also be spent in restaurants, gas stations, entertainment and shopping.**

Summarize the marketing plan for the event: **Youth soccer marketing is done by the following communication areas: Email to clubs, individual teams, coaching staff, use of website, social media, flyers and posters.**

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.texasrush.com](http://www.texasrush.com) (club website)
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_

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):

**Internal tracking by Simon Boddison, Director of Soccer Operations**

**League Schedule is used as a tracking system as that determines the teams that need to travel into The Woodlands.**

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### EVENT INFORMATION #3

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Date(s) of the Event: **3 vs. 3 Winter Blast, December 2016**

Event Name: **3 vs. 3 Winter Blast**

Event Director: **Simon Boddison**

Place of Event: **Bear Branch, The Woodlands**



Summary of the Event: **3 vs. 3 tournament (6 man roster) staged at Bear Branch Soccer Complex for teams within the state of Texas. 200 teams will be present.**

Admission Fee to Event (if any) **\$160**

Anticipated Number of Woodlands Residents at the Event: **2,500 total people**

Anticipated Number of Non-Woodlands Residents at the Event: **2,500 total people** (25 mile radius outside of the Woodlands)

Describe how the event benefits The Woodlands community: **It would bring in major economic impact to the local area through the following areas: hotels, restaurants, gas, entertainment, shopping.**

Identify the event's target participants/attendees and the potential for economic return: **Player ages from 6-14 and their families in the youth soccer market. There would be a 24-hour window for our guests to reside / spend money with The Woodlands.**

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: **Dollars will be spent in restaurants, gas stations, entertainment and shopping.**

Summarize the marketing plan for the event: **Youth soccer marketing is done by the following communication areas: Email to clubs, individual teams, coaching staff, use of website, social media, flyers, posters.**

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.texasrush.com](http://www.texasrush.com) (club website)

☐ Other: \_\_\_\_\_

( ) Other: \_\_\_\_\_

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):

**Internal tracking by Milton Arraez, Tournament Director**

**Bonzi Registration System, Pam Coffman, Executive Administrator**

#### EVENT INFORMATION #4

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Date(s) of the Event: **January 27-29, 2017**

Event Name: **Jr. ECNL Tournament 2017**

Event Director: **Simon Boddison**

Place of Event: **Bear Branch, The Woodlands**

Summary of the Event: **Girls tournament (18 person roster) will be hosted at Bear Branch and Gosling playing sites, 50+ teams will be present from U11-U13 Girls.**

Admission Fee to Event (if any) **\$400**

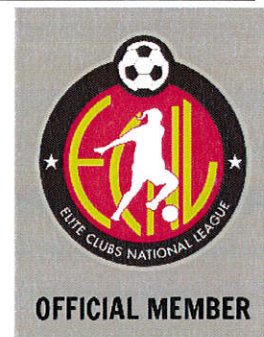
Anticipated Number of Woodlands Residents at the Event: **325 people**

Anticipated Number of Non-Woodlands Residents at the Event: **3,000 total people** (25 mile radius outside of the Woodlands) – **larger percentage will travel into The Woodlands for this event from Dallas, Tulsa, San Antonio, Austin**

Describe how the event benefits The Woodlands community: **It would bring in major economic impact to the local area through the following areas: hotels, restaurants, gas, entertainment, shopping.**

Identify the event's target participants/attendees and the potential for economic return: **Player ages from 11-13 and their families in the youth soccer market. There would be a 48-hour window (two night hotel stay) for our guests to reside / spend money with The Woodlands.**

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: **Dollars will be spent in restaurants, gas stations, entertainment and shopping.**



Summarize the marketing plan for the event: **Youth soccer marketing is done by the following communication areas: Email to club, teams, coaching staff, use of website, social media, flyers, posters.**

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.texasrush.com](http://www.texasrush.com) (club website)
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_

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):

**Internal tracking by Simon Boddison, Director of Soccer Operations**

**Bonzi Registration System – tracked by Pam Coffman, Executive Administrator**

#### EVENT INFORMATION #5

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Date(s) of the Event: **April 15, 2017**

Event Name: **3 vs. 3 Turf Cup**

Event Director: **Simon Boddison**

Place of Event: **Bear Branch, The Woodlands**



Summary of the Event: **3 vs. 3 tournament (6 man roster) staged at Bear Branch Soccer Complex for teams within the state of Texas. 200 teams will be present.**

Admission Fee to Event (if any) **\$160**

Anticipated Number of Woodlands Residents at the Event: **2,500 people**

Anticipated Number of Non-Woodlands Residents at the Event: **2,500 total people** (25 mile radius outside of the Woodlands) – **our visitors would be from the Houston market primarily.**



Describe how the event benefits The Woodlands community: **It would bring in major economic impact to the local area through the following areas: hotels, restaurants, gas, entertainment and shopping.**

Identify the event's target participants/attendees and the potential for economic return: **Player ages from 6 – 14 and their families in the youth soccer market. There would be a 24 hour window spending time and dollars within The Woodlands.**

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: **Dollars will be spent in restaurants, gas stations, entertainment and shopping.**

Summarize the marketing plan for the event: **Youth soccer marketing is done by the following communication areas: Email to clubs, individual teams, coaching staff, use of website, social media, flyers, posters.**

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.texasrush.com](http://www.texasrush.com) (club website)
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_

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):

**Internal tracking by Simon Boddison, Director of Soccer Operations**

**Bonzi Registration System – tracked by Pam Coffman, Executive Administrator**

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## EVENT INFORMATION #6

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Date(s) of the Event: **May 28, 2016 / May 27, 2017**

Event Name: **5 vs. 5 Memorial Day Classic**

Event Director: **Simon Boddison**

Place of Event: **Bear Branch, The Woodlands**



Summary of the Event: **5 vs. 5 tournament (8 man roster) staged at Bear Branch Soccer Complex for teams within the state of Texas. 100 teams will be present.**

Admission Fee to Event (if any) \$ **N/A**

Anticipated Number of Woodlands Residents at the Event: **1,250**

Anticipated Number of Non-Woodlands Residents at the Event: **1,250 total people** (25 mile radius outside of the Woodlands) – **our visitors would be from the Houston market primarily within 1.5 hours drive time.**

Describe how the event benefits The Woodlands community: **It would bring in major economic impact to the local area through the following areas: hotels, restaurants, gas, entertainment, shopping.**

Identify the event's target participants/attendees and the potential for economic return: **Player ages from 6 – 16 and their families in the youth soccer market. There would be a 24-hour window to spend time and dollars within The Woodlands.**

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: **Dollars will be spent in restaurants, gas stations, entertainment and shopping.**

Summarize the marketing plan for the event: **Youth soccer marketing is done by the following communication areas: Email to the clubs, individual teams, coaching staff, use of website, social media, flyers, posters.**

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.texasrush.com](http://www.texasrush.com) (club website)

( ) Other: \_\_\_\_\_  
( ) Other: \_\_\_\_\_

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):

**Internal tracking by Simon Boddison, Director of Soccer Operations**

**Bonzi Registration System – tracked by Pam Coffman, Executive Administrator**

#### EVENT INFORMATION #7

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Date(s) of the Event: **Monday, May 30, 2016**

Event Name: **Regional Cup Play (United Soccer Clubs)**



Event Director: **Simon Boddison**

Place of Event: **Bear Branch & Gosling (3 fields at each site)**

Summary of the Event: **Regional Cup Competition (South Texas), 18-man roster**

Admission Fee to Event (if any): **N/A**

Anticipated Number of Woodlands Residents at the Event:

Anticipated Number of Non-Woodlands Residents at the Event: **1,620 total people** (25 mile radius outside of the Woodlands)

Describe how the event benefits The Woodlands community: **It would bring in major economic impact to the local area through the following areas: restaurants, gas, entertainment and shopping.**

Identify the event's target participants/attendees and the potential for economic return: **Player ages from 13-17 and their families in the youth soccer market. There would be a 24-hour window spending time and dollars within The Woodlands.**

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: **Dollars will be spent in restaurants, gas stations, entertainment and shopping.**

Summarize the marketing plan for the event: **Youth soccer marketing is done by the following communication areas: Email to clubs, individual teams, coaching staff, use of website, social media, flyers, posters.**

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.texasrush.com](http://www.texasrush.com)* (club website)
- ☐ Other: \_\_\_\_\_
- ☐ Other: \_\_\_\_\_

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):

**Internal tracking by Simon Boddison, Director of Soccer Operations.**

#### EVENT BUDGET INFORMATION

---

TWCVB Sponsorship amount requested for events	<b>\$10,000</b>
Event funds to be provided by Applicant	\$ _____
Total Budget for the Event	\$ _____

**\*\* We have five tournament events and at least a 10-weekend league game schedule throughout the fall and spring.**

**\*\* The club has already met with Embassy Suites and Drury Inn (both hotels in The Woodlands) to come on board and be a host hotel for weekly league play. We would then market their specific hotel information to all our visiting clubs / teams for 2016 Fall / 2017 Spring. Two proposals are being reviewed to add or replace hotels outside of The Woodlands that are currently in place.**

**\*\* We have also applied to be a hosting site for the local Houston League that plays games on a Saturday and Sunday (10 weekends in the fall / spring).**

**\*\* We have also be used to host the Regional State Cup games (Event #7 – new event)**



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

*If yes, please fill in the following information:*

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 _____	Amount Granted \$ _____	Event _____
Date _____	Amount Granted \$ _____	Event _____
Date _____	Amount Granted \$ _____	Event _____

#### 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:*

<u>Date</u>	<u>Event</u>	<u>Location</u>	<u># of Attendees</u>
			<u>Woodlands/Non-Woodlands</u>
August	Rush Cup 2006 – 2015	The Woodlands	6,000 – 12,000 (total people)
December	3 vs. 3 Winter Blast '06-'16	The Woodlands	5,000 (total people)
April	3 vs. 3 Turf Cup	The Woodlands	5,000 (total people)

Average dollar amount spent per person at most recent event \$: **Very difficult to track**

Demographics of attendees at most recent event: **Youth soccer attracts mixed demographics. Girls - white, middle / upper class income brackets; boys – a complete range from low-income (scholarship athletes) to upper class income brackets.**

Budget at most recent event **\$16,000 (Jr. ECNL Tournament – January '16)**

Actual expenditures at most recent event **\$9,000**

If TWCVB Sponsorship is denied, will the events 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

\_\_\_\_\_  
Date

Please return completed Application and Additional Documentation to:  
The Woodlands Convention and Visitors Bureau  
Attn: Sponsorship Requests – Cameron Klepac, Brand Development Manager  
2801 Technology Forest Boulevard  
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 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**TEXAS RUSH SOCCER CLUB**

**Post Event Sponsorship Summary Report**

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Please complete the following Post Event Summary Report regarding the event/activity that was recently funded by The Woodlands Conventions and Visitors Bureau (TWCVB). The purpose of the report is to evaluate TWCVB's investment in your event and to ensure proper accountability for public funds.

**THIS REPORT IS DUE WITHIN SIXTY (60) DAYS AFTER THE COMPLETION OF THE EVENT.**

Date(s) of Event \_\_\_\_\_ Date of Report \_\_\_\_\_

Amount of Funding Requested from TWCVB \$ \_\_\_\_\_

Amount of Funding Actually Granted by TWCVB \$ \_\_\_\_\_

Name of Event: \_\_\_\_\_

Sponsoring Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Economic Impact**

**This Figure is:**

Total Number Attendees \_\_\_\_\_ ( ) Estimated ( ) Actual

Number of Woodlands Attendees \_\_\_\_\_ ( ) Estimated ( ) Actual

Number of Non-Woodlands Attendees \_\_\_\_\_ ( ) Estimated ( ) Actual  
(25-mile radius outside of the Woodlands)

Gross Revenue from Event \$ \_\_\_\_\_ ( ) Estimated ( ) Actual

Net Profit from Event \$ \_\_\_\_\_ ( ) Estimated ( ) Actual

*Please attach event Profit and Loss Report*

Number of Hotel Rooms Booked \_\_\_\_\_ ( ) Estimated ( ) Actual

Number of Nights Booked \_\_\_\_\_ ( ) Estimated ( ) Actual

Direct Economic Impact (Based on \$70/person/day visitor) \$\_\_\_\_\_

Direct Economic Impact (Based on \$150/person/overnight visitor) \$\_\_\_\_\_

Total Actual Event Budget \$\_\_\_\_\_

*Please attach copy actual event budget and expenditures.*

How do you measure the above actual or estimated statics? \_\_\_\_\_

*Please provide any available documentation to support these statistics.*

How was this net income used from this event used? \_\_\_\_\_

Is your organization planning to request funding again next year from the TWCVB? ( )Yes ( )No

Is this event is held at other locations as well? ( )Yes ( )No

*If yes, then please list other locations:* \_\_\_\_\_

What was the biggest challenge to your organization during/before the event? \_\_\_\_\_

Which was the greatest source of assistance to your organization for this event? \_\_\_\_\_

What benefits did this event bring to The Woodlands? \_\_\_\_\_

I hereby confirm that all information contained in and any additional documents supplied for this report are true and complete as of the date of this report. I acknowledge that I am authorized on behalf of the applicant organization to complete and submit this report 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 and Post Event Summary Reports.

---

Event Director's Signature

---

Date

Please return completed Application and Additional Documentation to:  
The Woodlands Convention and Visitors Bureau  
Attn: Sponsorship Requests – Cameron Klepac, Brand Development Manager  
2801 Technology Forest Boulevard  
The Woodlands, Texas 77381



**Texas Rush**  
**BALANCE SHEET**  
As of May 18, 2016

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1001 Restricted Funds	122,787.42
1003 Recreational Account	0.00
1004 AIM Sweep	471,796.03
1099 Bank Transfers	0.00
1302000 Operating Account	-96,017.80
Total Bank Accounts	\$498,565.65
Other current assets	
Inventory Asset	18,131.83
Total Other current assets	\$18,131.83
Total Current Assets	\$516,697.48
<b>TOTAL ASSETS</b>	<b>\$516,697.48</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Total Liabilities	
Equity	
3001 Opening Bal Equity	97,179.00
3010 Unrestrict (retained earnings)	422,903.89
Net Income	-3,385.41
Total Equity	\$516,697.48
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$516,697.48</b>

Wednesday, May 18, 2016 09:45:21 AM PDT GMT-5 - Cash Basis

**Texas Rush**  
**PROFIT AND LOSS**  
May 2015 - April 2016

	TOTAL
<b>Income</b>	
100 Competitive Fees	1,792,874.74
200 Recreational	721,995.79
300 TOPS	820.00
400 PDF	281,007.50
500 USSF Academy	91,268.00
550 ECNL	129,575.89
600 Camps	288,127.78
700 Other Events	234,022.61
800 Contributions	98,098.16
900 Other revenue	80,489.34
999 Reimbursible soccer tournaments	0.00
<b>Total Income</b>	<b>\$3,718,279.81</b>
<b>Gross Profit</b>	<b>\$3,718,279.81</b>
<b>Expenses</b>	
1000 Administration	575,365.05
1100 Competitive Programs	1,897,129.65
1200 Recreational Expenses	171,925.49
1400 PDF Expenses	63,814.48
1500 USSF	152,910.95
1550 ECNL exp	115,006.22
1600 Camp expenses	270,315.65
1700 Other Events Expenses	103,000.42
1800 Facilities	326,442.64
1900 Special events Expenses	20,531.77
1950 Other Expenses - Soccer	17,716.10
<b>Total Expenses</b>	<b>\$3,714,158.42</b>
<b>Net Operating Income</b>	<b>\$4,121.39</b>
<b>Net Income</b>	<b>\$4,121.39</b>

Wednesday, May 18, 2016 09:36:04 AM PDT GMT-5 - Cash Basis



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

3/4/2016

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> Insurance Office of America, Inc. 1855 West State Road 434 Longwood FL 32750	<b>CONTACT NAME:</b> <b>PHONE</b> (A/C, No., Ext): <b>FAX</b> (A/C, No): <b>E-MAIL ADDRESS:</b>														
<b>INSURED</b> USCLUBS-01 National Association of Competitive Soccer Clubs dba US Club Soccer 192 East Bay Street Suite 301 Charleston SC 29401	<table border="1"><thead><tr><th>INSURER(S) AFFORDING COVERAGE</th><th>NAIC #</th></tr></thead><tbody><tr><td>INSURER A : Everest Indemnity Insurance Company</td><td>10851</td></tr><tr><td>INSURER B : United States Fire Insurance Compan</td><td>21113</td></tr><tr><td>INSURER C :</td><td></td></tr><tr><td>INSURER D :</td><td></td></tr><tr><td>INSURER E :</td><td></td></tr><tr><td>INSURER F :</td><td></td></tr></tbody></table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A : Everest Indemnity Insurance Company	10851	INSURER B : United States Fire Insurance Compan	21113	INSURER C :		INSURER D :		INSURER E :		INSURER F :	
INSURER(S) AFFORDING COVERAGE	NAIC #														
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INSURER B : United States Fire Insurance Compan	21113														
INSURER C :															
INSURER D :															
INSURER E :															
INSURER F :															

**COVERAGES**

CERTIFICATE NUMBER: 1760541951

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR VWD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> Abuse/Molestatio <input checked="" type="checkbox"/> Participant LL GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input checked="" type="checkbox"/> OTHER: Per Club			SI8GL00839161	1/1/2016	1/1/2017	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$1,000,000 MED EXP (Any one person) \$5,000 PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$3,000,000 PRODUCTS - COMPI/OP AGG \$3,000,000 A&M \$1,000,000
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$			SI8EX00349-161	1/1/2016	1/1/2017	EACH OCCURRENCE \$1,000,000 AGGREGATE \$1,000,000 \$
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below Y / N <input type="checkbox"/> N / A						PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
B	Accident Medical Full Excess			US561695	1/1/2016	1/1/2017	Medical Maximum 100,000 Deductible 500

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

The Certificate Holder is named as an Additional Insured under the General Liability and Excess Liability policies when required by written contract but only with respect to the operations of the Named Insured. This Certificate is issued on behalf of all valid YOUTH US CLUB SOCCER registered and approved players and staff participating with:  
Texas Rush Soccer Club, C 4933

**CERTIFICATE HOLDER****CANCELLATION**

The Woodlands Township  
2801 Technology Forest Blvd.  
The Woodlands TX 77381

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

<b>** RUSH CUP HOTEL AUGUST 2015</b>	<b># ROOMS</b>
Baymont Inn Budget Property	80
Candlewood Suites	28
Clarion Suites-Conroe	47
Comfort Inn Conroe	21
Comfort Suites Spring	61
Days Inn Conroe	22
Days Inn Woodlands Budget Property	48
Drury Inn Woodlands	79
Fairfield Inn Conroe	109
Fairfield Inn The Woodlands	74
Hampton Inn Conroe	56
Hampton Inn Houston The Woodlands	66
Hilton Garden Inn Houston NW	48
Hilton Garden Inn The Woodlands	40
Hilton Houston North	133
Holiday Inn Express Conroe 1-45 North	20
Holiday Inn Willowbrook	59
Homewood Suites	82
Homewood Suites Springwood Village	108
Hyatt Place Woodlands	37
La Quinta Inn & Suites - The Woodlands	72
Marriot Woodlands Waterway	59
Residence Inn The Woodlands Market Street	28
Sleep Inn & Suites Houston	34
SpringHill Suites I45 North	82
Towne Place Suites The Woodlands	50
Springhill Suites Marriot	73
<b>TOTAL</b>	<b>1,616</b>

Used Anthony Travel Agency for the above event

\*\* Expanding in August 2016

<b>** Jr. ECNL EVENT JAN '16</b>	<b># ROOMS</b>
Springhill Suites	98
Fairfield Inn & Suites Marriot	38
Fairfield Inn & Suites	36
Drury Inn & Suites	109
Courtyard Houston	63
Residence Inn	53
Homewood Suites	28
Courtyard Marriot - Shenandoah	26
Hilton Garden Inn - Woodlands	9
Embassy Suites	59
<b>TOTAL</b>	<b>519</b>

Managed internally  
Candlewood Suites - small block  
Best Western - declined  
Marriot Waterway - too expensive  
Woodlands Conference - too expensive  
Hyatt - too expensive

\*\*Expanding in 2017 - 20 teams

<b>OTHER EVENT REQUIREMENTS / PROJECTIONS</b>	<b># OF ROOMS</b>
*3 vs. 3 Winter Blast (December 2016)	20
*3 vs. 3 Turf Cup (March 2017)	N/A
*Memorial Day Classic (May 2016)	N/A
*Regional State Cup (May 2016)	(new event)
**ECNL Home Games (Fall '16 / Spring '17)	840
**Development Academy Home Games (Fall '16 / Spring '17)	600
**TEPAL Home Games (Fall '16 / Spring '17)	80
Recreational Games - Saturday (16)	N/A
PDF (Player Development Friendlies)	N/A
<b>TOTAL</b>	<b>1,500</b>

\*\* Weekly League Games with teams from Dallas, San Antonio, Austin, Denver,  
\*\* Tracked and marketed by Simon Boddison, Director of Soccer Operations  
\*\* Agreements being reviewed by Drury Inn & Suites and Embassy Suites to ho  
\*\* Does not include home team spectators and players  
\* 24 hour event

**3,635 minimum rooms**

# ATTENDANCE	SITE
5,000	Bear Branch
5,000	Bear Branch
2,500	Bear Branch
1620 visitors	Gosling / Bear Branch
3,024 visitors	Gosling / Bear Branch
2,160 visitors	Gosling / Bear Branch
540 visitors	Gosling / Bear Branch
81,600	Bear Branch
2,700	Bear Branch
<b>104,000</b>	

, Kansas, Tulsa youth soccer markets

st these teams, submitted May 23, 2016

## **CVB Regular Board Meeting**

Meeting Date: 06/08/2016

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### **Information**

#### **SUBJECT MATTER:**

Receive, consider and act upon a Sponsorship proposal from the Texas Renaissance Festival;

#### **BACKGROUND:**

The Woodlands Convention & Visitors Bureau has been approached by the Texas Renaissance Festival to be the festival's official Destination Partner. The Texas Renaissance Festival is celebrating its 42nd season in Todd Mission, Texas. The festival takes place every Saturday and Sunday beginning on October 8th and ending on November 27th with park hours of 9am until 8pm. Along with these weekend dates, the festival also hosts a School Days event which attracts over 50,000 public, private, and homeschool students, teachers and families for a two day educational experience.

The Texas Renaissance Festival has been voted the #1 Best Cultural Festivals in the Country by USA Today and is the nation's largest and most acclaimed Renaissance Themed Event. The Texas Renaissance Festival has grown from a 15 acre plot of land to a 60 acre Renaissance era village, with over 20 stages, 200 performers and nearly 500 shops that showcase artists and craftsmen. The estimated attendance for the 2016 festival is 600,000. Of this number, the festival estimates that 25% of all Texas Renaissance Festival visitors come from outside the greater Houston Area. The four top attendance areas include: Austin at 7%, Waco at 4%, San Antonio at 4% and Beaumont is at 3%. The festival will primarily market to areas of Greater Houston, North, East and Central Texas and Western Louisiana.

The Texas Renaissance Festival's impact on The Woodlands economy could be significant. Through the festival's ticket sales data, majority of the attendees are out of town visitors that come from the central Texas area, particularly from the central Texas area of San Antonio through the Waco/Temple area. The festival estimates that 140,000 guests will be from out of town. Of that 140,000 attendance number, the festival grounds hosts about 40,000 weekend guests' at their onsite campground, which leaves about 100,000 attendees in need of hotel rooms. The Woodlands is the nearest community to the festival grounds that offers an array of hotels, restaurants and shops for these attendees.

The Texas Renaissance Festival Sponsorship request was brought to The CVB Board of Directors at the May 4, 2016 meeting. Through discussion of the sponsorship request, The CVB Board decided to hold off on making a motion regarding the sponsorship request until June 8, 2016. The discussion also entailed talks about marketing opportunities and how that would benefit The Woodlands CVB.

In order to provide rebate funds, the CVB asks for services in return from the festival. The CVB asks that the festival provide access to registrants staying in hotels in The Woodlands so that staff can upload festival visitor data to the CRM program for remarketing purposes. In addition to the rebate program, The Woodlands CVB staff recommends providing \$7,500.00 in advertising funds.

#### **RECOMMENDATION**

To be determined by the Board.

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### **Attachments**

TRF Proposal

Deal Point Memo





May 31, 2016

Nick Wolda  
The Woodlands Convention & Visitors Bureau  
2801 Technology Forest Blvd.  
The Woodlands, TX 77381

Dear Nick,

Firstly, let me once again express my thanks to you, your staff, and the Board of Directors for your openness to our proposal. I am very excited about the possibilities of a partnership between our two organizations. Within my overall proposal, I mentioned the possibility of utilizing The Woodlands Express shuttle bus program as a means of offering park-and-ride shuttle service to and from the Festival for our guests. Not knowing all of the details regarding the current shuttle service operations and expenses, I can only suggest a possible schedule and cost structure, which would, of course, be open to discussion.

The 2016 Texas Renaissance Festival operates 8 weekends, October 8 through November 27. We are open each Saturday and Sunday, 9 am to 8 pm during that time. We are also open the Friday after Thanksgiving, November 25. Our average weekend attendance is **66,250** guests (weekend attendance can vary a bit depending on the weekend's theme or the weather). The variance between Saturday and Sunday attendance is generally about 40,000 to 45,000 on Saturday to 30,000 on Sundays. However, in 2015 we implemented a "Kids Free Sunday" promotion which has helped to bring a little more balance between the two days.

What I am proposing is this:

- One or two dedicated park and ride lots at The Woodlands Express Shuttle locations (Sawdust Rd and/or Research Forest locations)
- Service offered Saturdays and Sundays, October 8-November 27 from 8 am (first departure from lot) until 9 pm (last departure from Festival).
- Cost to be determined by The Woodlands Express, though I would suggest something around \$15 per person to keep it in line with similar charges from Metro services to the Houston Rodeo.
- The Texas Renaissance would promote the service on our website, TRF app, through social media, public relations announcements, and email services.





There are other possible promotional opportunities that we can discuss, such as a discount (or free shuttle) offered to people who stay the night in a TWCVB affiliated hotel as well as possible discounts available at the Festival for people who use the service. These are just a few ideas and I am open to any other proposals.

Sincerely,

Travis Bryant  
Director of Marketing and Communications  
Texas Renaissance Festival

Sponsorship Overview	<b>2016 Deal Point – The Woodlands CVB Partnership</b>
Category Designation	<ul style="list-style-type: none"> <li>Hotel Partnership</li> </ul>
Contract Length/ Renewal Rights	<ul style="list-style-type: none"> <li>July 1, 2016 – December 31, 2016</li> </ul>
Participating Venues	<ul style="list-style-type: none"> <li>Texas Renaissance Festival (TRF) and The Woodlands Convention and Visitors Bureau (TWCVB)</li> </ul>
On line Elements	<ul style="list-style-type: none"> <li>TWCVB logo placed on sponsors ribbon on TRF website main page (<b>1,774 unique daily visitors</b>).</li> <li>TWCVB logo and phrase “Visit The Woodlands” shall be included on the TRF website’s Lodgings page as “Official Destination Partner of the Texas Renaissance Festival” with booking link to TWCVB site of choice.</li> <li>Promotion of Visit The Woodlands promotional packages in 4 TRF email blasts with click-thru link to site of choice (<b>Distribution- 160,000</b>).</li> <li>One Social Media promotion (Facebook, Twitter, or Instagram) per week of TWCVB Click Thru as TRF Destination Partner (<b>Total Followers 277,000</b>).</li> </ul>
Sponsorship Elements	<ul style="list-style-type: none"> <li>Inclusion of The Woodlands as a destination partner in targeted radio, television, digital, and print advertising where appropriate (<b>Total advertising value=\$667,506/2,779 Cumulative TRP</b>).</li> <li>TRF will send media release announcing TWCVB as “Official Destination Partner” of Texas Renaissance Festival for 2016 (<b>2,620,000 audience impressions</b>)</li> <li>TRF will participate with TWCVB in promotional events providing costumed characters (when possible), TRF materials and promotion on TRF Social Media.</li> <li>TRF will place one full page ad for TWCVB in TRF 2016 Souvenir Program (<b>Distribution-65,000</b>).</li> <li>TWCVB logo placed on King’s Royal Partners page of TRF 2016 Souvenir Program.</li> </ul>
Tickets & Hospitality	<ul style="list-style-type: none"> <li>TRF will provide TWCVB 100 Any Day tickets, 200 Opening Weekend Tickets, and 200 Any Sunday Tickets for 2016 Festival (<b>Value- \$15,000</b>)</li> <li>Create a Discount Promotional Code allowing purchase of individual tickets at Group Discount price (\$19 adult/\$9 Children 5-12)</li> </ul>
Sponsor agrees to provide the following:	<ul style="list-style-type: none"> <li>TWCVB and participating member hotels will promote TRF’s logo, dates and website link in appropriate area of sponsor website September – November, 2016.</li> <li>TWCVB and participating member hotels will include TRF logo, dates and website link in any appropriate promotional materials and announcement September-November.</li> <li></li> </ul>
Fee	<ul style="list-style-type: none"> <li>\$7,500.00</li> </ul>

<b>Sponsor Contact Info</b>	
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# THE WOODLANDS

CONVENTION & VISITORS BUREAU

## SPONSORSHIP REQUEST POLICY

### PURPOSE

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The Woodlands Convention and Visitors Bureau (TWCVB) is authorized to sponsor community activities and events in and around The Woodlands for the purposes of increasing tourism and visitors to and promoting The Woodlands. In doing so, TWCVB will, at its sole and absolute discretion, determine which events it will sponsor and at which sponsorship levels it will participate. To ensure that your activity/event meets TWCVB sponsorship objectives, the following guidelines have been established by TWCVB regarding sponsorship requests. The Sponsorship Request Policy and the attached Sponsorship Request Application, both which may be amended from time to time at the sole discretion of TWCVB, outline the criteria by which TWCVB will evaluate sponsorship requests.

### EVALUATION OF SPONSORSHIP REQUESTS

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Factors The Woodlands CVB may consider in evaluating a sponsorship request include, but are not limited to:

*Location of Event.*

The event must take place in or in close proximity to The Woodlands or will serve to promote travel and tourism to The Woodlands

*Date of the Event and of the Request.*

The sponsorship request application must be submitted to TWCVB at least One Hundred and Twenty (120) days prior to the proposed event.

*Amount of Sponsorship Request.*

The ability of TWCVB to sponsor an event and/or the amount of paid sponsorship may be limited to certain TWCVB budgetary constraints or limitations.

*Nature of the Event.*

The event must be deemed, at the sole discretion of TWCVB, to be consistent with the community standards of The Woodlands.

*Evaluation of Applicant and Previous Events.*

TWCVB will evaluate the applicant, including without limitation the financial stability of the applicant, as well as previous events conducted by the applicant.



*Economic Impact of Event.*

TWCVB will evaluate the projected economic impact of the Event on the Woodlands.

*Quality and content of application and materials submitted.*

Sponsorship Request Application and additional materials provided by applicant or requested by TWCVB must be complete, accurate and timely submitted.

*Inclusion of TWCVB Logo and Name and Recognition of TWCVB as a sponsor at event and in promotion of the event*

Should your sponsorship request be approved, TWCVB's logo and/or name will be utilized in conjunction with any promotion of the event. Printed materials and public notices displaying contributors, sponsors, or donations must acknowledge the support of TWCVB, and TWCVB will be publically recognized as a sponsor at the event when possible and feasible.

*Post Event Follow-Up Survey/Summary Report*

Should your sponsorship request be approved, a follow-up Event Summary Report, evaluating the outcome and success of the event, must be submitted within Sixty (60) days following the event. Future consideration of funding requests will depend largely on the timely submission and evaluation of the follow-up survey.

## PROCEDURE

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TWCVB staff will work with event organizers during the Sponsorship Request Application process by assisting with the following:

Ensuring that submitted applications are timely review by TWCVB.

Notifying applicant of approval status.

Administering funding upon approval.

Following up with the organization to assist organizer in preparing Event Summary Report is submitted in a timely manner.

# THE WOODLANDS

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CONVENTION & VISITORS BUREAU

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## Sponsorship Request Application

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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 **April 6, 2016**

### APPLICANT INFORMATION

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Organization Name Texas Renaissance Festival

Organization Type

- ☐ Non-Profit Organization
- ☒ For Profit Organization (Corporation, Limited Liability Company, Limited Partnership)
- ☐ Civic/Governmental Organization
- ☐ School/Educational Organization
- ☐ Other *If Other Explain* \_\_\_\_\_

Contact Person Travis Bryant

Title Director of Marketing and PR

Telephone 281-356-2171

Fax 936-894-2516

Cell Phone 832-334-1196

Email marketing@texrenfest.com

Website www.texrenfest.com

Organization Mailing Address 21778 FM 1774, Todd Mission, TX 77363

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

#### INSURANCE INFORMATION

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

Name of Insurance Agent \_\_\_\_\_

**Name of Insurance Company** Kaliff Insurance

**Phone Number** 210-829-7634

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

#### EVENT INFORMATION

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**Date(s) of the Event:** October 8 through November 27, 2016 (Saturdays & Sundays and Friday, November 25)

**Event Name** Texas Renaissance Festival

**Event Director** Terre Albert (General Manager)

**Place of Event** Texas Renaissance Festival grounds, 21778 FM 1774, Todd Mission, TX 77363

**Summary of the Event-** Voted the #1 Best Cultural Festival in the country by USA Today and 10 Best Travel, The Texas Renaissance Festival is the nation's largest and most acclaimed Renaissance themed event. Established in 1974, the event attracts over half a million visitors each year to its 55-acre New Market Village and Fields of New Market Campgrounds in Todd Mission, Texas. This immersive experience features world renowned live entertainment, works by master artists and craftspeople, award winning food and drink, hand-powered rides and games, and over 100 interactive characters during its eight themed weekends from October 8 through November 27, 2016. Our School Days event attracts over 50,000 public, private, and homeschool students, teachers, and families for a two day immersive educational experience.

**Admission Fee to Event (if any):** \$30 for adults/\$15 for children ages 5-12 (Gate Admission Price)

**Anticipated Number of Woodlands Residents at the Event:** 2,000 – 3,000

**Anticipated Number of Non-Woodlands Residents at the Event:** 500,000 – 600,000 (25 mile radius outside of the Woodlands)

**Describe how the event benefits The Woodlands community:** The Texas Renaissance Festival is the nearest themed entertainment park to The Woodlands and offers the community an opportunity to step back in time to a magical land of fun and fantasy. Many Festival guests pass through The Woodlands on their way to the Festival, taking advantage of its many restaurants, shops, and hotels along the way.

**Identify the event's target participants/attendees and the potential for economic return:** The primary demographic for the Festival is adults ages 35-55, primarily female (60%) with families. Upper middle to upper income levels with an average daily total purchase of \$200-\$500.

**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:** Of the over 550,000 people who visit the Festival annually, 25%, or nearly 140,000 of them, come from somewhere other than the greater Houston area. Our ticket sales data indicate that the majority of out of town visitors come from the central Texas area, particularly the I-35 corridor from San Antonio through the Waco/Temple area. The next largest tourist area is western Louisiana. However, our reach is national in scale, attracting visitors from most of the continental United States, Canada, and Mexico. Our campground area, The Fields of New Market, hosts an average of 40,000 weekend guests, which leaves 100,000 or more who stay in area hotels and shop and eat in area establishments. The Woodlands, as the nearest community offering the largest number of destination locations, would benefit greatly from having the designation of destination partner of the Texas Renaissance Festival.

**Summarize the marketing plan for the event:**

Our total marketing/publicity budget is over \$700,000, with nearly \$500,000 allocated to broadcast, print, digital, and outdoor advertising in multiple markets. Here are some examples-

- Radio, television, digital, and print advertising (value=\$667,506/2,779 Cumulative TRP);
- Outdoor Advertising-Greater Houston/Regional
- Posters/brochures/other collateral (500,000- Statewide distribution)
- Email Distribution- 300,000 people/weekly email sent during season
- Website- 37,500 peak weekly users
- Social Media Marketing-Facebook, Twitter, Instagram, Pinterest, You Tube
- (Total Audience 227,000\*\*)
- Public Relations-2,620,000 Audience Impressions
- Souvenir Program- 60,000 distributed

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

X Posters

X Flyers/Brochures

X Invitations

X T-Shirt

X Emails/E-Blasts

X Event Website/Social Media *If so, web address*

[www.texrenfest.com](http://www.texrenfest.com),

[www.facebook.com/texrenfest](http://www.facebook.com/texrenfest)

[www.facebook.com/TheFieldsofNewMarketCampground](http://www.facebook.com/TheFieldsofNewMarketCampground)

[www.facebook.com/TRF.School.Days](http://www.facebook.com/TRF.School.Days)

[www.facebook.com/TexasRenaissanceWeddings](http://www.facebook.com/TexasRenaissanceWeddings)

[www.facebook.com/TRFAfteDark](http://www.facebook.com/TRFAfteDark)

[www.twitter.com/texrenfest](http://www.twitter.com/texrenfest)

www.instagram.com/texrenfest

X Other: Branded Merchandise

**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)**

Through our partnership with Love Advertising, we have access to a wide range of tools for measuring the effectiveness of our advertising and public relations efforts. We also use a number of in house methods including exit and online surveys, clipping services, website analytics and in-depth ticket sales data.

**EVENT BUDGET INFORMATION**

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TWCVB Sponsorship amount requested for event \$ 10,000 (total including in kind contributions)

Event funds to be provided by Applicant \$ 5,000,000

Total Budget for the Event \$ 6,000,000



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?  
 (X )Yes ( )No

*If yes, please fill in the following information:*

Sponsor Name	Amount Requested	Sponsorship Confirmed?
<u>Budweiser/Bud Light</u>	<u>\$ Proprietary</u>	<u>Yes</u>
<u>Coca</u>	<u>\$ Proprietary</u>	<u>Yes</u>
<u>Joe Meyers Auto Group</u>	<u>\$ Proprietary</u>	<u>Yes</u>
<u>La Torretta Lake Resort &amp; Spa</u>	<u>\$ Proprietary</u>	<u>Yes</u>
<u>Ben E. Keith Food Services</u>	<u>\$ Proprietary</u>	<u>Yes</u>
<u>Messina Hof Winery</u>	<u>\$ Proprietary</u>	<u>Yes</u>

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

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

Date _____	Amount Granted \$ _____	Event _____
Date _____	Amount Granted \$ _____	Event _____
Date _____	Amount Granted \$ _____	Event _____

#### PREVIOUS EVENTS BY APPLICANT

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

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

Date	Event	Location	# of Attendees Woodlands/Non-Woodlands
Oct/Nov 2015	Texas Renaissance Festival	Todd Mission, TX	20,000/474,000
Oct/Nov 2014	Texas Renaissance Festival	Todd Mission, TX	35,000/575,000
Oct/Nov 2013	Texas Renaissance Festival	Todd Mission, TX	40,000/613,000

Average dollar amount spent per person at most recent event \$ 100-300

Demographics of attendees at most recent event Adults 35-55 with families, (60% female) middle to upper middle class income

Budget at most recent event \$ \$5,000,000

Actual expenditures at most recent event \$ \$5,000,000

If TWCVB Sponsorship is denied, will the event still take place? (X )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

\_\_\_\_\_  
Date

Please return completed Application and Additional Documentation to:  
The Woodlands Convention and Visitors Bureau  
Attn: Sponsorship Requests – Cameron Klepac, Marketing Specialist  
2801 Technology Forest Boulevard  
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 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# THE WOODLANDS

CONVENTION & VISITORS BUREAU

## Post Event Sponsorship Summary Report

Please complete the following Post Event Summary Report regarding the event/activity that was recently funded by The Woodlands Conventions and Visitors Bureau (TWCVB). The purpose of the report is to evaluate TWCVB's investment in your event and to ensure proper accountability for public funds.

**THIS REPORT IS DUE WITHIN SIXTY (60) DAYS AFTER THE COMPLETION OF THE EVENT.**

Date(s) of Event \_\_\_\_\_ Date of Report \_\_\_\_\_

Amount of Funding Requested from TWCVB \$ \_\_\_\_\_

Amount of Funding Actually Granted by TWCVB \$ \_\_\_\_\_

Name of Event: \_\_\_\_\_

Sponsoring Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Economic Impact

### This Figure is:

Total Number Attendees \_\_\_\_\_

( ) Estimated ( ) Actual

Number of Woodlands Attendees \_\_\_\_\_

( ) Estimated ( ) Actual

Number of Non-Woodlands Attendees \_\_\_\_\_  
(25 mile radius outside of the Woodlands)

( ) Estimated ( ) Actual

Gross Revenue from Event \$ \_\_\_\_\_

( ) Estimated ( ) Actual

Net Profit from Event \$ \_\_\_\_\_

( ) Estimated ( ) Actual

*Please attach event Profit and Loss Report*

Number of Hotel Rooms Booked \_\_\_\_\_ ( ) Estimated ( ) Actual

Number of Nights Booked \_\_\_\_\_ ( ) Estimated ( ) Actual

Direct Economic Impact (Based on \$70/person/day visitor) \$ \_\_\_\_\_

Direct Economic Impact (Based on \$150/person/overnight visitor) \$ \_\_\_\_\_

Total Actual Event Budget \$ \_\_\_\_\_

*Please attach copy actual event budget and expenditures.*

How do you measure the above actual or estimated statics? \_\_\_\_\_

*Please provide any available documentation to support these statistics.*

How was this net income used from this event used? \_\_\_\_\_

Is your organization planning to request funding again next year from the TWCVB? ( )Yes ( )No

Is this event is held at other locations as well? ( )Yes ( )No

*If yes, then please list other locations:* \_\_\_\_\_

What was the biggest challenge to your organization during/before the event? \_\_\_\_\_

Which was the greatest source of assistance to your organization for this event? \_\_\_\_\_

What benefits did this event bring to The Woodlands? \_\_\_\_\_

I hereby confirm that all information contained in and any additional documents supplied for this report are true and complete as of the date of this report. I acknowledge that I am authorized on behalf of the applicant organization to complete and submit this report 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 and Post Event Summary Reports.

---

Event Director's Signature

---

Date

Please return completed Application and Additional Documentation to:  
The Woodlands Convention and Visitors Bureau  
Attn: Sponsorship Requests – Cameron Klepac, Marketing Specialist  
2801 Technology Forest Boulevard  
The Woodlands, Texas 77381



## CVB Regular Board Meeting

Meeting Date: 06/08/2016

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### Information

#### SUBJECT MATTER:

Receive, consider and act upon request from The Woodlands Area Chamber of Commerce regarding Visitor Services;

#### BACKGROUND:

In 2007, The Woodlands Convention & Visitors Bureau (TWCVB) entered into an agreement with the South Montgomery County Woodlands Chamber of Commerce to provide visitor services at Market Street, The Woodlands Mall, and the Chamber offices.

There has been a steady increase over the past few years in visits and requests through the Visitor Services Program.

2012	2013	2014	2015
127,814 Visitors	133,996 Visitors	103,094 Visitors	122,307 Visitors
715 Different Zip Codes	1,208 Different Zip Codes	780 Different Zip Codes	901 Unique Zip Codes
93 Different Countries	100 Different Countries	95 Different Countries	98 Different Countries
50 States	50 States	48 States	48 States

In 2015, TWCVB renewed its service agreement with the Visitor Services program. Along with TWCVB, the Visitor Services program also partners with The Woodlands Mall, a division of General Growth Properties (GGP), and Market Street.

Effective October 31, 2016, The Woodlands Mall is discontinuing its license agreement with the Visitor Services program. The Woodlands Mall would be willing to continue the program at zero cost to GGP, leaving the Visitor Services program with a deficit to fill for the remainder of the 2016 year.

Currently the Visitor Services program allocates \$5,000 per month as a sponsor of The Woodlands Mall, with the Mall contributing \$8,000 a month to the Visitor Services program totaling \$96,000 a year

The program is also funded by Market Street at \$69,600 a year and TWCVB at \$65,000 a year. TWCVB's Service Agreement with the Visitor Services program expires December 31, 2016.

#### RECOMMENDATION

TWCVB allocates \$6,000 to cover the cost of running The Woodlands Mall Information Center through November and December 2016.

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### Attachments

*No file(s) attached.*

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## **CVB Regular Board Meeting**

Meeting Date: 06/08/2016

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### Information

#### **SUBJECT MATTER:**

Receive and consider final layout and formatting VisitTheWoodlands.com website;

#### **BACKGROUND:**

As part of 2016's Strategic Marketing and Communications Plan, staff outlined web and technology as an objective with a website rebuild planned to strategically achieve the objective using measurable, meaningful results.

In quarter one of 2016, staff began research into the rebuild of the current VisitTheWoodlands.com website to restructure the site map, navigation, content, functionality and enhance Search Engine Optimization (SEO) with the goal of improving User Interface (UI) to ultimately drive website visitation, engagement and conversion.

Visits to the CVB site doubled in 2016 compared to 2015: in the first quarter, VisitTheWoodlands.com saw 31,667 visitors to the site compared to 15,849 during the same quarter in 2015. New visitors to the website continue to increase: Of the 31,667 visitors to the website, during the first quarter, 77.41% were new visitors (not previously on the site before).

When the development of the new CVB website began, it was estimated it would take 17 weeks for completion. New features will include: online tools like interactive visitors guide and itineraries, special offers/packages, upgraded calendar of events, targeted content, meeting planner tools, enhanced social sharing and geo-targeted mapping.

Currently being finalized are the creative and technical requirements documents. Content authorship and user interface development began the week of June 6. The website is still anticipated to have an August launch date.

#### **RECOMMENDATION**

No action necessary.

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### Attachments

Website

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theatkinsgroup

Strategic Brand Communications



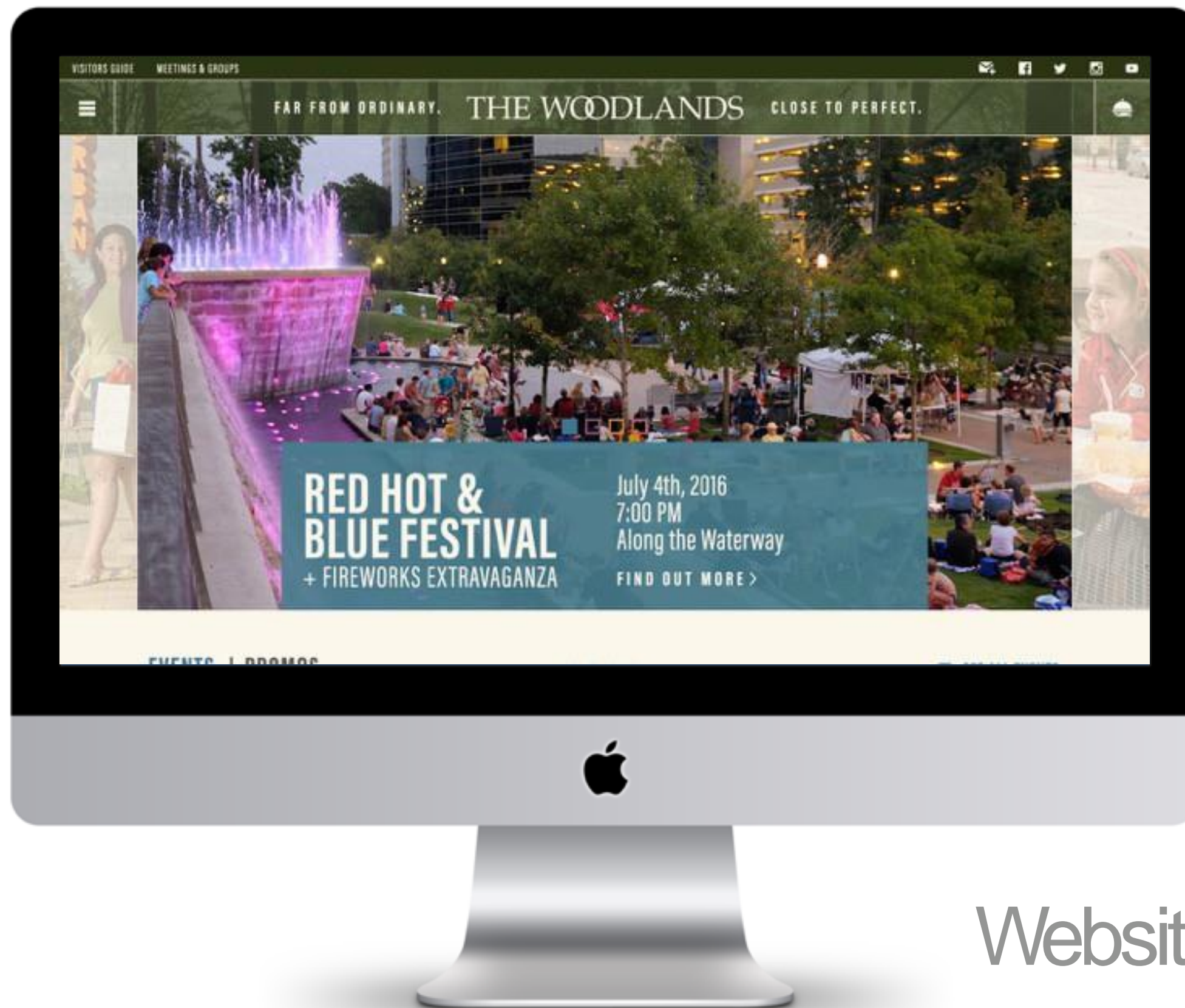
# Website Goals

Rebuild the current VisitTheWoodlands.com website to restructure the site map, navigation, content, functionality and enhance SEO with goal of improving User Interface to ultimately drive website visitation, engagement and conversion.



# Website Goals

1. Itineraries
2. Interactive Visitor Guide
3. Meeting Planner Tools
4. Merchant Promotions/Packages
5. Upgraded Calendar of Events
6. Maintain Responsiveness
7. Enhanced Social Sharing
8. Geo-Targeted Mapping

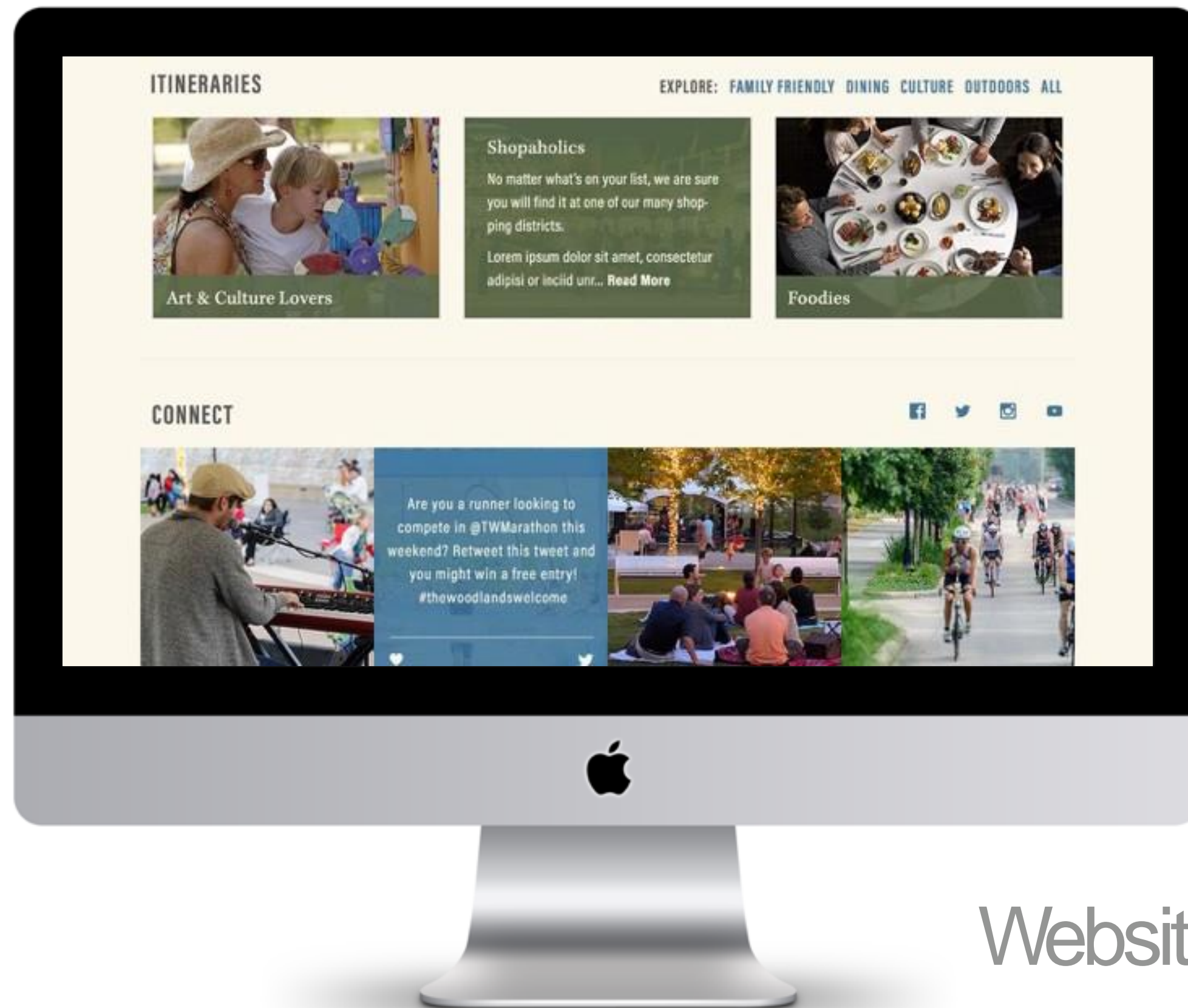


Website Comps





Website Comps



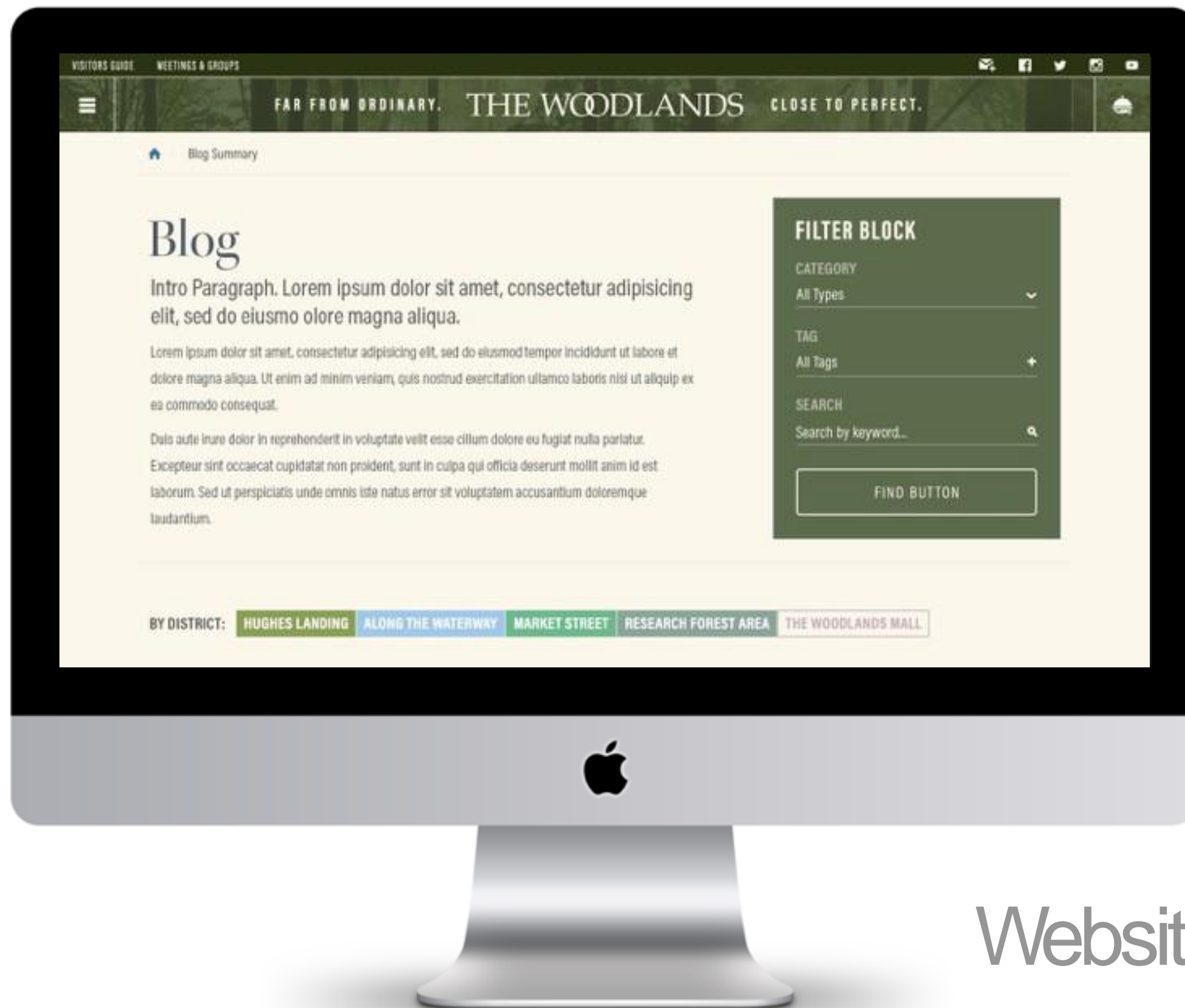
# Website Comps



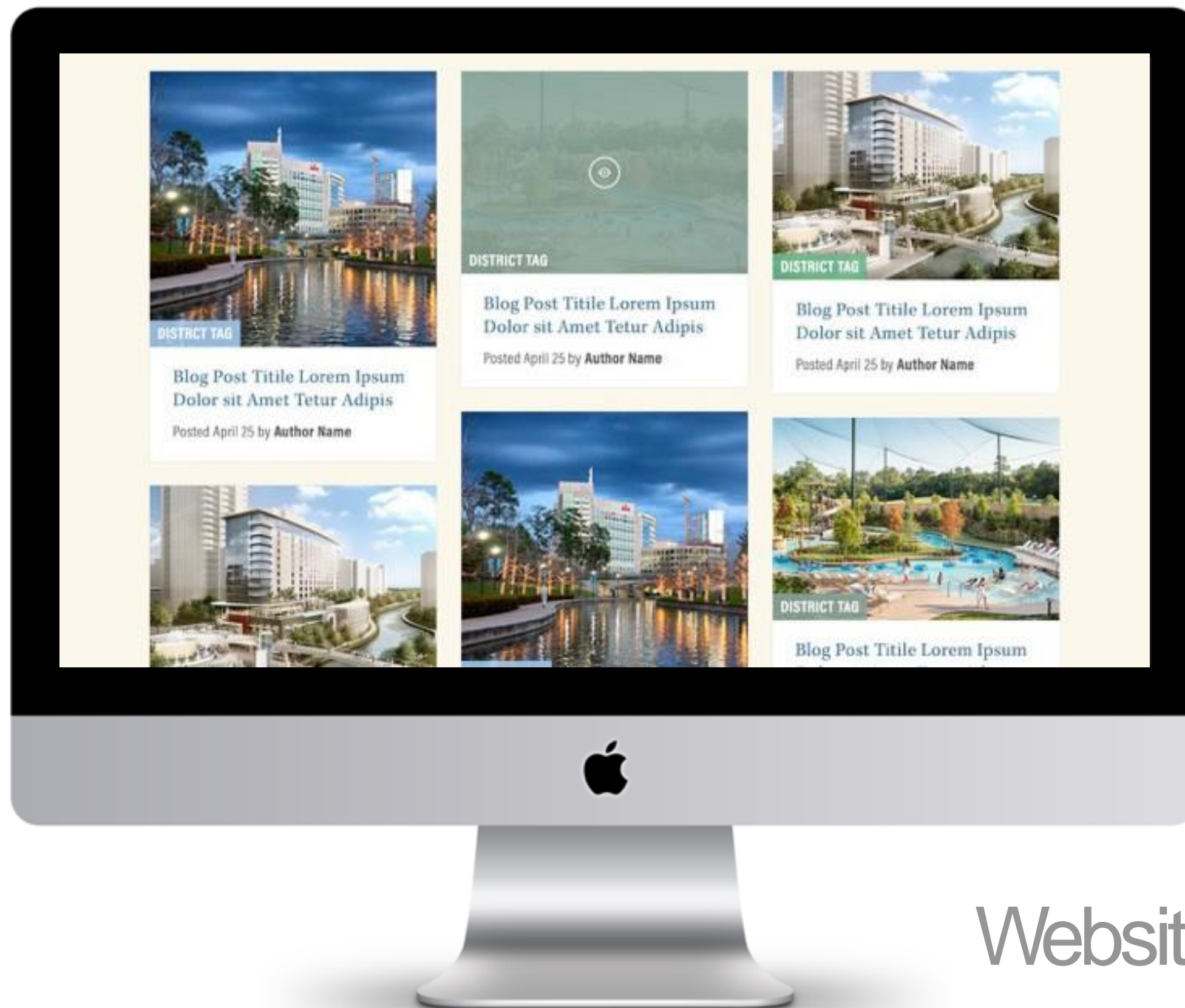


## Website Comps

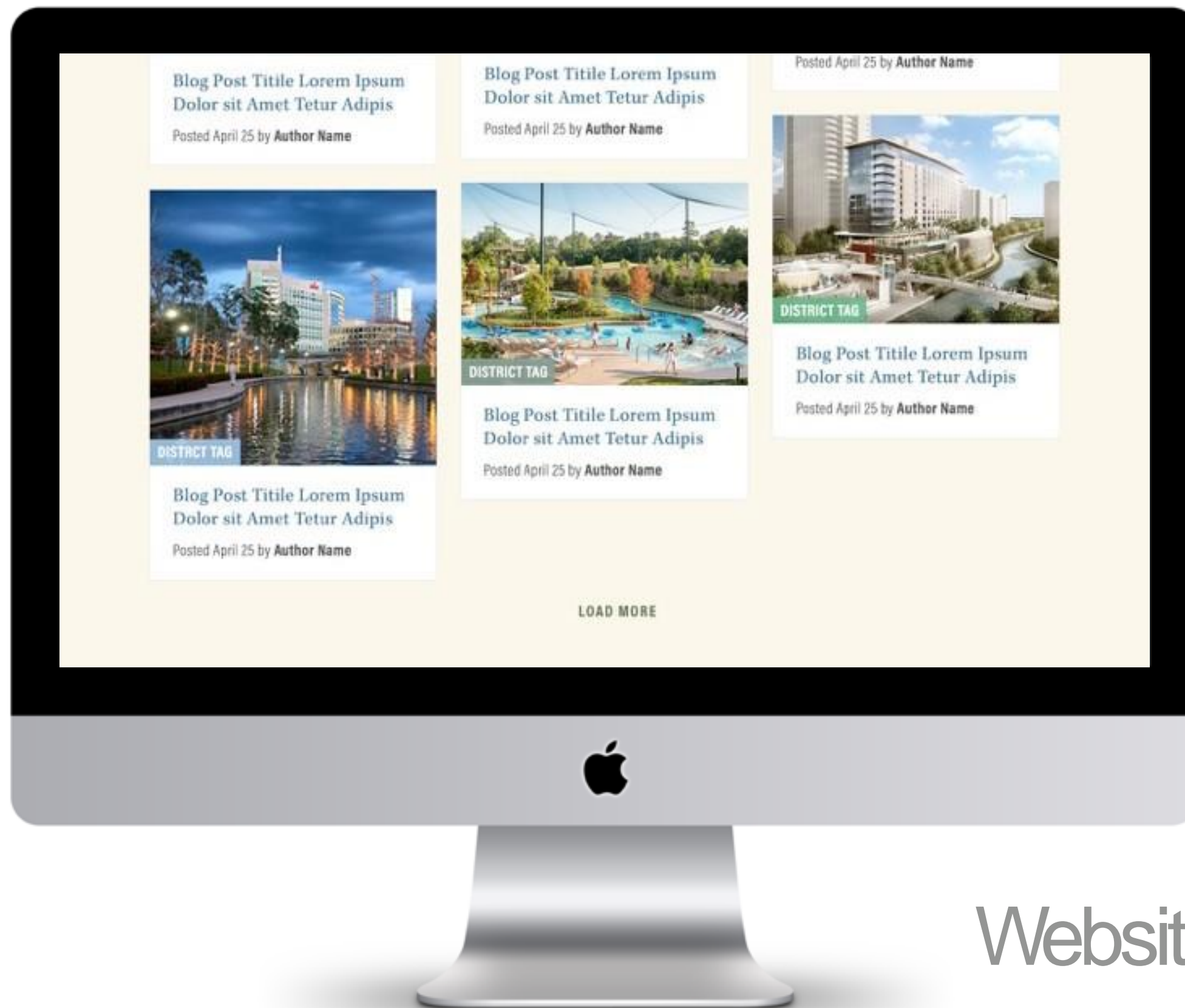




Website Comps

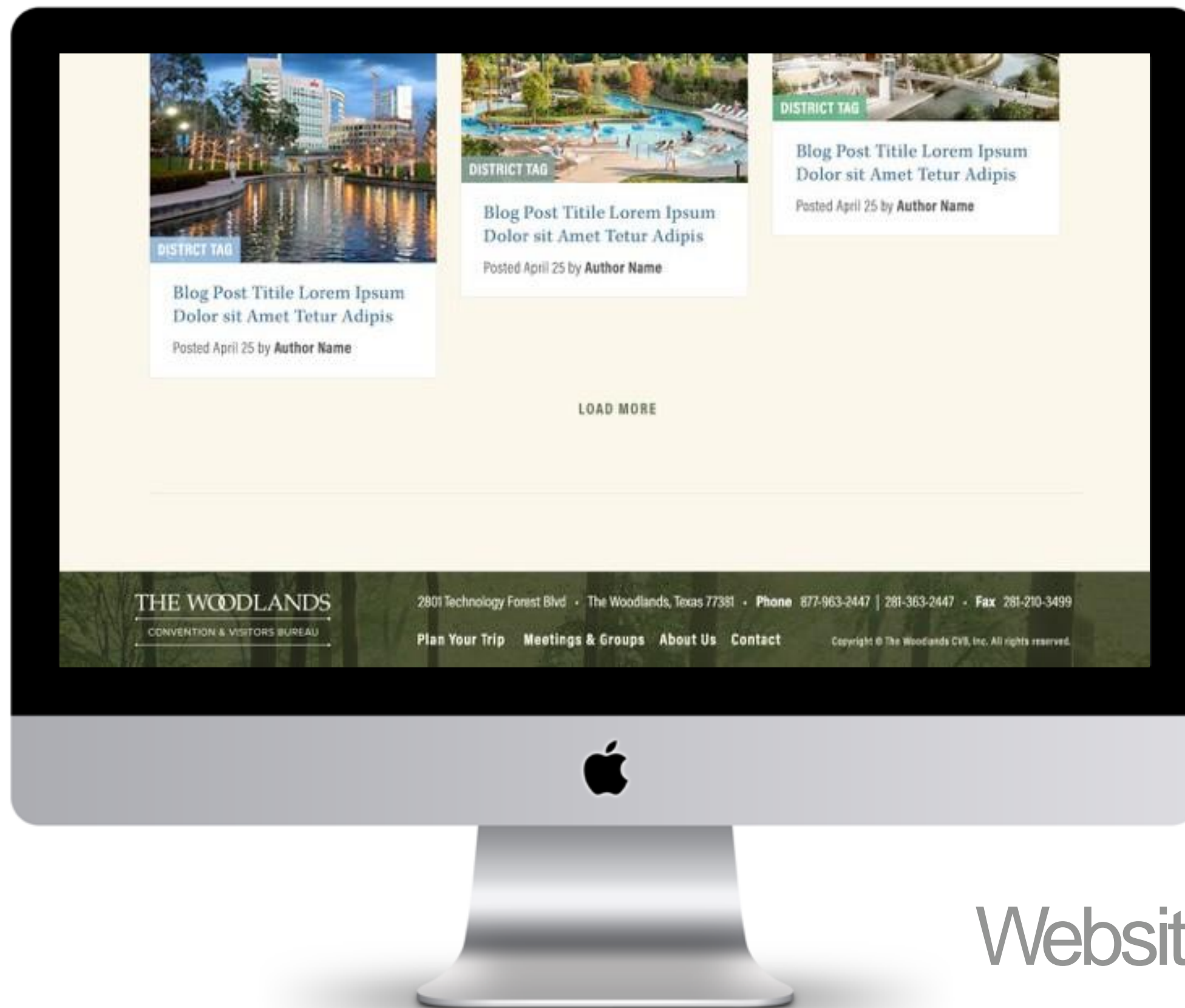


# Website Comps



# Website Comps





# Website Comps

# Next Steps

Creative and Technical Requirements Documentations –  
Finalized week of 5/30.

Content Authorship - begins week of 6/6

User Interface Development - begins week of 6/6



# Next Steps

	May	June	July	August
Creative	Concepting and Approval			
Development		Core Development	QA	Launch
Copy		Authorship	Migration	QA

## **CVB Regular Board Meeting**

Meeting Date: 06/08/2016

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### Information

#### **SUBJECT MATTER:**

Receive, consider and act upon final proposal for The Woodlands CVB Mobile Concierge APP;

#### **BACKGROUND:**

In 2016 TWCVB Board of Directors approved budget dollars for the creation and implementation of a mobile app.

At the January 12, 2016 Board of Directors meeting, The Atkins Group gave an overview of a mobile style concierge app. The Atkins Group discussed the trend of shared economy, an idea the app originated. The app was to utilize a brand ambassador of The Woodlands and would collect data about what questions visitors were asking overlaid with the various time periods traffic was heaviest.

Directors had questions about website functions being integrated with the app. After going through an app prototype created by the agency, directors had further questions regarding how the website would channel visitors down the conversion funnel to download the app. The app's dedicated function would provide service to visitors once onsite.

The app is being revisited at this time to present two options to Directors to decide the direction the mobile app will take. As a 2016 web and technology goal, the app will need to begin production in order to utilize 2016 budget dollars set aside for this specific line item.

The concierge app is being presented as Option 1. Option 2 is a destination app formatted by Bluebridge, a mobile technology company that has previously worked with other DMO's to create platform style apps.

#### **RECOMMENDATION**

To be determined by Board.

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### Attachments

Concierge App

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# App Development Goals

- Create a customized concierge app to elevate the experience of a visitor while in the destination, while encouraging repeat engagement and visitation.

# App Development Goals



Concierge

App:

- Real time chat between tourist and administrative team member
- Information Capture and Opt-in
- Searchable and updateable
- FAQs
- Android and Apple Support

# App Development Goals

A large, stylized blue number '2' that serves as a visual separator for the second goal.

## Destination App:

- Allow users to discover and engage with content
- Allow for to push notifications
- Drive traffic to local businesses
- Integrations with third party data sources, Yelp
- Android and Apple Support

# App Option 1

## Concierge App

**Cost:**

\$15,000

**Benefit:**

- Be a first of its kind, best in class communication tool giving The Woodlands visitors access concierge travel service



# App Option 2

## Destination App Bluebridge

### **Cost:**

(Fixed) First Year \$14,000 - \$30,000\* Requires a two year commitment upfront  
Third, and remaining years, \$7,000 - \$15,000  
TAG Consulting and Implementation 30-60 Hours

### **Benefits:**

- Established platform solution that benefits from continuous improvement
- Easy to manage and maintain content through their CMS

# App Comparison Chart

## Concierge App

- Educating audience on the exact function of the app might take time/marketing dollars
- Staff will have to closely monitor the app to ensure all questions are answered
- There is no guarantee people will utilize the app for its intended function

## • Destination App (Blueridge)

- Budget limitations – money will have to be sourced from the 2017 Web budget which will push back project timelines
- The app is used by other DMO's and will therefore have similar functionality and limited opportunity for creative deliverables
- The app and website will have the same functions. There will be little added value on the app and less of a reason to download it since the website is mobile friendly

## **CVB Regular Board Meeting**

Meeting Date: 06/08/2016

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### **Information**

#### **SUBJECT MATTER:**

Receive and consider initial findings from the 2016 Brand Sentiment Research;

#### **BACKGROUND:**

In 2016 TWCVB Board of Directors approved budget dollars for a brand sentiment study to be conducted by The Atkins Group and their partner in research, Epiphany. An e-mail list of 40,000 visitors was used to conduct the online survey. This survey's purpose was to help identify those who are overnight and day visitors, as well as provide quantitative demographic and tripographic data.

The overall brand sentiment study will discover current perceptions associated with The Woodlands brand, define the core essence of The Woodlands brand experience and explore what makes The Woodlands unique and desirable, while attempting to understand key drivers in selecting a destination by target audiences. The CVB is utilizing the current campaign until research is complete.

In February 2016, an online focus group was conducted with qualified meeting planners who have hosted conventions and corporate meetings in The Woodlands within the last 2 years. Also developed in quarter one was the survey for the leisure market. This survey divided leisure travelers up into three distinct groups: those who had stayed in hotels overnight in The Woodlands who live in the Houston/The Woodlands area, those who stayed overnight in The Woodlands who lived outside of the Houston/The Woodlands area and daytrippers.

In the 2nd quarter, the CVB completed the leisure phase of the brand research and compiled the findings into a report. From these findings, a campaign with new photography and taglines will be developed. Attached are the initial findings generated from this research. Full report to follow.

#### **RECOMMENDATION**

No action necessary.

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### **Attachments**

Market Research

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# Market Research

Define the core essence of The Woodlands brand experience (functional, emotional and self-expressive benefits); explore what makes The Woodlands unique and desirable.

# Target Audiences

1

Leisure Visitors

- a. Overnight Visitors (stay in hotel in area)
- b. Day-trippers (originated at least 50 miles away)

2

Corporate and Association meeting/event  
planners

# Methodology

Conduct an online survey using The Woodlands email list of 40,000 visitors. The survey helped us identify those who are overnight and day visitors, as well as provided quantitative demographic and tripographic data. 3 online focus groups were then used to gain deeper insight into visitors' perceptions of the brand experience.



# Leisure Travelers

## GROUP ONE:

Stayed in hotel overnight in The Woodlands, live in Houston/Woodlands area

## GROUP TWO:

Stayed in hotel overnight in The Woodlands; live outside of the Houston/Woodlands area

## GROUP THREE:

Daytrippers

# Corporate and Association Meeting Planners

## Qualifier Survey

A brief survey was sent out to our Meeting Planner list to qualify them to participate in the focus group.

## Online Focus Group

The qualified prospects took part in a 90 minute online focus group.

# Research Insights

- The Woodlands is more likely to be chosen as a weekend getaway than an extended stay vacation.
- Travelers chose to take weekend getaways to relax, so full blown itineraries were not always utilized. Instead these travelers favored a slower pace.
- Most travelers would visit the area for shopping and dining, with nature being an upside to the location, but not necessarily a selling feature.
- Those visiting tended to take multiple getaway trips to different locations around Texas every year.
- The Woodlands was most often compared to other master-planned communities.

# Questions & Discussion



the**atkins**group

Thank  
You

## **CVB Regular Board Meeting**

Meeting Date: 06/08/2016

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### Information

#### **SUBJECT MATTER:**

Receive, consider and act upon sending 2017 Budget Plan to The Woodlands Township;

#### **BACKGROUND:**

The Woodlands Convention & Visitors Bureau is charged with the responsibility of promoting The Woodlands as a destination for shopping, dining, lodging and entertainment. Its Mission specifically states, "To position The Woodlands as a regionally, nationally, and internationally recognized destination by developing quality marketing programs and sales outreach to attract visitors, conventions and stimulate economic development and growth."

Each year, The Woodlands CVB staff takes suggestions regarding the budget from the CVB Board and the CVB Marketing Committee to the Township Board of Directors for approval. The 2017 Budget process for The Woodlands Township begins in May, has public discussion in July and will continue through August before being approved. Due to the fact that The Woodlands CVB is now completely funded by hotel occupancy tax dollars, staff recommends maintaining the budget for 2017 in order to increase focus on selling hotel rooms and creating awareness of The Woodlands as a destination for meetings and conferences.

A suggested increase in the Market Research budget line item will aid in the CVB's efforts to benchmark results and clearly track market impact.

Also attached to this Executive Summary is a draft of the 2017 Budget.

#### **RECOMMENDATION**

Staff advises limited changes to the 2017 budget.

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### Attachments

CVB 2017 Budget Plan

Discussion of CVB Budget 2017

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### **I. SITUATION ANALYSIS**

### **II. ACCOMPLISHMENTS OF 2016**

### **III. GOALS OF THE DEPARTMENT'S 2017 BUDGET PLAN**

### **IV. IMPLEMENTATION OF THE DEPARTMENT'S 2017 BUDGET**



### I. SITUATION ANALYSIS

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

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

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

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

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

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

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

## 2017 The Woodlands CVB Budget Plan

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

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

Here are key facts associated with the study:

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

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

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

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

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

## 2017 The Woodlands CVB Budget Plan

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

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

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

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

### About

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

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

### Mission Statement

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

### About Mission Statement

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

### Vision

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

## 2017 The Woodlands CVR Budget Plan

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

### **Purposes & Services**

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

### **Core Values**

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



## 2017 The Woodlands CVB Budget Plan

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

### **Target Audience**

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



### II. ACCOMPLISHMENTS OF 2016

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

## 2017 The Woodlands CVB Budget Plan

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



### III. GOALS OF THE DEPARTMENT'S 2017 BUDGET PLAN

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



### **New initiatives for 2017**

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



<b>Budget Line Item:</b>	<b>2017 Budget</b>	<b>Reason:</b>
Training and Conferences	\$65,000 (0% increase)	Budget item dedicated specifically to travel for promoting The Woodlands for meetings and conferences. Also included in this budget is vendor booth promotional space at expos.
Destination Marketing – Media	\$620,000 (0% increase)	In terms of leisure travel media, this line item will maintain our presence in Dallas Market as well as current markets in Houston area.
Destination Marketing – PR	\$50,000 (0% increase)	Budget pays for FAM trips and site tours to bring travel writers and meeting planners to The Woodlands.
Destination Marketing – Production	\$140,000 (0% increase)	Updating the group sales video as well as the B roll library will lead to greater video leveraging in terms of potential television campaigns and social media promotions.
Destination Marketing – Account Services	\$60,000 (0% increase)	This budget item for the Ad Agency of Record includes account management, travel and other administration related expenses.
Group Sales – Advertising	\$180,000 (0% increase)	This budget is used for media placement and ad buys to increase awareness of The Woodlands as a destination for meetings and conferences. In 2017, the CVB will maintain its current media efforts.
Group Sales – Incentives	\$75,000 (0% increase)	Continuation of incentive program to aid in enticing groups and meeting planners to book The Woodlands for their needs.
Content Development/ Digital Development	\$100,000 (0% increase)	Web maintenance, 3 <sup>rd</sup> party software needs, media libraries, social media efforts

*Formerly known as Website/Technology		and mobile app development and purchase of other software and technology needs throughout the year are included in this budget.
Promotional supplies	\$40,000 (0% increase)	Maintaining inventory as we branch out into other markets such as meeting planner and leisure tradeshow
Market Research	\$45,000 (44.5% increase)	In order to continue with the creation of benchmarks for future years and to better understand the market and the CVB's role in it, this budget could be utilized for a number of studies ranging from Visitor Profiles, Intercept Studies, Conversion Studies, Economic Impact Studies or Visitor Origin Studies.
International Marketing	\$20,000 (0% increase)	Cooperative advertising and sales efforts between the CVB and outside partners with benefits to the international market segment.
Cooperative Marketing	\$25,000 (0% increase)	1:1 match with partners
Niche Market Outreach	\$40,000 (0% increase)	Developing content to fit a variety of media platforms targeting a specific audience.

## **CVB Regular Board Meeting**

Meeting Date: 06/08/2016

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### Information

#### SUBJECT MATTER:

Receive and consider The Woodlands Convention & Visitors Bureau Department Update for May 2016;

#### BACKGROUND:

See attached.

#### RECOMMENDATION

No action required.

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### Attachments

CVB Monthly Report

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# THE WOODLANDS

CONVENTION & VISITORS BUREAU

*visitthewoodlands.com*

## MONTHLY REPORT

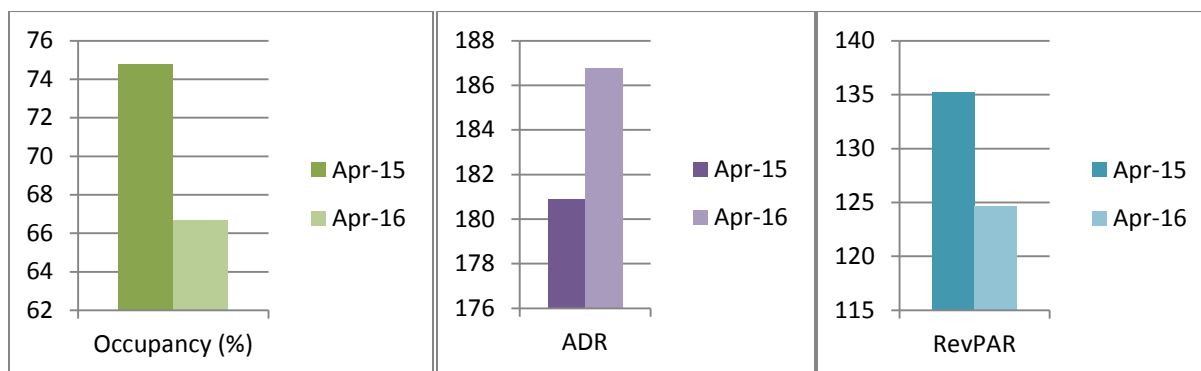
MONTH: MAY 2016

### Hotel Occupancy Tax Overview

2016 Hotel Occupancy Tax Report		
	2016 Budget	Actual 2016
JAN	\$ 538,133.00	\$ 459,264.00
FEB	\$ 666,978.00	\$ 620,075.00
MAR	\$ 736,120.00	\$ 692,966.00
APR	\$ 870,778.00	\$ 700,284.00
MAY	\$ 855,428.00	
JUN	\$ 973,636.00	
JUL	\$ 857,015.00	
AUG	\$ 837,167.00	
SEP	\$ 789,002.00	
OCT	\$ 872,838.00	
NOV	\$ 921,015.00	
DEC	\$ 728,980.00	
<b>TOTAL</b>	<b>\$ 9,647,090.00</b>	
<b>YTD</b>	<b>\$ 2,812,009.00</b>	<b>\$ 2,472,588.00</b>

HOT Comparisons – 3 Year Data			
	2014	2015	2016
JAN	\$ 398,040.00	\$ 484,069.00	\$ 459,264.00
FEB	\$ 487,659.00	\$ 583,239.00	\$ 620,075.00
MAR	\$ 619,545.00	\$ 659,993.00	\$ 692,966.00
APR	\$ 636,783.00	\$ 752,339.00	\$ 700,284.00
MAY	\$ 607,107.00	\$ 672,775.00	
JUN	\$ 788,651.00	\$ 773,715.00	
JUL	\$ 577,865.00	\$ 678,610.00	
AUG	\$ 541,522.00	\$ 661,943.00	
SEP	\$ 598,719.00	\$ 610,148.00	
OCT	\$ 679,770.00	\$ 648,380.00	
NOV	\$ 768,554.00	\$ 695,700.00	
DEC	\$ 576,167.00	\$ 595,635.00	
<b>TOTAL</b>	<b>\$ 7,280,382.00</b>	<b>\$ 7,816,546.00</b>	
<b>YTD</b>	<b>\$ 2,142,027.00</b>	<b>\$ 2,479,640.00</b>	<b>\$ 2,472,588.00</b>

### Comparable to 2015



## Meetings, Connections & Fostered Relationships

- **CVB Board of Directors Meeting** – May 4
- **Visit Houston Sales Blitz in Austin** – May 5
- **Meeting with Miss Latina of The Woodlands** – May 6
- **Tour of Exxon Mobil Campus** – May 9
- **Meeting with Texas RUSH** – May 9
- **IRONMAN Texas Expo** – May 11 – 13
- **Overnight Travelers from HTX Focus Group** – May 11
- **Meeting regarding Visitor Services** – May 12
- **Honored as a finalist at the AMA Crystal Awards in Houston** – May 12
- **IRONMAN Welcome Banquet** – May 12
- **Houston & Beyond Meeting** – May 13
- **IRONMAN Race Day** – May 14
- **Overnight Travelers from outside HTX Focus Group** – May 16
- **Day Trippers Focus Group** – May 17
- **Meeting with Corporate Incentives for promotional items** – May 17
- **Cassie Freeman Visits The Woodlands** – May 20 – 22
- **Meeting with Miss Latina of The Woodlands** – May 24
- **Inspire Film Festival Meeting** – May 24
- **Memorial Day Weekend in The Woodlands** – May 28 – May 29

Restaurants and Merchants Promoted through CVB Channels in May			
The Westin The Woodlands	SideBar	Current	Perry's Steakhouse and Grille
The Embassy Suites at Hughes Landing	California Pizza Kitchen	America's	Cellar Twenty Four
Schilleci's New Orleans Kitchen	Jasper's	Crush Wine Lounge	Fleming's
Cru Wine Bar	Del Frisco's Grille	The Cynthia Woods Mitchell Pavilion	Market Street
The Woodlands Resort & Conference Center	Levure Bakery and Patisserie	The Woodlands Waterway Marriott	Macarons by Patisse
Hughes Landing	Ruggles Green The Woodlands	The Courtyard by Marriott	Residence Inn The Woodlands
Benihana	Morton's Grille	Pure Barre	Fielding's Local Kitchen + Bar
Amerigo's Grille	Hyatt Centric	Cyclone Anaya's	Kirby's
Tommy Bahama	Riva Row Boathouse	Waterway Cruisers	The Woodlands Children's Museum
Pinot's Palette	Hand & Stone Massage and Facial Spa		

## Events That Occurred in May

- Market Street Spring Concert Series
- “Dreams Can Come True”  
Music from The Little Mermaid  
with the Houston Symphony
- The Woodlands Farmer’s  
Market at Grogan’s Mill
- The Pink 5K
- Children’s Memorial Hermann  
IRONKIDS Texas Fun Run
- The 1975 with The Japanese  
House
- Mixed Repertory Program with  
The Houston Ballet
- Dave Matthews Band
- IRONMAN Texas North  
American Championship
- Hall & Oates with Sharon Jones  
& The Dap-Kings and  
Trombone Shorty & Orleans  
Avenue
- Florence and The Machine  
with Grimes
- Symphonie Fantastique with  
The Houston Symphony
- Journey with The Doobie  
Brothers & Dave Mason
- Joe Walsh & Bad Company  
with Steve Rodgers
- Memorial Day Weekend in The  
Woodlands
- Bike The Woodlands Day

## Coming Events in June

- Market Street Spring Concert  
Series
- The Woodlands Farmer’s  
Market at Grogan’s Mill
- Jimmy Buffett & The Coral  
Reefer Band
- Waterway Nights
- Wine and Food Week 2016
- Star Wars & More: A Tribute to  
John Williams with The Houston  
Symphony
- Weezer & Panic! At The Disco  
with Andrew McMahon
- Boom 92: Boom Bash
- Boston with Dennis Deyoung:  
The Music of Styx
- Texas Music Festival Orchestra
- 93Q’s A Day in the Country
- Slipknot with Marilyn Manson  
and Of Mice and Men

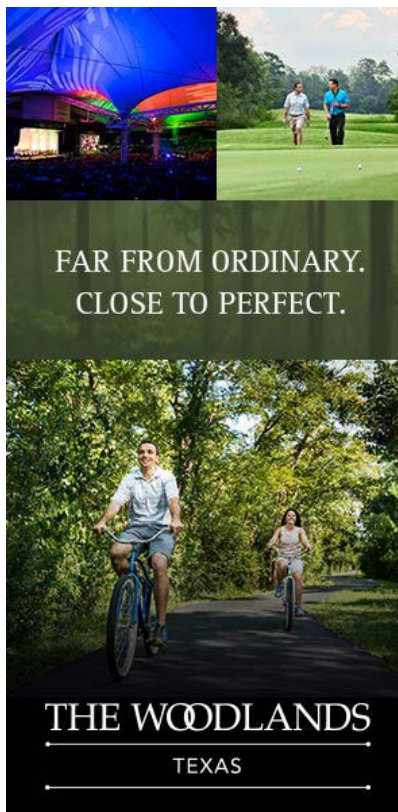


## Advertising Efforts



**Travel Spike  
Display (Texas)**

May 2016 – Aug 2016



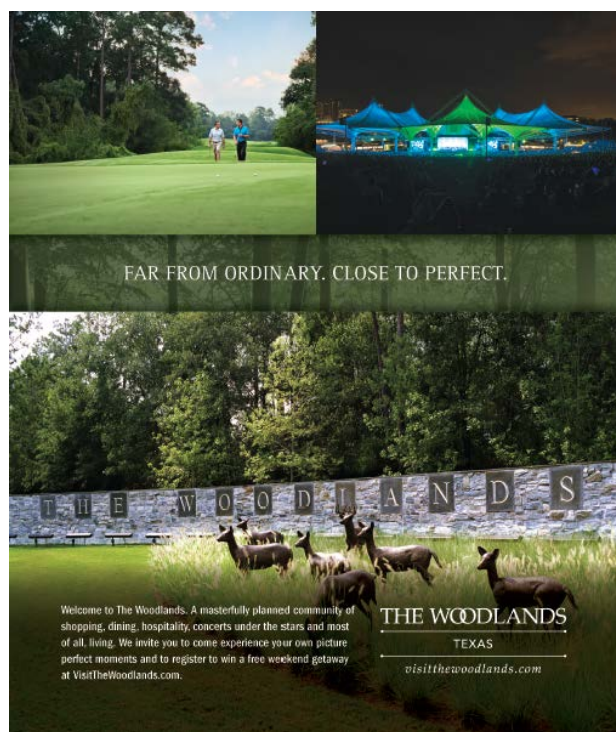
**Trip Advisor**

Feb 2016 – Dec 2016



**Southern Living:  
Travel Directory Ad**

May 2016, Aug 2016,  
Nov 2016



## Cond Nast Traveler

(Austin/San Antonio/Dallas/Houston)

May 2016- June 2016



## TripInfo.com

April 2016- December 2016



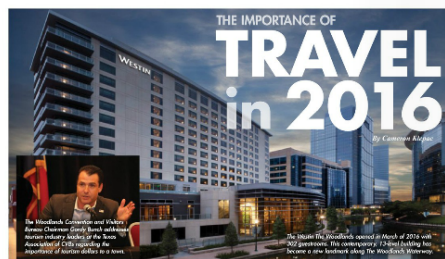
## USA Today Travel Guide

May 2016

## Texas Journey

May 2016 – June 2016,  
September 2016 – December 2016





Natural Travel and Tourism Week, now in its 13th year, is the annual salute to travel in America. The Woodlands Convention & Visitors Bureau (CVB) along with the nation, celebrates a week of travel advocacy May 1-7, 2016. Communities nationwide will unite to showcase the impact of travel to policymakers, business leaders and local media with rallies, events and other advocacy activities. Travel is a job creator, economic engine, educator and pro-health. Travel is a primary industry that works for The Woodlands.

In The Woodlands, travel and tourism has a significant impact on economic growth and development. The Woodlands CVB assists the 14 hotels within The Woodlands Township boundaries to drive occupancy by marketing to leisure, convention and corporate travelers. Local hotels specifically depend on group business to drive demand and keep occupancy consistent throughout the year.

Visitors to The Woodlands also create new revenue for local businesses and bolster sales tax and hotel occupancy tax for The Woodlands Township's budget, which is then invested back

into improving the community's infrastructure and resident programs. According to a study by The Perryman Corporation, tourism is a \$3 billion business in Montgomery County with 80 percent of that taking place in The Woodlands. In 2016, The Woodlands Township projects \$2.5 million in sales tax and \$9.6 million in hotel tax driven predominantly by tourism.

Since 2015, hotel room inventory in The Woodlands has increased by over 29 percent, making it imperative for The Woodlands CVB to focus efforts on soliciting and attracting new leisure and group business in order to maximize current tax revenues. These revenues allow for a lower property tax for residents of The Woodlands.

New in 2016, The Woodlands Convention and Visitors Bureau has shifted away from the production of community festivals and events to a newly defined focus, which will realign the organization with the traditional goals of a Convention and Visitors Bureau. Technology plays a major role in this new plan as the CVB has set aside budget dollars for a concierge-style mobile app to elevate the experience of

a visitor while in the destination, which will in turn encourage repeat visitation. In addition to the app, the budget also allows the CVB to make its website more visitor friendly with features like an itinerary builder and an interactive visitors' guide.

A new convention incentive program has been launched for 2016 to help drive corporate business to The Woodlands market. Using the program's funds, the CVB will offer added benefits and services to organizations and meeting planners who book their conventions in The Woodlands.

While The Woodlands Convention and Visitors Bureau markets and sells to visitors outside of the Township, the organization strives to keep the best interests of The Woodlands community in mind. The increase of sales and hotel occupancy tax revenues generated by the efforts of the CVB assist in making The Woodlands community a great place to live.

Please join The Woodlands CVB in celebrating Travel and Tourism Week May 1-7, 2016. Details can be found online at [VisitTheWoodlands.com/travelweek](http://VisitTheWoodlands.com/travelweek).

10 THE WOODLANDS COMMUNITY MAGAZINE MAY 2016

## Community Magazine

May 2016



## 104.1 KRBE Facebook Advertisement

May 2016



## 104.1 KRBE E-Newsletter

May 2016



Memorial Day Weekend in The Woodlands pays tribute to all military service men and women who lost their lives while serving the United States, and also honors local veterans who serve as a symbol for those who paid the ultimate sacrifice of life to protect our freedom. This two-day festival features live music, children's activities, strolling entertainers and more at Town Green Park. Each evening concludes with a dazzling fireworks display choreographed to a patriotic soundtrack. Memorial Day Weekend in The Woodlands is presented by Wells Fargo and sponsored by The Woodlands Development Company. It is produced by The Woodlands Township Parks and Recreation Department.

26 THE WOODLANDS COMMUNITY MAGAZINE MAY 2016

## Community Magazine

May 2016



**RED HOT & BLUE AND SO MUCH TO DO.**  
 MONDAY, JULY 4, 2016 • TOWN GREEN PARK & WATERWAY SQUARE • 6 TO 10 P.M.

Celebrate July 4th in grand style in The Woodlands. The 19th Annual Red Hot & Blue Festival & Fireworks Extravaganza will feature live music, family fun activities, strolling entertainers, great eats and so much more; all culminating with a dazzling fireworks display over The Woodlands Town Center.

For more information, visit <http://www.thewoodlandstownship-tx.gov/fourthofjuly>

Sponsored by:



The Woodlands Chamber of  
 Commerce  
 May 2016



**WHERE SUMMERS  
 ARE BEST SPENT.**

Kick back this summer with great live music at Waterway Nights! Each Saturday evening in June will feature live music, strolling entertainers and an awe-inspiring fireworks display\* at Waterway Square.

**Saturday, June 4, 2016  
 Thunderpants (80's Cover)  
 7-9 p.m. • Waterway Square, The Woodlands**

\*Note - There will not be fireworks on June 4, 2016. Fireworks are tentative, and may not take place each Saturday in June. Please visit [www.thewoodlandstownship-tx.gov/waterwaynights](http://www.thewoodlandstownship-tx.gov/waterwaynights) for the most up-to-date information.

Produced by  
 THE WOODLANDS TOWNSHIP

Presented by  
 Texas Children's Hospital  
 The Woodlands

Sponsored by  
 Wells Fargo  
 The Woodlands

The Woodlands Villager  
 Magazine  
 May 2016

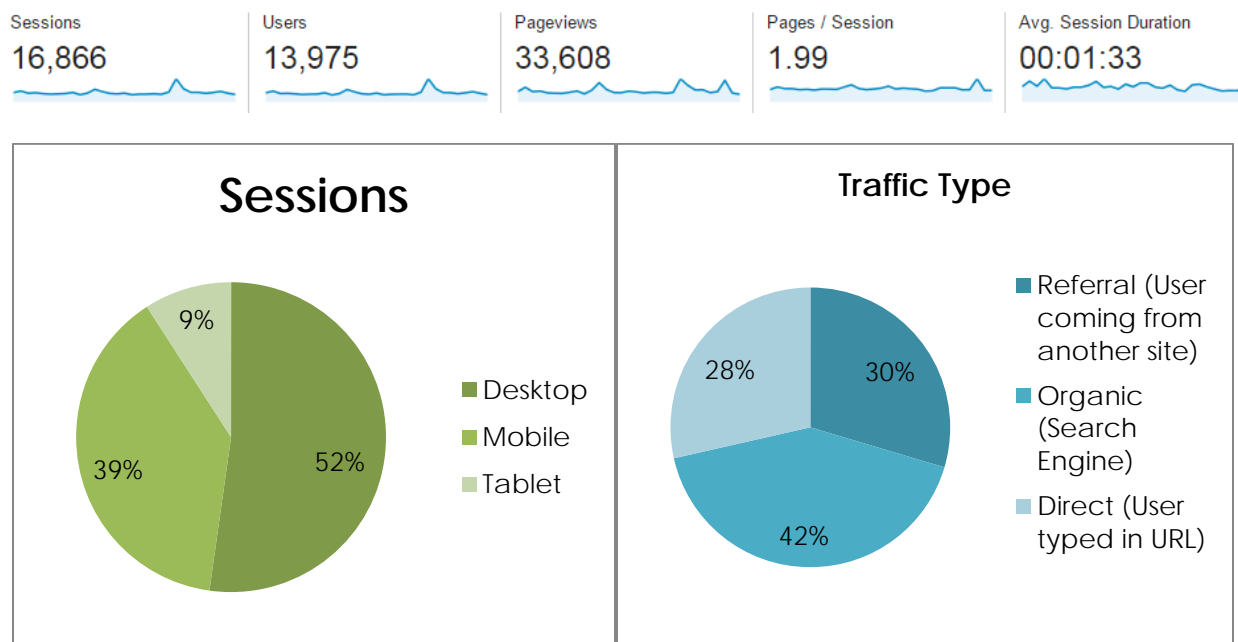


The Woodlands Villager Magazine


May 2016




## Google Analytics - May



## Social Media Statistics - May

Twitter Profile	Total Followers	Follower Increase	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @TheWoodlandsCVB	3,324	2.0%	29,789	8.96	178	0.05	7	18

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 visitthewoodlandstx	842	2.1%	17	6	—	190	31.7	0.23

### Facebook

114 Page Likes This Month  
 9,360 Total Page Likes  
 4,315 People Reached  
 1,400 Post Engagement  
 448 Page Views

90%

of social referrals to VisitTheWoodlands.com are trafficked by TWCVB's Facebook page

493

sessions on VisitTheWoodlands.com came from some form of social media this month