

# THE WOODLANDS

CONVENTION & VISITORS BUREAU

*visitthewoodlands.com*

## **NOTICE OF SEPTEMBER 21, 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 SEPTEMBER 21, 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 June 8, 2016 Regular Board Meeting;
5. Consider and approve Financial Report through July 2016;
6. Receive, consider and act upon sponsorship request from Inspire Film Festival;
7. Receive, consider and act upon 2017 tradeshow participation;
8. Receive, consider and act upon a Marketing Partnership with The Cvent Supplier Network;
9. Receive, consider and act upon an Incentive Funds Request from The Universities Space Research Association;
10. Receive, consider and act upon the 2017 Service Agreement with The Woodlands Township;
11. Receive, consider and act upon 2017 Marketing Committee roster;
12. Receive, consider and act upon the development of a CVB mobile app;

13. Receive, consider and act upon The Atkins Group's creative concepts for TWCVB's 2017 advertising campaign;
14. Recess to Executive Session to discuss matters relating to real property pursuant to §551.072, Texas Government Code; deliberation of economic development negotiations pursuant to §551.087, Texas Government Code; discuss personnel matters pursuant to §551.074, Texas Government Code; and to consult with the Corporation's attorney pursuant to §551.071, Texas Government Code;
15. Reconvene in public session;
16. Staff Initiative Reports;
17. President's Report;
18. Board Announcements;
19. Agenda items for next meeting;
20. 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 15 day of September, 2016.



A handwritten signature in black ink, appearing to read "M. J. Wolda".

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President of The Woodlands Convention & Visitors Bureau

**CVB Regular Board Meeting**

Meeting Date: 09/21/2016

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Information

SUBJECT MATTER:

Consider and approve Minutes from June 8, 2016 Regular Board Meeting;

BACKGROUND:

See attached.

RECOMMENDATION

Approve minutes as presented.

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Attachments

6-8-16 CVB Board Meeting Minutes

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# THE WOODLANDS

CONVENTION & VISITORS BUREAU

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**June 8, 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 June 8, 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:

Gordy Bunch, Chairman

Jeff Long, Vice Chairman

Dr. Ann Snyder, Secretary/Treasurer

J.J. Hollie, Director

Don Norrell, Director

Greg Parsons, Director

Others in attendance were 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; Mariana Almanza, TWCVB Intern; Monique Sharp, Township Assistant General Manager for Finance & Administration; John Powers, Assistant General Manager Community Services; Matt Jones, Township Help Desk Analyst; Jamie Sims, Visitor Services; Jayme LeGros, The Atkins Group; Catherine Higgins, Strong Firm Intern; Simon Boddison, Texas Rush Soccer Club; Shannon Wilson, The Cynthia Woods Mitchel Pavilion. The meeting was held in The Woodlands Township Board Chambers.

Director Fred Domenick was not in attendance for this meeting.

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

**Agenda Item No. 2 Call to order and adoption of Agenda;** Chairman Bunch called the meeting to order at 11:34 a.m. and called for the adoption of the Agenda for this meeting that was developed and duly posted as required by law. A Motion was made to adopt the agenda by Secretary/Treasurer Snyder and was seconded by Vice Chairman Long. Motion carried by unanimous vote. Agenda adopted.

**Agenda Item No. 3 Public Comment;** Simon Boddison, Texas Rush Soccer Club signed up to speak at public comment regarding agenda item number six. The Board approved him to speak during his agenda item. No Motion is needed.

**Agenda Item No. 4 Consider and approve Minutes from the May 4, 2016 Regular Board Meeting;** Motion to approve Minutes from May 4, 2016 Regular Board Meeting made by Director Parsons and seconded by Director Hollie. Motion passed unanimously.

**Agenda Item No. 5 Consider and receive CVB Financial Report through April 2016;** Chairman Bunch called Monique Sharp to present the CVB Financial Report through April 2016. The revenue total year to date budget was \$774,000 with actual revenues for that period being \$578,000 resulting in an unfavorable revenue balance of \$197,000, mostly resulting from operating transfers which is \$149,000 unfavorable. The 2% of the Hotel Supplemental Tax is \$75,000 unfavorable for the first four months of 2016. As the year goes on the favorable expenditure variance will decrease. Director Norrell clarified that starting in 2016 the ending fund balance surplus will not increase overall in the CVB Budget because the revenues and expenses are just balancing from 2016 forward and will stay constant at \$1,970,000. Motion to approve CVB Financial Report through April 2016 was made by Director Norrell and seconded by Secretary/Treasurer Snyder. Motion passed unanimously.

**Agenda Item No. 6 Receive, consider and act upon sponsorship request from Texas Rush Soccer Club;** President Wolda called on Simon Boddison to speak on a sponsorship request from Texas Rush Soccer Club. Texas Rush is asking for a \$10,000 partnership. The club is home to 3,250 kids ranging in age from 3-18. There is a large scope of travel to youth soccer markets. Mr. Boddison explained that Texas Rush tournaments bring multiple teams from outside of The Woodlands area for a 48 hour period with need of hotel rooms. Texas Rush, last year used 1616 hotel rooms. Texas Rush has several tournaments throughout the year that bring players and families to The Woodlands area. Texas Rush is predicting that for the 2016 year they will need approximately 1500 rooms for league play. For 2017 predicted rooms is expected to be 3,600. This will be marketed through email, website, social media and contact with clubs and teams. Through meeting with The CVB, Texas Rush Soccer is now doing business with Embassy Suites and Drury Inn to be host hotels to market to the clubs and teams. Chairman Bunch expressed concerns about the businesses listed on the report not being actually in The Woodlands. President Wolda explained that of the 1616 rooms reported booked only 345 rooms are actually in The Woodlands Township boundaries during the Rush Cup in August. With youth soccer travel there is a price point that they work with ranging from \$119 to \$149. The hoteliers only give a block of 24 rooms so the program needs to use multiple hotels to cover the families. The league play runs Fall and Spring and is the primary need for hotel rooms. This is the time that the organization is expecting the need for the 1500 room nights. Chairman Bunch explained that the hotel tax that the organization is bringing in is less than the amount of money that they have requested. Mr. Boddison expressed that the CVB will be added to their marketing with co-branding. Secretary/Treasurer Snyder asked how many of the current participants are from The Woodlands and Mr. Boddison responded that 75% of the league lives in the

area. Chairman Bunch expressed concerns that the hotel price point is too high for a youth club. The Board would never consider paying out more than they can collect from hotel tax and asked that if Texas Rush has done research on the hotel properties to see how many of the hotels will fall into the club's price point range. Mr. Boddison explained that he has reached out to most of the hotels that range from \$100. – \$150. Director Norrell finds it encouraging that three or four years ago the Township had invested in sports fields to create the capacity to have these types of events and is glad to see that they are able to grow the way they have. Director Parsons suggested working with the CVB staff to go out to work with hotels to find more hotels that will be able to work in their price point to bring more hotel nights into The Woodlands footprint. The Board is open to working with Texas Rush and feels that working together will aid in moving the rooms over to The Woodlands. Director Parsons also mentioned that at certain times of the year the hotels in the area do drop to the requested price point. Chairman Bunch expressed that there is merit to tracking the seasons of the year that the tournaments happen and to look at the hotel price points at that time. Director Long asked questions of the staff including how many hotels are in The Woodlands area and how many are in the clubs price point. President Wolda explained that The Woodlands has 14 hotels and 30% of the rooms meet the price point. At this time the Board has declined the sponsorship but is requesting the CVB staff to work with Texas Rush and to bring this back when the numbers are residing in The Woodlands Township boundaries. No Motion at this time.

**Agenda Item No. 7 Receive and consider a report from The Woodlands Marathon;**

Chairman Bunch introduced William Fowlkes to present a report from The Woodlands Marathon. The 2016 event raised \$130,000 dollars with a charity challenge and \$27,000 in additional donations. The expo went from a two day expo to a one day expo this year due to booking complications. The Marriot was booked this year and the expo had to be moved to Legends Sports Complex. The Woodlands Marathon prefers to keep the event within a 4 mile radius keeping everything in walking distance. The one day expo this year took in 9,000 attendees. There is a host venue agreement on the table with The Woodlands Township which includes potentially hosting the Health and Fitness Expo at the new multipurpose center at The Cynthia Woods Mitchell Pavilion. Race day activities brought 25,000 in attendance which included 15 – 17,000 people having about 13% stay overnight in The Woodlands/Shenandoah hotels. The Marathon has not approached Shenandoah for sponsorship because they want to keep the focus in The Woodlands. Currently the plan is to continue working with The CVB staff on how to extend the participants' stay to Friday through Sunday. The event averages 7,500 participants with 30% traveling 60 miles or further. The age group is mainly 25-45 years old. This event is a Boston Qualifier and is the second fastest marathon in the state of Texas. Plans going forward are to market to the North because they might have snow on the ground at the time of the event. Mr. Fowlkes read his social media comments to the Board of Directors. This year they worked with the CVB on the race guide and going forward will be working in unison with the CVB. Mr. Fowlkes came today to present what they are currently doing and ask how they can add a piece to their E-Newsletter to connect a welcome to The Woodlands with their database of 30,000+. Chairman Bunch offered the same meeting type opportunity to connect the hoteliers and the CVB with The

Woodlands Marathon to build room nights. Mr. Fowlkes is going to conduct an economic study every other year to be able to track the impact on The Woodlands and be able to report back. Secretary/Treasurer Snyder congratulated Mr. Fowlkes for building The Woodlands Marathon into a premiere event. No Motion necessary.

**Agenda Item No. 8 Receive, consider and act upon a Sponsorship proposal from the Texas Renaissance Festival;** Chairman Bunch called on Nick Wolda to present a sponsorship proposal from the Texas Renaissance Festival. This was discussed as a sponsorship request last May but needs to be looked at as an advertising request. Travis Bryant has outlined a proposal in the Board Book. The deliverables are very significant because the Texas Renaissance Festival is working with an extensive advertising campaign and budget. They will provide the CVB with tickets to be able to package with hotels. Staff recommendation is that this is a strong advertising play at a cost of \$7,500. Secretary/Treasurer Snyder asked about the transportation request. Mr. Wolda explained that Mr. Bryant would like to request the Park and Ride busses but that this is a request for The Woodlands Township. Vice Chairman Long said that the value to be assessed is the exposure of the CVB and Township. It is difficult to see the actual value of this and Director Long would like a comparison level of dollars returned. In looking at the 2017 Budget the CVB spends a substantial amount of money on media buys whether that is TV, marketing ads, print, etc. This year could be tracked to make the determination on the future. Chairman Bunch explained that the CVB would be included as a partner in all of the advertising to drive more hotel nights to The Woodlands. This will be a one year agreement. Director Norrell asked how the CVB would be able to track the hotel usage during this period. Mr. Wolda explained that with packaging and partnering with the hotels this would be trackable in the same way as Ironman, The Woodlands Waterway Arts Festival and other events. Chairman Bunch felt the marketing on the Texas Renaissance Festival website will have discounted rates showing while guests are purchasing tickets encouraging hotel bookings. Motion to approve sponsorship proposal from the Texas Renaissance Festival was made by Secretary/Treasurer Snyder and seconded by Director Hollie. Motion passed unanimously.

**Agenda Item No. 9 Receive and consider an update on the Waterway Cruiser Operation;** Chairman Bunch explained that the update from Waterway Events has been handed out and summarized it “When the weather is nice, they are happy. When it rains they are sad.” They are currently booking private events and are going to host a Board event soon. No Motion necessary.

**Agenda Item No. 10 Receive, consider and act upon request from The Woodlands Area Chamber of Commerce regarding Visitors Services;** Chairman Bunch called on Nick Wolda to explain the request from The Woodlands Area Chamber of Commerce regarding Visitors Services. Mr. Wolda explained that there has been an update to the executive summary about the shortfall in the funding for November and December by The Woodlands Mall and invited Director Hollie to explain this further. Director Hollie explained that they are asking for an increase of contribution from the CVB of \$1,000 for the month of November and December, \$2,000 total, allowing Visitors Services to continue to operate on a normal schedule through the end of the year with that being their

busiest time. Going forward in 2017 the hours and staffing will be cut back. Motion to approve request from The Woodlands Area Chamber of Commerce regarding Visitors Services was made by Vice Chairman Long and seconded by Director Norrell. Motion passed unanimously. Secretary/Treasurer Snyder highlighted that it is commendable that The Woodlands Mall is giving the Visitors Center the use of the kiosk at no additional cost giving the CVB and The Chamber visibility in the community.

**Agenda Item No. 11 Receive and consider final layout and formatting**

**VisitTheWoodlands.com website;** Chairman Bunch called on Nick Wolda who introduced Jayme LeGros to come to the podium. Ms. LeGros spoke about the work the agency and the CVB have been doing in the past months. There has been a complete rebuild of the website moving from a directory listing type of site to a more content driven site. The new site is very graphic and image driven. The navigation is on the left side leaving real estate on the home page for special event promotion as well as seasonal promotions. Scrolling down the page shows the events and promotions that will be featured from the site, pulling from the event calendar data base and the CRM component integrated from the new site. Custom itineraries for this site based on various audience segments and research that has been done recently has shown that developing very family friendly, foodie, outdoors, health and wellness itineraries will specifically fit The Woodlands audiences. The bottom of the page will pull in the social medial chatter about The Woodlands. In addition, there will be a blog launched. This will be able to be filtered by categories, tags and key words to be able to reach various related content. Next steps, this is the final two months of website development and currently all of the content for the site and listings pages are being rewritten. In working with the CVB team the agency will be rolling approvals through all of that content development as it is migrated to that new site. July, there will be quality assurance and testing The agency is working with the CVB team to demo the site to be sure it is fluid and ready to be launched the last week of July or the first week of August. Director Parsons asked if the site will have the ability to link to booking engines to directly book to hotels. Ms. LeGros explained that it is available but that a single site would need to be chosen such as Expedia, aRes or Jack Rabbit. Chairman Bunch asked if these booking engines will be able to focus in on The Woodlands footprint. Ms. LeGros commented that these engines are a shopping tool more than a booking tool. Chairman Bunch believes this will be a good measureable tool to add to the CVB site if it is not already added. President Wolda suggested adding that to the hotel agenda when the CVB meets with hotel properties. Chairman Bunch asked if there is a version of a booking engine that can be added for events when the CVB partners up for events such as The Woodlands Marathon or Texas Rush. Ms. LeGros said that it is and the different booking engines allow for filtering systems to be “housing” bureaus for events packaging at the time. No motion is necessary on this item.

**Agenda Item No. 12 Receive, consider and act upon final proposal for The**

**Woodlands CVB Mobile Concierge APP;** Ms. Jayme LeGros remained at the podium to speak on this item. She explained that the Concierge App is the agency’s approach at an app for the CVB. Approaching the next initiative staff and agency are asking for Board direction. There are several considerations in building this app with the biggest



benefit being achieving some sort of App to enhance the experience of the visitor while they are in destination as well as helping to create repeat visitors to The Woodlands. Currently there are two options that are at the forefront. The first is the Concierge App which would be a custom App providing real time chats between tourist and an administrative team member. Information capture and Opt-In opportunities will provide the ability to be able to push back information to them. This information would become searchable and updateable for other users. This App would be for both Android and Apple phones to reach all users. Option two is the Destination App which will allow users to discover all there is to know about a place. It also allows push notifications and drives traffic to local businesses. This App also allows for integrations with third party data sources such as Yelp and will support both Android and Apple. In looking at a cost benefit analysis the first App costs about \$15,000, benefitting the CVB because it is unique to The Woodlands giving the first class service that you receive when you visit The Woodlands. The second option will be working with a third party company and this App will cost between \$14,000 to \$30,000 in the first year, requiring a two year commitment upfront with an ongoing recurring cost of \$7,000- \$15,000. The Atkins Group would also have charges to the CVB for consulting and implementation time. This App establishes a platform solution to continue improvement and is easy to manage and maintain content through their CMS (Content Management Systems). The Concierge App would include educating the audience on how to use the App. This would also take staff time to monitor and answering the questions in almost real time which will have to be monitored in the window of the work day. Chairman Bunch is concerned about how this App could be staffed enough to make this relevant. Another option Chairman Bunch would like to look at is accessing The Woodlands Township's 311 App to use similarly for the CVB. Ms. LeGros pointed out that App's are tough because you have to encourage people to download them, access them, and keep them open to access the push notifications. Director Norrell expressed concerns about the Concierge App as well. He sees the benefit of the Destination App and is interested in the 311 option. Director Hollie agrees also that the Destination App is the optimal choice. The Woodlands CVB attorney Brett Strong expressed concerns about the speed of the answer that the staff would be able to give. He warns that it will be difficult to man and he has seen with past clients where this has not worked. Secretary/ Treasurer Snyder agreed with the other Directors. Ms. LeGros highlights that on the Concierge App that it can evolve to send out prepopulated answers as it grows. Director Parsons pointed out that the App's will all have to be marketed adding to the fees involved in the App. Chairman Bunch asked about a demo from the Blue Bridge DMO can offer and at the same time take a look into The Woodlands 311 to be able to make a fair decision going forward. Chairman Bunch suggested possibly calling a Special Board Meeting to see this demo or using the next regular meeting scheduled if there is time to allocate. No motion is necessary on this item.

**Agenda Item No. 13 Receive and consider initial findings from the 2016 Brand Sentiment Research;** Agenda item 13 is deferred.

**Agenda Item No. 14 Receive, consider and act upon sending 2017 Budget Plan to The Woodlands Township;** President Wolda explained that the budget was presented in

May and that it will be very similar to the budget for 2016. The 2017 budget does provide flexibility. The next step is to send this budget plan to The Woodlands Township Board of Directors. Chairman Bunch asked about additional staffing positions that have been discussed. With the new focus and initiatives, President Wolda's current role is split with The Woodlands Township and the CVB. Chairman Bunch presented the concept of bringing in a CVB Assistant Director that will be CVB only oriented and fully focused on CVB initiatives. President Wolda agreed that The Woodlands needs to be recognized nationally such as Palm Springs, Savannah and Charleston. President Wolda firmly believes that what is good for the CVB is good for The Woodlands Township. Director Norrell requested that the title be focused on Chief Operating Officer as opposed to Executive Director. Chairman Bunch agreed that the name can be decided on based on the industry. Director Parsons asked how the salary would be distributed. Monique Sharp explained that this would be an employee of the Township so this would need to be submitted as a Budget Initiative, with a recommendation from the CVB Board. The other option would be to submit it with the 2017 Budget Plan. Director Norrell explained that this would need to be presented as a Budget Initiative. Chairman Bunch explained that this new employee would be funded through the supplemental hotel tax. With the CVB having gone through so much redefining in infrastructure, websites, rebranding and more, Chairman Bunch does not want to fall short on staffing. Director Norrell asked that as H.R. goes out to look into this, the position being created will be a second in command. Motion to approve sending the 2017 Budget Plan to The Woodlands Township to include the new second in command position at an expense to be determined by staff review of peer organizations was made by Chairman Bunch and seconded by Director Hollie with one abstention by Director Norrell.

Director Parsons excused himself from the meeting.

**Agenda Item No. 15 Receive and consider The Woodlands Convention & Visitors Bureau Department Update for May 2016;** President Wolda explained that Brand Development Manager, Emilie Harris has developed The Woodlands Convention & Visitors Bureau Department Update which is a monthly update on hotel tax and trending. No motion is necessary on this item.

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

**Agenda Item No. 17 Reconvene in public session;** No Executive Session for this Board Meeting.

**Agenda Item No. 18 Staff Initiative Reports;** President Wolda asked Emilie Harris to come to the podium. Kassie Freeman from HiSugarplum! was in The Woodlands from May 20, 2016 – May 22, 2016. Travel writer Kristan Finan of the Austin American

Statesman is currently in town, she toured the Pavilion and her child was able to play with the Symphony. Special thanks to The Pavilion for making that a success. Ms. Finan is staying at The Westin and has passes to The Oasis today. The CVB is grateful to Director Parsons and his team at those hotels for making sure she has a great time. Wine and Food week is this week. The CVB had a back page ad in the Wine and Food Week program and the sponsorship included option to have a gift included in VIP attendee bags. The CVB is looking forward to receiving the Surveys data. Advertising Co-Op Campaign is wrapping up and was sent to the printer at noon. These circulations will come out June 18, 2016 and also September 27, 2016. A few of the Co-Op buys are in USA Today. Ms. Harris showed The 2016 Destination Marketing video created by The Atkins Group with staff direction. At the Monday Marketing Committee Meeting, the Brand Sentiment study will be presented. Convention Development Manager, Alie Broussard came to the podium to give a report of Convention Development. This summer there will be three banner ads posted on TripAdvisor.com starting June 1<sup>st</sup> – August 31<sup>st</sup>. Once a visitor clicks on the ad they will be directed to the Visitors page on VisitTheWoodlands.com. The host agreement for Copa Rayados Internacional Soccer Tournament has been finalized and the next step is to establish sleeping blocks at the hotels. Ms. Broussard had just returned from the Fraternal Executive's Association Conference in Kansas City, MO on June 3, 2016. There were 180 Executives from Fraternal Associations across the United States. A complete list of attendees was provided to suppliers so this will be loaded into Simpleview, and Ms. Broussard will continue to market The Woodlands to them. Ms. Broussard will be headed to Atlantic City, NJ for the Meeting Professionals International – World Educational Congress on June 11<sup>th</sup> -14<sup>th</sup>, 2016. There are expected to be over 1,000 meeting planners in attendance. This is a hosted buyer event, educational conference and tradeshow. Director Norrell asked about what other entities have for their displays. Ms. Broussard explained how her booth is run and ideas from other CVB's. Secretary/Treasurer Snyder asked what the purpose of the booth is and Ms. Broussard was able to explain that this is about meeting more meeting planners and capturing their names to be able to continue to market to them. Director Norrell is asking about improving visibility at the conferences. Chairman Bunch asked about having Puffy Pine Cone at the conference table. The Board felt it would be easier to keep energy and reach more meeting planners if Ms. Broussard had additional staff to have more presence at these booths. No motion is necessary for this item.

**Agenda No. 19 President's Report;** President Wolda expressed that he will be beginning a Travel and Tourism College to aid him in being more involved on a national level. In August, President Wolda will be attending the DMAI Leadership Conference in Minnesota. This will give him the opportunity to be out there on a national level promoting The Woodlands.

**Agenda No. 20 Board announcements;** No announcements.

**Agenda No. 21 Consideration of agenda items for next meeting;** To have Blue Bridge demo regarding the Destination App at the next meeting.

**Agenda No. 22 Adjournment;** Director Norrell motioned to adjourn and Secretary/  
Treasurer Snyder seconded. Motion passed unanimously. Adjourned at 1:29 p.m.

**CVB Regular Board Meeting**

Meeting Date: 09/21/2016

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Information

SUBJECT MATTER:

Consider and approve Financial Report through July 2016;

BACKGROUND:

See attached.

RECOMMENDATION

Approve Financial Report as presented.

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Attachments

CVB July Financial Report

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# THE WOODLANDS

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CONVENTION & VISITORS BUREAU

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**GENERAL PURPOSE FINANCIAL STATEMENTS**  
**July 31, 2016**

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

**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**Balance Sheet**  
**As of July 31, 2016**

**Assets and Other Debits**

Cash	1,333,592
Other Receivables	55,882
Due from Other Funds	258,524
Prepaid Expenses	-

**Total Assets**

1,647,999

**Liabilities and Fund Balance**

**Current Liabilities**

A/P and Accrued Liabilities	1,078
Due to Other Funds	32,277

**Fund Balance**

Undesignated - CVB	1,614,644
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**Total Liabilities and Fund Balance**

1,647,999

**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**Budget and Actual**  
**For the Seven Months Ended July 31, 2016**

	7/31/2016 YTD Budget	7/31/2016 YTD Actual	Favorable/ (Unfavorable)
<b>REVENUE</b>			
Operating Transfers	299,152	-	(299,152)
Supplemental Hotel Occupancy Tax	1,221,797	1,048,898	(172,899)
Interest Income	300	961	661
Program Income - Waterway Cruisers	-	28,039	28,039
<b>Subtotal</b>	<b>1,521,249</b>	<b>1,077,898</b>	<b>(443,351) (A)</b>
<b>GENERAL EXPENSES</b>			
CVB Township Staff	313,562	234,953	78,609
Staff Development	42,750	29,749	13,001
Facilities Expense	17,059	17,063	(4)
Equipment Expense	6,762	5,273	1,489
Contracted Services	29,750	38,288	(8,538)
Administrative	39,287	29,867	9,420
<b>Subtotal</b>	<b>449,170</b>	<b>355,194</b>	<b>93,976 (B)</b>
<b>ATTRACTIONS &amp; EVENTS</b>			
Event Advertising	91,287	56,434	34,853
Other Festivals/Special Events	30,000	14,450	15,550
Taste of the Town	-	11,000	(11,000)
Wine Week	10,000	10,000	-
Woodlands Waterway Arts Festival	20,000	20,000	-
The Woodlands Film Commission	10,000	10,000	-
Ironman Texas	30,000	-	30,000
<b>Subtotal</b>	<b>191,287</b>	<b>121,884</b>	<b>69,403 (C)</b>
<b>DESTINATION MARKETING</b>			
Media	361,662	490,491	(128,829)
Public Relations	28,000	17,715	10,285
Production	81,662	18,650	63,012
International Marketing	10,000	3,948	6,052
Cooperative Marketing	10,000	-	10,000
Group Sales	172,081	81,357	90,724
Visitor Services	68,206	92,657	(24,451)
<b>Subtotal</b>	<b>731,611</b>	<b>704,818</b>	<b>26,793 (D)</b>
<b>PROMOTION</b>			
Waterway Cruisers	-	62,458	(62,458)
Promotion	160,000	84,530	75,470
Information Distribution	103,331	55,295	48,036
Other Advertising	15,000	-	15,000
Business Development	4,500	450	4,050
<b>Subtotal</b>	<b>282,831</b>	<b>202,734</b>	<b>80,097 (E)</b>
<b>CAPTIAL EXPENDITURES</b>			
	<b>100,000</b>	<b>-</b>	<b>100,000 (F)</b>
<b>TOTAL EXPENDITURES</b>	<b>1,754,899</b>	<b>1,384,630</b>	<b>370,269</b>
<b>REVENUE OVER/(UNDER) EXPENDITURES</b>	<b>(233,650)</b>	<b>(306,732)</b>	<b>(73,082)</b>
<b>BEGINNING FUND BALANCE</b>	<b>-</b>	<b>1,921,376</b>	<b>1,921,376</b>
<b>ENDING FUND BALANCE</b>	<b>(233,650)</b>	<b>1,614,644</b>	<b>1,848,294</b>



**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**Operating Budget Variances**  
**For the Seven Months Ended July 31, 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.
- Equipment - The favorable variance is due to a timing difference between actual and budgeted expenses.
- Contracted Services - The unfavorable variance is due to a timing difference between actual and budgeted expenses.
- Administrative - The favorable variance is due to a timing difference between actual and budgeted postage 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.
- Taste of the Town - The unfavorable variance is due to a timing difference between actual and budgeted expenses.
- Ironman Texas - The favorable variance is due to a timing difference between actual and budgeted expenses.

**D) Destination Marketing**

- Media - The unfavorable 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.

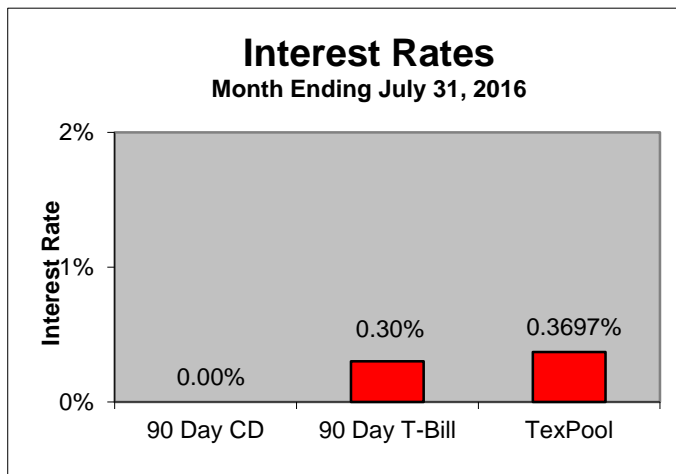
**(F) Capital Expenditures**

- Ice Rink Dasher Boards - The favorable variance is due to a timing difference between actual and budgeted expenses.

**THE WOODLANDS CONVENTION & VISITORS BUREAU**  
**Cash Report as of July 31, 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	\$ 1,837,684	\$(141,692)	\$ 137	\$1,696,129	\$1,837,684	\$1,696,129	0.09%
Total			\$ 1,837,684	\$(141,692)	\$ 137	\$1,696,129	\$1,837,684	\$1,696,129	0.09%

YTD \$ 961



\*\* 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: 09/21/2016

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### Information

#### SUBJECT MATTER:

Receive, consider and act upon sponsorship request from Inspire Film Festival;

#### BACKGROUND:

The Woodlands CVB received an application for sponsorship from Inspire Film Festival in the amount of \$10,000. The application is attached including financials.

The Woodlands CVB's 2017 approved budget includes a \$40,000 allocation in the "Other Festivals and Events" budget for events sponsorship opportunities the board may decide to act upon. This budget has historically been used for other community events and festivals that come up throughout the year that The Woodlands CVB considers adding destination appeal through the use of hotel rooms and/or branding of The Woodlands name as a great place to visit, hold conventions and meetings, or meet for reunions, weddings, sports tournaments, arts events and more.

Staff believes the Inspire Film Festival, which is scheduled for the last weekend in February 2017, has a great opportunity to become a nationally-recognized festival, given the high quality environment presented by The Woodlands through its venues.

#### RECOMMENDATION

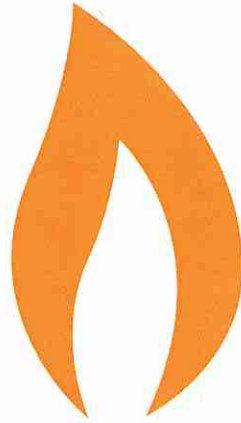
To be determined by the Board.

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### Attachments

Inspire Application

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**INSPIRE**  
**FILM FESTIVAL**

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THE WOODLANDS, TX

# THE WOODLANDS

CONVENTION & VISITORS BUREAU

## Sponsorship Request Application

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

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

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

Please complete a separate Application for each sponsorship request.

Please submit the additional requested documentation along with this application

Date of Application 9/16/16

### APPLICANT INFORMATION

Organization Name The Inspire Film 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 Jane Minarovic Title Executive Director

Telephone 281-705-1623 Fax \_\_\_\_\_

Cell Phone 281-705-1623 Email Jane@Minarovic.com

Website InspireFilmFest.com

Organization Mailing Address 2 Grand Regency Circle  
The Woodlands, TX 77382

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 ( ) No ( )

Name of Insurance Agent \_\_\_\_\_  
Name of Insurance Company We will purchase closer to the event  
Phone Number \_\_\_\_\_

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

EVENT INFORMATION

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Date(s) of the Event Feb. 23-26, 2017

Event Name The Inspire Film Festival

Event Director Jane Minarovic

Place of Event Market St. and Waterway Area

Summary of the Event The Inspire Film Fest is a 4 day event showcasing films that celebrate the human spirit. Each film will be followed by a lively panel discussion with the filmmakers and subjects of the film and/or local heroes that exemplify some aspect of the film. The movies will be shown at several locations throughout the Market St and The Waterway areas and coincide with live events set up along these walkable spaces.  
Admission Fee to Event (if any) \$ Weekend passes from \$50-\$300

Anticipated Number of Woodlands Residents at the Event 1000

Anticipated Number of Non-Woodlands Residents at the Event 100  
(25 mile radius outside of the Woodlands)

Describe how the event benefits The Woodlands community \_\_\_\_\_  
The Woodlands is ready for a significant cultural event that will entertain and inspire our citizens, utilize and showcase our businesses and natural beauty, and continue to grow into a destination event that will bring in tourists and revenue.

Identify the event's target participants/attendees and the potential for economic return  
The inaugural event will bring in approximately 50 filmmakers, actors and guests .  
We estimate 15-25 additional hotel rooms will be filled with out of town spectators.

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 \_\_\_\_\_

The success of the inaugural event will generate a press and social media presence. We will begin building on this throughout next year when we will put out a call for submissions world wide. As the festival continues to grow and evolve, so will the number of visitors, filmmakers and special guests.

Summarize the marketing plan for the event We are utilizing our partners, Wicked Publicity and 30 Degrees North to get our message out through print media, internet and social media. For the first year we are concentrating on The Woodlands and surrounding areas, and plan to reach many more groups and individuals the following year with a call for entries in many film and entertainment publications.

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.InspireFilmFest.com*
- Other: print media
- 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) We will have an exact number of passes sold.

We will conduct surveys as the attendees cast their votes for favorite film.

We will monitor social media and ask for feedback on our website.

#### EVENT BUDGET INFORMATION

TWCVB Sponsorship amount requested for event	\$ <u>10,000</u>
Event funds to be provided by Applicant	\$ <u>190,000</u>
Total Budget for the Event	\$ <u>200,000</u>

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?
Wicked Publicity	\$20,000	Yes
30 Degrees North Print and Web Design	\$25,000	Yes
Cinemark	\$10,000	Yes
Arena Energy Foundation	\$25,000	Yes
	\$	
	\$	

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:*

Date	Event	Location	# of Attendees	
			Woodlands/	Non-Woodlands
_____	_____	_____	____/____	_____
_____	_____	_____	____/____	_____
_____	_____	_____	____/____	_____

Average dollar amount spent per person at most recent event \$ \_\_\_\_\_

Demographics of attendees at most recent event \_\_\_\_\_  
 \_\_\_\_\_

Budget at most recent event \$ \_\_\_\_\_

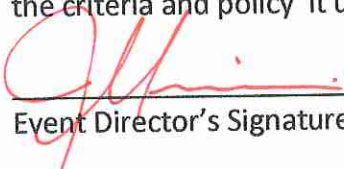
Actual expenditures at most recent event \$ \_\_\_\_\_



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

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

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

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

9/16/16  
\_\_\_\_\_  
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 _____	
_____	
_____	

### Inspire Film Fest Preliminary Budget

	Estimate	Actual
<b>Personnel</b>		
Executive Director	0	
Programmer/ Director	20,000	
Producer	7,000	
Operations	7,000	
Theater Manager	4,000	
Festival Consultant	13,000	
Film Manager	8,000	
Development Director	10,000	
Publicist	20,000	
Web and Print designer	25,000	
Additional Staffing	8,000	
<b>Total</b>	<b>122,000</b>	
<b>Theater Rental</b>		
Cinemark	10,000	
Additional Venue	5,000	
Projectionists	3,500	
Lighting and Sound	2,500	
<b>Total</b>	<b>21,000</b>	

	Estimate	Actual
<b>Special Events</b>		
Venues	10,000	
Catering	10,000	
<b>Total</b>	<b>20,000</b>	
Travel		
Airfare	18,000	
Hotel	14,000	
<b>Total</b>	<b>32,000</b>	
<b>Collateral Material</b>		
Programs	4,500	
Posters/flyers	1,250	
Promotional Items	3,500	
Passes/Lanyards	6,500	
Awards/Gift Bags	1,500	
Staff Shirts	3,500	
Merchandise	5,000	
<b>Total</b>	<b>25,750</b>	

<b>Business Expenses</b>							
General Business expenses					3,000		
Insurance					1,500		
Ticketing System					5,000		
Shipping					3,000		
Additional					2,500		
<b>Total</b>					<b>15,000</b>		
<b>Total page 1,2,3</b>					<b>235,750</b>		



## **CVB Regular Board Meeting**

Meeting Date: 09/21/2016

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### Information

#### SUBJECT MATTER:

Receive, consider and act upon 2017 tradeshow participation;

#### BACKGROUND:

The Woodlands Convention & Visitors Bureau Convention Development Department has been actively promoting The Woodlands as a Convention Destination this year through tradeshow and conferences. With direction from the CVB Board of Directors and input from The Woodlands hotels, The Woodlands CVB staff has researched organizations leading the meetings and conventions industry. There are four main tradeshow that take place throughout the year being considered: U.S. Travel Association's IPW, Meeting Professional International's World Educational Congress, Cvent CONNECT and IMEX America. If the CVB Board determines participation, CVB staff will seek partnerships with other entities in The Woodlands to increase the presence at these tradeshow of The Woodlands CVB.

#### **U.S. Travel Association's IPW**

U.S. Travel Association's IPW is one of the largest international tradeshow in the world. The tradeshow is compiled of pre-scheduled business appointments. This past show, in New Orleans, LA, the show had more than 6,000 attendees from 73 countries, including over 1,300 international and domestic travel buyers and nearly 500 media from the U.S. and abroad. In 2017, the tradeshow will be held in Washington D.C. at the Walter E. Washington Convention Center, Saturday, June 3-7, 2017. Attending this show would provide The Woodlands with the ability to reach international travel operators for them to directly book business to The Woodlands. There are two options that The Woodlands CVB and local hotels can consider:

#### Option 1- Double Shared Booth-\$8,725:

- 10x20 size booth
- Furniture, A/V and other accessories are not included in the Booth Cost but through the Tradeshow's exhibitor company Freeman, a complimentary Booth Package could be an option. If not, we are estimating that to be a separate charge of about \$7,500.
- Registration for the tradeshow itself is also a separate charge at \$1,165 for the key registrant and then \$1,450 for each shared delegate (hotel partners). Please keep in mind that these prices increase after November 4, 2016 to \$1,395 for the key registrant and \$1,800 for the shared delegate.
- Double booth holders may have up to six staff members.
- Hotel accommodations have not been released yet for 2017, but an estimated rate of \$239 per night.
- Total Estimated Cost for Option 1: \$18,585 (this does not include employee meals, airfare, or shipping/handling costs of collateral).

#### Option 2 -Triple Shared Booth-\$15,895:

- 10x30 size booth
- Furniture, A/V and other accessories are not included in the Booth Cost but through the Tradeshow's exhibitor company Freeman, a complimentary Booth Package could be an option. If not, we are estimating that to be a separate charge of about \$10,000.
- Registration for the tradeshow itself is also a separate charge at \$1,165.00 for the key registrant and then \$1,450 for each shared delegate (hotel partners). Please keep in mind that these prices increase after November 4, 2016 to \$1,395 for the key registrant and \$1,800 for the shared delegate.
- Triple Shared Booth holders may have up to nine staff members.
- Hotel accommodations have not been released yet for 2017, but an estimated rate of \$239 per night.
- Total Estimated Cost for Option 2: \$28,255 (this does not include employee meals, airfare, or shipping/handling costs of collateral).

## **Meeting Professionals International WEC**

Meeting Professionals International hosts a World Education Congress annually. This past year, the conference was held in Atlantic City, NJ where there were more than 2,000 registered attendees. Of these 2,000 attendees, 44% were meeting planners and 56% were suppliers. Additionally, this conference delivered 80 educational sessions which is an added bonus to the conference. The conference also has a hosted buyer program for meeting planners to meet one-on-one with suppliers. The 2017 conference will be held over June 19-22, 2017 in Las Vegas, NV at the MGM Grand. MPI's WEC has a tradeshow aspect to the show that our hotel partners could potentially participate in. MPI has different levels that range in price and what is included. The Woodlands CVB has provided two options to consider (please note these pricing options and level options are based off of 2016 pricing):

### Option 1- Level 4-\$20,000:

- 8x10 booth space in the Ballroom.
- Furniture, A/V, etc. is an additional charge that The Woodlands CVB staff is estimating to be around \$1,800 plus shipping and handling fees.
- Participation in the Best Match Planner Program Appointments. This is typically held a day before the conference officially starts. The Woodlands CVB could have the potential to meet with 10 planners in pre-set, one-on-one appointments.
- Planners and Suppliers are also able to set appointments at the Supplier booths. These take place over the duration of the conference.
- This level includes One Complimentary Registration. Registration per staff member is \$999. This level allows for a four person maximum.
- Lodging has not yet been determined yet, but an estimated cost of \$129 per night.
- Total Estimated Cost for Level 4 Option: \$23,215 (this does not include employee meals, airfare, or shipping/handling costs of collateral).

### Option 2 – Level 5-\$30,000:

- 20x20 booth space in the middle of Ballroom.
- For this level, there are 2 furniture packages available:
  - Option 1: \$14,651. This particular package includes: printed graphic panels, install and dismantle is included, 2 walls connected by a headers in the center of the set-up, custom cut carpet, single carpet padding, corrugated wastebasket, 4 café tables, 16 razor armless chairs, coffee table, and 2 sofas. The advantages for this package is that it is turnkey and at a discounted price, there are no shipping or material handling cost, package is ready prior to show opening, on-site service before, during and after show.
  - Option 2: \$19,731. This package includes: printed graphic panels, install and dismantle included, 4 pillars with printed graphic, custom cut carpet and padding, waste basket, 4 café tables, 16 arm chairs, coffee tables, roma sofa and 2 roma chairs.
- Participation in the Best Match Planner Program Appointments. This is typically held a day before the conference officially starts. The Woodlands CVB could have the potential to meet with 10 planners in pre-set, one-on-one appointments.
- Planners and Suppliers are also able to set appointments at the Supplier booths. These take place over the duration of the conference.
- Two complimentary registrations are included at this level and a maximum of 4 representatives are allowed at this level. Registration is \$999.00.
- Lodging has not yet been determined yet, but an estimated cost of \$129 per night.
- Total Estimated Cost: Package Option 1: \$45,167. Package Option 2: \$50,247 (this does not include employee meals, airfare, or shipping/handling costs of collateral).

## **Cvent CONNECT**

Cvent CONNECT is an educational conference as well as a tradeshow with a hosted-buyer component that brings together meeting planners and suppliers. Cvent CONNECT brings in suppliers for the first two days of the conference to attend educational sessions, on the third day; suppliers are able to have pre-set appointments with qualified meeting planners. In 2016, there were 1,800 buyers that participated in the Exchange and there was a 7:1 Planner to Exhibitor ratio. With The Exchange, The Woodlands CVB has the potential to have up to 18 pre-set

appointments with stop by appointments possible as well. There are two available options for exhibitors:

Option 1: Single Booth-\$7,900 (early bird pricing)

- 2 complimentary registrations for the supplier track
- 1 appointment schedule
- 1 turnkey booth (kiosk included). A/V, flat screen, and customizable graphics are included.
- ID Sign
- 10ft H x 3 ft W x 2ft D
- Cvent has not determined dates or a destination yet, so estimating lodging is a little skewed. Estimated Lodging is-\$250 per night.
- Estimated Cost of Option 1: \$8,650 (this does not include employee meals, airfare, or shipping/handling costs of collateral).

Option 2: Double Booth-\$13,900 (early bird pricing)

- 3 complimentary registrations for the supplier track
- 2 appointment scheduled (possible 36 potential appointments)
- 1 turnkey booth (kiosk included). A/V, flat screen, and customizable graphics are included.
- ID Sign
- 10ft H x 6ft W x 2ft D (two of the single booth side by side)
- Cvent has not determined dates or a destination yet, so estimating lodging is a little skewed. Estimated Lodging is-\$250 per night.
- Estimated Cost of Option 2: \$14,650 (this does not include employee meals, airfare, or shipping/handling costs of collateral).

**IMEX America**

IMEX America brings together buyers and exhibitors from the United States and around the world for one of the largest Hosted Buyer Programs in North America. In 2015, IMEX America had 10,732 total participants, including exhibitors, 3,030 hosted buyers from 54 countries with 74% being from the U.S. and Canada, and a total of 57,000 hosted buyer appointments made throughout the trade show. The Woodlands CVB has two options available for booths:

Option 1-Hardwall Booth-\$12,200:

- 10 x 10 size booth (minimum size).
- A Hardwall booth includes a pre-built shell scheme with wall panels and carpet in our choice of colors at no extra cost.
- Basic furniture package includes: 2 bar stools, 1 bar table, 1 lockable cupboard and 1 waste paper basket.
- Electricity, lighting, internet and additional furniture must be ordered separately. The Woodlands CVB staff is estimating this cost to be \$3,500.
- IMEX America recommends a maximum of 3 partners for a 10x10 booth. As an exhibitor, each partner is able to have their own appointment schedule throughout the tradeshow.
- Estimated Lodging: \$269 per night
- Total Estimated Costs for Option 1: \$15,969 (this does not include employee meals, airfare, or shipping/handling costs of collateral).

Option 2-Hardwall Booth-\$24,400:

- 10x20 size booth
- A Hardwall booth includes a pre-built shell scheme with wall panels and carpet in our choice of colors at no extra cost.
- Basic furniture package includes: 2 bar stools, 1 bar table, 1 lockable cupboard and 1 waste paper basket.
- Electricity, lighting, internet and additional furniture must be ordered separately. The Woodlands CVB staff is estimating this cost to be \$5,500.
- IMEX America recommends 6 partners for a 10x20 booth. As an exhibitor, each partner is able to have their own appointment schedule throughout the tradeshow.
- Estimated lodging: \$269 per night



- Total Estimated Costs for Option 2: \$30,976 (this does not include employee meals, airfare, or shipping/handling costs of collateral).

RECOMMENDATION

To be determined by the Board.

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Attachments

*No file(s) attached.*

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## CVB Regular Board Meeting

Meeting Date: 09/21/2016

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### Information

#### SUBJECT MATTER:

Receive, consider and act upon a Marketing Partnership with The Cvent Supplier Network;

#### BACKGROUND:

The Cvent Supplier Network allows suppliers to directly connect and establish relationships with more than 74,000+ planner users to research destinations. Examples of planner user companies that utilize Cvent include: Helmsbriscoe, Conference Direct, Walmart, Toshiba, National Restaurant Association and MetLife. Placing The Woodlands in The Cvent Supplier Network would increase our visibility to be able to be seen on a consistent basis by Cvent's extensive database of planner users. As of now, The Woodlands Convention & Visitors Bureau is only considered a basic listing, which comes with limitations.

Below are different options that The Woodlands CVB could bundle to utilize in a Marketing Campaign through The Cvent Supplier Network:

- 2 Diamond Package: This refers to The Woodlands Listing. With a 2 Diamond Package, staff would be able to add more content to the profile page, as well as being placed higher in the search results. Staff would also have the opportunity to show up on a rotating banner with other listings on the network.
- Screen Search Package: This screen search package is like the Google homepage of Cvent. This is where every meeting planner starts their destination search and The Woodlands could be on this screen on a monthly basis.
- Email Newsletter & Blog:
  - Featured Blog Articles: The Woodlands CVB could have a featured article in Cvent's Newsletter which also links to Cvent's Blog. Cvent has 130,000 opted subscribers to their newsletter and 26,500+ visitors to their blog per month.
  - The Woodlands CVB would also have the option of placing a Display Ad in the newsletter on a monthly basis. This ad placement is just a static image that is in their monthly newsletter and is separate from the featured article.
- Destination Guide Banner Ads: Cvent created a Destination Guide for planners when they are in the research process of choosing a destination. The Woodlands could place a Banner Ad on the San Antonio page, Houston page, Dallas or Austin pages so that when planners are looking at those particular destination, The Woodlands will show up allowing meeting planners to then consider The Woodlands. At this point of the process, planners have not decided where they want to go, and are looking at on average 2-3 destinations.
- Destination Request a Quote Button: The Woodlands CVB has the opportunity to have a button placed on our city page in the Destination Guide, so that the planners have a call to action when they visit The Woodlands' City Page.
- CVB Copy Feature: The Woodlands CVB could place an ad at the final stage of the planner's journey. This ad will pop-up just as the planner is about to send an RFP to a selected property, asking if the planner would like to include The Woodlands CVB on their RFP. This action will then help drive more RFPs directly to The Woodlands CVB so that we can help influence the business that is being sourced into the city.

Cvent has presented The Woodlands CVB with three bundle options in which to choose. They are provided below. Please reference the descriptions above for what each one offers.

Option 1-\$44,632/year:

- 2 Diamond Listing (12 Months)
- Search Screen Package(Month TBD)
- Featured Blog Articles (2)(Months TBD)
- Display Ad in the Newsletter (Months TDB)

- Banner Ads in the Destination Guide on the following city pages(12 Months):
  - San Antonio
  - Dallas
  - Houston
  - Austin
  - Texas
  - Southwest
- Destination Request a Quote Button (12 Months)
- CVB Copy Feature (12 Months)

Option 2-\$27,817/year:

- 2 Diamond Listing (12 Months)
- Featured Blog Article (1-Month TBD)
- Banner Ads in the Destination Guide on the Following City Pages (12 Months)
  - Dallas
  - Houston
  - Texas
- Destination Request A Quote Button (12 Months)
- CVB Copy Feature (12 Months)

Option 3-\$18,347/year:

- 2 Diamond Listing (12 Months)
- Banner Ad on San Antonio’s Page in the Destination Guide (12 Months)
- Destination Request a Quote Button (12 Months)
- CVB Copy Feature (12 Months)

Cvent tracks these marketing efforts based on how many RFPs are generated from the campaign. Cvent prides itself on being able to track the end result, RFP’s received, booked, etc. instead of clicks or impressions because they know that a click does not mean business was sent to The Woodlands. Quarterly reports will be sent out to The Woodlands CVB staff discussing these metrics and results.

The Woodlands CVB Staff recommends Option 2 because it would receive elements from options 1 and 3 while still being cost effective.

**RECOMMENDATION**

To be determined by the Board.

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Attachments

The Woodlands CVB Cvent Partnership

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# The Woodlands CVB: Marketing Opportunities with Cvent

**Becky Matlack**  
Senior Sales Executive

**Audrey Bascio**  
Sales Associative

**215,000+**  
worldwide users

**1,740+**  
worldwide employees

**1 million+**  
events managed

**\$1 billion+**  
market capitalization



**CVT**  
**LISTED**  
**NYSE**

**WASHINGTONIAN**  
*Top 100 Tech Titans*

**Deloitte.**  
Technology Fast 500™



**//CODiE//**  
2013 SIIA CODIE WINNER

**ACG** National Capital  
Company of the Year

# Event Hospitality Cloud Growth

~\$10B  
(Projected)

Revenue Sourced



# The Cvent Supplier Network

**1.8 M+**

RFPs Sent in 2015

**29M**

Room Nights Requested in 2015

**\$60K**

Average value of awarded RFPs in 2015

**1,200**

New organizations sourcing per month

## Total RFPs



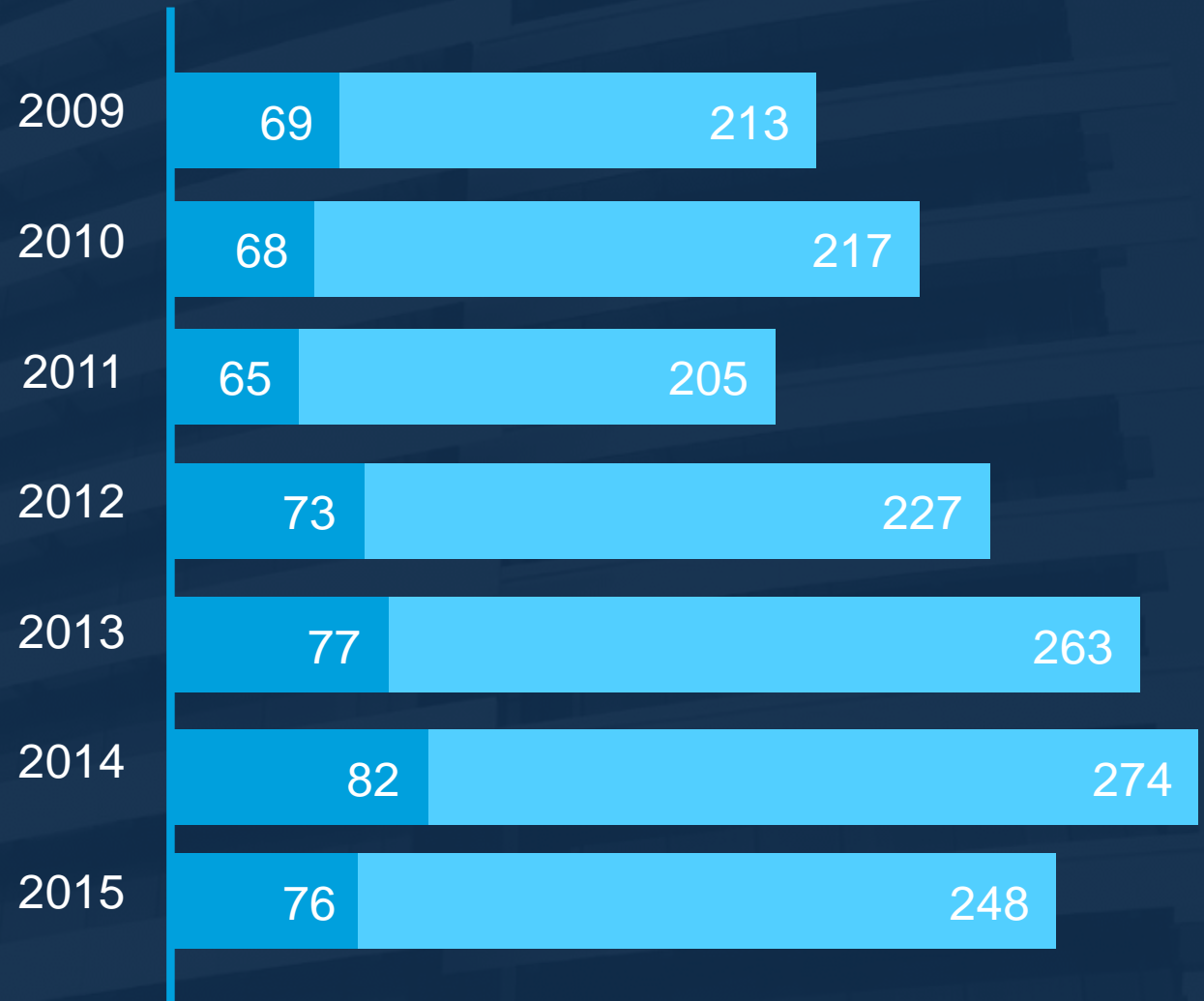
## Unique Room Nights





# Average Size of Business

■ Average Peak Nights    ■ Average Room Nights



# Over 70,000 Customers

## Third Party



## Fortune 1,000 Companies



## Associations



Great Public Schools for Every Child

## Sports



Tournament and Event Housing Services




## Small / Medium Sized Enterprises



# Your Current profile on Cvent

The Woodlands Convention & Visitors Bureau



**Key Highlights**

Venue Type	CVB
Meeting Space	155,000 Sq. Ft.
Convention Center Space	70,000 Sq. Ft.
Hotels	12
Restaurants	70

[Request Quote](#)

[What's this?](#)

**Overview** | **General Info**

[f](#) [t](#) [in](#) [+1](#) [✉](#)

**Location** [Search Nearby Venues](#)

2801 Technology Forest Blvd.  
Woodlands, Texas 77381  
USA [Map Venue](#)

**Area Meeting Information**

Sleeping Rooms	1,777
Sleeping Rooms 1 Mile from Convention Center	804
Hotel at Convention Center	Yes

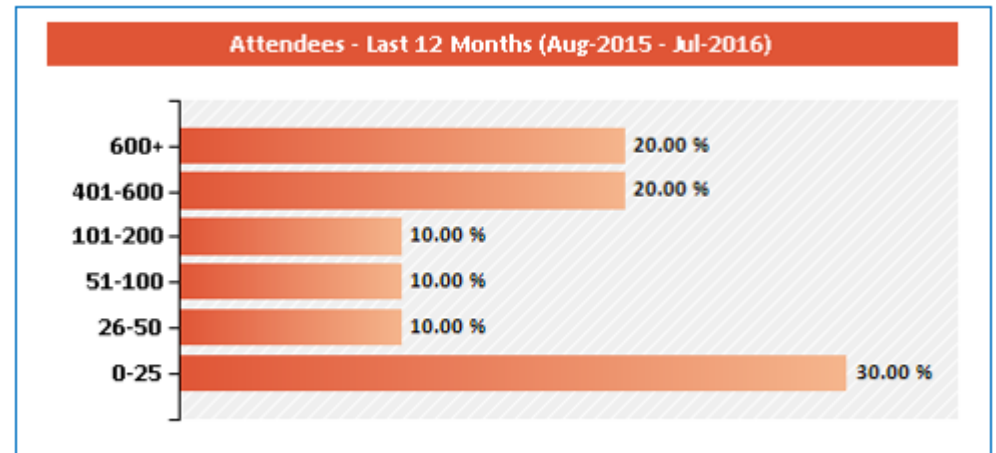
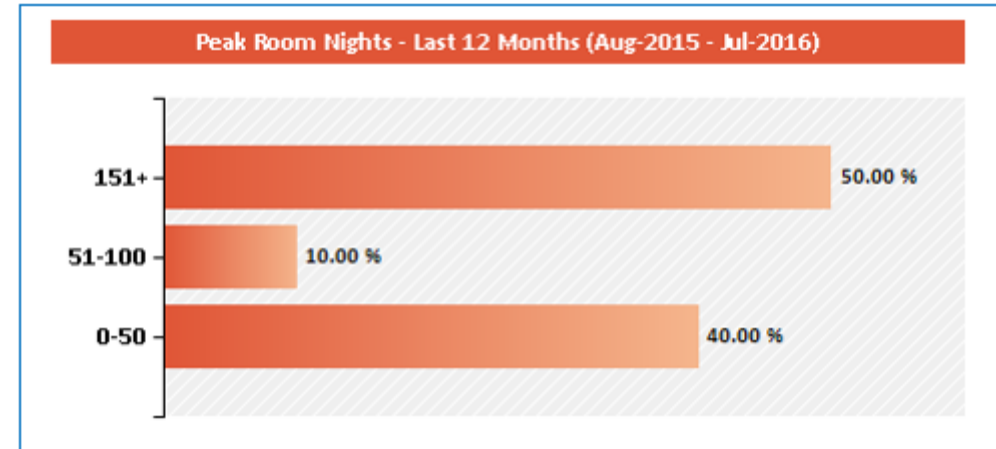
**Closest Major Airports**

George Bush Intercontinental Airport	15 Miles
William P. Hobby Airport	40 Miles

# Woodlands, TX City Trends

RFP Info	Aug-2014 - Jul-2015	Aug-2015 - Jul-2016	% Change YOY
Unique RFPs	18	10	-44.4%
Unique Room Nights	12,260	9,113	-25.7%
Unique RFP Value	\$4,627,024	\$3,226,376	-30.3%
Average Room Nights per Unique RFP	681	911	33.8%
Average Value per Unique RFP	257,057	\$322,638	25.5%
Awarded RFPs	0	0	0.0%
Awarded Room Nights			0.0%
Awarded Value			0.0%
Average Room Nights per Awarded RFP	0	0	0.0%
Average Value per Awarded RFP	\$0	\$0	0.0%
Turned Down Ratio	22.2%	10.0%	-55.0%
Response Rate	44.4%	40.0%	-10.0%
Unique Planner Orgs	12	4	-66.7%

*Few areas of concern:* There are not that many RFPs being sourced into your city because planners using Cvent are not familiar with the Woodlands. Your properties are not using Cvent to its fullest potential by responding to RFPs, awarding business, etc. Also, the response rate is 40%, which tells me there are RFPs not being responded to and there are potential missed opportunities.



# Digital Marketing Opportunities

# MEETING PLANNER BUYING CYCLE



## AWARENESS MODE

PLANNERS ARE SEEKING THE LATEST INDUSTRY NEWS, TRENDS AND BEST PRACTICES

## BUYING MODE

PLANNERS ARE ACTIVELY SOURCING MEETINGS AND EVENTS BUSINESS

## RESEARCH MODE

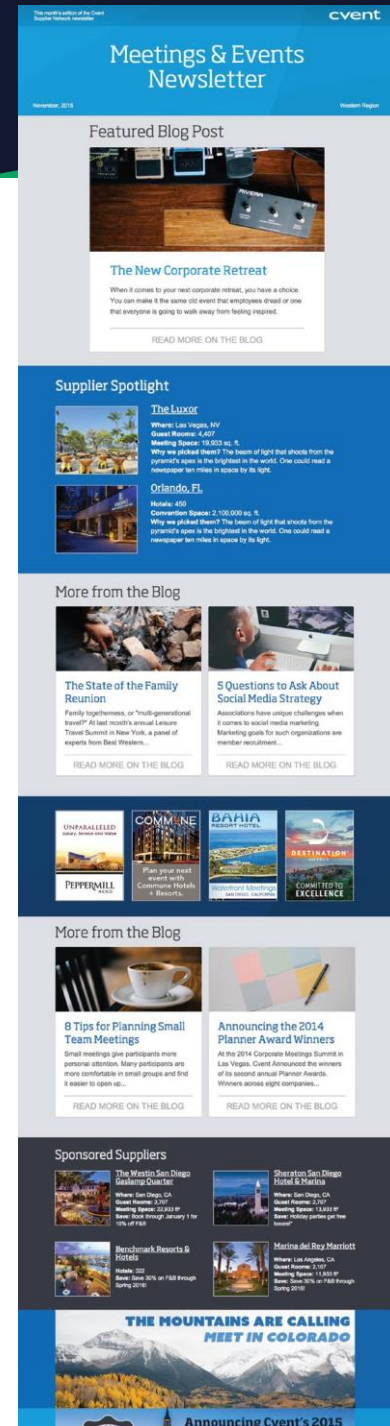
PLANNERS ARE GATHERING AND COMPARING DETAILS ABOUT POSSIBLE EVENT LOCATIONS

## FEEDBACK MODE

PLANNERS ARE PROVIDING FEEDBACK ON THEIR EXPERIENCE OF VENUES AND DESTINATIONS

# Cvent Email Newsletters

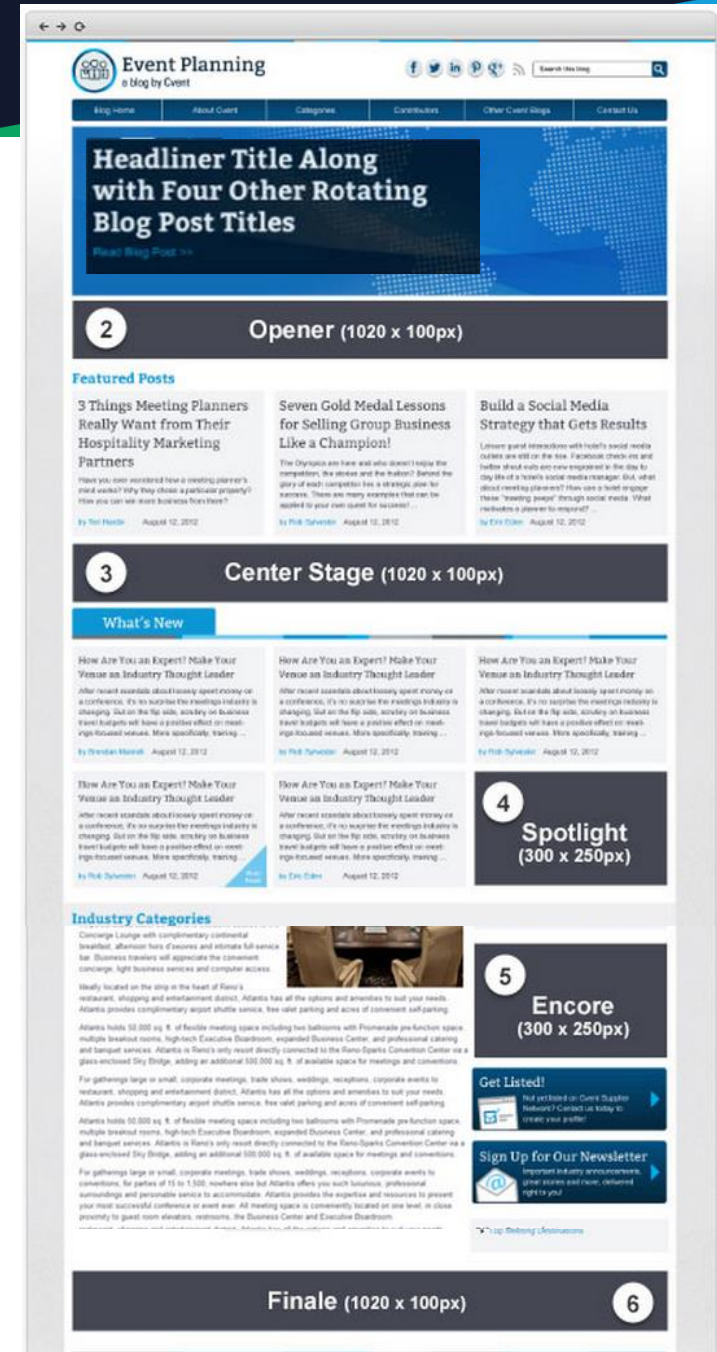
- Circulation of more than 130,000 meeting planners
- Broken down into 11 regional newsletters:
  - Asia - Pacific
  - Europe, Middle East and Africa
  - International
  - The Americas (Canada)
  - United Kingdom
- For United States:
  - Mid-Atlantic
  - Midwest
  - West
  - Northeast
  - Southeast
  - Southwest



# Cvent Blogs

- 26,500+ visitors to the blog per month
- 39% of blog traffic is from visitors returning within 1 day

[Cvent Blog](#)





# Cvent Destination Guide

653,000  
page views per month

2-3

destinations searched per  
Destination Guide visit

2.94

pages viewed on the  
Destination Guide per visit

## Corpus Christi, TX Event Planning



## Key Highlights

Hotels	61
Total Sleeping Rooms	6,550
Committable Sleeping Rooms*	475
Committable Meeting Rooms*	12
Convention Center Space	500,000 Sq. Ft.
Largest Exhibit Space	76,500 Sq. Ft.
Largest Ballroom	34,000 Sq. Ft.
Average Hotel Room Rate	USD \$97
Average Daily Meal Cost	USD \$51
Average Weekly Car Rental	USD \$249

\*Maximum for a single hotel

## Overview

## Key Stats

## Meetings

## Suppliers

## Transportation

## Things To Do (15)

## Image Gallery (15)

## Promotions

## Corpus Christi, TX Meeting Planning Overview

Welcome to the Meeting and Event Planning Guide to Corpus Christi, a city guide written for meeting professionals. Corpus Christi is ideally positioned as a South Texas meeting site, bursting with Texas hospitality, off-site venues and a strong entertainment and dining scene. Each year, it welcomes thousands of delegates at its two major convention venues, offering these visitors a thriving city center, more than 100 miles of natural beaches and a variety of special event venues that range from an aircraft carrier to an aquarium.



Corpus Christi is situated within a four-hour drive of more than 50 percent of the Texas population, as well as within a three-hour drive of San Antonio, Houston and Austin. Corpus Christi International Airport,



It's Meeting Time  
on Galveston Island.



GET INSIDER TIPS

FREE WIFI FREE PARKING FREE TRANSPORT

# Cvent Destination Guide

The only free online travel resource for meeting planners

- Key Metrics:
  - 12,500+ pages of meetings focused content
  - 1,100+ cities mapped
  - 653,000+ page views per month


[Southwest Destination Guide](#)

## Southwest US Meeting & Event Planning City Guide

When the Northeast winter winds blow, planners think about meeting and event planning in the Southwest, a region that includes Arizona, New Mexico, Oklahoma and Texas. Phoenix / Scottsdale, Dallas / Fort Worth, San Antonio and Houston in particular are powerhouses in this area, but many Southwest meeting and event planning elsewhere, such as Santa Fe, Tucson and Tulsa, are a fit for smaller groups. The Southwest is rich in romantic culture; try to build local flavor into the program.




## Featured Destinations & Suppliers | Southwest US



REQUEST QUOTE VIEW PROFILE

### Greater New Braunfels, TX

Nestled at the confluence of the Guadalupe and Comal Rivers in the Texas Hill Country, the historic city of New Braunfels is a gem of recreation and relaxation. Located in the heart of the city, our Convention Center is convenient to a number of hotels, restaurants, river outfitters, and night clubs



WHERE ENERGY AND STYLE COMBINE

LEARN MORE

RENAISSANCE  
PALACE HOTEL

## Southwest US Meeting Destinations

Sort By:

### Abilene, TX



Meeting and event planning in Abilene is all about the legendary West. Groups will have opportunities a-plenty for chuck-wagon meals, cowboy hoe-downs - and maybe a buffalo stampede or two - when they meet in the Texas "Big Country."

Hotels	33
Total Sleeping Rooms	1,324
Sleeping Rooms (Single Hotel)	-
Convention Ctr Space	132,000 Sq. Ft.

### Albuquerque, NM



New Mexico's largest city has plenty to offer: Albuquerque meeting and event planning programs can include the world's largest balloon festival, the Indian Pueblo Cultural Center and more.

Hotels	171
Total Sleeping Rooms	26,322
Sleeping Rooms (Single Hotel)	350
Convention Ctr Space	-

### Amarillo, TX



When planning meetings and events in Amarillo, never underestimate the power

Hotels	60
Total Sleeping Rooms	6,000



spg.pro

Meet in Dallas. Earn rewards.

Earn Starpoints for meeting and events held at Westin, Sheraton, W Hotels and more.

LEARN MORE >

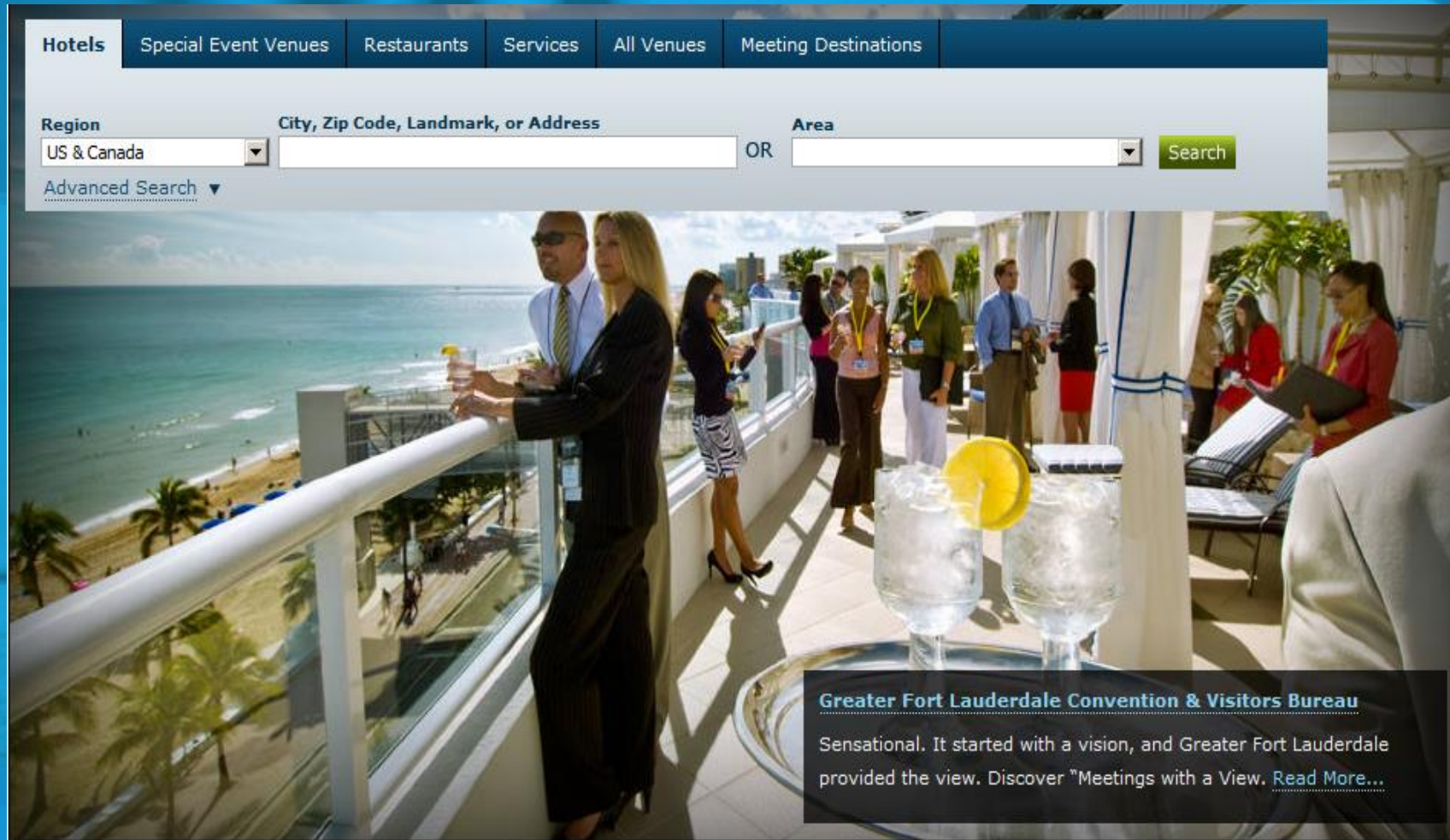


ESCAPE THE ORDINARY

WALKER

EARN 3% BACK TO THE MASTER

# Search Screen Sponsorship



The screenshot shows a search interface with a navigation bar containing: Hotels, Special Event Venues, Restaurants, Services, All Venues, and Meeting Destinations. Below the navigation bar is a search form with three main sections: 'Region' with a dropdown menu set to 'US & Canada', 'City, Zip Code, Landmark, or Address' with a text input field, and 'Area' with a dropdown menu. An 'OR' label is positioned between the address and area fields. A green 'Search' button is located to the right of the area dropdown. Below the search form is an 'Advanced Search' link with a downward arrow. The background of the search screen is a photograph of a hotel balcony with a white railing, overlooking a beach and the ocean. Several people in business attire are on the balcony, and a tray with two glasses of water and a lemon slice is in the foreground. A dark semi-transparent box is overlaid on the bottom right of the image, containing text about a sponsorship.

**Greater Fort Lauderdale Convention & Visitors Bureau**  
Sensational. It started with a vision, and Greater Fort Lauderdale provided the view. Discover "Meetings with a View. [Read More...](#)

All **70,000+** of our meeting planners begin their search process here!

# Diamond Listings

- Secure better placement in the search results
- Higher placement = more RFPs
- More content = more qualified leads
- Higher placement + more content = More booked business

## [Houston Metro Area Search Results](#)

Looking for a venue for your next event? [Get started with your free account!](#)

**cvent | Supplier Network**  
Find Venues. Get Quotes. Book Space.

Search Suppliers | Get Promotions | Explore Destinations | Sign Up | Log In | How it Works

**New Search**

Westfields Marriott Wash... | Hyatt Regency Bethesda near... | Westin Georgetown, Washingt... | Lansdowne Resort & Conferen...

Chantilly, VA | Bethesda, MD | Washington, DC | Leesburg, VA

Hotels | Special Event Venues | Restaurants | All Venues | Meeting Destinations

Applied Filters: Request Quote | Map Results | Clear Checked

Search Area: DC - Washington

Venue Name / Zip Code: Search by Name / Zip Code

Rating: State: City: Chain:

Accor Hotels (1) | ARAMARK (3) | Belmond (1) | Best Western (26) | Carlson Rezidor Hotel Group (12) | Choice Hotels (95) | Denihan Hospitality (1) | Destination Hotels & Resorts (2) | Extended Stay America (24) | Four Seasons (1) | More Choices...

Venue Type: Boutique Hotel (21) | Conference Center (28) | Convention Center (1) | CVB (26) | Hotel (652) | Luxury Hotel (17) | Resort (9)

1-15 of 756 Results | Units: Sq. Ft. | Sort by: Cvent Picks

**1. Crowne Plaza Washington, D.C - Rockville, MD** 4 Diamond

Crowne Plaza Washington, D.C - Rockville, MD hotel is nestled in the heart of Montgomery County. The 150-room hotel features 13,000 sq. ft. of meeting space. With its Feng Shui style atmosphere, guests can escape the Washington DC.

Venue Type: Hotel | Rating: 3 Stars | City: Rockville | Sleeping Rooms: 150 | Meeting Rooms: 10 | Largest Mtg Rm: 5,150 Sq. Ft. | Meeting Space: 15,000 Sq. Ft.

**2. The Westin Alexandria** 2 Diamond

The Westin Alexandria features 319 beautifully appointed guest rooms and encompasses a total of 20,000 square feet of flexible meeting and event space, making us the perfect choice for banquets and meeting planners.

Venue Type: Hotel | Rating: 4 Stars | City: Alexandria | Sleeping Rooms: 319 | Meeting Rooms: 23 | Largest Mtg Rm: 7,970 Sq. Ft. | Meeting Space: 20,000 Sq. Ft.

**3. The Westin Crystal City** 3 Diamond

The Westin Crystal City Hotel is located just minutes from Washington DC, across from Crystal City Metro stop, 1.3 miles from Ronald Reagan National Airport, short walk to many restaurants & within minutes to many corporation and government premises.

Venue Type: Hotel | Rating: 4 Diamonds | City: Arlington | Sleeping Rooms: 220 | Meeting Rooms: 12 | Largest Mta Rm: 6,264 Sq. Ft.

Find Great Promotions

People also viewed...  
CT - Hartford  
FL - Fort Myers / Naples  
FL - Palm Beach  
MD - Baltimore  
SC - Charleston  
VA - Richmond

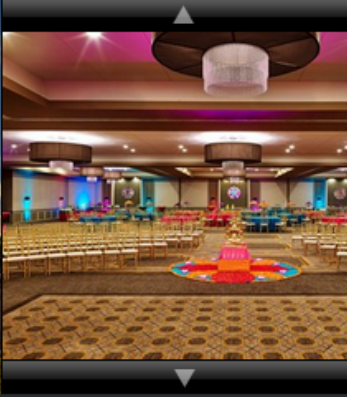

Nearby:  
JW Marriott Washington, DC  
Washington's premier address. Superb downtown location with easy access to all of DC's landmarks.  
Washington, DC

Washington Marriott Wardman Park

**cvent**

# Additional Content on your Diamond Listing

Chicago's Premier Western Suburb-Lisle Convention & Visitors Bureau



**Key Highlights**

Venue Type	CVB
Meeting Space	57,000 Sq. Ft.
Hotels	3
Restaurants	50

[Request Quote](#)

[What's this?](#) [Contact a Destination Expert](#)

**Overview** | [General Info](#) | [Promotions \(1\)](#) | [Local Attractions \(15\)](#) | [Image Gallery \(15\)](#)

## Description

"Meet In Style, Stay In Lisle"

Take advantage of Lisle's natural setting and enjoy the relaxing and peaceful environment while benefiting from all the area has to offer. With outstanding hotels centrally located in Chicago's western suburbs, Lisle is home to three premier hotels surrounded by ev...

[Read More](#)

## Additional Materials

[Conference Services](#)

[DMAI accreditation](#)

[Meeting Planner Kit](#)

[Meeting Promotion](#)

[What Exactly is a CVB](#)

[f](#) [t](#) [in](#) [+1](#) [✉](#)

## Location

[Search Nearby Venues](#)

925 Burlington Avenue  
Lisle, Illinois 60532  
USA [Map Venue](#)

[Multimedia](#)

## Area Meeting Information



Sleeping Rooms	863
Meeting Rooms	59
Average Hotel Room Rate	USD \$129.00
Committable Sleeping Rooms (Single Hotel)	309
Tax Rate	7.750%

## Closest Major Airports

O'Hare International Airport	25 Miles
Midway Airport	25 Miles

# Run promotions on your profile with the Diamond

Chicago's Premier Western Suburb-Lisle Convention & Visitors Bureau





**Key Highlights**

- Venue Type
- Meeting Space
- Hotels
- Restaurants

[Request Quote](#)

What's this? Co



**Venue Information**

Chicago's Premier Western Suburb-Lisle Convention & Visitors Bureau


Lisle, Illinois

Venue Type	CVB
Hotels	3
Sleeping Rooms	863

**Eligible Dates**

2/1/2016 - 12/31/2017

Overview | General Info | **Promotions (1)** | Local Attractions (15) | Image Gallery (15)



Lisle CVB 25th Anniversary Savings Celebration

**Save 3%**

[View Details](#) [Claim Promotion](#)

**Location**

925 Burlington Avenue  
Lisle, Illinois 60532  
USA [Map Venue](#)

**Area Meeting Informa**

Sleeping Rooms	
Meeting Rooms	
Average Hotel Room Rate	
Committable Sleeping Rooms (Single Hotel)	309
Tax Rate	7.750%

**Lisle CVB 25th Anniversary Savings Celebration**

**Save 2.50%**

[Claim Promotion](#)

Receive a 2.5% discount off the master account at any one of three Lisle hotels - Hilton, Hyatt Regency and Sheraton Lisle.

- Meeting should be contracted between February 1, 2016 - Dec. 31, 2016
- Discount will be applied directly to the master account
- Qualifying groups must book a minimum of 25 rooms
- Booking representative must go through Lisle CVB and reference the "Lisle CVB 25th


# CVB Copy Feature

When sending an RFP to a particular metro area, the planner will be asked if they would like to copy a local destination expert.

**Would you like to copy one of our local destination experts?**

Our local destination experts are destination marketing organizations (DMOs) that are trained to provide planners with assistance when booking meetings or events. DMOs can provide complimentary insider tips, venue recommendations, local area information, and booking assistance of large conventions and trade shows.

**Sunny Town Convention & Visitors Bureau**

 Sunnytown CVB is ready to help you plan your next event in Sunnyside. We work with all hotels and venues to make your Sunnyside experience great!

In the future, do not display Local Destination Experts when sending an RFP

# In Person Events





# EVENT CONNECT™



## 3,000+ ATTENDEES

**52%**  
Corporate

**1/2**  
of the  
Fortune 50

**12%**  
Association

Healthcare  
/ Pharma

**60%**  
of corporations  
have over  
\$1B in revenue &  
1,000 employees

**15%**  
Non-Profit

Software  
/ Internet

Business  
Services

**TOP**  
Represented  
Industries

**15%**  
Third Parties

**4%**  
Education

Financial  
Services

# 2017 Cvent Exchange

- A few stats from the Exchange in 2016:
  - 140% increase in exhibitor and sponsor booths from 2015 to 2016
  - Over 3,400 meetings were confirmed
  - Exhibitors had an average of 27 meetings (includes stop bys)
  - 1,800 buyers participated in the Exchange
  - 7:1 Planner to Exhibitor ratio

2017 Cvent Exchange	Single Booth	Double Booth
<b>Price Point</b>	<b>Early Bird Pricing: \$7,900</b> Expires 10/15/16 and increases to \$9,900	<b>Early Bird Pricing: \$13,900</b> Expires 10/15/16 and increases to \$16,900
<b>What's included</b>	<ul style="list-style-type: none"> <li>• 2 complimentary registrations for the supplier track</li> <li>• 1 appointment schedule</li> <li>• 1 turnkey booth (Kiosk included)</li> <li>• ID sign</li> <li>• 10ft H x 3ft W x 2ft D</li> </ul>	<ul style="list-style-type: none"> <li>• 3 complimentary registrations for the supplier track</li> <li>• 2 appointment schedules</li> <li>• 1 turnkey booth (Kiosk included)</li> <li>• ID sign</li> <li>• 10ft H x 6ft W x 2ft D (<i>two of the single booths side by side</i>)</li> </ul>

# Proposal Options

# Option 1

Bundle Marketing Campaign			
Ad Placement	Location	# of Units	Timing of Placement
Supplier Network/ SpeedRFP			
2 Diamond Package	<a href="#">TX- Houston</a>	1	12 Months
Search Screen Package	<a href="#">US &amp; Canada</a>	1	Month TBD
Email Newsletter & Blog			
Featured Blog Articles	Regions of your Choice	2	Months TBD
Display Ad	Region of your Choice	1	Months TBD
Destination Guide			
Banner Ad	<a href="#">San Antonio, TX</a>	1	12 Months
Banner Ad	<a href="#">Dallas, TX</a>	1	12 Months
Banner Ad	<a href="#">Houston, TX</a>	1	12 Months
Banner Ad	<a href="#">Austin, TX</a>	1	12 Months
Banner Ad	<a href="#">Texas, US</a>	1	12 Months
Banner Ad	<a href="#">Southwest, US</a>	1	12 Months
Destination Request a Quote Button	<a href="#">The Woodlands, TX</a>	1	12 Months
Additional Services/Marketing			
CVB Copy Feature	<a href="#">TX- Houston</a>	1	12 Months
<b>Standard Total Marketing Cost:</b>			<b>\$69,211/year</b>
<b>Bundle Marketing Campaign Discounted Package:</b>			<b>\$44,632/year</b>

# Option 2

Bundle Marketing Campaign			
Ad Placement	Location	# of Units	Timing of Placement
Supplier Network/ SpeedRFP			
2 Diamond Package	<a href="#">TX- Houston</a>	1	12 Months
Email Newsletter & Blog			
Featured Blog Article	Region of your Choice	1	Months TBD
Destination Guide			
Banner Ad	<a href="#">Dallas, TX</a>	1	12 Months
Banner Ad	<a href="#">Houston, TX</a>	1	12 Months
Banner Ad	<a href="#">Texas, US</a>	1	12 Months
Destination Request a Quote Button	<a href="#">The Woodlands, TX</a>	1	12 Months
Additional Services/Marketing			
CVB Copy Feature	<a href="#">TX- Houston</a>	1	12 Months
<b>Standard Total Marketing Cost:</b>			<b><del>\$39,211/year</del></b>
<b>Bundle Marketing Campaign Discounted Package:</b>			<b>\$27,817/year</b>

# Option 3

Bundle Marketing Campaign			
Ad Placement	Location	# of Units	Timing of Placement
Supplier Network/ SpeedRFP			
2 Diamond Package	<a href="#">TX- Houston</a>	1	12 Months
Destination Guide			
Banner Ad	<a href="#">San Antonio, TX</a>	1	12 Months
Destination Request a Quote Button	<a href="#">The Woodlands, TX</a>	1	12 Months
Additional Services/Marketing			
CVB Copy Feature	<a href="#">TX- Houston</a>	1	12 Months
<b>Standard Total Marketing Cost:</b>			<del>\$25,211/year</del>
<b>Bundle Marketing Campaign Discounted Package:</b>			<b>\$18,347/year</b>

## **CVB Regular Board Meeting**

Meeting Date: 09/21/2016

---

### Information

#### SUBJECT MATTER:

Receive, consider and act upon an Incentive Funds Request from The Universities Space Research Association;

#### BACKGROUND:

The Woodlands Convention & Visitors Bureau received an Incentive Funds Request from the Universities Space Research Association for \$10,000-\$15,000 to assist with conference shuttle services for their Lunar and Planetary Science Conference that will be held at The Woodlands Waterway Marriott on March 20-24, 2017. The conference has been held in The Woodlands for the past seven years and hosts nearly 2,000 attendees. Within The Woodlands Township boundaries, the conference utilized 1,866 total sleeping rooms last year. Along with the sleeping rooms, many of the attendees dine and shop within The Woodlands and host off-site events throughout the conference.

The Universities Space Research Association provides a conference shuttle for the attendees so they do not have to utilize a rental car while they are in destination. The conference has utilized Galveston Transportation for about 45 years for this event. The conference shuttle assists with travel to and from the host hotel from all other hotels within The Woodlands. This, in turn, results in reducing the conference costs for the attendees which has a domino effect on increased attendance to the conference. The reduced conference costs also allow attendees to extend their stay within The Woodlands and allow them to explore all of the amenities that are available here.

#### RECOMMENDATION

To be determined by the Board.

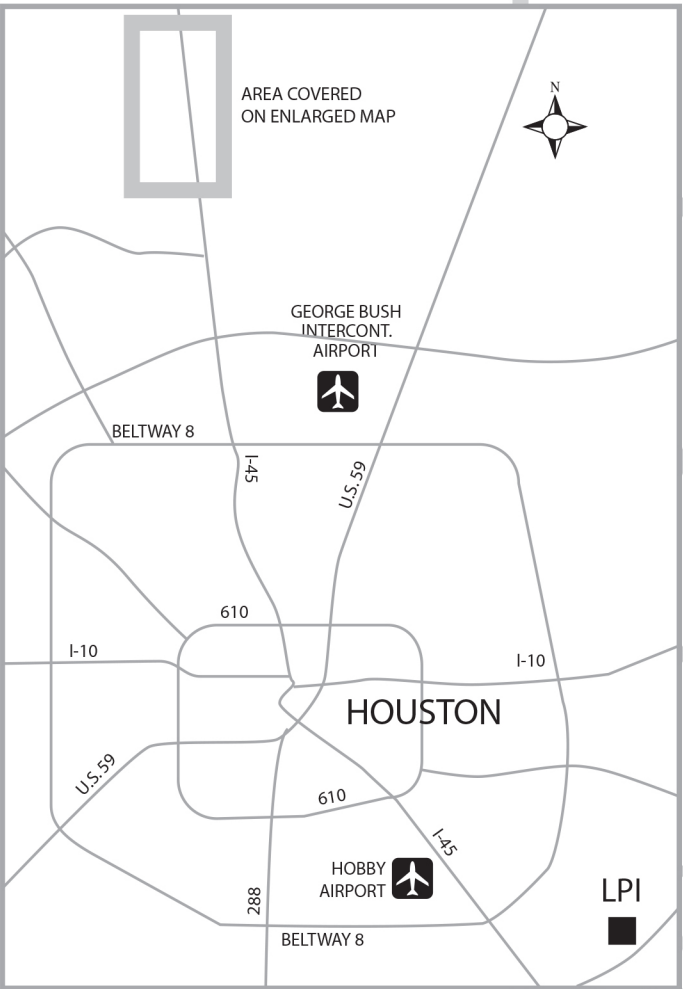
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### Attachments

Shuttle Route

Lunar Incentive Funds Request

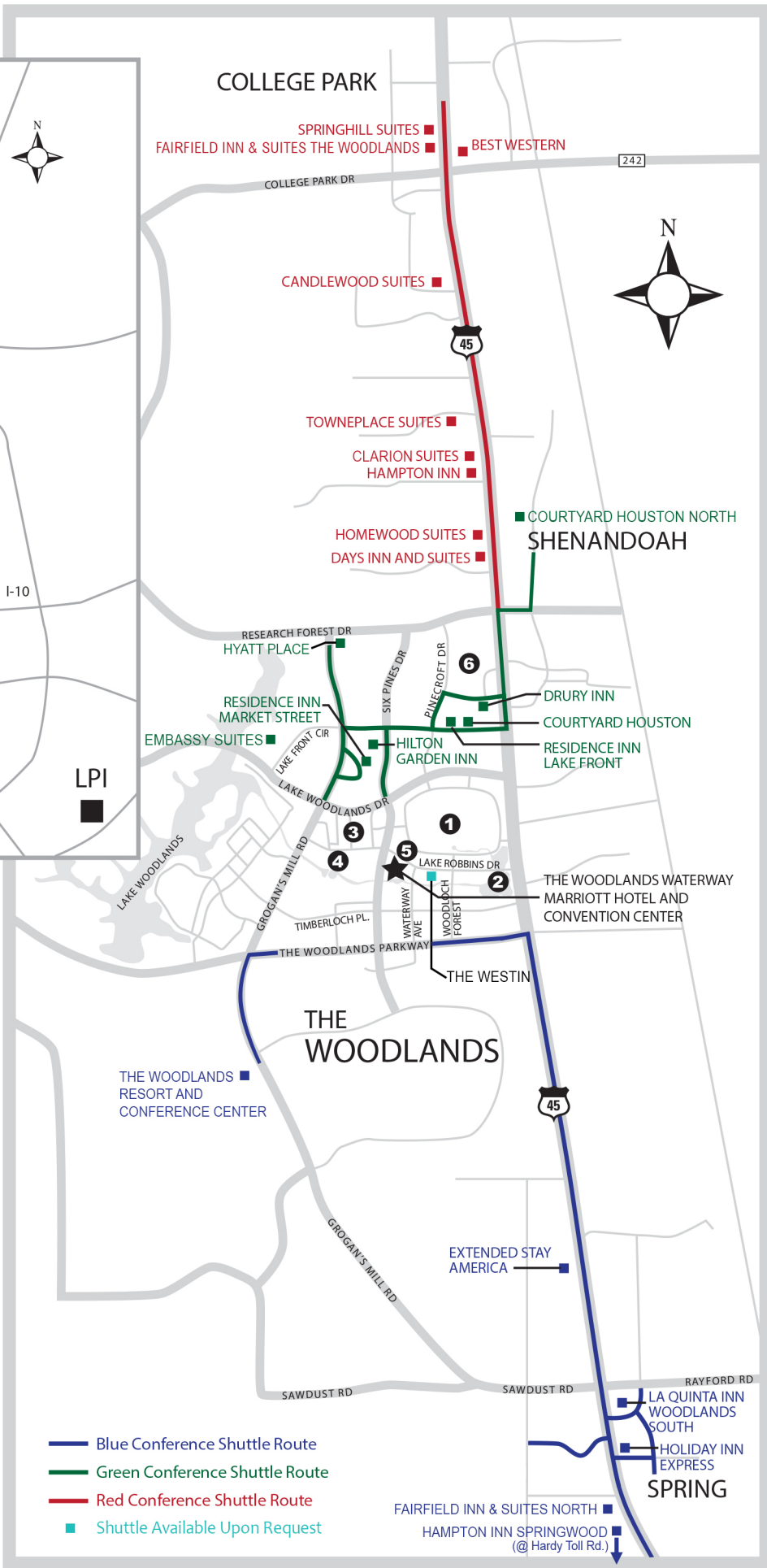
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# MAP OF THE WOODLANDS AND SURROUNDING AREAS

## PLACES OF INTEREST:

- ❶ The Woodlands Mall
- ❷ Waterway Taxi
- ❸ Market Street Shopping and Restaurants
- ❹ Town Green Park (green space)
- ❺ Tinseltown 17 Movie Theater
- ❻ Memorial Hermann Hospital—The Woodlands





# THE WOODLANDS

CONVENTION & VISITORS BUREAU

*visitthewoodlands.com*

## Incentive Funds Request Form

Name of group: Universities Space Research Association

Date(s) of meeting: March 20-24, 2017

Name of meeting: Lunar and Planetary Science Conference (LPSC)

Host hotel: The Woodlands Waterway Marriott

Hotel sales contact: Erin Scinta

Anticipated size of room block: Host hotel = 1600 / Surrounding hotels = 1500+

Group rate: \$140 - \$260 for all hotels

Estimated amount of room revenue: Host hotel = \$300,000 / Surrounding hotels = \$600,000

Amount of funds requested: \$10,000 - \$15,000

Date of request: July 14, 2016

### **Specific proposed use of funds:**

The Lunar and Planetary Science Conference (LPSC) has been held in The Woodlands for the past seven years. Our nearly 2000 attendees generate an estimated revenue of \$1,000,000 a year for hotel rooms alone. When you consider that they also have lunch, dinner, alumni parties, and other networking events at various venues in the area, the additional revenue generated easily adds up to hundreds of thousands of dollars for the local economy.

In an effort to minimize travel costs for our attendees, USRA has traditionally provided shuttle service to LPSC participants. The availability of a conference shuttle eliminates the need for rental cars, therefore resulting in reduced overall travel costs for attendees. This reduced cost not only helps increase attendance, but also increases their length of stay. Incentive funds contributed to the conference by The Woodlands Convention and Visitors Bureau would be used to subsidize the cost of this shuttle, preventing us from having to pass the entire cost onto the attendees themselves, which in turn results in still lower travel costs for the attendees.

The Woodlands has been a wonderful venue for this meeting due to myriad factors, not the least of which is the walkability of the immediate area around the host hotel. In combination with that factor, the availability of a conference shuttle service encourages attendees to remain close to the vicinity of the host hotel when selecting dining, entertainment, and shopping options. The end result is that businesses in The Woodlands receive more revenue, while the meeting remains affordable for our participants. Everybody wins.

**Group contact name:** Kira Honnoll

**Contact email:** khonnoll@hou.usra.edu

**Contact phone number:** 281-244-2011

**President of The Woodlands CVB Signature:** \_\_\_\_\_

**Amount of Funds Offered from The Woodlands CVB:** \_\_\_\_\_

**CVB Regular Board Meeting**

Meeting Date: 09/21/2016

---

Information

**SUBJECT MATTER:**

Receive, consider and act upon the 2017 Service Agreement with The Woodlands Township;

**BACKGROUND:**

Annually, The Woodlands Township and The Woodlands Convention & Visitors Bureau (the CVB) enter into a Service Agreement. The Agreement outlines the services to be provided by each party as well defines the Township's funding requirements for the budget year.

For 2016, with the Township Board approved shift of production of previous CVB events, the proposed Service Agreement outlines specifically what the CVB will provide. With the shift of events, the CVB will no longer have the revenue source from sponsorships and program/event sales.

Similar to 2016, the Township's 2017 funding requirements are based on actual expenditures incurred by the CVB, up to and not to exceed the 2017 budget amount of \$2,852,662 (as show in Exhibit A), less actual revenues collected by the CVB. The funding provided by the Township is allocated from revenues generated by the base 7% hotel tax, after applicable debt service requirements have been fully funded. Following is a summary of funding sources for CVB's 2017 budget:

2% Supplemental Hotel Tax	\$1,822,228
Transfer from Township (excess hotel tax)	\$1,029,935
Interest Income	\$500
Total CVB Funding Sources	\$2,852,663

Based on the 2017 budget discussions, the Township's attorney drafted a 2017 Service Agreement between the Township and CVB. The agreement is attached for review. The term of the agreement is for calendar year 2017 only; funding for the CVB beyond calendar year 2017 will be determined next year during the 2018 budget process.

**RECOMMENDATION**

To be determined by the Board.

---

Attachments

2017 CVB-Township Service Agreement

---

**2017 SERVICE AGREEMENT**  
**CONVENTION AND VISITORS BUREAU AND THE WOODLANDS TOWNSHIP**

THE STATE OF TEXAS §

COUNTIES OF MONTGOMERY AND HARRIS §

THIS SERVICE AGREEMENT (the "Agreement"), is made and entered into by and between THE WOODLANDS CONVENTION AND VISITORS BUREAU, a Texas non-profit corporation (the "CVB"), and THE WOODLANDS TOWNSHIP (the "Township"), a political subdivision of the State of Texas duly created by Chapter 289, Acts of the 73rd Legislature, Regular Session, 1993 as amended (the "Act"), acting herein by and through its Board of Directors and pursuant to a motion duly passed by said Board of Directors and pursuant to the authority contained in the Act.

**RECITALS**

WHEREAS, the Township is organized and exists for the purpose, among others, of promoting and enhancing economic development within and adjacent to the boundaries of the Township; and

WHEREAS, the Township is authorized by the Act to contract for services to facilitate growth and development of the Township, including marketing services; and

WHEREAS, the CVB is organized and exists for the purpose, among others, of promoting business activity and convention and tourism activity in and around the area of the Township and is willing and able to provide marketing related services to the Township; and

WHEREAS, the Township and CVB have determined that the Township is best suited to produce special events in the community and that the CVB is best suited for the promotion and advertising of those special events; and

WHEREAS, the Township and the CVB have determined to enter into this Agreement for the provision of services by the CVB to the Township;

NOW THEREFORE, for and in consideration of the mutual covenants, benefits and agreements hereinafter set forth, the parties contract and agree as follows:

## **I. PROVISION OF MARKETING SERVICES**

To the extent that the Township shall deem it necessary and proper and in its interests to do so, the CVB shall provide and/or oversee the following services (the "Services") to include, but not necessarily be limited to:

- Public relations campaigns to increase exposure of the Woodlands;
- Destination media buying and production, including television, radio, newspaper, web and other media outlets;
- Printing and production of destination marketing guide;
- International destination consulting and public relations;
- Coordination, marketing information and other resources to assist the tourism industry in The Woodlands so as to create, maintain and project an appealing image on behalf of the Township;
- Promote The Woodlands as a destination to meeting planners, business travelers, tour operators and individual visitors;
- Promote and advertise The Woodlands hotels, convention and meeting facilities, attractions, entertainment venues, restaurants, retail centers and other businesses and organizations that serve visitors;
- Assist visitors and tour planners in planning and developing tours of the Township, including suggested itineraries and overnight accommodations;
- Work with regional partners in promoting The Woodlands as a destination;
- Develop and support training initiatives for hospitality employees in The Woodlands;
- Promote and advertise the transportation services available within and to The Woodlands;
- The CVB will allocate funding for advertising and public relations services per Exhibit B.

### **EVENT MARKETING AND ADVERTISING:**

- Development and execution of media marketing and promotion, considering both residents of The Woodlands and visitors within the drive markets of The Woodlands Township for special events occurring throughout the community which the CVB deems beneficial and as aligned with the CVB's goals and objectives. Additionally, the CVB will develop and carry out marketing plans ("Marketing") for the events listed in Exhibit "B", a copy of which is attached and incorporated for all purposes. The marketing plan for the listed events will be reviewed and approved by the Township prior to the execution of the plan.

Marketing will include, but not be limited to:

- Production of creative materials for print ad insertions utilizing the Township's design standards;

- Production of TV and radio spots based on event media marketing plan and depending on the agreed upon need for updated b-roll footage for social media promo spots;
- Account services for media plans and production of ads;
- Dedicated pages on the CVB website ([www.VisitTheWoodlands.com](http://www.VisitTheWoodlands.com));
- Listing of events within The Woodlands Township boundaries on web calendar found at ([www.VisitTheWoodlands.com](http://www.VisitTheWoodlands.com));
- Provide event information and graphics to The Woodlands Township for inclusion on the Township's website, social media and The Woodlands Community Magazine;
- E-blast distribution based on event media marketing plan;
- Solicit media trades as dictated by the marketing plan;
- Social media postings as dictated by the marketing plan;
- Writing and distribution of press release to announce event details;
- Distribution and evaluation of RFPs or RFQs for:
  - Video Services
  - Graphic Design

The CVB and the Township will mutually agree upon any final vendor selection for Video Services and/or Graphics Design.

#### **EVENT INFORMATION SERVICES:**

- CVB produced collateral, iPads with e-surveys and other mutually agreed upon marketing materials will be provided at least 3 days prior to the scheduled event dates;
- CVB will conduct or cause to conduct market research (e-surveys) unless otherwise directed by the Township. E-surveys will be limited to five events per year;
- The CVB and the Township will mutually agree on the events, number of CVB staff, contractors or volunteers to conduct the e-surveys at each event;
- Such services will be provided, unless otherwise directed by the Township, in conformity with the line item 2016 Township budget allocations set forth in Exhibit "A" (the "Budget") and "B". The Township may elect to change the amounts budgeted for each of the events listed in Exhibit B, provided that the total amount for all events does not exceed the Budget.

Services previously provided by the CVB prior to 2016, but which are expressly excluded services in the 2017 Agreement are:

- Event production including: vendor management, sponsor activation, lighting, sound, performer bookings, staging, banner installation, equipment requests, park rentals, set up/tear down, Township staff schedules, public safety, transportation rerouting, fireworks agreements including land use agreements and permitting, road closures, parking lot requests, portalet/trash service coordination, tenant notifications, volunteers, strolling

entertainers or other interactive activities, creation of event layout and event location décor;

- Graphic design and printing of festival banners, directional signage, fireworks viewing maps, festival programs, ice rink tickets and coupons, frequent skater cards, table menus, sponsor area/vendor/media badges, parking passes, dashboards, invitations and/or any additional flyers than what is listed;
- Township Web site re-design;
- Video services for reporting purposes;
- Stage scripts and schedules;
- Courier for booth supplies or event related deliveries;
- Solicitation of event sponsors including meetings, gifts, sales materials, press release announcements and wrap-up correspondence;
- Informational booth supplies does not include event giveaways;
- Weekend package giveaways or other donations unless otherwise noted in event media marketing plan;
- Scheduling of emcees for events unless otherwise noted in event media marketing plan;
- Acquisition and distribution of promotional items such as staff apparel, bags, pens, notebooks, etc.;
- Distribution and evaluation of RFPs or RFQs for:
  - Sound engineering
  - Event production
  - Fireworks
  - Promotional items
  - Title sponsors

## **II. PROVISION OF STAFFING AND FACILITY RESOURCES TO THE CVB**

Subject to reimbursement, as hereinafter provided, the Township agrees to provide to the CVB such staff and office space resources (the “Staff and Facility Resources”), as may reasonably be required by the CVB in connection with the Services to be provided by the CVB to the Township hereunder.

The Township will provide the CVB with Sponsorship Packages developed for each event prior to each event. The Township and CVB will determine what level of sponsorships, per event, will be featured in print, radio and TV, advertising and promotional materials. The Township will provide the Sponsorship Package and all pertinent sponsor information, including any high resolution vector format logo, by deadlines mutually agreed upon within 30 days of the

execution of this agreement; but, the deadline for each of the events listed in Exhibit B shall be no later than 60 days prior to that event.

Such Staff and Facility Resources shall be provided, unless otherwise directed by the Township, in conformity with the Budget - Exhibit A.

### **III. PAYMENTS**

In consideration for CVB's undertaking to provide such Services, the Township agrees to pay the CVB, in advance, on or prior to the first (1<sup>st</sup>) day of each calendar quarter, such amounts as are derived by the Township from (i) the two percent (2%) supplemental hotel occupancy tax of the Township, as actually collected by the Township during the calendar year of 2017, and (ii) the seven percent (7%) general hotel occupancy tax of the Township, as actually collected by the Township during the calendar year 2017, but after deduction from such hotel occupancy tax collections of all amounts required to fund debt service scheduled to come due on any outstanding bonds of the Township, payable, in whole or in part, from such general hotel occupancy tax during calendar year 2017 provided, however, that in no event shall the amounts paid by the Township hereunder be more than the actual amount of the expenditures incurred by the CVB, up to and not to exceed Two Million Eight Hundred Fifty Two Thousand Six Hundred Sixty Three Dollars and No/100 (\$2,852,663.00), less any CVB revenues, from whatever source (the "Maximum Sum"), provided further, that should such hotel occupancy tax collections not be equal to or greater than the Maximum Sum, the CVB shall first fund any such deficiency from its accumulated undesignated surplus funds for Services to be rendered by the CVB for the calendar year 2017.

The Township shall, once per each calendar quarter, submit to the CVB an invoice setting forth in detail the costs and expenses incurred by the Township directly arising out of the provision by the Township of the Staff and Facility Resources to the CVB in the preceding calendar quarter. Within thirty (30) days following receipt by the CVB of such invoice, the CVB shall submit to the Township payment for the amounts specified therein.



#### **IV. REPORTING AND ACCOUNTING**

Upon request by the Township, but not more frequently than twelve (12) times per calendar year, the CVB shall provide the President/General Manager of the Township or its Board of Directors, with a written or visual report or presentation concerning the Services actually provided hereunder by the CVB and the results of such Services. Including the extent of the visitor activity, convention or meeting activity, special event attendance, hotel occupancy, restaurant and concession activity, retail activity and related indicator of the results of the destination marketing efforts of the Township and the CVB within and adjacent to the Township, so as to demonstrate to the Township the effectiveness of the Services provided hereunder and that the intended public benefits to be determined from such Services have been or are being realized by the Township. CVB will include detailed accounting for the Marketing, advertising and promotion of the individual events listed in "Exhibit B".

Similarly, the CVB shall provide, not less frequently than quarterly, written and visual financial reports to the President/General Manager of the Township or its Board of Directors, comparing and explaining actual to budgeted expenditures and providing, in reasonable detail, an accounting for the expenditures of public funds paid to the CVB by the Township hereunder, so as to ensure that such public funds have been expended for the intended public purposes.

#### **V. BRAND, MARK AND IMAGE USE**

The parties hereby acknowledge that the CVB has the need to utilize certain Township marks, logos, images and graphics, in the furtherance of the provision of the Services, including the Marketing of special events that promote and highlight the Township. Accordingly, the Township hereby grants to the CVB the right and license to utilize The Woodlands Township mark, brand, logo and images of Township and Township facilities, for use by the CVB in connection with the provision of the Services.

#### **VI. TERM, RENEWAL AND TERMINATION**

This Agreement shall remain in full force and effect through December 31, 2017, and shall automatically extend for successive annual periods thereafter up to a maximum of five (5) years; provided, however, that either party may terminate this Agreement at any time upon thirty (30) days advance written notice to the other party. Upon termination, any uncommitted or unexpended funds paid by the Township shall be promptly refunded by the CVB to the Township; provided, however, that if this Agreement is extended or replaced with a similar agreement for similar services on or immediately following the expiration hereof, any uncommitted or unexpended funds provided by the Township may be retained and carried over

by the CVB as a contingency reserve for future marketing opportunities or events benefitting the Township unless otherwise provided in such extension or replacement agreement.

Upon renewal of this Agreement, for one or more annual periods, the CVB and the Township shall conclude a written amendment to this Agreement within sixty (60) days of the beginning of each calendar year setting forth the revised Budget and the amount and timing of payments for Services to be rendered during such calendar year. Failure to timely agree upon such Budget amendment shall cause the then current Budget and payment procedures to be continued in effect for such new calendar year.

[Signatures on following page]

IN WITNESS WHEREOF, the parties have executed this Agreement effective as of the 1st day of January, 2017.

THE WOODLANDS TOWNSHIP

By: \_\_\_\_\_

Don T. Norrell  
President/General Manager

Date: \_\_\_\_\_

THE WOODLANDS CONVENTION AND  
VISITORS BUREAU

By: \_\_\_\_\_

Nick Wolda  
President

Date: \_\_\_\_\_

Exhibit A - 2017 Budget

Exhibit B – Marketing Funding by CVB

## **CVB Regular Board Meeting**

Meeting Date: 09/21/2016

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### Information

#### SUBJECT MATTER:

Receive, consider and act upon 2017 Marketing Committee roster;

#### BACKGROUND:

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

With several past members seeking new opportunities in 2016, positions on the Marketing Committee are open. Determinations on the Hyatt Centric The Woodlands position and The Woodlands Waterway Marriott position need to be made. Below is the suggested roster.

Gordy Bunch, The Woodlands CVB Board Chairman  
Tory Enriquez, The Woodlands Resort  
Gene Satern, The Woodlands Mall  
Lorrie Parise, The Woodlands Development Company  
Jenny Taylor, Market Street  
Shannon Wilson, The Cynthia Woods Mitchell Pavilion  
Jayson Garcia, The Woodlands Waterway Marriott  
Amy Everitt, Hyatt Centric The Woodlands  
Nick Wolda, The Woodlands CVB President

#### RECOMMENDATION

To be determined by Board of Directors.

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### Attachments

*No file(s) attached.*

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## CVB Regular Board Meeting

Meeting Date: 09/21/2016

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### Information

#### SUBJECT MATTER:

Receive, consider and act upon the development of a CVB mobile 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 was revisited at the June 8, 2016 Board of Directors meeting where two options were presented to Directors to decide the direction the mobile app will take. It was discussed that as a 2016 web and technology goal, the app would have needed to begin production in June in order to utilize 2016 budget dollars set aside for this specific line item.

At the June meeting, the concierge app was presented as Option 1. Option 2 was a destination app formatted by Bluebridge, a mobile technology company that works with other DMO's to create platform style apps. Option 3, which was presented mid-meeting was to customize the existing Woodlands 311 app with an extension for visitors. The discussion was put on hold until after the website's launch.

While awaiting a meeting for further board instruction, staff explored the options and the board's recommendations. After meeting with Township staff to discuss the inclusion of a CVB component on the existing Woodlands 311 app, it was determined that the app does not have this capability, nor would the developer be able to build this particular functionality into the app.

Working with a third party company to build a fully functional destination app would cost between \$14,000 to \$30,000 in the first year, requiring a two year commitment upfront with an ongoing recurring cost of \$7,000-\$15,000. The Atkins Group would also have charges to the CVB for consulting and implementation time. This app establishes a platform solution to continue improvement and is easy to manage and maintain content through their CMS (Content Management Systems).

The board's recommendation of eliminating the concierge style app as an option for consideration was taken into account. However, should the board have a different idea as to an app's potential functionality, The Atkins Group has the capability to develop a custom app specifically for The Woodlands.

The CVB's overall objective for an app has been to enhance the visitors experience while they are in the destination, while encouraging engagement and repeat visitation. Specifically, there has been discussion for this app to:

- Serve visitors information and special offers about shopping, dining, and entertainment/activities
- Serve the meeting delegate with meeting agendas, sessions, speaker bios, etc.
- Serve the resident with coupons, special offers, and events

- Application connects to SV CRM (data capture)
- Application allows for push notifications
- Application would be managed by administrative staff
- Application must be downloaded for iOS, Android device

RECOMMENDATION

To be determined by the Board.

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Attachments

*No file(s) attached.*

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## **CVB Regular Board Meeting**

Meeting Date: 09/21/2016

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### Information

#### SUBJECT MATTER:

Receive, consider and act upon The Atkins Group's creative concepts for TWCVB's 2017 advertising campaign;

#### BACKGROUND:

The Woodlands Convention & Visitors Bureau has the responsibility of promoting The Woodlands as a destination for leisure, convention and business travel. 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."

To do this, marketing and advertising play a key role in these efforts in not only destination marketing but group sales as well. The Woodlands CVB staff works closely with The Atkins Group to develop compelling creative advertising and marketing to fit a variety of media platforms. After extensive brand research conducted over the course of 2016, The Atkins Group presented staff with the attached mood boards, brand statements and tagline recommendations, which are a direct result of extensive strategic planning and research into current and future markets. From these two separate taglines The Atkins Group has developed two different directions they are presenting for board consideration. From these presentations, staff hopes to gain a board direction regarding the positioning for the 2017 advertising and marketing campaign.

#### RECOMMENDATION

To be determined by the Board.

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### Attachments

*No file(s) attached.*

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