



MEET · PLAY · VISIT

November 6, 2014

Joey Dunn
City of Bryan
PO Box 1000
Bryan, TX 77805

Dear Joey:

In response to your request for more detailed information related to the requested increase in the BCSCVB's investment by the City of Bryan, attached is a breakdown of increased expenses.

The total amount of investment requested would only account for approximately 20% of the total HOT tax collected by the city. I think that it would be wise to note that historically as the amount of HOT tax collected by the city of Bryan has continually increased over the years, the percent of that invested in the BCSCVB has continually decreased.

The BCSCVB has made great strides over the years, and has done great things with the amount invested by both cities. The new dynamics with the agreement between the cities and the university presents a great opportunity for the CVB to capture an even greater market for our community. Never before have we had the size and number of facilities available for us to market and promote. This puts College Station and Bryan into an entirely new market category. However, in order to properly market and fill these facilities, new resources are required. These resources include dedicated staff, new tradeshow and events, and targeted ads and promotions.

I have broken down the increased amount on the following pages. Should you require any additional information or need clarification on anything submitted, please feel free to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Shannon Overby". The signature is fluid and cursive.

Shannon Overby, CMP
President/CEO

VISITAGGIELAND.COM

BRYAN COLLEGE STATION

CONVENTION AND VISITORS BUREAU

VISION STATEMENT

To be the recognized leader in the Brazos Valley responsible for the Visitor Industry by our communities, stakeholders and customers.

MISSION STATEMENT

The Mission of the Brazos Valley Convention & Visitors Bureau is to enhance economic and social growth in Bryan, College Station and the Brazos Valley by marketing, promoting, developing and coordinating tourism, conventions, sports and hospitality opportunities.

Overview of Organization

The Bryan-College Station Convention & Visitors Bureau Board of Directors in conjunction with the professional team continue to look at the future of the organization and the industry, to confirm our vision and set the Strategic Principals that would guide the organization in fulfilling its mandate. The foundation is solid and we consistently strive to meet our mission and protect our competitive position in the marketplace.

As previously discussed, the Bryan-College Station Convention & Visitors Bureau (BCSCVB) is requesting an increase in the investment by the city of Bryan of \$53,590. As you will see in the itemized list exceeds this amount, we are asking for increased funding from both cities.

With the addition of the Texas A&M University facilities agreement, more opportunities will be available for larger, more lucrative groups to visit our community for meetings and events. The increase will allow us to continue to successfully market our community in ways that have proven to be effective, but it will also allow us to establish ourselves in the new markets that we have not been able to reach due to lack of adequate space and facilities. These markets include Religious, Medical, Corporate and additional sports events. It will also allow for the opportunity for the BCSCVB staff to market the community to these new and emerging markets through new tradeshow, advertising and marketing efforts. The TAMU facilities agreement will require dedicated resources (staff and money) to assist with the existing events, festivals and HOT Grant coordination, thus freeing the sales staff to focus solely on filling the newly available facilities, and furthermore fill the hotels. Below is a summary of the increased investment requested:

\$142,000 – Increase in Sales/Marketing

- \$10,000 – increase in Luncheons and Banquets to allow for us to host and sponsor events in major markets that will allow for us to promote Bryan-College Station for meetings and events
- \$3,000 – increase in memberships to allow for the BCSCVB sales/marketing team to join organizations that provide BCS the opportunity for networking for further exposure – such as Travel Media Showcase, Public Relations Society of America
- \$7,000 – increase in Sales/Marketing Registration – directly related to the new tradeshow and marketplaces that we will participate in
- \$10,000 – increase in Tradeshow Booth – in order to have a better presence at the tradeshow and to keep a competitive edge in the market – such as Collinson Media Shows, Religious Meeting Planners Conference, etc
- \$12,000 – increase in Sales/Marketing travel expenses to allow our sales and marketing team to be on sales missions regularly throughout the year. Particularly in the Austin and D/FW areas multiple times each month
- \$100,000 – increase in targeted advertising – specifically for Texas A&M's Preferred Access Facilities

\$5,000 – Increase in Research

In FY15 we will be undergoing a Branding study of the BCSCVB – we have increased the overall Research budget to allow for hiring an outside company to assist us with this

In addition to the marketing specific items listed above, there is also an increase of approximately \$38,000 that can be attributed to normal increases in postage, utilities, staff benefits, and cost increases related to the services that the BCSCVB offers.