

Bryan-College Station Convention & Visitors Bureau





Shannon Overby

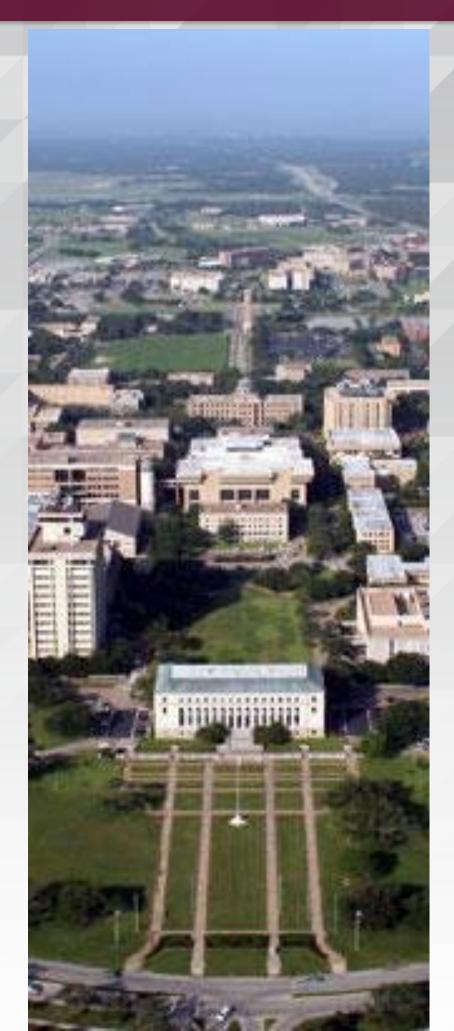


BRYAN - COLLEGE STATION CONVENTION AND VISITORS BUREAU



"The mission of the Brazos Valley Convention and 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 in the area."

BRYAN - COLLEGE STATION CONVENTION AND VISITORS BUREAU



Search for a New Office

- History of where the CVB has been
- New location (move-in July 1st)
- Funding needs
- Feedback

Our search for space over past 3 years

History



BCS CVB OFFICE

• 30+ years at old location • approx. 5,000 sf • Rent-free / paid upkeep • Signed 3 year lease at current location Still on Univ Dr • approx. 3,000 sf



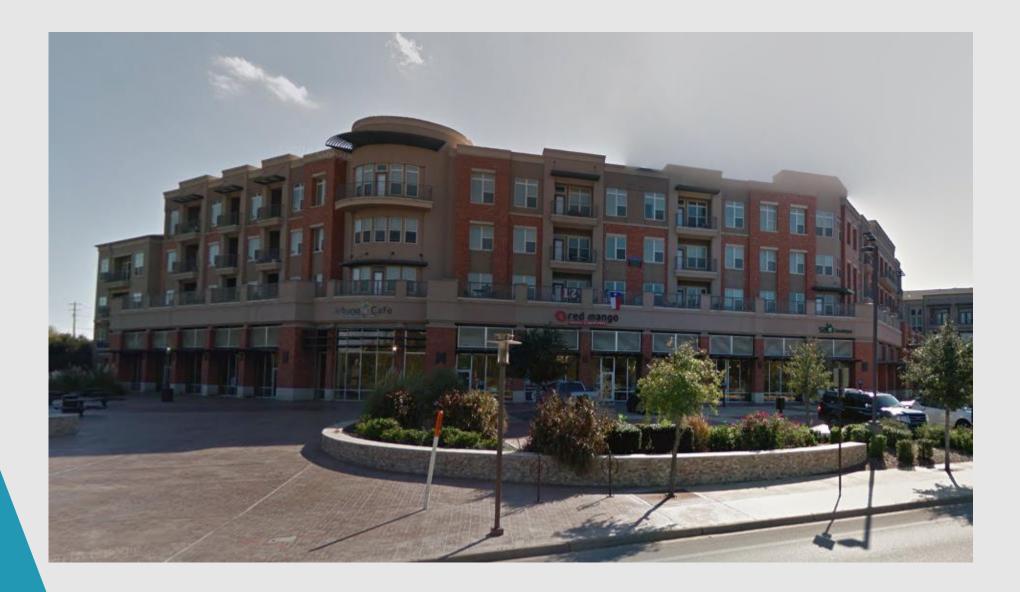
Our Search

- Evaluated numerous locations
- University Drive geo neutral
- Joint space with Arts Council / Texas Aggies Go To War Exhibit
- Due to changes in market & feedback from stakeholders
 - Lower rent
 - Not on high-rent Univ Dr
 - No need for Visitor Center
- Identified 4 possible locations
 - All over Bryan & College
 Station
 - Board decided on final location



NEW CVB LOCATION

- 614 Holleman Drive East
- Approx 7,000 sf
- 12 offices / Intern work space
- Storage space
- Board Room (rentable to outside groups)
- Extra space storage, "incubator" offices, sublet to another community organization, room to expand in future
- Lease terms (under negotiations)
 - 1-12 mos \$3,856.93
 - 13-36 mos \$7,719.64
 - 37-66 mos \$8,297.89
 - 67-126 mos extended at fair mkt agreed upon by both parties



Funding Needs

- Total buildout & Move estimated at \$469,868.97 (max)
- CVB Board voted on an equitable split
 - 25% of total CVB Reserve (\$122,500)
 - 75% remaining
 - 75% City of CS (\$275,625)
 - 25% City of Bryan (\$91,875)
- All to be paid upon invoicing of ACTUAL
 amounts
- City of College Station has already approved their portion











Feedback from Council

Questions?



Shannon Overby, CMP shannon@bcscvb.org

www.visitaggieland.com 979-260-9898