



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.”



Search for a New Office

- History of where the CVB has been
- Our search for space over past 3 years
- New location (move-in July 1st)
- Funding needs
- Feedback

BCS CVB OFFICE

History

- 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
 - Rent - \$16/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*









SZH
ARCHITECTURE



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Feedback from Council

Questions?

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