



Experience Bryan College Station

2017



THE NEW EXPERIENCE

- ✓ Create a “New CVB”
 - ✓ Establish new DBA
 - ✓ Restructure Organization
 - ✓ Update Board Strategic Priorities
 - ✓ Create Board/Staff Committees
 - ✓ Redesign Website
 - Mobile Responsive



EXPERIENCE BCS



Board of Directors

- 7 appointments to Executive Cmte
- 11 at-large elected from businesses in BCS related to tourism industry - restaurants, retail, TAMU, attractions, sports, facilities

Staff

- 12 Full time (over 90 years of experience)
- 6 interns/part-timers (paid/unpaid)
- Howdy Crew
- Volunteer Database

Committees

- Budget & Finance
- Reporting & Metrics
- Group Business Development
- Sports & Events Development
- Marketing & Communications
- Volunteer Database



Vision Statement

Experience Bryan College Station will be an industry leader in promoting a community that embraces a diversity of unique experiences, traditions and innovation.”

Mission Statement

“Our mission is to enhance economic growth through the marketing and promotion of the Bryan College Station area as a premiere destination experience.”

NEW SALES FOCUS

✓ Focused Sales Efforts

✓ Sports + Events

- Youth & Amateur
- Maximize use of facilities
- High focus on servicing

-


✓ Align Group Sales Markets with TAMU & Community ED efforts

- Sustainability
- Mobility
- Energy
- Healthcare

✓ Create new reporting metrics

✓ New digital / email campaigns

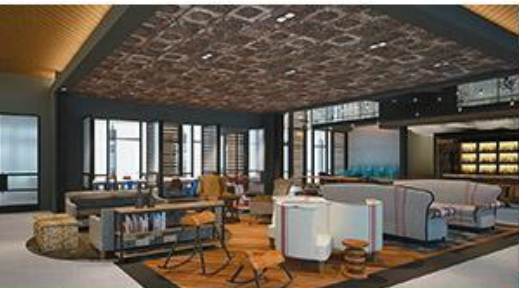
✓ New Sales Collateral




Enter to Win a Game-Changing Experience!
Introducing a Whole New Meetings Game: New hotels, new vibe and a new way to experience Bryan College Station, Texas.
[ENTER NOW](#)

You and a Guest Could Receive:


- 2-Night Stay at the New Cavalry Court or The George
- Messina Hof Tour & Tasting
- Dinner in Downtown Bryan
- George Bush Library and Museum Admission



New Developments and Fresh Renovations
Upscale accommodations meet retro-military style in Bryan College Station's new full service boutique hotel, Cavalry Court. Located in the heart of Century Square, it is poised to offer the best in preferred retail, restaurants and entertainment.
[SEE MORE](#)




Meet in a Mansion
Repurpose your idea of meeting spaces and plan your event in a mansion! Astin Mansion provides a truly unique meeting environment, and with four different rooms totaling 1,600 square feet of meeting space, up to 300 guests can be accommodated.
[EXPLORE SPACE](#)



Our Food & Wine Scene
You have your choice of breakfast options, fine dining, bars, wineries and breweries in Bryan College Station. Our food & wine scene offers establishments with small group spaces, as well as brewery and winery tours for your groups.
[SEE RESTAURANTS IN BCS](#)

Bryan College Station
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NEW OFFICE

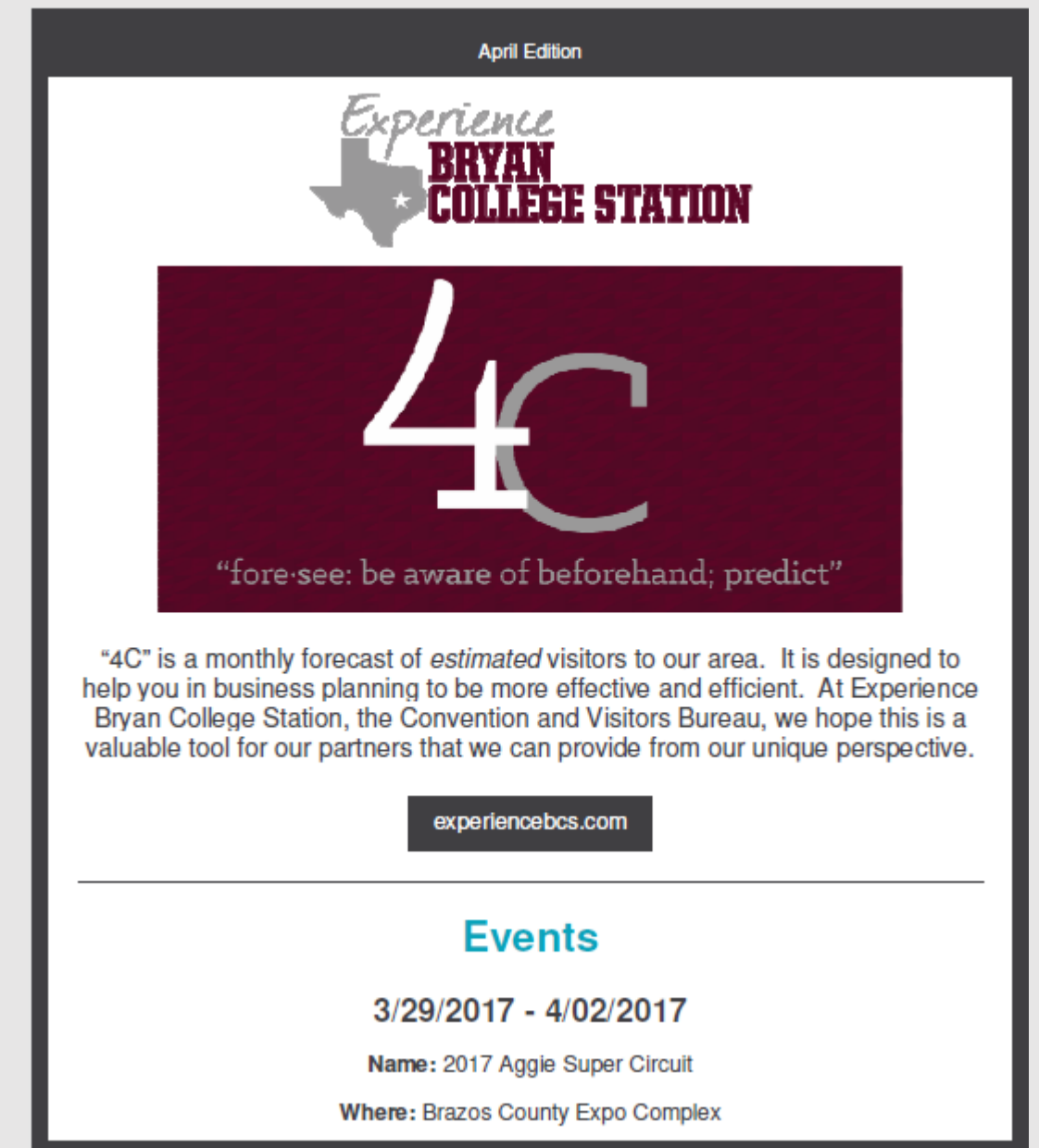
- ✓ Find a Permanent Home
 - ✓ Identify best location
 - ✓ Secure additional funds from funding partners
 - ✓ Work with Architect & Contractor



NEW COMMUNICATIONS

✓ Local Awareness Marketing

- ✓ Building Community Advocates
- ✓ “4C”
- ✓ “The Tw12ve”
- ✓ New Contract Partners
 - Digital Ad Agency
 - Helms Briscoe
 - Trip Advisor
 - Graphic Designers
 - Photographers
 - Videographers
- ✓ Roll out of new website
- ✓ Full Length Video / Facility Videos & Event Videos



The
TW12VE

FY2017 Highlights

- HOT Grant Program (4 years)
 - * 134 events - \$1,475,984
 - * over 119,000 est room nights
- Preferred Access Agreement (4 years)
 - * 160 leads generated / 61 booked
 - * generating over 33,000 room nights
- DMAI Event Impact Calculator
- Mobile Visitor Center
- New / Dedicated Staff
- FAM trips / Site Visits
- Game Day presence



ON THE HORIZON

Roll out of CVB Board Strategic Plan

- Increase Investment into the Sales Marketing and Destination
 - Maximize Technology and Regional Marketing to build Visitor Economy
 - Analyze funding and ROI
 - Grow the incentive plan to a more competitive level
- Support and Advocate for Destination Enhancing Developments
 - Convention Destination
 - Signature Events
 - Tournament Grade Facilities
 - Arts, Culture and Heritage
- Increase Organizational Visibility, Communications and Relationships to Enhance the Effectiveness & Impact of Experience BCS
 - Tell the Story of Tourism as related to the areas Economy and Quality of Life
 - Local Awareness Campaign
 - Increase Communication with Industry Partners

Jim Ross, Board Chairman

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