

A nighttime photograph of a city street in Bryan, Texas. The sky is a deep blue with some light clouds. Buildings on both sides are illuminated with warm yellow lights. On the left, there is a building with a large clock tower. On the right, there is a taller brick building. The overall atmosphere is vibrant and urban.

# DESTINATION *Bryan*

SEPTEMBER 8, 2020  
Council Workshop

# ABOUT US

Destination Bryan is the new Destination Marketing Organization for Bryan, TX. We're excited for the opportunity to tell Bryan's story, promote unique local experiences, welcome visitors to our community, and serve as an economic driver for years to come.





# USE OF HOT REVENUES

## 2 Part Test:

1. Expenditures must DIRECTLY enhance and promote tourism AND the convention and hotel industry
2. Expenditures must clearly fit into one of nine statutorily provided categories



# Destination Marketing Organization

**ECONOMIC BENEFITS**

**INSPIRE TRAVELERS**

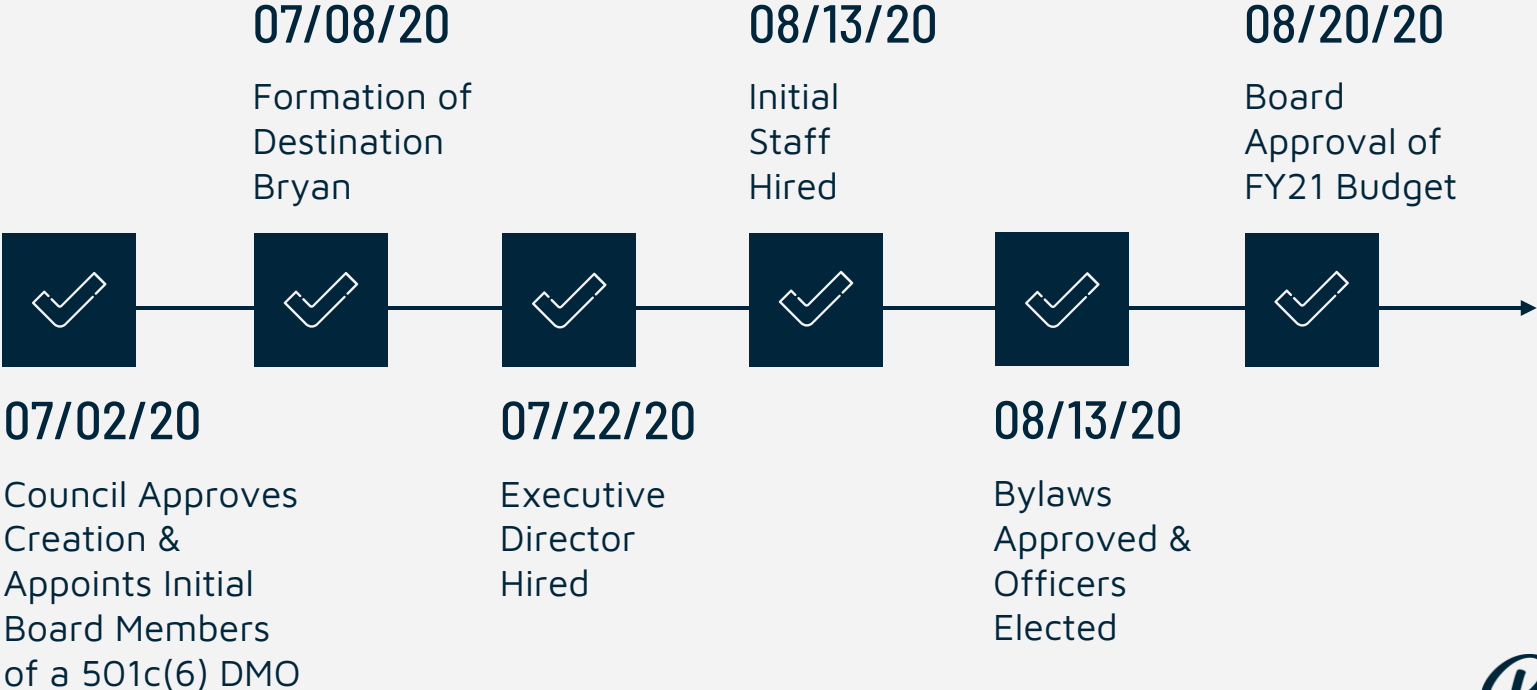
**INCREASE SPENDING**

**ENHANCE EXPERIENCE**

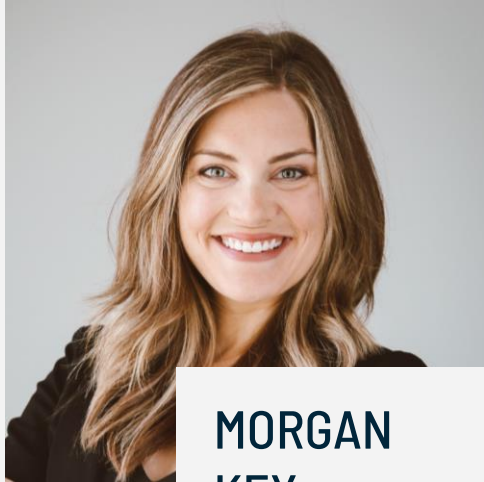
**ATTRACT EVENTS**



# TIMELINE



# DESTINATION BRYAN TEAM



**MORGAN  
KEY**

Business Development  
Manager



**CHRIS  
RIGGINS**

Destination Marketing  
Manager



# TWO PRIMARY FUNCTIONS



## Marketing/Advertising

Digital | Traditional | Website | Social Media |  
Public Relations | Communications | Earned Media |  
Content Marketing | Search Engine Optimization |  
Search Engine Marketing | Market Activations |



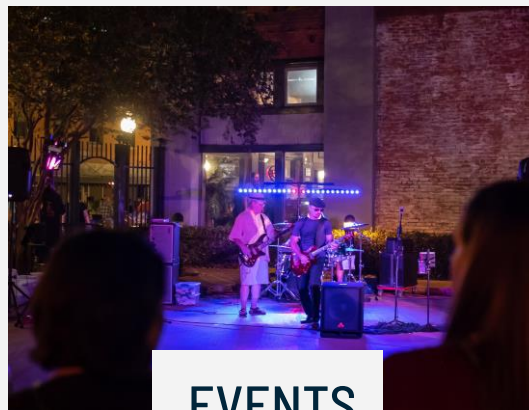
## Business Development

Direct Sales | Tradeshows | Client Events |  
Client Relations | Site Visits | Hosted Events |  
Partner Relations | Community Engagement |  
Packaging | Product Development |  
Ambassadors | Advocacy |

# IMMEDIATE FOCUS

How can we help?  
Extension of Staff  
Partnership Development  
“Closers”

## PARTNERS



## EVENTS

Texas A&M Football  
First Fridays  
Annual Events  
Rescheduled Events  
New Opportunities

Clients  
Packaging  
Product Development  
New Programs

## BUSINESS





# LAUNCHED PROJECTS



## Branding

Destination Brand  
Strategy RFP –  
Q1



## Website

Destination  
Website RFP –  
Q1 or Early Q2



## CRM

Transfer,  
implementation, &  
updates





# DESTINATION BRAND STRATEGY

Establish a unique, distinctive destination brand that resonates with stakeholders and visitors

DESTINATION  
*Bryan*







# DESTINATION BRYAN WEBSITE

Development and design of a unique website that inspires, informs, and drives action of potential visitors to choose Bryan, Texas as a destination worthy of an experience.

DESTINATION  
*Bryan*



# FY 21 BUDGET SUBMISSION



Income	
Bryan Funding - HOT	946,547.00
Bryan Funding - General	55,568.00
Private Sources	21,245.00
<b>Total Income</b>	<b>1,023,360.00</b>
Expense	
Administrative/Operations	218,780.00
Marketing/Sales/Promotion	390,610.00
Payroll & Related Expenses.	413,970.00
<b>Total Expense</b>	<b>1,023,360.00</b>

# TEXAS REDS STEAK & GRAPE FESTIVAL





# COVID-19

Leverage any and all immediate opportunities, maintain fiscal responsibility, be proactive in planning for the “green light”, and adapt accordingly...





# DESTINATION MANAGEMENT CYCLE

by Maura Gast, Irving CVB

Business

Visit

Work

Live



# FOLLOW ALONG

[WWW.DESTINATIONBRYAN.COM](http://WWW.DESTINATIONBRYAN.COM)

Facebook: Destination Bryan  
Instagram: @destinationbryan  
Twitter: @VisitBryanTX

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