

Tourism Committee



Background

- September 2021 – Tourism Advisory Committee created
 - 10-14 member committee appointed by the City Manager
 - Charge: “As subject matter experts in the hotel, convention, and tourism industry, evaluate effective uses of hotel occupancy tax investments and strategically address potential growth areas in the College Station tourism economy.”
- October 2024 – City Council gave direction to bring back an ordinance for a Council-appointed committee



Ordinance

- **11 Voting Members:**
 - Three (3) members to represent the lodging and accommodations industry
 - One (1) member to represent the food and beverage establishment industry
 - One (1) member to represent the retail industry
 - One (1) member to represent the attractions industry
 - One (1) member to represent the arts industry
 - One (1) member to represent the Northgate District
 - Three (3) members to represent tourism related areas of the Council's discretion
- **Non-Voting Ex-Officio Members:**
 - Texas A&M University President's Office, appointed by Texas A&M
 - Texas A&M University Athletics Department, appointed by Texas A&M
 - College Station Chief Development Officer
 - College Station Assistant Director of Tourism
 - College Station Director of Parks & Recreation



Powers and Duties

The Committee shall advise on activities for the promotion of tourism and specially charged with the following:

- Make recommendations to the City Manager for the effective coordination in preparing and implementing the Tourism Strategic Plan.
- Make recommendations on Hotel Occupancy Tax (HOT) grant funding.

