

**BRYAN-COLLEGE STATION CONVENTION AND VISITORS BUREAU  
FY16-FY18 PROJECTED SLA SUMMARY**

DESCRIPTION OF NEW SERVICE LEVEL	FTE	VEH	CVB Operations/Programs		TOTAL OPERATIONS	College Station HOT Grant	Total	Accum Total
			ONE-TIME	RECURRING				
<b>FY16</b>								
1 Continuation of FY15 CVB operations	11.0	1.0		1,584,734			1,584,734	1,584,734
2 Continuation of FY15 HOT Grant program *						250,000	250,000	1,834,734
3 HOT Grant program increase *						100,000	100,000	1,934,734
4 Site visits for industry promoters					8,780		8,780	1,943,514
4 Research (sports planning, visitor profile)			30,000	10,000			40,000	1,983,514
6 Mobile visitor center		1.0	80,000				80,000	2,063,514
7 Permanent visitor center/CVB office (legal, planning)			30,000				30,000	2,093,514
8 CVB brand rollout and marketing				330,675			330,675	2,424,189
9 CVB brand rollout promotional items			12,090				12,090	2,436,279
10 Easterwood Airport advertising				250,000			250,000	2,686,279
11 Estimated increase of operating expenses (est 6.2%)				98,539			98,539	2,784,818
<b>TOTAL FY16 ESTIMATE</b>	<b>11.0</b>	<b>2.0</b>	<b>152,090</b>	<b>2,282,728</b>	<b>2,434,818</b>	<b>350,000</b>	<b>2,784,818</b>	<b>2,784,818</b>

\* requires a separate contract

Brazos County - \$25,000  
 City of Bryan - \$481,963.67  
 City of College Station \$1,927,854.67  
 City of College Station HOT Grant \$350,000

<b>FY17</b>								
1 Continuation of FY16 CVB operations	11.0	2.0		2,434,819			2,434,819	2,434,819
2 Continuation of FY16 HOT Grant program *						350,000	350,000	2,784,819
3 HOT Grant program increase *						50,000	50,000	2,834,819
4 Permanent visitor center/CVB office (buildout, fixtures)			250,000				250,000	3,084,819
5 Permanent visitor center/CVB office (rent)				240,000			240,000	3,324,819
6 Website upgrades			30,000	10,000			40,000	3,364,819
7 Estimated increase of operating expenses (est 7%)				170,437			170,437	3,535,256
<b>TOTAL FY17 ESTIMATE</b>	<b>11.0</b>	<b>2.0</b>	<b>280,000</b>	<b>2,855,256</b>	<b>3,135,256</b>	<b>400,000</b>	<b>3,535,256</b>	<b>3,535,256</b>

\* requires a separate contract

Brazos County - \$25,000  
 City of Bryan - \$627051.20  
 City of College Station \$2,488204.80  
 City of College Station HOT Grant \$400,000

<b>FY18</b>								
1 Continuation of FY17 CVB operations	11.0	2.0		3,135,256			3,135,256	3,135,256
2 Continuation of FY17 HOT Grant program *						400,000	400,000	3,535,256
3 HOT Grant program increase *						100,000	100,000	3,635,256
4 CVB vehicle replacement			45,000				45,000	3,680,256
5 Estimated increase of operating expenses (est 7%)				219,468			219,468	3,899,724
<b>TOTAL FY18 ESTIMATE</b>	<b>11.0</b>	<b>2.0</b>	<b>45,000</b>	<b>3,354,724</b>	<b>3,399,724</b>	<b>500,000</b>	<b>3,680,256</b>	<b>3,680,256</b>

\* requires a separate contract

Brazos County - \$25,000  
 City of Bryan - \$679944.80  
 City of College Station \$2,69977.92  
 City of College Station HOT Grant \$500,000

**Funding**

Brazos County - \$25,000 commitment for marketing - in 3 year commitments  
 City of Bryan - currently collects 20% of total HOT tax in Brazos County - estimated at 20% investment in CVB funding  
 City of College Station - currently collects 80% of total HOT tax in Brazos County - so estimated at 80% investment in CVB funding

BRYAN-COLLEGE STATION CONVENTION & VISITORS BUREAU  
2015-16 BUSINESS DEVELOPMENT & MARKETING PLAN

# EXPANDING HORIZONS





KYLE FIELD



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# CVB Staff Information



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[Facebook.com/SportsBCS](https://www.facebook.com/SportsBCS)



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@SportsBCSTX



# President / Chairman's Letter



Dear Partners,

As Bryan-College Station celebrates a year of great success and growth, we look forward to the 2015-2016 fiscal year with clearly defined strategic goals and objectives.

As the organization that serves as the "Community Collaborator," we took a different approach with the FY2016 Business and Marketing Development Plan. We asked you (our partners) about your customer needs, marketing ideas, and partnership opportunities. You will see many of your ideas throughout our plan. The BCSCVB team is extremely excited about our new initiatives and will work with all of our partners and stakeholders to expand these strategies to benefit our industry throughout the community.

The end of the 2014-2015 fiscal year was also a time for change; as the BCSCVB hired a consultant to guide us through a rebranding effort. Cubic Creative hit the ground running in March 2015 and the full rebranding report and plan of action for moving forward should be

rolled out in August 2015.

Great things are in store for Bryan-College Station in the future. We look forward to working with our hospitality and funding partners to find new and exciting ways to market to and host the visitors in our community, and also to provide them the best Texas hospitality around!

The following plan has been built with all of you in mind. It provides a road map of what we plan to do in the 2015-2016 fiscal year. Our hope is that you will utilize this plan and work with us to continually review and adapt these plans to capitalize on new opportunities and to maximize the return on the investment.

Yours in Tourism,

Shannon Overby, CMP

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“ It is amazing what you can accomplish if you do not care who gets the credit. ”

-President Harry S. Truman

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“Collaboration. Community. Connections.” -- you will see this theme throughout this year's Business & Marketing Development Plan.

This theme truly captures the strengths and essence of our community; the convention, sports and hospitality industry that contributes to its success, and the philosophy of the Bryan-College Station Convention & Visitors Bureau.

Successfully soliciting and hosting meetings, conventions, sports tournaments, and special events of all sizes takes more than just a strong and creative CVB, it also takes a more than robust community with new development of infrastructure; it is more than just a wide variety of attractions, but also a vibrant network of engaged city, county and business leaders working to best position the destination for success. It takes all of these elements working together – people from across social, civic and business arenas working in growing collaboration to raise the profile of our destination and to drive new visitors and new dollars to the area.



Hunter Goodwin

Chairman of the BCSCVB Board



# Mission Statement Goals Summary

## Vision Statement

To be the recognized leader in the Brazos Valley responsible for the visitor industry by our communities, stakeholders, and customers.

## Mission Statement

The mission of the Brazos Valley Convention & 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.

The Bryan-College Station Convention and Visitors Bureau (BCSCVB) is an independent organization representing and marketing the entire Brazos Valley to attract visitors to our community. The BCSCVB receives hotel occupancy tax funds from the City of Bryan, City of College Station, and Brazos County. Programs include Group Sales, Group Servicing, Sports Sales & Servicing, Marketing, Advertising, Public Relations, and Advocacy. The CVB funds are used to produce sales and marketing efforts for the destination to meeting planners, tour operators, travel agents, sports event planners, and individual leisure travelers.

The BCSCVB works in collaboration with our community partners: lodging properties, restaurants, attractions, retail, etc., as well as our city leaders, county officials and other business leaders to successfully host visitors in Bryan-College Station. The money spent by these visitors directly affects not only the tourism related businesses in our area, but helps increase the sales and hotel occupancy tax collections as well.

### PRIMARY GOALS FOR 2015-16 FISCAL YEAR

- Increase visitation to Bryan-College Station while focusing on building brand awareness
- Maximize deployment of marketing funds and public relations efforts to continue the positive momentum of Bryan-College Station's overall tourism performance
- Solidify the BCSCVB's role as the trusted official source that informs and inspires travel to Bryan-College Station
- Provide community leadership to ensure that Bryan-College Station tourism is competitive and sustainable
- Leverage BCSCVB resources through cooperative marketing programs that add value to the hospitality and business partners in Bryan-College Station
- Lead the effort to encourage collaboration throughout the community to further promote the BCSCVB's mission and the destination brand

# 2016-19 Strategic Plan

## Strategic Imperatives

## Measurable Objectives

## Key Actionable Initiatives

### Grow Demand For The Destination

- + Increase occupancy in our identified need periods year-over-year
- + Increase online referrals to our hotels from our booking engine year-over-year
- + Achieve greater market share within these segments: Leisure, Association, Religious, Military, Educational, Sports, Reunions, Fraternal

- + Continual improvements upon the HOT Grant program to incentivize events during need times
- + Increase investment to achieve desired market segmentation balance
- + Develop year-round marketing and sales strategies targeting identified markets

### Engage In Mutually Beneficial Community Partnerships

- + Increase awareness, understanding, and support of CVB decisions as they relate to the visitor economy
- + Develop better regional collaboration and communications
- + Maximize the infrastructure and influence of Texas A&M University

- + Increase flow of information to funding partners
- + Regular involvement with community partner organizations (ie: Arts Council)
- + Create roundtable advisory / focus groups to develop marketing plan involvement
- + Create and execute a marketing campaign for TAMU facilities

### Advocate For And Support Destination Enhancing Development

- + Support transportation to and around Bryan-College Station
- + Develop a Tourism Vision Plan and update the destination brand
- + Support the expansion and development of tournament-grade sports facilities

- + Work with TAMU for game day traffic studies, improvements, & applications
- + Work with community partners in airport improvements and Wayfinding Phase 2
- + Work with third party consultant to rebrand BCS for visitor marketing
- + Support cities in expanding upon sports facilities

### Enhance Organizational Competitiveness

- + Increase awareness & effectiveness of the Hotel Occupancy Tax Grant
- + Analyze impact of diversifying and increasing the CVB budget
- + Analyze opportunities to develop new BCSCVB offices

- + Promote the use of the grant program
- + Inform and encourage a multi-year, percentage based budget with both cities
- + Partner and share resources with like-partners in the community for shared office space

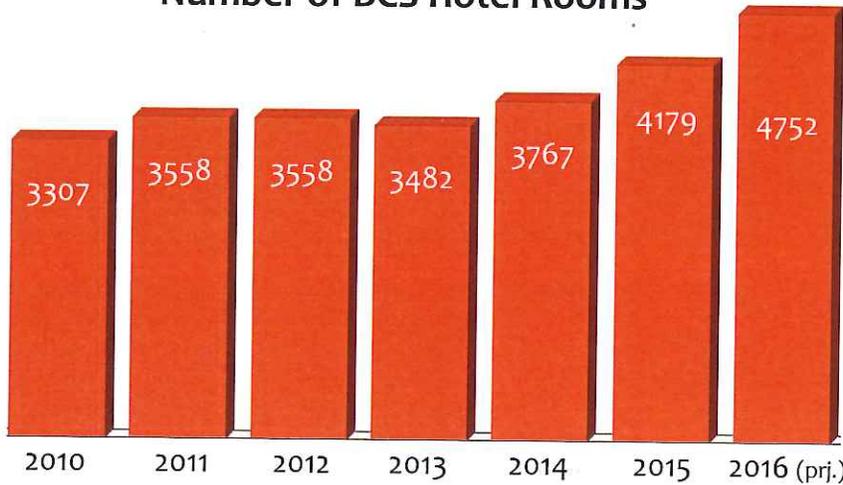
### Reinforce A Culture Of Accountability, Innovation, & Collaboration

- + Identify, implement, and measure a minimum of one innovative new program in each department annually
- + Fully implement stakeholder reporting process based on CRM, STR, and their available research and data
- + Create a new process to develop a marketing plan that will involve stakeholders and hospitality partners
- + Implement a new advocacy plan

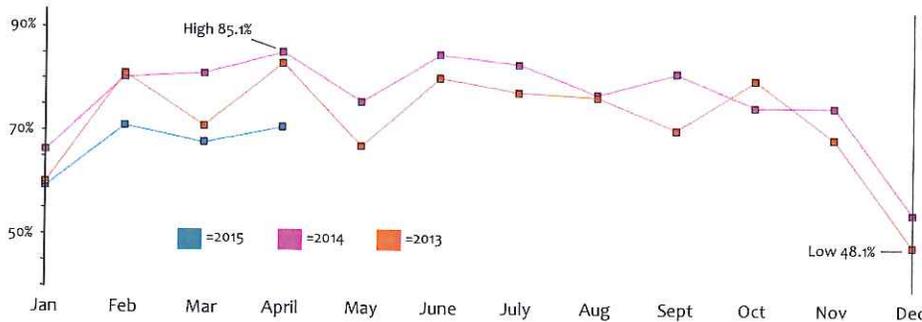
- + Develop our CRM system and processes to track our database and report accurate information
- + Work with stakeholders and partners on advocacy plans
- + Create appropriate internal rewards and recognition to foster and keep an innovative and dedicated team

# BCSCVB Hotels At A Glance

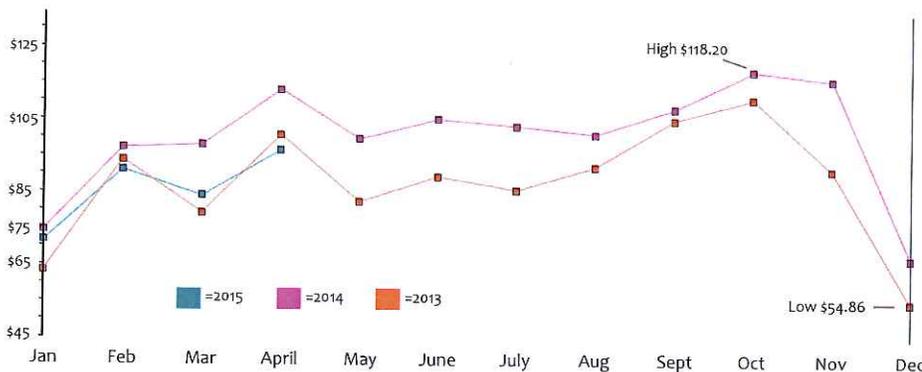
## Number of BCS Hotel Rooms



## BCS Hotel Occupancy



## BCS Hotel Revenue Per Available Room (RevPar)



Figures from Smith Travel Research (STR) reports - as of 06/2015

“Travel is a vital contributor toward local communities. Travel spending not only sustains local jobs and businesses, it represents a critical source of tax revenue for funding local services such as fire and police protection and education. Additionally, it creates an appealing environment to recruit even more travel and non-travel related businesses.

Investment in travel promotion is crucial to maintaining market share. Destinations that view travel promotion budgets as easy savings rather than strategic investments pay the price in the self-defeating form of fewer visitors, less travel spending and lower tax revenue.

- Excerpt from “The Power of Travel Promotion, Spurring Growth, Creating Jobs” 2014 report published by the U.S. Travel Association

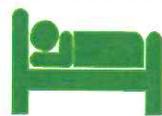
# BCSCVB Travel Impacts

TOTAL DIRECT TRAVEL SPENDING IN B-CS IN 2013

**\$475.2 MILLION**

GENERATED  IN STATE AND LOCAL  
**\$36 MILLION TAX REVENUES**

SUPPORTED | WITH TOTAL EARNING  
**5,384 JOBS | \$114.4 MILLION**



TOTAL DIRECT  
TRAVEL SPENDING  
SINCE 2004  
**UP ↑ 60%**

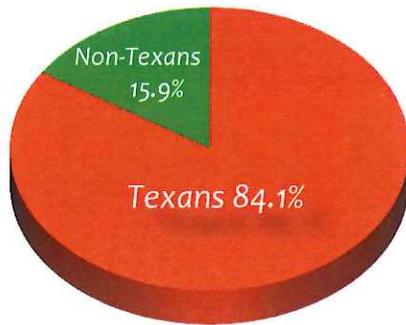
  
**BRYAN COLLEGE  
STATION**  
CONVENTION AND  
VISITORS BUREAU

WEBSITE VISITORS  
MORE THAN 650,000  
SINCE LAST YEAR  
**UP ↑ 40%**

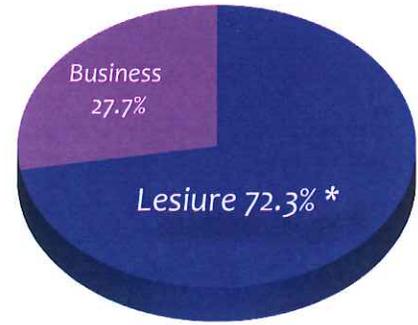
TOURISM FUNDING IN TEXAS  
**\$7 TO \$1 ROI**  
IN STATE TAX REVENUE

GENERATED BY THE OFFICE OF THE GOVERNOR  
TOURISM PROGRAM DOMESTIC ADVERTISING

# BCSCVB Travel In Review

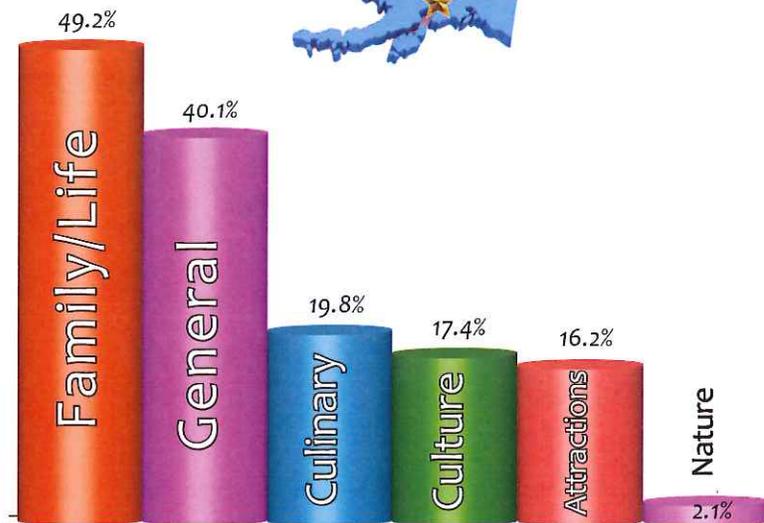


Visitor Travel To BCS



Travel Type To BCS

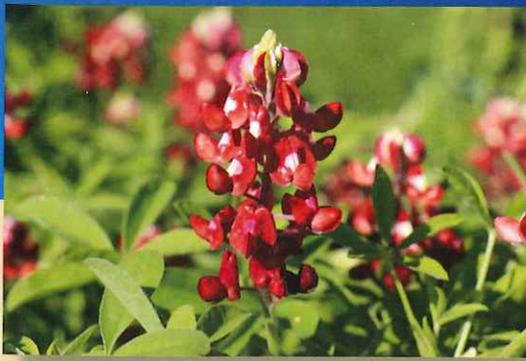
## Where They Come From Top 3 Texas And Non-Texas Origin Cities



## Why They're Here Top Activity Categories Travelers Participated In

Statistics current as of 2013 in DK Shifflet & Associates Texas Destinations report

\* = Leisure percentage includes sports & special events



# CVB In Review

## 2014-15 Highlights

- + Second year of HOT Grant with increased applicants and more funding awarded
- + Strong growth on social media
- + Second year of Preferred Access Agreement with Texas A&M
- + Kindra Fry appointed to National Association of Sports Commissions (NASC) Executive Board
- + Launch of Destination Aggieland phone app in partnership with Texas A&M
- + Texas Aggies Go To War exhibit opened in Bastogne, Belgium
- + MOU and joint task force with the ACBV to create a shared office and resources
- + Led average daily rate (ADR) comp set for 2014
- + Launched Tourism Gives Back campaign
- + Facilitated A&M game day planning meetings
- + Increased involvement through Brazos Valley Lodging Association
- + Successful May “Travel and Hospitality” month events
- + Increase in hosting travel writers to area
- + Facilitated re-branding process
- + Shannon Overby completed Certified Destination Management Executive program/certification
- + Phase 2 of Wayfinding project
- + New economic impact calculator implemented

## 2015-16 On The Horizon

- + Easterwood Airport improvements
- + Community natatorium developments
- + Visitor profile study
- + Mobile visitors’ center
- + Dining guide development
- + Revamp of Meeting Planners Showcase
- + Familiarization tours for meetings and sports planners
- + “Hospitality Happy Hour” for partners
- + Stronger focus on target markets
- + New collateral for sports and conventions teams
- + Phase 2 of rebranding rollout
- + Site visits for travel writers and bloggers
- + Finalizing plans for future CVB office and new visitors’ center

# Group Sales - Overview

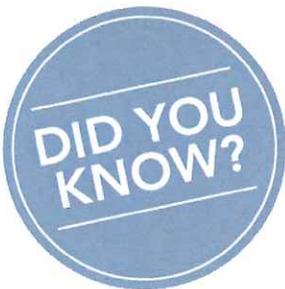


**The** goal of the BCSCVB's group and convention sales team is to bring new business to, and

to keep repeating business opportunities with Bryan-College Station, in order to generate revenue for the community's tourism industry.

The team consists of sales representatives focusing on a variety of markets to maintain direct contact with clients. In an effort to find the highest yield for the resources invested, markets have been realigned to focus on key markets with ties to the Bryan-College Station area.

The BCSCVB team strives to uphold great local partnerships in order to showcase strong community spirit and add credibility to potential group business. These relationships show a united front in competitive bid marketing and present Bryan-College Station as a cohesive package. The goal is to position Bryan-College Station as the premier meeting destination in the minds of all past, current and potential clients.



*Between October 2014 and June 2015, the conventions sales team worked with planners to bring in more than 25,333 room nights through more than 142 conventions with about 13,184 people.*

## Sales Strategies

- Maintain a lead pipeline that is a minimum of two times the annual goal
- Utilize the HOT Grant as an incentive to compete with other cities
- Utilize the Texas A&M Preferred Access Agreement to compete with other cities - including those with convention centers
- Organize special events both in BCS as well as in key cities that offer partners the opportunity to participate and reach our clients
- Capitalize on community and industry partnerships to generate "hometown" leads
- Continue to solicit citywide groups in order to utilize two or more hotel properties

# Group Sales - Goals



## 2015-16 Fiscal Year Goals

### Markets

State Associations

State Government

Religious Groups

Texas A&M Meetings

SMERF

(Social, Military, Education,  
Reunions, Fraternal)

Agriculture & Life  
Sciences

Medical Meetings

Group Bus Tours

Confirm  
**45,000**

Group Room Nights

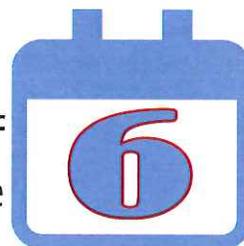
Increase lead conversion  
from 75% to

**95%**



Generate  
300 Leads

Dedicate a minimum of  
month to outside



days per  
sales calls

Increase overall client  
communication



### Strategies To Achieve Goals

- Make in-market sales calls and missions to Austin/DFW/Houston/San Antonio areas throughout the year
- Maintain prospecting goal of 15 clients per week using the Simpleview and TXMET databases as well as potential client lists
- Identify and target groups that could utilize the Preferred Access Agreement
- Work with community partners to capitalize on bus tours to our community
- Work with local partners to market to target groups at trade shows and sales calls
- Cultivate stronger partnerships with local groups/clubs to educate about BCSCVB services

# Group Sales - Events

## Industry Events & Tradeshows



Meeting Professionals International  
October 2015, Montgomery TX

Rejuvenate  
November 2015, Dallas TX

Connect Texas  
November 2015, Frisco TX

American Bus Association  
January 2016, Louisville KY

National Tour Association\*  
February 2016, Atlanta GA

Southwest Showcase\*  
January 2016, Austin TX

Harris County Precinct Show  
February 2016, Houston TX

Society of Government Meeting Professionals  
March 2016, TBD

Meeting Professionals International  
June 2016, Austin TX

Texas Society of Association Executives  
June 2016, Austin TX

Collaborate  
June 2016, Grapevine TX

Meeting Professionals International  
July 2016, Austin, TX

Fraternity Executives Association  
July 2016, TBD

Connect  
August 2016, TBD

Texas Society of Association Executives  
September 2016, TBD

Meeting Professionals International  
Monthly Meetings, Austin/Houston TX

Texas Society of Association Executives  
Monthly Meetings, Austin TX

Society of Government Meeting Professionals  
Monthly Meetings, Austin TX

\* = Do not send participant, only gather leads/information

Meeting Planners Showcase  
November 2015

Hospitality Happy Hour  
Monthly

Familiarization Tours  
November 2015, May 2016

## Client Events & Sales Missions

Austin Sales Blitz  
February 2016

Dallas Sales Calls  
Once per quarter

Houston Sales Calls  
Once per quarter

San Antonio Sales Calls  
Once per quarter

# Group Sales - Servicing



## 2015-16 Fiscal Year Goals

### Events

Event Service  
Professional  
Association (ESPA)  
January 2016, Vancouver

Texas Association  
of CVBs (TACVB)  
January 2016, Beaumont

Texas Association  
of CVBs (TACVB)  
August 2016, El Paso

- ▶ Develop one new service to offer groups to enhance the BCS experience
- ▶ Develop a volunteer program for use at convention registrations
- ▶ Utilize social media to serve as virtual concierge for conference attendees
- ▶ Enhance the efforts of the sales team by providing timely and efficient support to meeting planners with confirmed events in BCS
- ▶ Increase overall client communication
- ▶ Maintain a client satisfaction rating of at least 5/5

### Strategies To Achieve Goals

- Work with clients to identify extra services requested for the event
- Develop tour packages with local businesses for group events
- Enhance and grow the “Show Your Badge” program to encourage conference attendees to shop or dine in our community
- Network with peers in convention service industry to remain competitive and identify enhancements
- Participate in the ESPA and TACVB conferences to gain insight on new service trends and strategies
- Work with the ACBV, DBA and NED to provide opportunities for visitors to enhance their experience in BCS
- Promote BCS social media to groups for use to stay up to date on community happenings during their event
- Network with planners during their event to discover future repeat opportunities

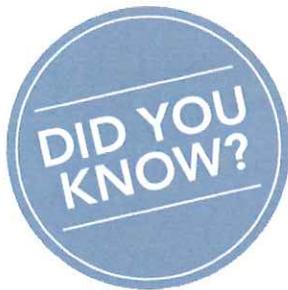


# Sports Sales

**The** goal of the BCSCVB's sports sales team is to bring in new sporting events and to keep repeating sports events in Bryan-College Station in order to generate revenue for the community's sports tourism industry.

The team consists of sales representatives who focus on a variety of markets to maintain direct contact with clients. In an effort to find the highest yield for the resources invested, markets have been realigned to focus on key markets with ties to the Bryan-College Station area.

The BCSCVB team strives to uphold great local partnerships in order to showcase strong community spirit and add credibility to potential group business. These relationships show a united front in competitive bid marketing and present Bryan-College Station as a cohesive package. The goal is to position Bryan-College Station as the premier sports event destination in the minds of all past, current and potential clients.



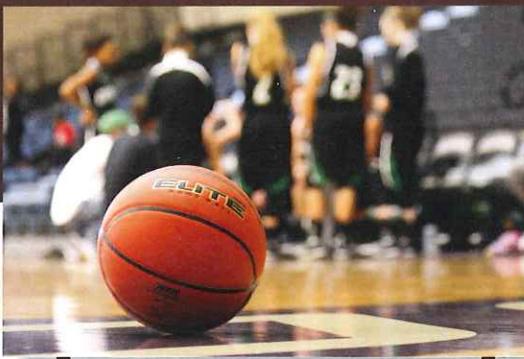
*Between  
October  
2014 and  
June 2015*

*the sports  
sales team brought in  
more than 100 sports  
events, with more  
than an estimated  
59,222 people in  
attendance.*

## Sports Sales Strategies

- Maintain a lead pipeline that is a minimum of two times the annual goal
- Utilize the HOT Grant as an incentive to compete with other cities
- Utilize the Texas A&M Preferred Access Agreement to compete with other cities - including those with convention centers
- Organize special events in BCS as well as in key cities that offer partners the opportunity to participate and reach our clients
- Capitalize on community and industry partnerships to generate "hometown" leads
- Continue to solicit city-wide groups in order to utilize two or more hotel properties
- Continue to partner with parks & recreation departments as well as Texas A&M to solicit groups

# Sports Sales - Goals



## 2015-16 Fiscal Year Goals

### Events/Shows

Amateur Softball Association

Nov 2015, Louisville KY

#### TEAMS

Nov 2015, Las Vegas NV

United States Sports Congress

Dec 2015, Fort Worth TX

NASC Symposium  
April 2016, MI

IEG Conference  
April 2016, Chicago IL

Connect Sports  
August 2016, TBD

NASC  
September 2016, TBD

Confirm  
 **50,000**  
Group Room Nights

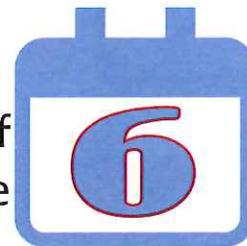
Increase lead conversion  
from 96% to

**98%**



Generate  
**165 Leads**

Dedicate a minimum of  
month to outside



days per  
sales calls

Increase overall client  
communication



### Strategies To Achieve Goals

- Increase the number of sports events to our community to maximize utilization of all facilities by continuous follow up and submissions of qualified bid proposals
- Maintain prospecting goal of 10 clients per week using the Simpleview and NASC databases as well as potential client lists

- Identify and target groups that could utilize the Preferred Access Agreement, especially for Reed & Penberthy
- Strengthen partnerships with Texas A&M Athletics, A&M Rec Sports, & both city parks and rec departments
- Strengthen the image of the BCS sports market within the sports event industry through new strategies
- Make sales calls to qualified state, regional, national, or international event owners

# Sports Servicing



## Events

TACVB

January 2016, Texas

NASC

April 2016, Michigan

TACVB

August 2016, Texas

NASC

September 2016, TBD

## 2015-16 Fiscal Year Goals

- ▶ Develop two new services to offer groups to enhance the BCS experience
- ▶ Develop a volunteer program for sports event groups to give back to the community
- ▶ Enhance the efforts of the sales team by providing timely and efficient support to sports event rights holders with confirmed events in BCS
- ▶ Increase overall client communication

## Strategies To Achieve Goals

- Work with clients to identify extra services requested for the sports events
- Develop a discount card to be used within the BCS community for sports events attendees
- Meet with sports event planners throughout the planning process or during their event to discover new services that may be needed
- Network with peers in sports events industry to remain competitive and identify enhancements
- Participate in the NASC Sports Event Symposium and TACVB conferences to gain insight on new service trends and strategies
- Promote BCS social media to sports groups for updates on community happenings during their event
- Network with sports planners during their event to discover future repeat opportunities

# 2014-15 Major Sports Events



## Games of Texas

### Texas 7-on-7



## Grand Slam

### Youth World Cup



South Texas Youth Soccer Association  
Premier League

Australian Shepherd Club of America  
National Specialty

Budweiser Softball Festival

United States Specialty Sports Association  
Baseball Tournament

Texas Christian Athletic League State  
Basketball Championships

Diamonds & Dirt Barrel Horse Classic



# Marketing

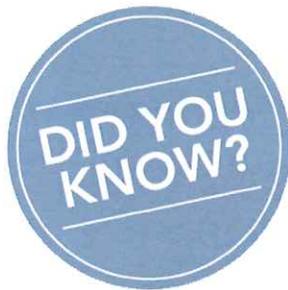
**The** goal of the BCSCVB's marketing and communications department is to seamlessly combine traditional advertising, public relations, and social media strategies into a singular message to build awareness of Bryan-College Station and increase bookings.

Internally, marketing and communications plays a vital role in promoting the importance, value, and impact of the hospitality industry, as well as promoting the role of the BCSCVB to the local community.

Externally, marketing and communications are used to promote as well as create awareness of BCS as a premier destination. One way of achieving this is through outstanding third-party endorsements from respected media regarding our destination. Understanding that the media serves as an excellent extension through which to deliver the BCSCVB's message to a targeted group of potential visitors, business travelers, or event coordinators will help achieve desired results.

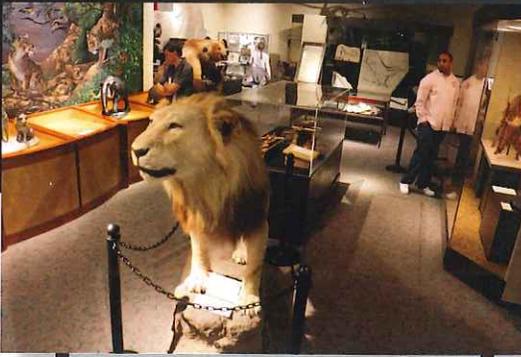
## Marketing Strategies

- Promote destination message of BCS to prospective visitors using a combination of media forms, including print, digital, and broadcast mediums in order to increase overall occupancy rates and add economic impact.
- Promote amenities and destination value to convention or sports event planners using a combination of media forms, including print, digital, and broadcast mediums in order to increase overall occupancy rates and add economic impact.
- Promote destination brand within Bryan-College Station so that local residents become better brand ambassadors
- Create new and creative messaging so destination promotion is fresh and consistent with how audiences prefer to receive their messaging
- Maintain an interactive website and mobile friendly site with current information so visitors, or potential visitors, have best destination experience



*Between October 2014 and June 2015 Facebook fans increased by 6%, Twitter followers jumped by 13%, video views increased by 264%, and blog hits were up 163% compared to the prior year.*

# Marketing



## 2015-16 Fiscal Year Goals

### Events/Shows

Public Relations  
Society of America  
*June 2016, Houston TX*

Travel Media  
Writers Showcase  
*August 2016, TBD*

Simpleview Summit  
*April 2016, Tucson AZ*

Social Media for  
Tourism (SoMeT)  
*Oct 2015, New Orleans LA*

- ▶ Host two separate FAM trips for travel writers and bloggers who focus on our target audiences
- ▶ Generate a minimum of 24 locally distributed and 12 nationally distributed press releases
- ▶ Increase Facebook and Twitter followers by 10%
- ▶ Create 12 videos promoting destination
- ▶ Create 1 new blog per month
- ▶ Facilitate full roll-out and campaign of new brand

### Goals Strategies

- Create specialized media distribution lists through media management tools
- Add media monitoring tool to get increased ROI on press releases, ad placements, or from hosting familiarization trips
- Increase one-on-one interactions with local news directors or producers
- Analyze and collaborate with other CVBs to gain insight on what procedures or processes help create successful FAM trips
- Collaborate with local partners to gather prizes to give away through social media contests
- Collaborate with both cities to find print or digital advertising investments that could allow for increased coverage or ad placements



# Marketing - Advertising

# The

overall mission of the marketing and communications department is to integrate advertising, public relations, and social media for a cohesive sales message to build awareness of the destination and generate room nights. Through that, the goal is to build further awareness of the diverse offerings in BCS.

Each fiscal year, the BCSCVB will work with the cities, partners, attractions, and potentially an advertising agency to find publications or media outlets that provide products or advertising opportunities that best match the intended target audiences and produce the highest return on the investment.

Though the message or imagery used may be different to fit each media outlet or publication's audience (ie sports vs leisure travel), the use of a consistent message to promote the destination in a positive manner will be the paramount goal.

## Target Groups

Adults

Families

Budget Travelers

Winter Texans

Presidential Interest

3-Hour Drive Markets  
(ie: DFW, Houston, Austin,  
San Antonio, Waco)

Sports Planners

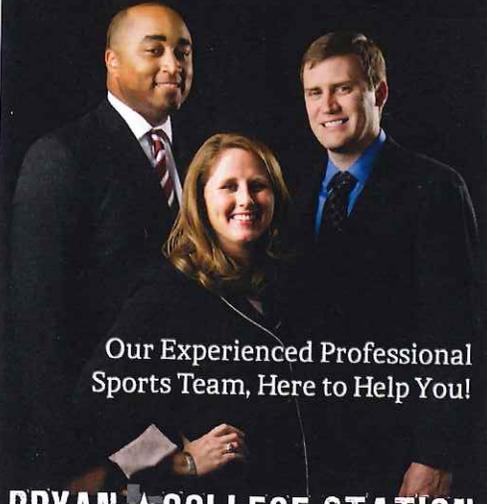
Conventions Planners

## Advertising Goals & Strategies

- Work with cities and partners to further collaborate on marketing advertising strategies
- Highlight media outlets or publications that may have issues or editions with content focused on elements BCS offers, and facilitate a potential co-op opportunity among the cities, partners, and attractions
- Highlight three to four key components of our destination in advertising campaigns to promote a consistent destination message and image
- Work with Cubic Creative branding company to find new advertising opportunities to rollout the BCSCVB's new identity and/or message
- Increase the use of digital advertising means, including the use of geotargeted or demographic based digital ads

# Marketing Advertising Samples

**Bryan-College Station**  
 World-Class Facilities including Texas A&M. Central Texas location for easy travel. 38 excellent hotels with new additions coming soon. Top Attractions, Restaurants, Shopping, and more.  
**...What sets us apart?**



**Our Experienced Professional Sports Team, Here to Help You!**

**BRYAN COLLEGE STATION**  
 CONVENTION AND VISITORS BUREAU  
 VisitAggieland.com | 800.777.8292 | @SportsBCSTX

**BRYAN COLLEGE STATION**  
 CONVENTION AND VISITORS BUREAU



**We've Got Plenty Of SPACE For Your Next Meeting**

Bryan-College Station has everything you need for your next meeting - ample facility space, first class hotel rooms, top notch attractions, and suppliers for every need. In other words, just about anything you would find in the big city, without the traffic jams and hustle and bustle. Just a 90-minute drive from Houston and Austin, along with daily direct flights to Dallas and Houston, bringing your event to Aggieland has never been easier. Call us today and let us help you plan your next meeting!

**Meeting Space Square Footage**  
 -Brazos County Expo 50,000  
 -Hilton 27,000  
 -A&M 18215, 3000  
 -The Zone One 14,000  
 ...With more than 50 other venues and spaces available!

VisitAggieland.com | 800.777.8292

**Just a Tank of Gas Away!**

**BRYAN COLLEGE STATION**

Less than a 3 hour drive for 80% of Texans!

**Find Your Fun...**  
 VisitAggieland.com  
 800.777.8292

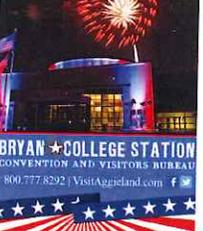


**GEORGE BUSH**  
 PRESIDENTIAL LIBRARY AND MUSEUM



**A Presidential Experience any time of the year!**

**BRYAN COLLEGE STATION**  
 CONVENTION AND VISITORS BUREAU  
 800.777.8292 | VisitAggieland.com



**Our Team Will Put Smiles On Your Team**

**LACROSSE, SOCCER, FOOTBALL, SOFTBALL, QUIDDITCH, & MORE**

Bryan-College Station offers ample flat field complexes for your next event or tournament, along with nearly 4,000 hotel rooms and a variety of great attractions!

Contact our sports team today, to see what we can do for You!

**BRYAN COLLEGE STATION**  
 CONVENTION AND VISITORS BUREAU

VisitAggieland.com | 800.777.8292 | @SportsBCSTX





**WE HAVE THE KEYS TO CAMPUS!**

- Heavily discounted rates
- 36 unique meeting rooms
- Space for any event
- 55,000+ square feet of available meeting space

**UNLOCK TEXAS A&M UNIVERSITY!**

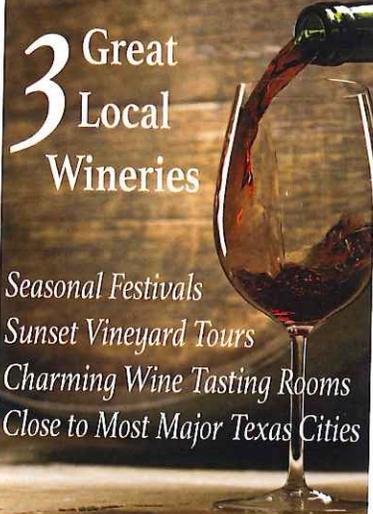


**BRYAN COLLEGE STATION**  
 CONVENTION AND VISITORS BUREAU  
 VisitAggieland.com | 800.777.8292

**Escape to Aggieland!**

**3 Great Local Wineries**

Seasonal Festivals  
 Sunset Vineyard Tours  
 Charming Wine Tasting Rooms  
 Close to Most Major Texas Cities



For Information About Bryan College Station:  
 800.777.8292 | www.VisitAggieland.com

# Marketing Advertising Calendar

Media Outlet / Product	Primary Target Market	October	November	December	January
Collinson Texas Meeting Guide	Conventions / Meetings			Print	
MPI Buyer's Guide	Conventions / Meetings				
MPG Magazine	Conventions / Meetings			Print	
Sports Destination Magazine	Sports Events Planners		Print	Print	
Sports Events Magazine	Sports Events Planners	Print	Print	Print	
Sports Planners Guide	Sports Events Planners	Print			
Sports Travel Magazine	Sports Events Planners	Print		Print	
Collinson - People	Leisure Travel				
Collinson - America's Best Vacat.	Leisure Travel	Print			
Drive Guide Magazine	Leisure Travel				
TML Town & City	Leisure Travel				
Madden See Texas First	Leisure Travel				
Madden Discover Texas	Leisure Travel				
TTIA File Folder	Leisure Travel			Print	
TourTexas.Com	Leisure Travel				
Southern Living	Leisure Travel				
Texas Events Calendar	Leisure Travel		Print		
Texas Travel Guide	Leisure Travel				Print
Texas Highways	Leisure Travel	Print	Print	Print	
Texas Monthly	Leisure Travel	Print	Print	Digital	Print
TexAgs.com	Leisure Travel	Digital	Digital	Digital	Digital
Dream Plan Go	Leisure Travel			Digital	
The Griffon	Leisure Travel	Print			
Viva Magazine	Leisure Travel				
KVUE Austin	Leisure Travel				
Click 2 Houston	Leisure Travel				
Suddenlink	Leisure Travel				
TV Campaign	Leisure Travel				

=Print
  =TV/Radio
  =Digital
  =Other

Note: Calendar or investments are subject to change. Highlighted columns do not necessarily mean "committed" buy.

# Marketing Advertising Calendar

February	March	April	May	June	July	August	September	Media Outlet
								TX Meeting Guide
								MPI Buyer's Guide
								MPG Magazine
								Sports Dest. Mag
								Sports Events Mag
								Sports Plnr Guide
								Sports Travel Mag
								Collinson - People
								America's Best Vaca.
								Drive Guide Mag
								TML Town & City
								See Texas First
								Discover Texas
								TTIA File Folder
								TourTexas.Com
								Southern Living
								TX Events Calendar
								Texas Travel Guide
								Texas Highways
								Texas Monthly
								TexAgs.com
								Dream Plan Go
								The Griffon
								Viva Magazine
								KVUE Austin
								Click 2 Houston
								Suddenlink
								TV Campaign

Note: Calendar or investments are subject to change. Highlighted columns do not necessarily mean "committed" buy.

# Marketing - Clips

"No matter who you root for, this is cool. #Aggieland #MidnightYell Nothing like it."

@Espn\_ReceDavis

"My husband and I received a beautiful welcome basket in our hotel when we stayed in Bryan-College Station for the SEC Equestrian Championships. In that and every way we felt welcomed and at home in your beautiful and friendly city."

-Sandi Williams  
Auburn University Visitor

"The people we work with at the CVB and the locals make such a big difference for everyone...it's a credit for what they do to make it special."

-Doug Stephens  
Texas 7-on-7 Exec Director

"Bryan-College Station is much more than a college town; it is an area of history, tradition and even the finer things in life."

-Jessica Newman  
Texas Lifestyle Magazine

**BRYAN COLLEGE STATION**  
CONVENTION AND VISITORS BUREAU

"It is a family atmosphere; parents pushing strollers, toddlers holding adult hands, laughter, and conversation."

-Marilyn Jones  
Texas Farm & Home Magazine

"So very excited about the new sculpture garden @BVArts! Can't wait to picnic this summer! #BCSTX"

@Mollytwallace

"Khalid & I exploring #Aggieland - we just so happen to find a great taco joint right next to our hotel! So good!"

@Dooly1184

"The CVB has become an awesome partner of Texas 4-H. We cannot thank them enough for everything they have done over the last several years."

-Kyle Merten  
Texas 4-H



# Marketing - P.R.

**The** BCSCVB will strategically generate publicity and positive messages about the destination by utilizing public relations methods and avenues.

The media will be the primary focus for the delivery of these messages, while the general public or potential visitors will be a secondary focus reached through increased social media efforts and community involvement. Special focus will be given to reaching audiences within the three-hour drive markets, especially within the “Texas Triangle” bound by DFW, San Antonio, and Houston.

## 2015-16 Fiscal Year Goals

- Add one local media reoccurring appearance
- Host media appreciation luncheon that includes “State of CVB” address
- Host two familiarization trips for travel writers
- Book one travel writer through participation in Travel Media Showcase
- Generate extra publicity through applying for destination based awards (ie: best visitor website, USA Today’s “10 Best College Towns”, or TACVB Idea Fair awards, etc.)

## P.R. Strategies

- Increase contacts with news or content creators, especially through personal relationships and not solely through press releases
- Collaborate with other destinations or CVBs that have won awards to gain insights about what processes they have used
- Partner with cities to target three destination based awards that would make sense for an application or entry
- Reach out to travel writers in advance of Travel Media Showcase to initiate contact and facilitate a stronger discussion during the actual show
- Utilize analytics tools and data crunching programs to showcase a positive image of BCS and the CVB at media luncheon

# Marketing - Advocacy



## Often

the forgotten customers for any destination are the local residents and stakeholders.

The BCSCVB has identified the following audiences as our key targets for advocacy in the coming years.

The purpose for each group may be different, the messages and methods by which we communicate with these groups may be different, but the overall reasoning remains the same – if the BCSCVB can help facilitate collaboration, communication and understanding throughout the community when involving bringing or hosting visitors to our area, we all win.

## Purpose & Goals

### Audiences

#### Elected Officials

(Including: Brazos County Commissioners, Bryan Council, College Station Council, Legislators)

#### City/County Staff

#### Community Leaders

(Including: Chamber, RVP, Texas A&M, Arts Council, BV Council of Governments)

#### Media

#### Residents

#### Industry Partners

#### BCSCVB Board

#### BCSCVB Sports Board

- ▶ Funding growth to better capture a larger market share
- ▶ General support of BCSCVB activities
- ▶ Promotion of the value of tourism
- ▶ Partnership in the economic growth of the entire community
- ▶ Visitor industry support and coverage of events in our community
- ▶ Build pride in our community
- ▶ Improved customer service and hospitality
- ▶ Work seamlessly in partnerships
- ▶ Build tourism/visitor champions that will carry BCSCVB message to other audiences
- ▶ Create advocates for tourism

## Advocacy Strategies

- Monthly updates to all stakeholders
- Regular presentations to council
- Provide reciprocal ex-officio positions on other community organizations board of directors
- Regular appearances on local media
- Annual "State of CVB" presentation
- Host media appreciation events
- Events to honor outstanding partners and focus on impact of tourism
- Host Meeting Planners Showcase
- Partnerships with BVLA, DBA, Arts Council to host visitors
- Bi-annual hotel visits
- Bi-annual attractions visits



# CVB Involvement

## Professional Affiliations

- ABA – American Bus Association
- ACBV – Arts Council of the Brazos Valley
- Brazos Valley Museum Collective
- Bryan-College Station Chamber of Commerce
- BABV - Bridal Association of the Brazos Valley
- BVLA – Brazos Valley Lodging Association \*
- DMAI – Destination Marketing Association International
- ESPA – Event Servicing Professionals of America
- FEA – Fraternal Executives Association
- IABC – International Association of Business Communicators \*
- IGC – Inter-Governmental Committee
- LBAA – Leadership Brazos Alumni Association
- MPI – Meeting Professionals International
- NASC – National Association of Sports Commissions \*
- NTA – National Tour Association
- PCMA – Professional Convention Management Association
- PRSA – Public Relations Society of America
- RVP – Research Valley Partnership
- SGMP – Society of Government Meeting Professionals
- TAAF – Texas Amateur Athletic Federation
- TACVB – Texas Association of Convention & Visitors Bureaus \*
  - Texas Brazos Trails
- TSAE – Texas Society of Association Executives
- TTIA – Texas Travel Industry Association
- WorldFest \*
- YPA – Young Professionals of Aggieland

\* = BCSCVB Staff person holds a leadership position in the organization

### Designations Held

- CMP – Certified Meeting Professional – Shannon Overby
- TDMC – Texas Destination Marketing Certificate – Shannon Overby, Kindra Fry
- CDME – Certified Destination Management Executive – Shannon Overby
- CSEE - Certified Sports Event Executive - Kindra Fry
- SMP - Sports Marketing Professional - Kindra Fry
- CPSM - Certified Sports Manager - Kindra Fry, John Friebele, Dominique Powell
- DMAP – Destination Management Accreditation Program - BCSCVB



# Board Of Directors



## At-Large Board Members

Brian Blake .....	TEEX
Kay Conlee .....	Old Bryan Marketplace
Crystal Dupre .....	The Eagle
Warren Finch .....	George Bush Presidential Library
Barron Hobbs .....	Hilton Hotel
Jim Lewis .....	Village Foods
Larry Lightfoot .....	Better Business Bureau (Retired)
Fiona Tizard-Meyer .....	Brazos Valley Fair & Expo
Jimmy Loup .....	Grub Burger Bar
Jim Petrick .....	Texas A&M University (RPTS)
Dave South .....	Texas A&M Athletics

## Executive Board

**Hunter Goodwin - Board Chair**  
(Brazos Valley Lodging Association Appointee)

**Chuck Konderla**  
(Bryan City Council)

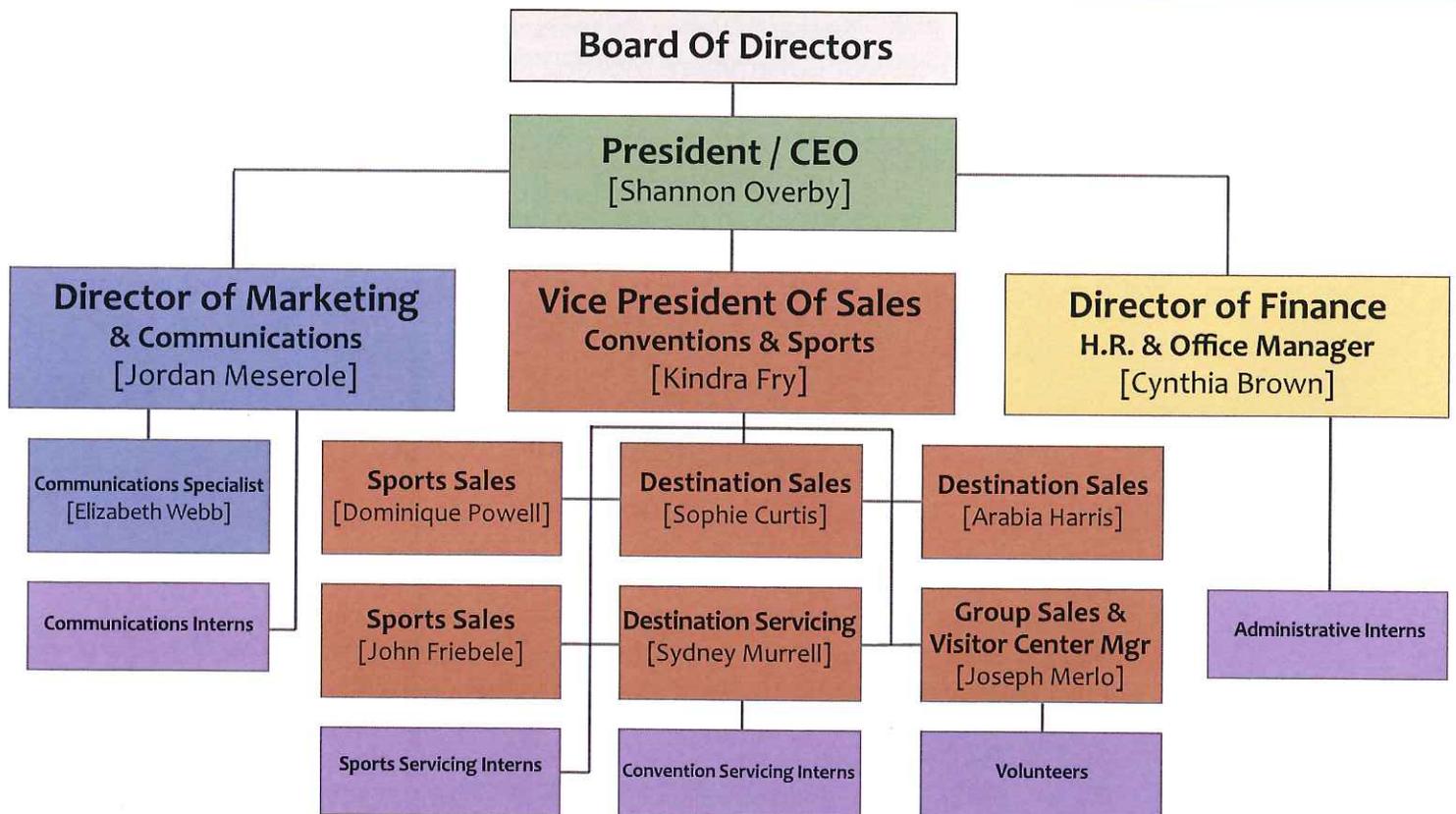
**Karl Mooney**  
(College Station City Council)

**Scott Shafer**  
(College Station City Appointee)

**Peggy Calliham**  
(College Station City Appointee)

## Ex-Officio Members

Bobby Bisor .....	Texas A&M University
Joey Dunn .....	City of Bryan Assistant City Manager
Mike Neu .....	City of College Station
Patricia Meronoff .....	Legal Counsel



# KYLE FIELD



HOME OF THE 12TH MAN

ENTRY B



12TH MAN STATUE



**KYLE FIELD**

BRYAN-COLLEGE STATION CONVENTION & VISITORS BUREAU  
2015-16 BUSINESS DEVELOPMENT & MARKETING PLAN



**HOME OF THE 12TH MAN**

