

## ACTION FORM BRYAN CITY COUNCIL

<b>DATE OF COUNCIL MEETING:</b> October 22, 2013		<b>DATE SUBMITTED:</b> September 27, 2013	
<b>DEPARTMENT OF ORIGIN:</b> Strategic Projects		<b>SUBMITTED BY:</b> Lindsey Guindi	
<b>MEETING TYPE:</b>	<b>CLASSIFICATION:</b>	<b>ORDINANCE:</b>	<b>STRATEGIC INITIATIVE:</b>
<input type="checkbox"/> BCD	<input type="checkbox"/> PUBLIC HEARING	<input type="checkbox"/> 1ST READING	<input type="checkbox"/> PUBLIC SAFETY
<input type="checkbox"/> SPECIAL	<input checked="" type="checkbox"/> CONSENT	<input type="checkbox"/> 2ND READING	<input checked="" type="checkbox"/> SERVICE
<input checked="" type="checkbox"/> REGULAR	<input type="checkbox"/> STATUTORY		<input type="checkbox"/> ECONOMIC DEVELOP.
<input type="checkbox"/> WORKSHOP	<input type="checkbox"/> REGULAR		<input type="checkbox"/> INFRASTRUCTURE
			<input checked="" type="checkbox"/> QUALITY OF LIFE
<b>AGENDA ITEM DESCRIPTION:</b> Discussion and possible action on a proposed resolution approving the proposed Fiscal Year 2014 budget for the Bryan-College Station Convention and Visitors Bureau (CVB) and authorizing the Mayor to sign a Funding Agreement with the CVB in the amount of \$172,042.00 for the same period.			
<b>SUMMARY STATEMENT:</b> The City of Bryan adopted Fiscal Year 2014 budget includes \$172,042.00 for the operational support of the CVB. This funding is from the hotel/motel occupancy tax (HOT) actually collected and received by the City of Bryan. The funding amount of \$172,042.00 is an increase of \$47,042.00 to the funding amount provided to the CVB in last fiscal year. The funding amount for each fiscal year 2010 through 2013 was \$133,400.			
<p>The additional funds will be utilized for new advertising ventures with the SEC, a dedicated focus on the newly emerging medical meetings market for the community, additional personnel to allow a new allocation of resources within the organization to sell the new inventory made available to the CVB via the preferred access agreement, and the ability to execute on the newly required reporting measurers that will be required as part of that agreement. Each of these items is outlined in detail in the Service Level Adjustment Request attachment.</p> <p>The attached budget is the CVB's budget summary. It includes budget reports from previous fiscal years and a proposed FY2014 budget. The document also includes a narrative of the CVB's Business and Marketing Development Plan and Performance Measurers. The City of Bryan's source of funds is the Hotel/Motel Tax Fund.</p> <p>The City Council is required to consider and, if appropriate, approve the annual budget of the CVB, which is attached as a resolution to approve the entire budget of the CVB. The CVB's FY2014 budgeted expenses are \$1,650,262.00 and estimated revenues are \$1,650,262.00.</p> <p>Bryan's representatives to the CVB Board are Chuck Konderla (voting member of Executive Board) and Joey Dunn (non-voting ex-officio board member).</p>			
<b>STAFF ANALYSIS AND RECOMMENDATION:</b> Staff recommends approving the resolution, which results in approving the budget of the CVB and authorizing the Mayor to sign the Funding Agreement with CVB. By approving both documents, the CVB will continue to promote Bryan.			
<b>OPTIONS (In Suggested Order of Staff Preference):</b>			
<ol style="list-style-type: none"> <li>1. Approve proposed resolution and funding agreement.</li> <li>2. Modify the proposed resolution and modify the funding agreement, which may require City Council</li> </ol>			

consideration at a future City Council meeting and may require CVB consideration.

3. Do not approve the proposed resolution or funding agreement and provide direction to staff.

**ATTACHMENTS:**

1. Proposed resolution approving the CVB Fiscal Year 2013-2014 budget
2. Exhibit "A" CVB FY 2014 Budget
3. Exhibit "B" CVB Funding Agreement

**FUNDING SOURCE:** Hotel/Motel Tax Fund

**APPROVALS:** Hugh R. Walker, 10/11/2013

**APPROVED FOR SUBMITTAL: CITY MANAGER** Kean Register, 10/14/2013

**APPROVED FOR SUBMITTAL: CITY ATTORNEY Janis K. Hampton, 10/14/2013**

Revised 05/2013

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE CITY OF BRYAN, TEXAS APPROVING A BUDGET FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2013, AND ENDING SEPTEMBER 30, 2014, INCLUSIVE, FOR THE BRYAN-COLLEGE STATION CONVENTION AND VISITOR'S BUREAU (CVB) WITH TOTAL EXPENDITURES OF \$1,650,262.00 AND REVENUES IN THE COMBINED TOTAL AMOUNT OF \$1,650,262.00; AND AUTHORIZING THE MAYOR TO SIGN A FUNDING AGREEMENT WITH THE CVB TO PROVIDE FUNDING FOR FISCAL YEAR 2014 IN THE AMOUNT OF \$172,042.00; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the City of Bryan (CITY) and the BRYAN-COLLEGE STATION CONVENTIONS AND VISITORS BUREAU (CVB) have partnered for many years; and

**WHEREAS**, the CVB provides support for tourism in the City of Bryan and the region; and

**WHEREAS**, the CITY is required to approve the budget of the CVB;

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF BRYAN, TEXAS, THAT:**

1.

The budget for the fiscal year beginning October 1, 2013, and ending September 30, 2014, with combined expenditures in the sum of **\$1,650,262.00** and combined revenues in the sum of **\$1,650,262.00** be approved as indicated in the accompanying "Exhibit A" BRYAN-COLLEGE STATION CVB FISCAL YEAR 2013-2014 Budget.

2.

Expenditures shall conform to the provisions of Chapter 351.101 of the Texas Revised Civil Statutes.

3.

The Mayor is authorized to sign the FUNDING AGREEMENT between the City of Bryan and the CVB, attached hereto as Exhibit "B", providing for funding in the amount of \$172,042.00.

This Resolution shall go into effect October 22, 2013.

**ADOPTED BY VOTE OF THE CITY COUNCIL OF THE CITY OF BRYAN, TEXAS**, at a meeting held on the 22<sup>nd</sup> day of October, 2013.

ATTEST:

CITY OF BRYAN:

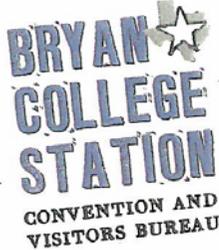
\_\_\_\_\_  
Mary Lynne Stratta, City Secretary

\_\_\_\_\_  
Jason P. Bienski, Mayor

APPROVED AS TO FORM:

\_\_\_\_\_  
Janis K. Hampton, City Attorney

Exhibit "A"  
CVB FISCAL YEAR 2013-2014 BUDGET



MEET · PLAY · VISIT

May 23, 2013

Ann Pledger  
City of Bryan  
300 South Texas Avenue  
Bryan, TX 77803

Dear Ann:

As per the Budget Submission Process outlined by the City of Bryan for its Contract Partners, we are pleased to be submitting the Bryan-College Station Convention & Visitor Bureau's formal application for funding from the City of Bryan for the fiscal year 2013/2014.

The 2013/2014 Bryan-College Station Convention & Visitors Bureau investment request from the City of Bryan is \$172,042. This request incorporates the level of funding required to carry out the operational, sales, marketing, promotional, servicing and business development elements of the Bureau. This amount reflects less than 38% of what is projected for hotel occupancy revenue in the city's 2012/2013 budget.

We feel that this amount of funding is a baseline amount that will allow us to successfully fulfill our mission. The amount requested reflects an increase of \$47,042 over last year's budget. While this is an increase of 37% over last year, we have had a flat budget for the last several years. The increase can be directly attributed to new advertising ventures with the SEC, a dedicated focus on the newly emerging medical meetings market segment for BCS, additional personnel to allow a new allocation of resources within our organization to sell the new inventory made available to the CVB via the preferred access agreement as well as to execute on the newly required reporting measures that will be required as part of this agreement.

As per the submission requirements, we have provided the following:

1. The requested budget for 2013/2014 plus the two years prior for comparison.
2. The year to date financial information as of May 23, 2012 and the financial data of the CVB for the past two fiscal years.
3. A narrative outline the CVB's plan – including a copy of the 2013/2014 Business and Marketing Development Plan which provides a very detailed and comprehensive outline of all programs and activities for the year ahead to fulfill the mission of the CVB and to ensure the highest ROI.
4. Our proposed Performance Measurements for the upcoming year.

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715 University Drive East, College Station, TX 77840 T. 800.777.8292 · P. 979.260.9898 · F. 979.260.9800

5. An organizational chart of the Bryan-College Station Convention & Visitors Bureau.

The CVB continues to enjoy our strong relationship with the City of Bryan and we look forward to working with you and your office during this year's budget process and for many years to come. Should you have any questions or comments, or should you need further explanation, please contact me at any time.

Sincerely,



Shannon Overby, CMP  
Executive Director

Enclosures

Cc: Bryan-College Station Convention & Visitors Bureau Board of Directors

**Service Level Adjustment Request  
Bryan-College Station Convention & Visitors Bureau  
Fiscal year 2013-2014**

The Bryan-College Station Convention & Visitors Bureau is requesting a Service Level Adjustment for the upcoming fiscal year October 1, 2013 – September 30, 2014 of \$47,042. This request will be dedicated to several areas. (outlined below).

Over the past several years, many governmental budgets have held flat – including the CVBs. However, during that same time, the Hotel Occupancy Tax collected by the city has continued to increase, yet the percent invested in marketing the community through the Bryan-College Station Convention & Visitors Bureau has continued to decrease. With all of the changes over the past couple of years and all of the new opportunities ahead, the BCSCVB feels that the increase in funding would allow us to not only succeed in fulfilling our mission; but also would allow us to put our community into a new market.

HOT Fund Grant Application

Since the inception of the HOT Fund Grant, the Convention and Visitors Bureau has been devoted to making the program operate successfully for all parties involved. As a result, many staff hours are dedicated to reviewing applications and preparing the information for review by the Executive Board and the City Managers' Offices. Following this compilation of information, the staff establishes a meeting time that all parties can get together for final review and approval of the applications.

New Staff / Changing positions

The office will be undergoing a few staff changes this fiscal year with one position opening due to a retirement and one being added. The position that will be opening will be redeveloped into a Tourism/Leisure Travel and Servicing position. The additional position will be responsible with working hand in hand with community partners in their marketing efforts to outside visitors in our area. In addition, this position will be required to assist the Director of Communications with the convention and visitors bureau's own marketing and branding efforts by effectively creating collateral and managing the existing collateral. With the addition of the partnership with Texas A&M, this position will assist with the marketing pieces for the new facilities in a variety of ways as well. The additional position would account for approximately a \$50,000-\$55,000 increase to include salary and benefits.

Marketing

Again with the addition of the partnership with Texas A&M, we will be able to expand the markets we currently attract to our community. We will be working with the religious market more which was once a great market for this community. The religious brings larger conferences for longer periods of time with people who tend to explore the community they are visiting adding to the economy of that community. We will also be able to attend more

tradeshows for this market as the facilities have been made available. We will also be able to attend more medical market events as the Bio-Medical Corridor expands. This will open the doors to more advertising opportunities as well. Also, with the expansion of Veterans Park, we will be able to market more to our sports events right holders and attract more quality events to our community. The new marketing efforts would contribute to an approximate \$105,000 increase.

#### Advertising

For all of the reasons above, we would like to shift our advertising from mostly print to more of an online presence. Several of the SEC schools have internet forums like TexAgs.com. We feel to reach those markets of the schools that will be competing at Kyle Field; we could build that exposure through advertising on their forums. Also, by working with Branding Iron Management, we have been exposed to more online opportunities. They have also assisted us in finding the most effective print advertising options. The new advertising options would contribute to an approximate \$60,000-\$65,000 increase.

#### Technology

In the realm of technology, with the addition of a new website and customer relation management software system, we are able to use to target specific people and really learn who our customer is. We will experience more Search Engine Optimization and strengthen the pay per clicks we see. Simpleview allows us to consolidate many of the media relations software we were using in the past.

We appreciate your most serious consideration to this adjustment request and should you require any additional information or need further details or clarification please contact us directly.

Respectfully submitted,

Shannon Overby  
President/CEO

# **BRYAN COLLEGE STATION** **CONVENTION AND VISITORS BUREAU**

## **Bryan-College Station Convention & Visitors Bureau Investment Request 2013-2014 City of Bryan**

### **Mission and Overview of Organization**

The Bryan-College Station Convention & Visitors Bureau Board of Directors in conjunction with the professional team continue to look at the future of the organization and the industry, to confirm our vision and set the Strategic Principals that would guide the organization in fulfilling its mandate. The foundation is solid and we consistently strive to meet our mission and protect our competitive position in the marketplace.

### **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.

## **STRATEGIC PRIORITIES**

While our priorities continue to remain the same, each year we strive to fine-tune our efforts in order to maximize the return on investment provided to us by the cities of Bryan and College Station. At the beginning of FY2013, the BCSCVB Board of Directors went through a three to five year strategic planning retreat. From that retreat, three goals, each with multiple objectives were developed, defined and subsequently prioritized. Each year, these priorities will be revisited and refined.

### **GOAL ONE: Enhance Community Partnerships**

#### **Objective A**

##### ***Enhance Awareness & Support of the Visitor Economy & CVB***

- Develop a compelling message to convey the importance of the Local Visitor Economy
- Utilize ongoing research to assess the economic impact of the visitor industry as well as studying the visitor profiles and needs

#### **Objective B**

##### ***Develop Better Regional Collaboration & Communication***

- Enhance partnerships with local organizations:
  - The Research Valley Partnership (RVP)
  - The Chamber of Commerce
  - The Arts Council
  - Northgate District
  - The Hotel Association
  - The Restaurant Association
  - Others, as identified
- Share interests in future development of the community, looking for potential commonalities and synergies

#### **Objective C**

##### ***Maximize the Infrastructure and Influence of Texas A&M***

- Schedule exploratory meetings with University leadership
  - The President's Office
  - Deans and Department Heads
  - The Athletic Department
  - The Association of Former Students
  - 12th Man Foundation
  - Others, as identified

- Identify opportunities to work together toward mutually beneficial ends
  - Gain a clearer understanding of the University's mandates and revenue streams
  - Attempt to identify University assets that are under-utilized
  - Identify pathways to create win-win scenarios
  - Work with Deans in joint pursuit of High-Value Target Markets for meetings and conventions
  - Educate University faculty of the opportunity of grant funds through the CVB
- Analyze opportunities to create a front end sales system for them to host events in Bryan-College Station

#### **Objective D**

##### ***Enhance Communications with Industry Partners***

- Survey Industry Partners on their needs and expectations of the CVB
- Work to develop more effective communication tools
- Consider ways to develop new "products" to enhance partner marketing and success
- Analyze opportunities to develop a Hospitality Training Program to create a hospitable atmosphere
  - Work with the University's "Texas Friendly" program to offer hospitality training quarterly
- Analyze opportunities to expand upon the success of the first SEC Home Football Game
  - Ideate how to institutionalize the Game Day experience (jerseys/t-shirts/flags, etc. for big events)
  - Produce Welcome Signs for businesses' windows
  - Encourage those with external Reader Boards to welcome groups to town on more than game days, such as:
    - Major Tournaments and Events
    - Fire School
    - 4-H Convention
    - Large and/or prestigious meetings and conventions
- Educate Industry Partners regarding the significant potential of the Blinn Bowl on the community
- The need to model the experience surrounding the first SEC home Football Game
- The anticipated schedule of events and Hotel Room pick-up

## **GOAL TWO: Advocate for Destination Enhancing Development**

### **Objective A**

#### ***Develop a Tourism Vision Plan for the Destination***

- Review all existing comprehensive and vision planning documents from:
  - Government
  - Research Valley Partners
  - Chamber of Commerce
  - Texas A&M and Blinn College
  - Arts & Culture Groups
  - Park & Recreation Agencies
  - Transportation Departments
  - Others, as appropriate
- Identify visions and projects that would enhance the Visitor Economy in the region
- Combine appropriate projects into an Tourism Vision Plan
- Communicate the CVB's Master Plan to the sponsor's of other plans to generate community-wide support

### **Objective B**

#### ***Support the Expansion and Development of Tournament-Grade Sports Facilities***

- Carefully monitor progress on the Sports Asset Inventory being compiled
- Work with the College State City Council on its upcoming feasibility study
- Publicly advocate for facility expansion and development when such proposals will increase Tournaments in Brazos County

### **Objective C**

#### ***Support Efforts to Enhance Transportation Access in and to Bryan-College Station***

- Monitor City, County, State and Federal plans to update transportation options in the region
- Engage government during public hearings on projects to ensure upgrades will be made with the visitor in mind
- Advocate for the private sector to consider developing trolleys for periods of high visitation
- Work with the RVP, Chamber and University to offer a united voice on the need for additional commercial air service

### **Objective D**

#### ***Support Festivals & Events***

- Continue to review and assess the ROI of the Events Grants Program
- Communicate the availability of the program when representing the CVB at business and social events

**Objective E**

***Examine Opportunities to Update the Destination Brand***

- Identify potential next steps to refine and update the destination's brand identity
- Analyze best practices from other DMOs that have successfully gone through the process
  - Durham NC
  - Oshkosh WI
  - Others, as Identified
- Initiate discussions with the Cities, RVP, Chamber and others whose participation will be important to secure support

**GOAL THREE: Enhance Organizational Competitiveness**

**Objective A**

***Analyze the Opportunities and Potential Impact of Diversifying and Increasing the CVB Budget***

- Assess the potential impact to the Region's Economy were the CVB to have a more competitive budget
- With the additional activities - Identify what impact additional sales/marketing person would have on the local tourism industry
- Identify the impact that a re-Branding process could have on the community at large
- Identify the impact of additional resources poured into advertising or visitor services could have
- Re-engage Partners with new Value Proposition and Marketing Opportunities
- Improve Collaboration with Hotel Community
- Identify opportunities to engage the non-Hospitality Industry Corporate community in Image Building campaigns
- Work with local Municipalities to standardize the investment of Hotel Occupancy Taxes in the CVB
  - Perform analysis of the ROI of the investment over the past 12 years
  - Suggest the advantages of a set percentage and a multi-year contract

### **Objective B**

#### ***Analyze Opportunities to Develop New CVB Offices***

- Initiate conversations with local municipalities, the University and other community-based groups regarding their long-range needs and plans for office space
  - Shared administrative, IT and meeting space could be a significant cost savings for all entities
  - Such an arrangement would also increase inclusivity in each others' planning meetings
- Analyze potential locations for a joint Texas A&M-BCSCVB Visitors Center
  - Opportunities for adaptive re-use of existing buildings
  - High visibility location is key
- Analyze whether the CVB should Own or Lease
  - With ownership, is there an opportunity to create a new revenue stream for Destination Marketing?

### **Objective C**

#### ***Assess the Potential Opportunities in an Organizational Name Change***

- Initiate discussions regarding the trend for American DMOs to drop the letters "CVB" in favor of new names, such as:
  - Visit Pittsburgh
  - Experience Arlington
  - Destination Bloomington
  - etc.
- Research the results other DMOs have had with the name change
  - Increased visibility and understanding in the community...and with prospective visitors?

## **General Goals and Objectives**

### **Sales**

**To maintain existing and grow new group business for Bryan-College Station hotels, restaurants, and attractions from designated target markets.**

- Increase the number of confirmed conventions, conferences, meetings, sports events, group tours and individual travel parties to our area maximizing utilization of our available hotel rooms, facilities and attractions.
- Identify and develop qualified leads from targeted market segments.
- Increase, through incremental visitor spending, the economic contributions to the area businesses and governments through increased travel and tourism activity.
- Identify, develop and increase the number of qualified leads from all our targeted market segments.
- Strengthen the Bryan-College Station and Brazos Valley image and visibility as a unique and preferred destination for business, sports and leisure travel experiences.
- Highlight our special and unique venues to groups to hold meetings and events, providing a greater offering of facilities to our clients
- Develop strong relationships within the local community – hoteliers, Texas A&M University, Blinn College, TEEEX, etc.
- Cultivate partnerships with local groups and clubs and educate them about services provided by BCSCVB.
- Work with local partners to market targeted groups at tradeshow and sales calls.
- Expand the client/customer database of all market segments with qualified and quality information.
- Increase the volume and conversion of visitor inquiries by maximizing the frequency and placement of consumer advertising and marketing.
- Heighten the visibility, understanding and accountability of the Bryan-College Station Convention & Visitors Bureau within the communities and among all stakeholders and residents of our community.

### **Marketing & Communications**

**Increase the exposure of Bryan-College Station as a premier destination through a proactive media plan that targets key travel publications and media outlets.**

- Research and build a comprehensive media database of all publications, consumer and trade, which have high potential of running stories on our area and unique product offerings.
- Increase utilization of available technology applications to consistently be in front of targeted media with stories of interest to generate additional free exposure of our area and product.
- Cultivate strong relationships with key media to assist us with identifying the best sources to bring to our area are guaranteed to generate the desired media exposure.

### **Governmental Affairs**

**Strengthen relationship between Bryan-College Station Convention & Visitors Bureau and city and county staff and elected officials.**

**Stay involved in legislative issues that affect the tourism industry in our community – both on the state and federal levels.**

**Continually communicate the impact of tourism on the community to stakeholders and partners.**

- Provide timely and consistent reports to our stakeholders and partners in regards to our marketing efforts and impact.
- Work with state and national travel industry partners, as well as with local organizations, to communicate the importance of tourism to our legislators.
- Create and distribute timely reports for our stakeholders and partners to better understand the importance of tourism on our community and the efforts of the Bryan-College Station Convention & Visitors Bureau.

**Community Involvement**

**Create and strengthen relationships between organizations to better serve the travel industry in our community.**

**Organize opportunities to ensure that our community epitomizes hospitality and offers all that visitors to our community would require.**

- Continue to meet regularly with the CEOs and Boards of Directors of our local community partner organizations.
- Offer training for community businesses and their employees to equip them to better serve the visitors to our community.
- Create events that would not only bring visitors to our area, but would help explain the importance of tourism and travel to stakeholders and residents of our community.

**The goals of the Bryan-College Station Convention & Visitors Bureau are based on the performance measures which are attached to this request.**

### Description of Programs to Receive Funding

- A. The 2013/2014 investment request provides for both new programming and a quantifiable increase in the level of service for established programs.
- B. The 2013/2014 program of work provides for the continuation and expansion of successful activities, introduces new targeted and focused sales and marketing strategies and reflects the elimination of past programs which are no longer effective in achieving our mandates. Our plan requires that we continually review and refine what we do ensuring incremental visitation and increased visitor spending to the benefit of the industry and community.

The marketing, sales and business development plan calls for the ongoing participation and increased effort at specific tradeshows, marketplaces, direct sales events and promotions to maximize the outreach in our targeted market areas. The plan also includes increased efforts in consumer advertising, primarily through web based initiatives, direct marketing and sales in the sports market and proactive public/media relations to increase inquiries and media coverage from our primary market areas in Texas and the surrounding region.

In order to ensure the highest conversion and return from our sales and marketing efforts it is absolutely necessary to provide accurate and timely information used by our customers in making the positive decision to select our area for their travel experience. Continued fine tuning of our print collateral and ongoing improvement and additions to our web site and technology applications will guarantee the most effective and efficient delivery of information to close the sale and maximize our return on investment.

- C. Although we have been successful in our efforts to increase visitation and visitor spending in our community through well thought out and focused efforts, in order to continue to grow and maximize our success, primary and secondary research is critical.

In early 2011 the CVB hired Indigo Consulting Group. They identified several key areas where we could improve upon the visitors experience to our community and to get the highest return for investment of hotel occupancy dollars. The CVB quickly moved into action with these ideas and all of them have been started if not completed. Phase One of the BCS Wayfinding system was completed in the Fall of 2012, a Hotel Occupancy Tax Funding application has been drafted and adopted by both cities to create a way to determine how to best spend HOT funds to bring higher returns, discussion has begun and negotiations are underway to allow for underutilized facilities on Texas A&M University campus to be utilized by the CVB for large meetings, sports tournaments and events to bring in large numbers of visitors to our community, and a job description for an additional staff person has been drafted to assist local tourism affiliates in marketing themselves (their event, festival, attraction, etc) to visitors from outside of our community.

- D. You will see, reflected in our budget, as well as in our Business and Market Development plan, several new programs.

Personnel – With both the new HOT Fund Grant application and the possibility of new facilities on Texas A&M University campus to market and sell, a new position has been created to assist with the administration of the grant and marketing of these facilities.

Advertising/Marketing – With the new facilities to market, as well as the move of Texas A&M to the SEC, many new opportunities have arisen. The BCSCVB has recently hired an advertising agency to assist them in determining the best placements for ads – both in print and online – in order to reach the most potential visitors and clients.

Technology/Research – In order to stay competitive and to better communicate our message to our stakeholders and customers, the BCSCVB has contracted with a new CRM database system that streamlines our efforts. In addition, research is vital to our industry. Ongoing research should be conducted on all aspects of the tourism business to ensure that we are being effective and efficient.

### **Program Benefits**

Tourism as an industry provides many significant benefits to our community and the Bryan-College Station Convention and Visitors Bureau plays a vital role in it. The efforts of the organization through our program of work and in partnership with our industry both locally and regionally results in a significant economic contribution to our community.

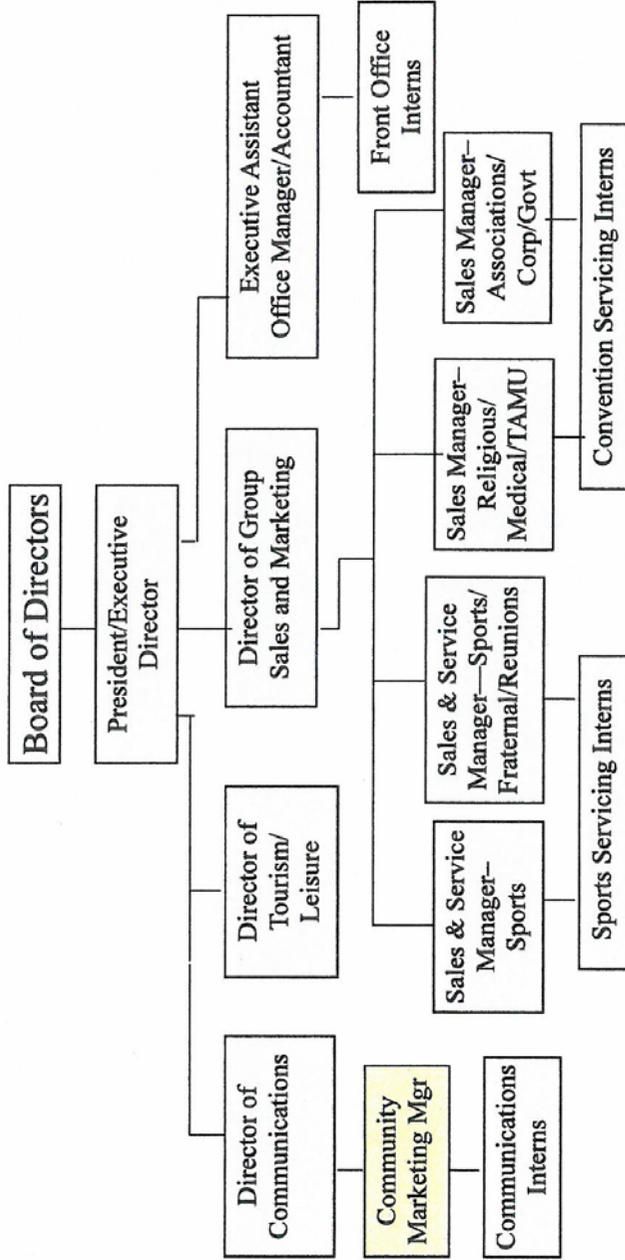
Although the economic contributions are significant, tourism contributes greatly to the quality of life in our community. The industry provides jobs, attracts business to our area and generates tax dollars which helps support city services for our residents and assists in the maintenance and development of infrastructure which we all use, enjoy and benefit from.

**The Bryan-College Station Convention and Visitors Bureau is dedicated to the long term success and development of our destination and will continue to contribute significantly to our community by ensuring the growth and sustainability of the travel and tourism industry to everyone's benefit.**

	A	B	C	D	E	G	H	I	J
1	<b>EMPLOYMENT/PROSPERITY</b>								
2	<b>CONVENTION AND VISITORS BUREAU</b>								
3									
4	<b>Description &amp; Budget Explanation:</b>								
5	The mission of the Brazos Valley Convention & Visitors Bureau is to enhance economic and social growth in								
6	College Station, Bryan and the Brazos Valley by marketing, selling, promoting, developing and coordinating								
7	tourism, conventions, sports and hospitality opportunities in the area.								
8									
9						<b>FY 11</b>	<b>FY 12</b>	<b>FY 13</b>	<b>FY 14</b>
10						<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Proposed</b>
11	<b>Budget Summary</b>					\$125,000	\$125,000	\$125,000	\$172,042
12									
13									
14									
15	<b>Program Name: Business Travel Market</b>								
16									
17	<b>Service Level:</b>		Through an integrated plan of action, the Business Travel market will generate						
18			incremental confirmed conventions and meetings to our area, identify and						
19			develop qualified leads for future bookings and provide exceptional servicing to all						
20			conventions, conferences and meetings held in our destination.						
21									
22	<b>Performance Measures</b>					<b>FY 11</b>	<b>FY 12</b>	<b>FY 13</b>	<b>FY 14</b>
23						<b>Actual</b>	<b>Actual</b>	<b>Estimate</b>	<b>Proposed</b>
24	<b>Conventions Booked</b>								
25	* Number of Conventions Booked					179	141	200	185
26	* Definite Room Nights					49,073	19,362	25,506	52,000
27	* Number of attendees					63,641	40,496	45,698	65,000
28									
29	<b>New Sports Events Booked</b>								
30	* Number of Events					98	68	100	110
31	* Definite Room Nights					41,907	25,879	37,366	45,000
32	* Number of attendees					58,599	36,998	46,370	65,000
33									
34	<b>Convention Leads</b>								
35	* Number of Leads					188	170	215	225
36	* Lead Room Nights					36,476	27,985	37,500	40,000
37	* Number of Attendees					49,500	52,100	46,000	48,000
38									
39	<b>Sports Event Leads</b>								
40	* Number of Leads					70	76	90	120
41	* Lead Room Nights					41,165	19,584	45,000	48,000
42	* Number of Attendees					49,179	43,891	50,000	53,000
43									
44	<b>Events Hosted</b>								
45	* Number of Events Hosted					240	296	325	180
46	* Number of Room Nights					89,118	83,840	84,142	51,000
47	* Number of Attendees					115,381	116,991	120,506	54,000
48									
49									
50	<b>Program Name: Leisure Travel Market</b>								
51									
52	<b>Service Level:</b>		Through an integrated plan of action, the Leisure Travel Market will generate incremental						
53			group tour programs, both overnight and day trips, increase individual visitor inquiries						
54			and conversion to actual visitation.						
55									
56	<b>Performance Measures:</b>					<b>FY 11</b>	<b>FY 12</b>	<b>FY 13</b>	<b>FY 14</b>
57						<b>Actual</b>	<b>Actual</b>	<b>Estimate</b>	<b>Proposed</b>
58	<b>Definite Tour Group Nights</b>					274	249	260	300
59									
60	<b>Overnight Tour Attendees</b>					443	266	270	350
61									
62	<b>Daytripper Attendees</b>					2,191	1,753	1,900	2,100

# BRYAN COLLEGE STATION CONVENTION AND VISITORS BUREAU

## Organizational Chart



5:02 PM  
05/23/13  
Accrual Basis

**Bryan-College Station Convention & Visitors Bureau**  
**Balance Sheet**  
As of May 23, 2013

	<u>May 23, 13</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Citibank - Operations	428,831.11
Prosperity - CD - Reserve	173,844.39
Prosperity - CD - Sports Found	26,553.27
Prosperity Bank - Events	145,379.18
Prosperity Bank - Operation	6,346.79
<b>Total Checking/Savings</b>	<u>780,954.74</u>
<b>Accounts Receivable</b>	
Accounts Receivable	13,078.49
<b>Total Accounts Receivable</b>	<u>13,078.49</u>
<b>Total Current Assets</b>	794,033.23
<b>Fixed Assets</b>	
Accumulated Depreciation	-127,715.56
Leasehold improvements	97,254.89
Office equipment	78,805.80
Office furniture	18,769.96
Software	13,364.94
Van	27,840.97
<b>Total Fixed Assets</b>	<u>108,321.00</u>
<b>TOTAL ASSETS</b>	<u><u>902,354.23</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Other Current Liabilities	
Note Payable	18,279.53
Payroll Liabilities	302.10
<b>Total Other Current Liabilities</b>	<u>18,581.63</u>
<b>Total Current Liabilities</b>	<u>18,581.63</u>
<b>Total Liabilities</b>	18,581.63
<b>Equity</b>	
Net Assets - CVB	442,459.07
Retained Earnings	237,101.96
Net Income	204,211.57
<b>Total Equity</b>	<u>883,772.60</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>902,354.23</u></u>

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05/23/13  
Accrual Basis

**Bryan-College Station Convention & Visitors Bureau**  
**Balance Sheet**  
**As of September 30, 2012**

	<u>Sep 30, 12</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Citibank - Operations	225,009.36
Prosperity - CD - Reserve	171,580.46
Prosperity - CD - Sports Found	26,207.47
Prosperity Bank - Events	133,977.08
Prosperity Bank - Operation	6,346.79
<b>Total Checking/Savings</b>	<u>563,121.16</u>
<b>Accounts Receivable</b>	
Accounts Receivable	33,488.64
<b>Total Accounts Receivable</b>	<u>33,488.64</u>
<b>Other Current Assets</b>	
Interest Receivable	1,100.52
Prepaid Exp	3,028.81
<b>Total Other Current Assets</b>	<u>4,129.33</u>
<b>Total Current Assets</b>	<u>600,739.13</u>
<b>Fixed Assets</b>	
Accumulated Depreciation	-127,715.56
Leasehold improvements	97,254.89
Office equipment	78,805.80
Office furniture	18,769.96
Software	13,364.94
Van	27,840.97
<b>Total Fixed Assets</b>	<u>108,321.00</u>
<b>TOTAL ASSETS</b>	<u><u>709,060.13</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Other Current Liabilities	
Accrual Payable	6,648.45
Deferred Revenue	4,250.00
Note Payable	18,279.53
Payroll Liabilities	321.12
<b>Total Other Current Liabilities</b>	<u>29,499.10</u>
<b>Total Current Liabilities</b>	<u>29,499.10</u>
<b>Total Liabilities</b>	<u>29,499.10</u>
<b>Equity</b>	
Net Assets - CVB	442,459.07
Retained Earnings	286,393.09
Net Income	-49,291.13
<b>Total Equity</b>	<u>679,561.03</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>709,060.13</u></u>

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05/23/13  
Accrual Basis

**Bryan-College Station Convention & Visitors Bureau**  
**Balance Sheet**  
**As of September 30, 2011**

	<u>Sep 30, 11</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Citibank - Operations	273,430.63
Prosperity - CD - Reserve	168,602.30
Prosperity - CD - Sports Found	25,752.59
Prosperity Bank - Events	101,545.49
Prosperity Bank - Operation	6,346.79
<b>Total Checking/Savings</b>	<u>575,677.80</u>
Accounts Receivable	
Accounts Receivable	39,084.79
<b>Total Accounts Receivable</b>	<u>39,084.79</u>
Other Current Assets	
Interest Receivable	760.40
Prepaid Exp	10,919.98
<b>Total Other Current Assets</b>	<u>11,680.38</u>
<b>Total Current Assets</b>	<u>626,442.97</u>
<b>Fixed Assets</b>	
Accumulated Depreciation	-104,195.19
Leasehold Improvements	97,254.89
Office equipment	76,055.92
Office furniture	18,769.96
Software	13,364.94
Van	27,840.97
<b>Total Fixed Assets</b>	<u>129,091.49</u>
<b>TOTAL ASSETS</b>	<u><b>755,534.46</b></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Other Current Liabilities	
Accrual Payable	6,511.25
Deferred Revenue	4,700.00
Note Payable	21,696.66
Payroll Liabilities	530.64
<b>Total Other Current Liabilities</b>	<u>33,438.55</u>
<b>Total Current Liabilities</b>	<u>33,438.55</u>
<b>Total Liabilities</b>	<u>33,438.55</u>
<b>Equity</b>	
Net Assets - CVB	435,702.82
Retained Earnings	233,401.69
Net Income	52,991.40
<b>Total Equity</b>	<u>722,095.91</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>755,534.46</b></u>

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 Accrual Basis

**Bryan-College Station Convention & Visitors Bureau**  
**Profit & Loss**  
 October 1, 2012 through May 23, 2013

	<u>Oct 1, '12 - May 23, 13</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Booking Commissions	6,650.97
Brazos County	12,500.00
Bryan	62,500.00
Bryan Downtown Rent	5,700.00
BVSF Events	
Entry Fees	11,300.00
Sponsorships	3,320.00
Tickets	14,048.00
Total BVSF Events	28,668.00
College Station	751,435.36
Industry Participation	117,331.76
Interest earned	1,554.15
Poster - AggieLand	-11.25
<b>Total Income</b>	<b>986,328.99</b>
<b>Expense</b>	
Administrative/Operations	
Audit/Legal/Professional Serv.	3,877.51
Bank Charges	-75.70
Board Expenses	2,530.12
Building Repairs & Maintenance	9,044.26
Electrical/Water Svc Expense	7,726.11
Liability Insurance	9,350.65
Merchant Charges	467.01
Office Supplies	3,973.74
Outside Storage	1,400.00
Property Tax	1,849.11
Sympathy/Recognition	1,009.90
Technical Support	8,558.50
Telephone	10,182.03
Vehicle Gas & Maintenance	641.84
Total Administrative/Operations	60,535.08
Capital	
Equipment	
Lease	16,756.78
Total Equipment	16,756.78
Office Rent	5,000.00
<b>Total Capital</b>	<b>21,756.78</b>
<b>Marketing/Sales/Promotion</b>	
Advertising	123,737.37
Client Relations	522.52
Community Luncheons/Events	4,113.47
Event Personnel	22,663.24
Facility Rental	8,157.41
Gift Baskets	1,011.08
Luncheons/Banquet	3,213.00
Memberships/Subscriptions	12,430.79
Postage	6,151.51
Printing	2,026.64
Professional Development	3,479.00
Promotional	18,593.20
Research	23,096.89
Sponsorships	31,220.75
Trade Show/Booth	9,121.70

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Accrual Basis

**Bryan-College Station Convention & Visitors Bureau**  
**Profit & Loss**  
October 1, 2012 through May 23, 2013

	<u>Oct 1, '12 - May 23, 13</u>
Travel	
Air	5,387.20
Ground	3,401.47
Hotel	10,476.94
Meals	1,934.97
Misc.	27.51
Total Travel	<u>21,228.09</u>
Website	
Advertising	1,666.63
Development	60,377.00
Total Website	<u>62,043.63</u>
Marketing/Sales/Promotion - Other	<u>1,141.21</u>
Total Marketing/Sales/Promotion	353,951.50
Payroll Expenses	<u>345,874.06</u>
Total Expense	<u>782,117.42</u>
Net Ordinary Income	<u>204,211.57</u>
Net Income	<u><u>204,211.57</u></u>

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 05/23/13  
 Accrual Basis

**Bryan-College Station Convention & Visitors Bureau**  
**Profit & Loss**  
 October 2011 through September 2012

	<u>Oct '11 - Sep 12</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Booking Commissions	18,353.34
Brazos County	35,000.00
Bryan	125,000.00
Bryan Downtown Rent	12,000.00
BVSF Events	
Entry Fees	10,260.00
Programs	2,812.48
Souvenirs	48.65
Sponsorships	2,612.04
Tickets	37,884.00
<b>Total BVSF Events</b>	<b>53,617.17</b>
College Station	1,000,000.00
Industry Participation	23,684.95
Inkind/Donated Services	
Rent-In Kind	60,720.00
<b>Total Inkind/Donated Services</b>	<b>60,720.00</b>
Interest earned	3,773.16
Poster - Aggieland	361.96
Special Events Fund	20,696.00
<b>Total Income</b>	<b>1,353,206.58</b>
<b>Expense</b>	
<b>Administrative/Operations</b>	
Audit/Legal/Professional Serv.	8,960.16
Bank Charges	16.87
Board Expenses	2,824.00
Building Repairs & Maintenance	16,789.74
Electrical/Water Svc Expense	17,201.87
Liability Insurance	6,220.99
Merchant Charges	261.28
Miscellaneous	0.38
Office Supplies	10,439.90
Outside Storage	1,925.00
Property Tax	1,815.99
Sympathy/Recognition	1,654.70
Technical Support	10,919.30
Telephone	15,265.01
Vehicle Gas & Maintenance	2,999.87
<b>Total Administrative/Operations</b>	<b>97,295.06</b>
<b>Capital</b>	
Equipment	
Lease	16,417.66
<b>Total Equipment</b>	<b>16,417.66</b>
Office Rent	12,000.00
<b>Total Capital</b>	<b>28,417.66</b>
Depreciation Exp	23,520.37
Events Trust Fund	19,846.70
Inkind/Donated Services Expense	
Rent	60,720.00
<b>Total Inkind/Donated Services Expense</b>	<b>60,720.00</b>
Interest Expense	6,482.87

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Accrual Basis

**Bryan-College Station Convention & Visitors Bureau**  
**Profit & Loss**  
October 2011 through September 2012

	Oct '11 - Sep 12
<b>Marketing/Sales/Promotion</b>	
Admission Tickets/Merchandise	2,895.27
Advertising	175,817.71
Bid Fees	16,000.00
Client Relations	753.24
Community Luncheons/Events	6,124.09
Event Personnel	32,573.18
Facility Rental	55,471.93
Gift Baskets	2,429.99
Luncheons/Banquet	3,637.52
Memberships/Subscriptions	16,259.84
Postage	9,139.48
Printing	3,403.23
Professional Development	24,542.63
Promotional	25,612.24
Research	69,061.55
Sales/Marketing Leads	734.82
Site Visits/FAM Tours	447.31
Sponsorships	42,887.06
Trade Show/Booth	30,239.31
Travel	
Air	16,567.99
Ground	6,962.74
Hotel	26,154.25
Meals	4,834.57
Misc.	83.06
<b>Total Travel</b>	<b>54,602.61</b>
Website	
Advertising	22,736.70
Development	30,808.77
<b>Total Website</b>	<b>53,545.47</b>
<b>Total Marketing/Sales/Promotion</b>	<b>626,178.48</b>
Payroll Expenses	540,036.57
<b>Total Expense</b>	<b>1,402,497.71</b>
<b>Net Ordinary Income</b>	<b>-49,291.13</b>
<b>Net Income</b>	<b>-49,291.13</b>

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 Accrual Basis

**Bryan-College Station Convention & Visitors Bureau**  
**Profit & Loss**  
 October 2010 through September 2011

	<u>Oct '10 - Sep 11</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Booking Commissions	17,252.19
Brazos County	25,000.00
Bryan	125,000.00
Bryan Downtown Rent	12,000.00
<b>BVSF Events</b>	
Entry Fees	9,130.00
Programs	1,712.10
Souvenirs	2,137.00
Sponsorships	25,941.20
Tickets	29,349.00
<b>Total BVSF Events</b>	<u>68,269.30</u>
College Station	1,032,000.00
CS Bush Library	25,000.00
Industry Participation	40,069.29
<b>Inkind/Donated Services</b>	
Advertising	9,605.00
Meals	2,099.00
Rent-In Kind	60,720.00
<b>Total Inkind/Donated Services</b>	<u>72,424.00</u>
Interest earned	6,072.61
Poster - AggieLand	774.19
Special Events Fund	265,439.74
<b>Total Income</b>	<u>1,689,301.32</u>
<b>Expense</b>	
<b>Administrative/Operations</b>	
Audit/Legal/Professional Serv.	10,046.66
Bank Charges	39.00
Board Expenses	2,066.15
Building Repairs & Maintenance	15,391.22
Electrical/Water Svc Expense	14,990.70
Liability Insurance	2,244.90
Merchant Charges	522.94
Miscellaneous	955.19
Office Supplies	8,195.54
Outside Storage	2,184.95
Property Tax	1,560.96
Sympathy/Recognition	1,761.11
Technical Support	14,088.54
Telephone	15,519.82
Vehicle Gas & Maintenance	2,163.01
<b>Total Administrative/Operations</b>	<u>91,730.69</u>
Bush Library Funding	25,000.00
<b>Capital</b>	
Equipment	
Lease	6,987.41
<b>Total Equipment</b>	<u>6,987.41</u>
Office Rent	12,000.00
<b>Total Capital</b>	<u>18,987.41</u>
Depreciation Exp	22,400.00
Events Trust Fund	265,439.74
<b>Inkind/Donated Services Expense</b>	
Advertising	9,605.00
Meals	2,099.00
Rent	60,720.00
<b>Total Inkind/Donated Services Expense</b>	<u>72,424.00</u>
Interest Expense	7,409.74

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Accrual Basis

**Bryan-College Station Convention & Visitors Bureau**  
**Profit & Loss**  
October 2010 through September 2011

	<u>Oct '10 - Sep 11</u>
Marketing/Sales/Promotion	
Admission Tickets/Merchandise	2,766.73
Advertising	174,209.85
Bid Fees	198.78
Client Relations	877.93
Community Luncheons/Events	3,913.17
Event Personnel	31,687.00
Facility Rental	44,631.42
Gift Baskets	3,416.16
Luncheons/Banquet	4,703.56
Memberships/Subscriptions	12,014.56
Postage	9,370.27
Printing	4,717.99
Professional Development	12,846.80
Promotional	20,361.05
Research	19,960.17
Sales/Marketing Leads	2,092.14
Site Visits/FAM Tours	1,876.66
Sponsorships	56,178.50
Trade Show/Booth	33,754.65
Travel	
Air	9,802.22
Ground	4,995.92
Hotel	28,426.95
Meals	5,805.29
Misc.	357.59
Total Travel	49,387.97
Website	
Advertising	110,350.00
Development	2,000.00
Total Website	112,350.00
Total Marketing/Sales/Promotion	601,315.36
Payroll Expenses	530,045.98
Total Expense	1,634,752.92
Net Ordinary Income	54,548.40
Other Income/Expense	
Other Income	
Gain of disposition of asset	-1,557.00
Total Other Income	-1,557.00
Net Other Income	-1,557.00
Net Income	<u>52,991.40</u>

10:29 AM  
 05/28/13  
 Accrual Basis

**Bryan-College Station Convention & Visitors Bureau**  
**Profit & Loss Budget Overview**  
 October 2013 through September 2014

	Oct '13 - Sep 14
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Booking Commissions	12,000.00
Brazos County	25,000.00
Bryan	172,042.00
Bryan Downtown Rent	0.00
BVSF Events	
Entry Fees	9,000.00
Souvenirs	0.00
Sponsorships	6,000.00
Tickets	21,000.00
<b>Total BVSF Events</b>	<b>36,000.00</b>
College Station	1,379,340.00
Industry Participation	22,380.00
Interest earned	3,500.00
<b>Total Income</b>	<b>1,650,262.00</b>
<b>Expense</b>	
<b>Administrative/Operations</b>	
Audit/Legal/Professional Serv.	9,250.00
Board Expenses	6,250.00
Building Repairs & Maintenance	12,500.00
Electrical/Water Svc Expense	15,000.00
Liability Insurance	5,000.00
Merchant Charges	500.00
Office Supplies	9,900.00
Outside Storage	2,100.00
Property Tax	1,900.00
Sympathy/Recognition	3,000.00
Technical Support	22,100.00
Telephone	15,600.00
Vehicle Gas & Maintenance	3,420.00
<b>Total Administrative/Operations</b>	<b>106,520.00</b>
<b>Capital</b>	
<b>Equipment</b>	
Computer Software	2,000.00
Equipment Repair & Maint.	5,000.00
Lease	19,600.00
<b>Total Equipment</b>	<b>26,600.00</b>
Office Rent	0.00
<b>Total Capital</b>	<b>26,600.00</b>
<b>Marketing/Sales/Promotion</b>	
Admission Tickets/Merchandise	1,800.00
Advertising	173,185.00
Bid Fees	3,000.00
Client Relations	3,215.00
Community Luncheons/Events	3,046.00
Event Personnel	26,850.00
Facility Rental	46,008.00
Gift Baskets	3,250.00
Luncheons/Banquet	11,100.00
Memberships/Subscriptions	17,290.00
Postage	15,750.00
Printing	10,350.00
Professional Development	18,704.00
Promotional	45,350.00
Research	35,000.00
Sales/Marketing Leads	825.00
Site Visits/FAM Tours	1,220.00
Sponsorships	124,911.00
Trade Show/Booth	29,240.00

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05/28/13  
Accrual Basis

**Bryan-College Station Convention & Visitors Bureau**  
**Profit & Loss Budget Overview**  
October 2013 through September 2014

	<u>Oct '13 - Sep 14</u>
Travel	
Air	22,873.00
Ground	7,550.00
Hotel	40,290.00
Meals	8,850.00
Misc.	780.00
Total Travel	<u>80,343.00</u>
Website	
Advertising	72,000.00
Development	52,405.00
Total Website	<u>124,405.00</u>
Total Marketing/Sales/Promotion	774,842.00
Payroll Expenses	<u>742,300.00</u>
Total Expense	<u>1,650,262.00</u>
Net Ordinary Income	<u>0.00</u>
Net Income	<u><u>0.00</u></u>

Exhibit "B"

**FUNDING AGREEMENT**

This Agreement is by and between the CITY OF BRYAN, a Texas Home Rule Municipal Corporation (hereinafter referred to as "BRYAN"), and the BRYAN-COLLEGE STATION CONVENTION AND VISITORS BUREAU, a Non-Profit Corporation organized and existing under the laws of the State of Texas (hereinafter referred to as "CVB").

**WHEREAS**, pursuant to its discretionary powers authorized under V.T.C.A. Tax Code, Chapter 351, as amended, BRYAN adopted an ordinance imposing a hotel/motel occupancy tax upon the occupants of hotels/motels within its BRYAN limits in conformity with the laws of the State of Texas; and

**WHEREAS**, pursuant to V.T.C.A. Tax Code, Chapter 351, as amended, BRYAN may use the proceeds of the hotel/motel occupancy tax for the promotion of tourism and the hotel and convention industry; and

**WHEREAS**, BRYAN has determined the promotion of tourism and the hotel and convention industry can best be accomplished by CVB through attracting, promoting, developing, presenting, producing and encouraging visitors and conventions to come to the community;

**NOW, THEREFORE**, the parties agree as follows:

**I.**

BRYAN hereby grants \$172,042.00 to CVB from the funds actually collected and received by BRYAN from the hotel/motel occupancy tax. Payment shall be made as follows:

<u>Payment Number</u>	<u>Amount</u>	<u>Payment Date</u>
1	\$43,010.50	December 15, 2013
2	\$43,010.50	February 15, 2014
3	\$43,010.50	May 15, 2014
4	\$43,010.50	August 15, 2014

These funds are in consideration for CVB's promotion of tourism and the convention and hotel industry through attracting, promoting, developing, presenting, producing and encouraging visitor and conventions to come to the community. The CVB shall also provide for the promotion of sport tourism and the hotel industry through attracting, promoting, developing, presenting, producing and encouraging sport visitor and sport events to come to the community. CVB is an independent contractor and shall be responsible for the services performed under this Agreement. CVB shall have ultimate control over the implementation of this Agreement. CVB shall give personal attention to the faithful performance and completion of this Agreement. It is understood and agreed to by the parties that the services contemplated by this Agreement shall be provided through a salaried staff and qualified volunteers. Adequate supervision is essential to the proper performance of the work.

**BRYAN** agrees to cooperate fully with the CVB in the performance of this Agreement by honoring any reasonable request it may make for assistance, including but not limited to staff support, providing information or use of a facility owned by BRYAN, in order to market and promote BRYAN.

Payment of each installment by BRYAN shall be contingent upon CVB's fulfillment of its reporting requirements set forth in Section II of this Agreement. BRYAN agrees to provide prompt and specific objections to the reports filed by CVB as required by Section II, if BRYAN determines such reports do not fulfill the CVB's reporting requirements. If CVB does not comply with any agreement or representation made in this contract, BRYAN may provide written notice to the CVB stating specifically the deficiencies in CVB's performance and/or CVB's noncompliance with the terms of this contract. CVB shall have sixty (60) days within which to cure the alleged deficiencies and/or noncompliance to BRYAN's satisfaction. If such deficiencies are not cured within sixty (60) days, BRYAN may terminate this contract and discontinue funding.

## II.

CVB shall prepare and submit (i) a proposed annual budget for the following year and (ii) proposed service levels and performance measures to BRYAN for review not later than May 31st of each year. It is understood and agreed by and between the parties that, upon budget approval by the municipality and payment of budgeted funds, the statute creates a fiduciary duty in CVB with respect to the expenditure of revenue provided.

CVB shall provide to the Bryan City Council an annual report of the activities that it has conducted to benefit BRYAN and an annual audited financial statement. At the time the budget is due, CVB shall make a presentation of their near to date activities and accomplishments and also present information with regard to proposed projects to BRYAN's Council.

On a quarterly basis, CVB shall submit to BRYAN an Activity Report of its activities and accomplishments for that particular quarter. The Activity Report shall include (i) a narrative summary of activities, (ii) a summary of expenditures to date and (iii) reporting on approved service levels and performance indicators. This report shall be received by the Chief Financial Officer or designee not later than the twentieth (20th) business day following the end of each calendar quarter. Quarterly reports shall be sent to:

Chief Financial Officer  
Fiscal Services  
BRYAN of Bryan  
P.O. Box 1000  
Bryan, TX 77805

CVB shall maintain a complete and accurate set of financial records of each expenditure of the funds and upon request of BRYAN shall make the records available for inspection and review during normal business hours. CVB shall maintain such records, accounts, reports, files or other documents for a minimum of five (5) years after the expiration of this agreement. City's right to access CVB's files shall continue during this 5 year period and for as long as the records are retained by Agency.

It is further agreed by CVB that it shall maintain said funds in a separate operating account established for that purpose and that it shall not commingle those funds with any other monies or maintain those funds in any other account.

It is understood and agreed by and between the parties that hotel/motel occupancy funds may be spent by CVB for day-to-day operations, including supplies, salaries, office rental, travel expenses, and other administrative costs, if directly related to the purposes of this Agreement.

### III.

This Agreement is effective for the 2013-2014 budget year. The Agreement is subject to annual renewal on the anniversary date of execution. The Bryan City Council shall review the Agreement annually following the budget adoption and, if necessary, amend the value of payments to be made to CVB. The payment obligations of this Agreement are contingent upon the annual appropriation of funds by BRYAN for this purpose.

### IV.

CVB and BRYAN agree to perform their duties under this agreement in compliance with all federal, state and local laws.

### V.

CVB agrees to, and shall indemnify and hold harmless BRYAN, its officers, agents and employees, from and against any and all claims, losses, damages, causes of action, suits, and liability of every kind, including all expenses of litigation, court costs, and attorney's fees, for injury to or death of any person, or for damage to any property, arising out of or in connection with the work done by CVB under this Agreement, regardless of whether such injuries, death or damages are causes in whole or in part by the negligence of BRYAN.

CVB assumes all responsibility for the work to be performed hereunder, and hereby releases, relinquishes and discharges BRYAN, its officers, agents and employees, from all claims, demands, and causes of action of every kind and character including the costs of defense thereof, for any injury to, including death of, person (whether they be third persons, agents, or employees of either of the parties hereto) and any loss of or damage to property (whether the same be that either of the parties hereto or of third parties) caused by or alleged to be caused, arising out of, or in connection with CVB's work to be performed hereunder whether or not said claims, demands and causes of action in whole or in part are covered by insurance.

### VI.

All notices shall be deemed received when sent certified mail, return receipt requested, to the parties at the addresses designated below or the addresses which they may from time to time designate in the same manner.

CITY OF BRYAN  
P.O. Box 1000  
Bryan, Texas 77805-1000

BRYAN-COLLEGE STATION CONVENTION AND VISITORS BUREAU  
715 University- Drive East  
College Station, Texas 77840

### VII.

No part of this Agreement may be assigned without the prior written approval of BRYAN. No verbal agreement or conversation with any officer, agent or employee of BRYAN, either before or after the execution of this Agreement, shall affect or modify any of the terms or obligations hereunder. The Effective Date shall be the date this Agreement is executed.

**VIII.**

The parties hereto covenant and agree to execute all such further instruments and take such further action as may be reasonably required by either party to fully effectuate the terms and provisions of this Agreement and the transactions contemplated herein.

Executed this \_\_\_\_\_ day of \_\_\_\_\_, 2013.

**BRYAN-COLLEGE STATION CONVENTION AND VISITORS BUREAU**

\_\_\_\_\_  
Shannon Overby,  
President and Chief Executive Officer

**CITY OF BRYAN**

**ATTEST:**

**APPROVED:**

\_\_\_\_\_  
Mary Lynne Stratta, City Secretary

\_\_\_\_\_  
Jason P. Bienski, Mayor

**APPROVED:**

**APPROVED AS TO FORM:**

\_\_\_\_\_  
Kean Register, City Manager

\_\_\_\_\_  
Janis K. Hampton, City Attorney