



City of League City, TX

300 West Walker
League City TX 77573

Text File

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In Control: City Council

File Type: Agenda Item

.Title

Consider and take action on a resolution authorizing a three-year contract with Bay Area Houston Convention and Visitors Bureau to assist in advertising, marketing and promotion of tourism and conventions for League City (Director of Communications)

..Background:

Approval of this item will enter into a three-year contract with Bay Area Houston Convention and Visitors Bureau (BAHCVB) to assist in advertising, marketing and promotion of tourism and conventions for the City for League City.

BAHCVB is a regional organization providing marketing and promotion of tourism and conventions for the following Bay Area Houston communities: League City, Kemah, Nassau Bay and Seabrook. Benefits from partnering with BAHCVB include:

- Broader media exposure
- Enhanced marketing opportunities
- Co-op advertising program to subsidize advertisements
- Inclusion on BAHCVB guides/maps, print and digital visitor collateral, websites, social media, and visithouston.com
- Regional appeal and draw, link city hotels to area attractions
- Regional organizational memberships and travel industry associations
- BAHCVB personnel as extended marketing support staff
- Membership in Visit Houston & Beyond

The proposed contract is proposed to begin October 1, 2016 and end June 30, 2019 with an option to terminate at any time and for any reason upon 30 days written notice. Fee for participation in the BAHCVB is 15 percent of the city's annual Hotel Occupancy Tax (HOT) payment from hotels in operation in the city as of October 1, 2016. BAHCVB will receive their payments quarterly, based upon HOT funds received during each quarter, under the terms of this contract.

Activities and marketing completed by BAHCVB will complement tourism and marketing initiatives that the city is undertaking to include establishing a convention and visitors bureau function within the city. The contract and other city initiatives are funded through the Hotel Occupancy Tax.

Attachments

1. Data Sheet
2. Proposed Resolution
3. Proposed Agreement
4. BAHCVB By-Laws

CONTRACT ORIGINATION: Bay Area Houston Convention and Visitors Bureau originated contract with Deputy City Attorney approval.

FUNDING

{ } NOT APPLICABLE

{X} Funds are available from Account #059-1201-603-5332 Hotel and Occupancy Tax: Services and Charges Visitor's Center

{ } Requires Budget Amendment to transfer from Account #_____ to Account #_____