

**ADDENDUM TO TOURISM AGREEMENT WITH BAY AREA HOUSTON CONVENTION AND
VISITOR BUREAU AND CITY OF LEAGUE CITY**

This Addendum, ("Addendum") is made this 28th day of September 2021, and is incorporated into and will be deemed to amend the Agreement entered into between Bay Area Houston Convention and Tourism Bureau, "(BAHCVB)" and the City of League City ("CITY") approved on October 16, 2019, ("Agreement"). Except as specifically amended hereafter in this Addendum, all other provisions of the Agreement shall remain in full force and effect without change. In case of conflict with this Addendum and the Agreement, this Addendum shall control.

Addendum to Article 7 (Payments) of the Tourism Agreement

In consideration of marketing services provided by BAHCVB, the CITY shall compensate BAHCVB at the rate of \$45,000/year from the respective Hotel Occupancy Tax (HOT) revenues collected by the CITY. The CITY shall pay BAHCVB in full within 60 days of the start of the Calendar Year 2022, March 1, 2022.

The CITY will remain responsible for FY2021 4th Quarter payment that will be invoiced in November 2021 at the 15% HOT revenue rate. The City will receive an annual budget from the BAHCVB in December as a condition to the payment of the \$45,000.

The CITY may allocate additional funding using HOT revenue for participation in additional cooperative advertising and media placement opportunities offered through BAHCVB.

The CITY will allow the use of an approved vacant office in the Blue Building located at 120 Park Avenue. The office will be used on a regular basis by the BAHCVB's full time employee for general business activities associated with the BAHCVB Marketing Partnership for 1 year with options for a renewal. In exchange for use of office space, the BAHCVB agrees to assist and support City's CVB and Communication Department with special events and projects as requested.

Removal of ATTACHMENT "A" – SCOPE OF SERVICES

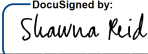
Addition of "ATTACHMENT "B" – SCOPE OF SERVICES

The current Scope of Services contained within the contract is being updated with the following new Scope of Services to allow for effective marketing and program management. The updated Scope of Services reflects the goals and programs outlined within the BAHCVB annual strategic plan and marketing plans. Marketing plans focus on specific regional tourism campaigns goals and priorities.

BAY AREA HOUSTON CONVENTION

CITY OF LEAGUE CITY

AND TOURISM BUREAU

By: 
9/17/2021

Date: _____

Attest: _____

By: _____

Date: _____

Attest: _____

ATTACHMENT "B"

SCOPE OF SERVICES

During the term of this agreement, Bay Area Houston Convention and Visitors Bureau ("BAHCVB") agrees to provide the following services:

I. Finance

A. Work with BAHCVB Board of Directors and designated staff representative to develop an annual budget.

B. Provide quarterly reports as outlined in Article 8 of this Agreement.

II. Marketing and Communications

A. Develop annual regional marketing plans focusing on specific tourism campaigns, goals, and priorities.

B. Maintain an effective destination website to promote the Bay Area as a travel destination with ongoing content development and digital marketing efforts.

C. Provide members with dedicated content on the BAHCVB website in which each member city will have the option to provide contact information, website address, photo, logo and marketing copy.

D. Maintain City events calendar on BAHCVB website

E. Work with travel media and digital influencers to generate earned media coverage and take advantage of publicity opportunities to promote the destination.

F. Provide public relation services as determined by the BAHCVB; maintaining media/travel/leisure contacts, distribution of press releases posting website/blog content.

III. Collateral

A. Develop regional marketing collateral and visitor information for distribution.

B. The BAHCVB will curate and maintain a digital and shareable photo library and each member city will have access to use photos at their discretion.

IV. Brand Development

A. Coordinate thru member cities on the branding of the Bay Area Houston and incorporate city brands and promotional efforts with BAHCVB marketing initiatives.

V. Industry and Event Representation

A. Fund membership and actively participate in the Texas Hotel and Lodging Association and its programs to ensure advocacy for the travel and hospitality industry within our region and member cities.

- B. Exert the effort to visit with hotel management at the participating cities
- C. Actively attend meetings and participate with the Greater Houston Convention and Visitors Bureau (Around Houston).
- D. Attend member city events and promote area attractions, hotels, dining, and retail.
- E. Participate in tradeshow as directed by the BAHCVB Board of Directors.

VI. Accountability

- A. Marketing reports and appropriate updates should be reported to the Board of Directors during monthly meetings.
 - 1. Recap of meetings and staff activities.
 - 2. Monthly Website Metrics
 - 3. Social Media Insights
 - 4. Campaign Reporting and Project updates
- B. Bi-Annual updates/presentations/reports for partner cities when requested.
- C. Annual State of the Bay Address to update all member cities on the yearly accomplishment of the BAHCVB and the current state of tourism in the greater Houston region.